

# PORTFOLIO

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# NUMBER OF CLOSURE IN FOOD SERVICE INDUSTRY INCLUDING COFFEE SHOPS



60%

Failure of restaurants  
within 1 year  
(Binwise)

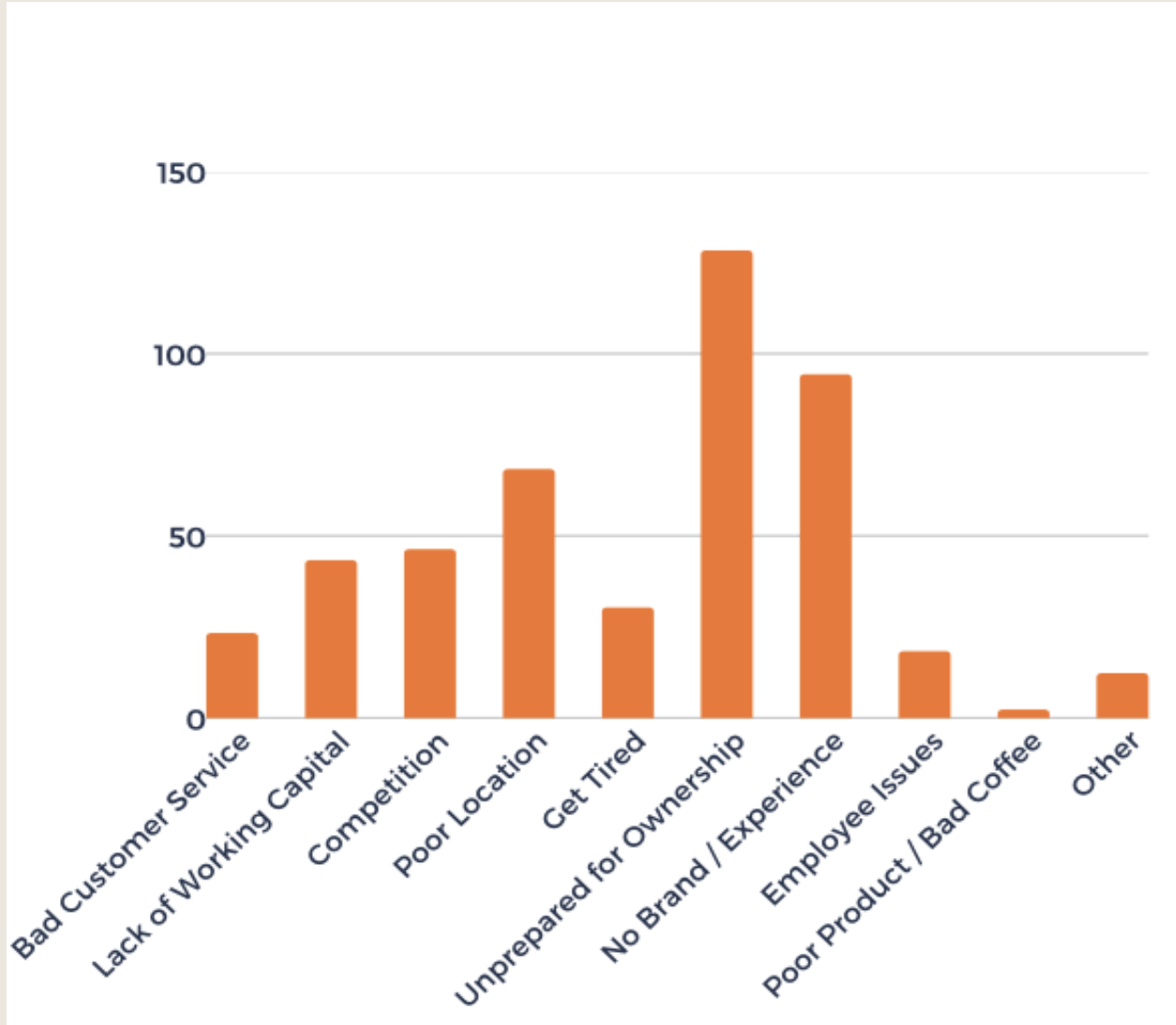
80 - 95%

Failure of coffee shops  
within 2 year  
(Bellissim)

50 - 74%

Failure of coffee shops  
within 5 year  
(FoodTruckEmpire)

# PAIN POINTS OF INDEPENDENT COFFEE SHOPS



Source: FoodTruckEmpire

## 232 RESPONDENTS\_\_

1. Unprepared for business ownership – 55%
2. No Distinct Brand / Experience – 40.5%
3. Poor location – 68 responses – 29.3%
- .
- .
- .
9. Poor Product / Bad Coffee – 2 responses (< 1%)
10. Other – 12 responses



*Interior Design*

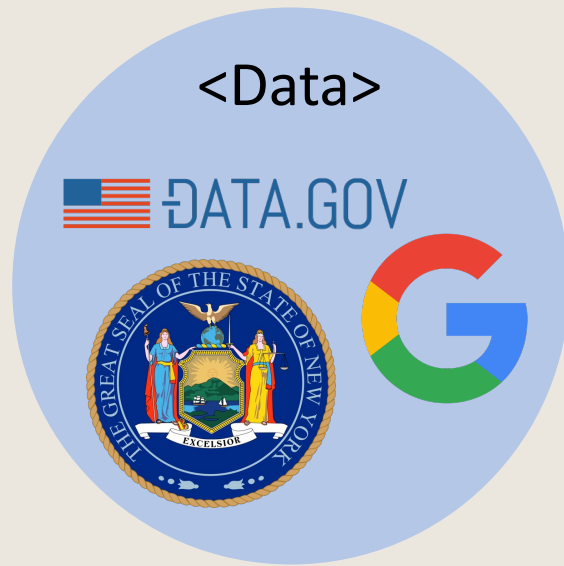
*Branding*

*Tax Affairs*

*Real Estate*  
*(location)*

*AI-based location  
recommendation system*

## AI-based location recommendation system



Public Open API



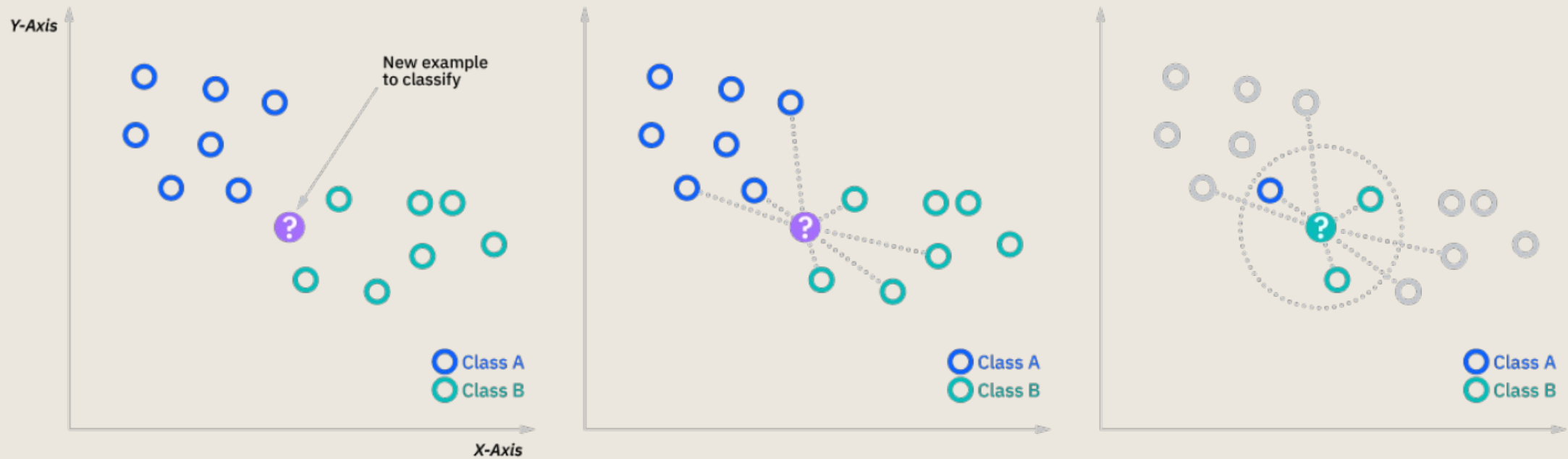
Café Data  
(Revenue, Size, Rent, Initial Cost, etc.)



**STRENGTHENS  
AI BASED  
CONSULTING**

# KNN Algorithm

(K-Nearest Neighbour)



## Without Portfolio

Real Estate

Tax Affair

Interior Design

Branding

Blog, Magazine, Interviews



## With Portfolio

### One-Stop Platform





# PORTFOLIO

Designed by: Chanhee Kim

We help potential founders to begin writing their “portfolio” and build up their career further.

[PORTFOLIO] values every foundings and anticipates every step with courage.

Café accounts for a large portion of the start-up market, but it never is easy. This is why [PORTFOLIO] is here to assist, support and walk together the journey potential founders are about to begin.



# FEATURES

STORIES  
+  
E-COMMERCE

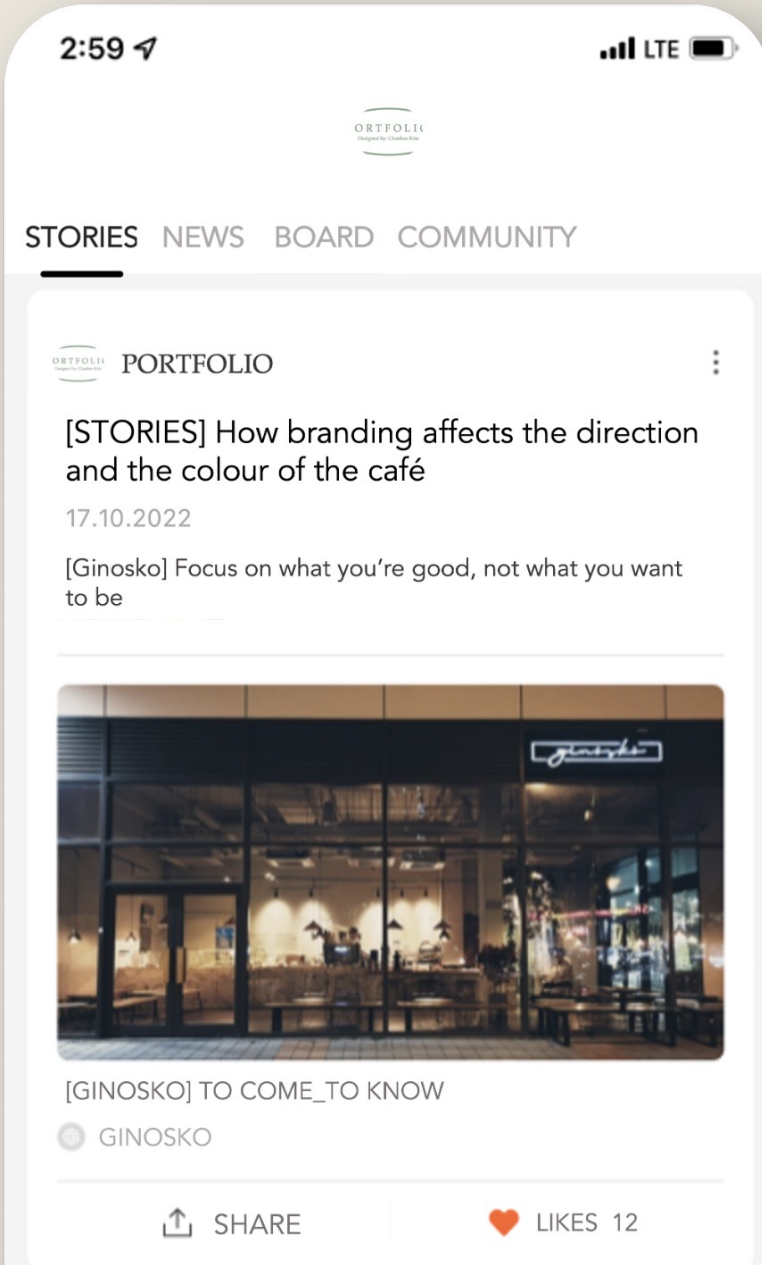
CONSULTING

COMMUNITY



# STORIES + E-COMMERCE EXPERIENCES FAILURES

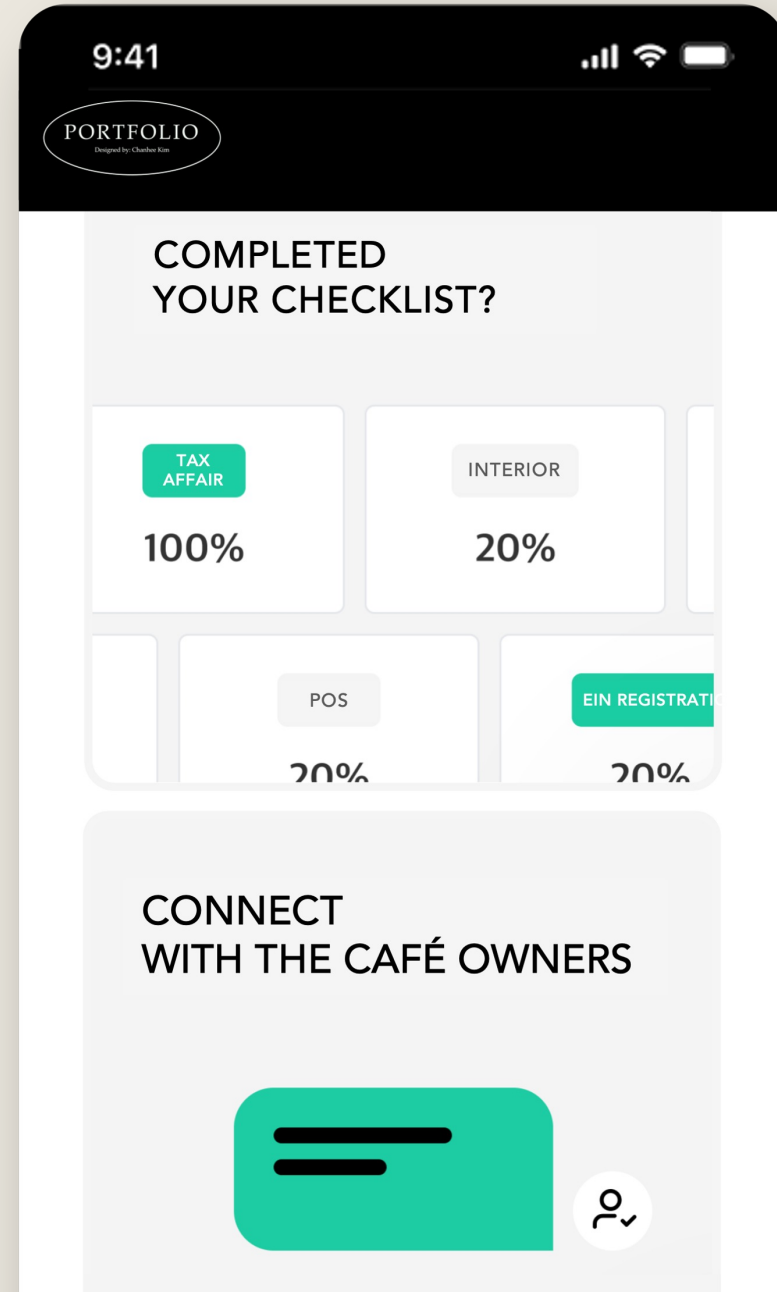
STORIES allows users to peek at many successes, failures and experiences of the existing coffee shop owners, thus guides potential founders to strengthen their motivation.

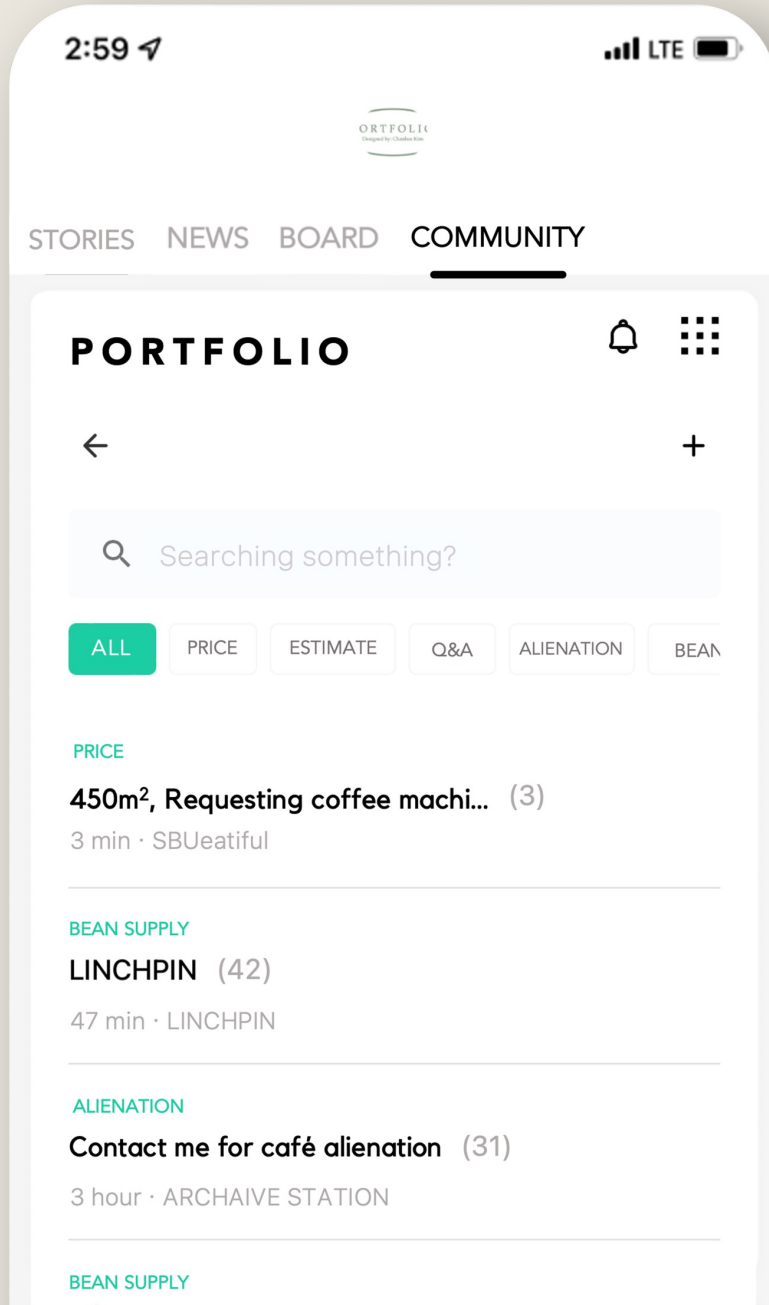


# CONSULTING

## HAVE YOU DOUBLE CHECKED?

CONSULTING connects potential founders to the existing cafe owners. Whatever real-world experiences you wonder, hear them out right here.





# COMMUNITY

## WE CALL IT AN ECOSYSTEM.

COMMUNITY enables users to communicate themselves for Estimated Initial Cost, Coffee Shop Alienation, Bean Supply and other services within a single platform.

# BUSINESS MODEL?

CONSULTING & E-COMMERCE



**Specialty  
Coffee  
Association**

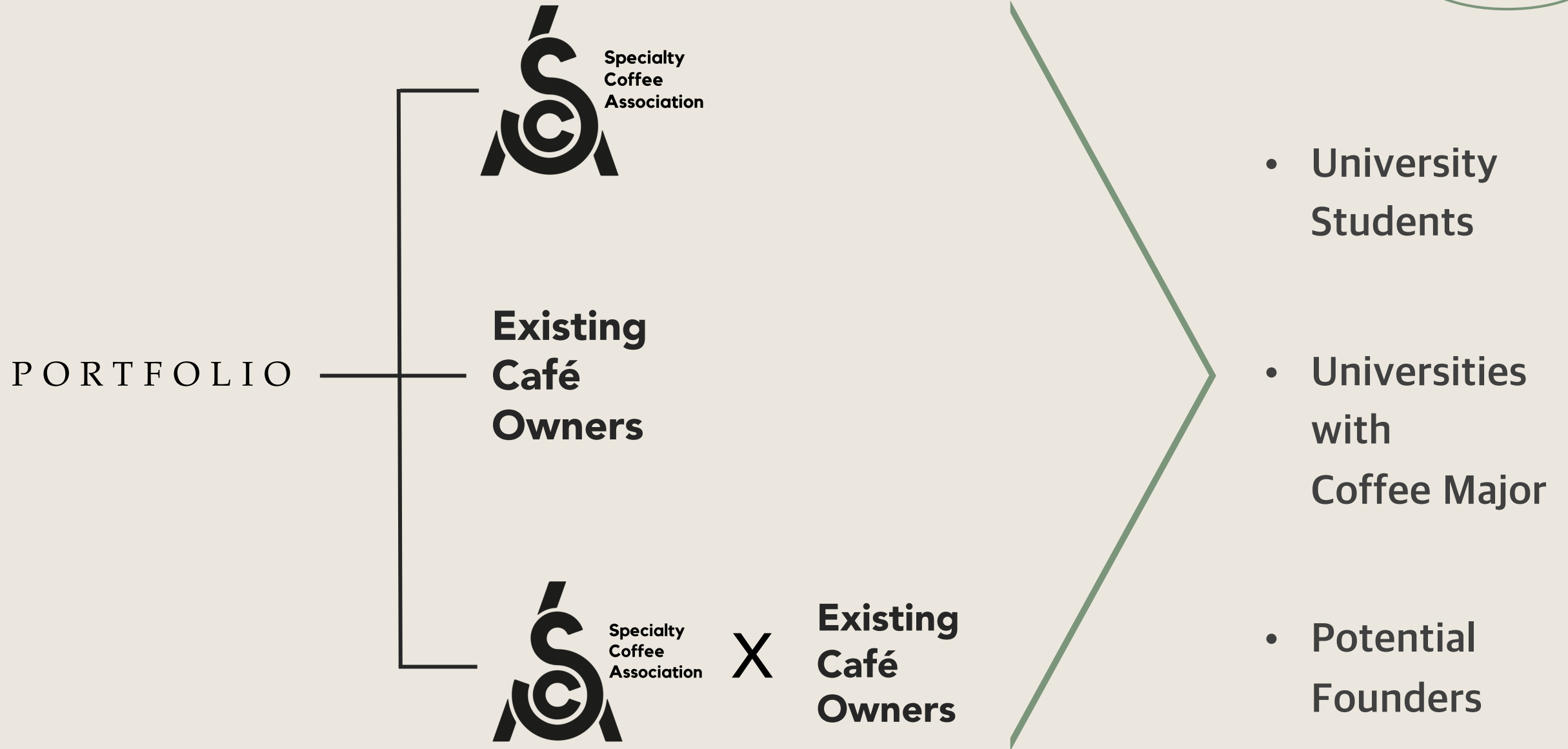


**Stony Brook University**

**Existing  
Café  
Owners**

**Universities  
With  
Coffee Major**

**PARTNER ORGANISATIONS**



- **Uni. Students**

- **Uni. with Coffee Major**

- **Potential Founders**



*Interior Design*

*Branding*

*Tax Affairs*

*Real Estate*  
(location)

Receives  
Brokerage





# E-COMMERCE PRODUCTS

**ESPRESSO  
MACHINE**

**COFFEE  
GRINDER**

**TAMPER**

**CUPS,  
PLATES &  
CUTLERIES**

**TAKE OUT  
CUPS**

**BIODEGRA-  
DABLE  
PRODUCTS**

**BEANS**

**POS**

$\$15,000 * 10\% / 49.6\text{m}^2$ **\$1,500**

(Interior Design)

**\$4,000**

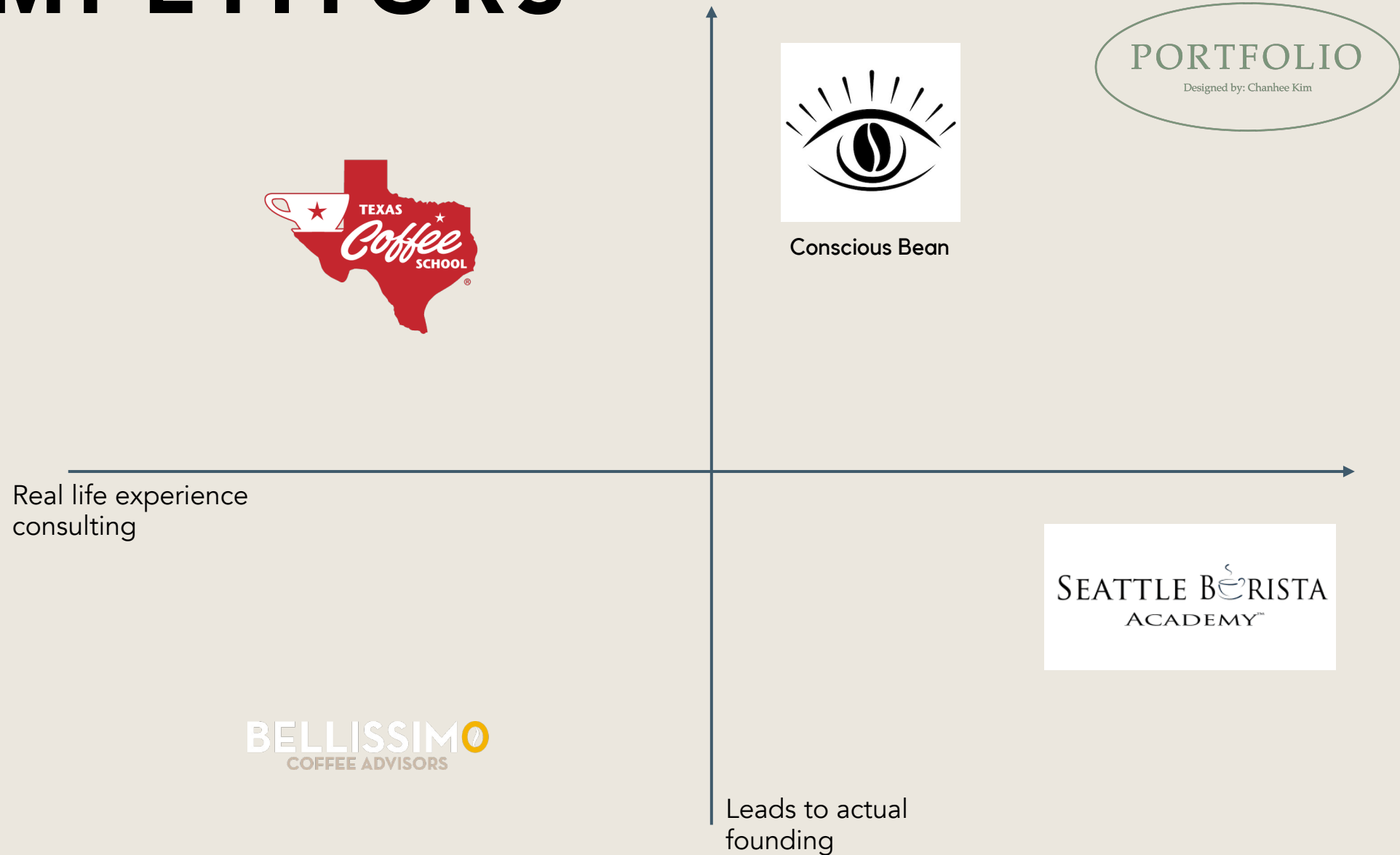
(PORTFOLIO Consulting)

 $(\$40,000 \text{ (Espresso M)} + \$3,000 \text{ (Coffee Grinder)}) * 10\%$ **\$4,300 +  $\alpha$** 

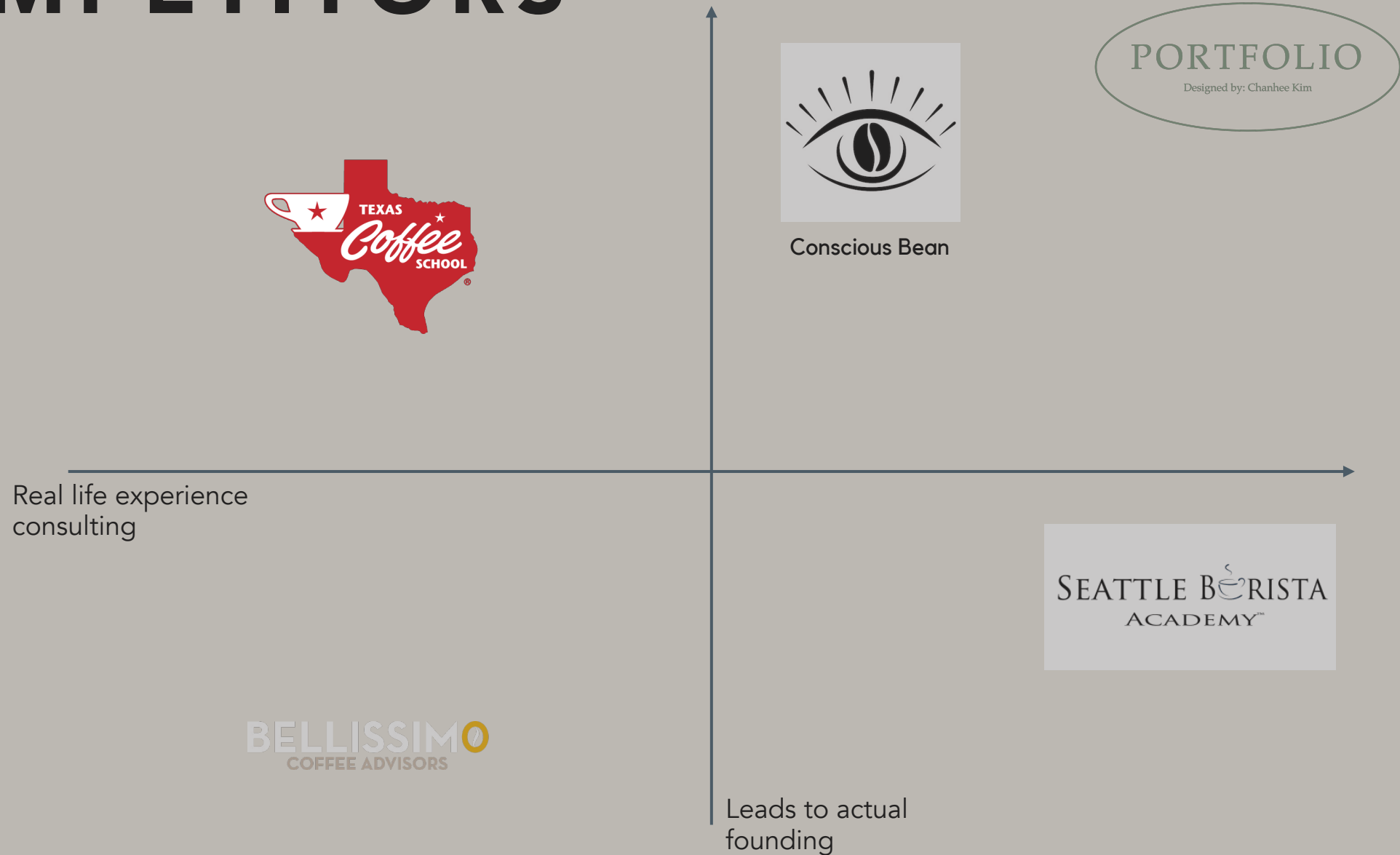
(E-Commerce)

 $= \$10,000 + \alpha$  per small coffee shop $= \$15,000 + \alpha$  per medium coffee shop $= \$20,000 + \alpha$  per large coffee shop

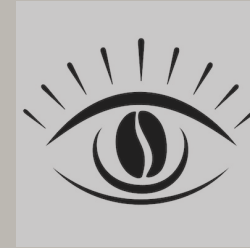
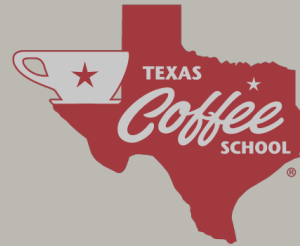
# COMPETITORS



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Conscious Bean



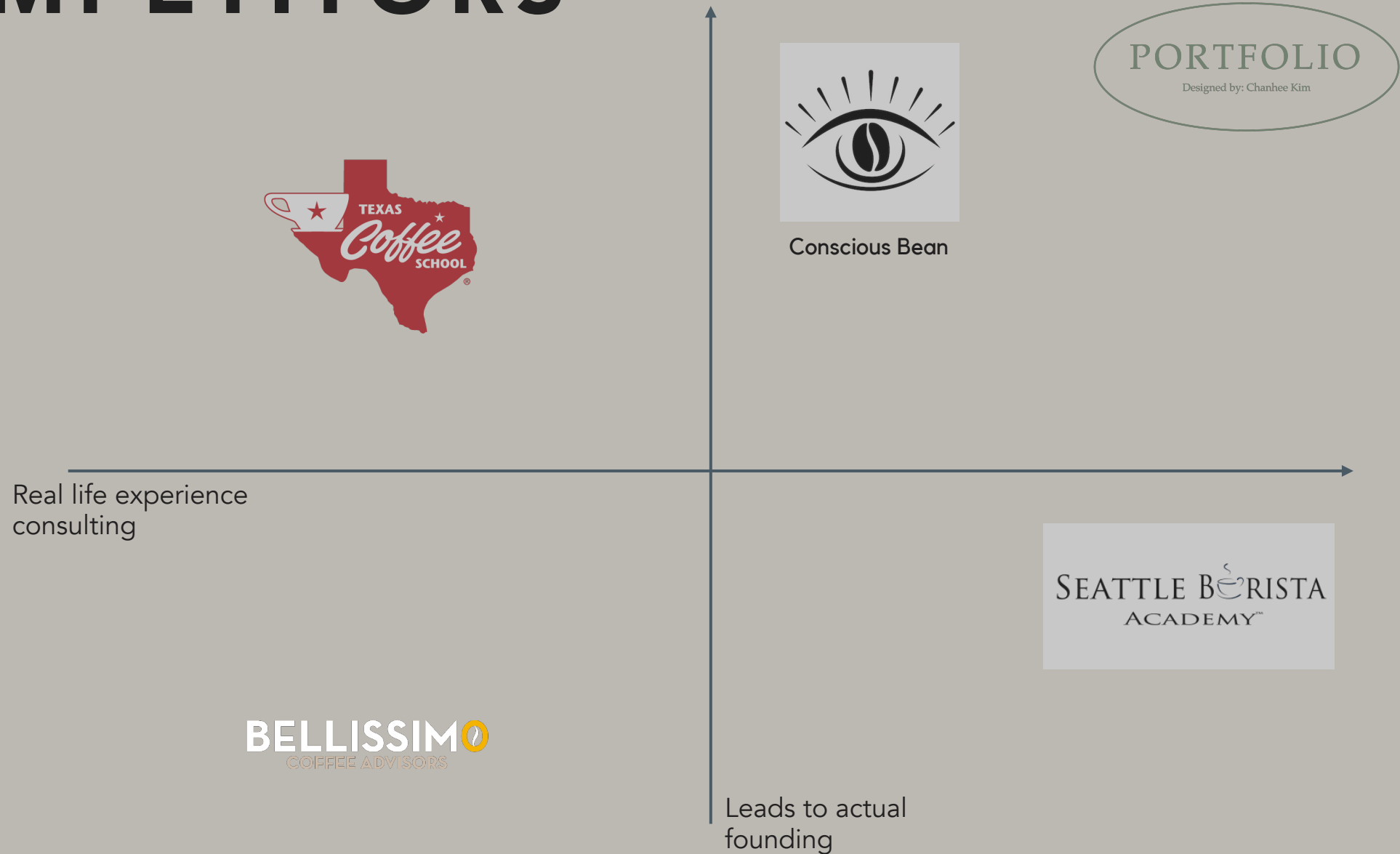
Real life experience  
consulting



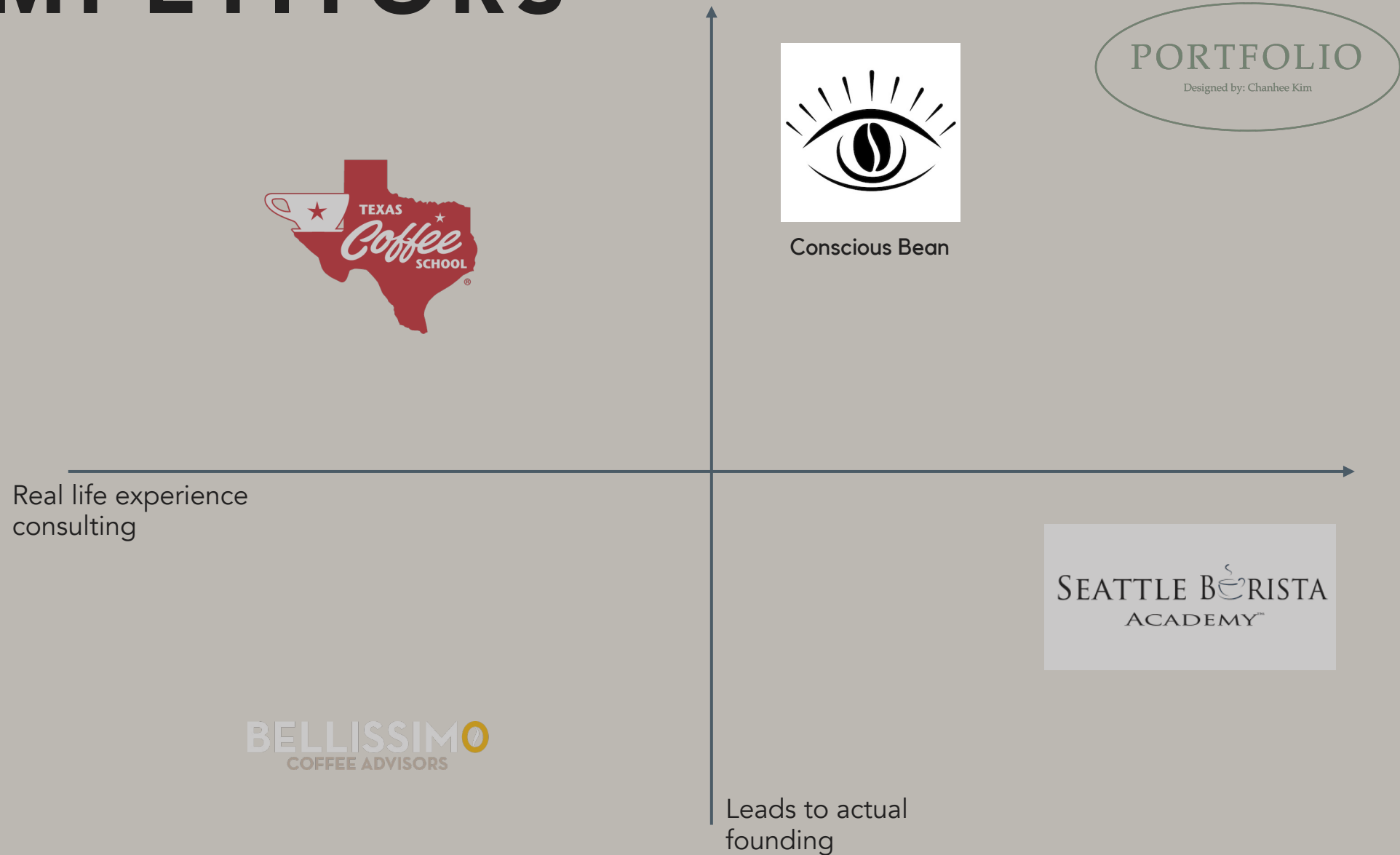
SEATTLE BÉRISTA  
ACADEMY™

Leads to actual  
founding

# COMPETITORS



# COMPETITORS





Thank you  
for listening