Atomo Coffee / FAQ for Media

**Kickstarter URL:** <https://kck.st/2Bs2Gjv>

**Where did you get the name Atomo?**

* Atomo is Atom in Italian
* Pronounced “Ah-towmo”

**Who is the Atomo team?**

* Jarret Stopforth, Ph.D. | Chief Scientist | Jarret is a radical food scientist with over 20 years experience at Soylent, Kettle & Fire, Chobani, Campbell’s, McDonald’s and many more.
* Andy Kleitsch | CEO | A serial entrepreneur with over 20 years experience in wireless, Internet and payments, and serves on the board of the M.S. Entrepreneurship program at UW.

**How did you come up with the idea? Why did you start Atomo?**

* Jarret Stopforth, Ph.D., co-founder of Atomo, loves coffee
* Jarret was modifying coffee every day to make it taste better - adding milk and sugar
* Jarret wanted to fix the bitter flavor and make coffee more consistent
* He discovered the problem with coffee is the bean… so we removed the bean
* We reverse engineered the bean - to create a great cup from the ground up

**How do you make atomo?**

* We looked at all the compounds in coffee at a molecular level - the body, mouthfeel, aroma, color - over 1,000 compounds in a roasted bean
* We found the essential compounds for aroma and flavor
* Then we sourced naturally-derived compounds to design our own coffee

**Can you say more about how the coffee is made?**

* “We are building mouthfeel and body of molecular coffee to mimic that of conventional coffee by replacing the polysaccharides, oils and proteins found in the insoluble part of the coffee ground with natural, sustainable and upcycled plant-based materials that deliver the same great effect.” - Dr. Jarret Stopforth, Chief Scientist
* “We are using sustainable and upcycled products as the base of our coffee that is dialed in by aliquoting the appropriate amount of specific flavor compounds that are all naturally derived.” - Dr. Jarret Stopforth, Chief Scientist

**How do customers make Atomo? Is it grounds?**

* It is a grounds material (at this time we’re not disclosing our ingredients)
* Consumers use our grounds just as they would regular coffee grounds, in French press, drip machines, Aeropress, refillable K-Cups and pour-overs
* It walks like grounds, talks like grounds, 1 for 1 replacement

**Why make grounds? Why not a liquid?**

* Coffee has a lot of ritual to it… consumers like their morning routine, and we feel it’s important to fit into a consumer’s routine

**You call it Molecular Coffee… What do consumers think about the name Molecular Coffee?**

* We’re scientists - so we like geeky names - perhaps it’s too geeky for consumers
* We’re creating a new category… and like all new categories, it takes some time for nomenclature to develop… what we call molecular coffee today, will probably be called something different 6 months from now.

**Your brand is pop-art style - is that the brand you’re going to market with?**

* Yes. Our brand is retro-futuristic.
* We all grew up with Jetsons or Star Trek… where they have a machine that produces the perfect food… and we like to pay tribute to that futuristic vision.

**How many ingredients are in Atomo coffee?**

* We’re starting with naturally-derived sustainable ingredients, and building from there
* Our goal is to develop coffee consumers want to drink - so we’re keeping that in mind as we finalize our formula

**Does it look like coffee?**

* Yes. Our color is a great match when compared against other coffee brands.
* We’re not disclosing our ingredients - but we are very happy with the color.

**When will people taste it?**

* In 60-90 days we will conduct taste tests with media, investors and influencers.

**Can you call it coffee?**

* The FDA has no defined Standard of Identity (S.O.I.) for coffee.
* That’s why you see herbal coffee or mushroom coffee
* Coffee is a flavor and experience

**What’s your timeline?**

* Performing prototype challenges right now
* In 60-90 days we’ll have an Alpha to test with influencers and investors
* Launching commercially in Q4

**What taste profile are you targeting?**

* We have a chemist-coffee-roaster on our team, and we’ve created our own blend which is not too light, not too dark, has a rich flavor but very low bitterness
* We’re using this as our target, and from there we’ll further remove bitterness

**What is the first coffee you’re bringing to market?**

* The first coffee will be extremely smooth - less bitter coffee
* Then we’ll bring many varietals, including the first 100% decaf

**How much will it cost?**

* Initially, it will be priced similar to speciality coffee
* The majority of the coffee out there is poor quality. And we want everyone to drink better coffee - long-term we want all coffee drinkers to have access to this better cup at an affordable price

**How large is your market?**

* We know 68% of people add cream or sugar to their coffee
* We interpret this as ‘they’re not satisfied with the flavor of their coffee’
* So, we think 68% of all coffee drinkers have a problem with bitter coffee - and we have the solution.
* Quote from Men’s Journal: Roughly 68 percent (of people drinking coffee) cut their java with caloric add-ins, predominantly sugar, cream, or milk.
* https://www.mensjournal.com/health-fitness/why-you-should-drink-your-coffee-black-w465508/

**Where will you sell it?**

* Initially we’ll sell D2C and through Amazon.
* Then, through retail channels.

**Are you launching your own brand / work with other brands?**

* We’re launching our own brand
* But, it’s possible that other brands would want to offer their customers a less bitter / more sustainable cup that tastes like their brand. And in that scenario, we may end up working with other brands.

**Has Atomo raised funds?**

* We are self-funded to date
* We are launching a Kickstarter campaign to pre-sell Atomo
* We will be opening a Pre-Seed Round in Q1, 2019