



ROBO-CAFÉ

OUR BIG IDEA

Robo-Café's mission is to become the top selling leader in its target market for providing an outstanding selection of premium coffee while being automatized for fast and effortless service.

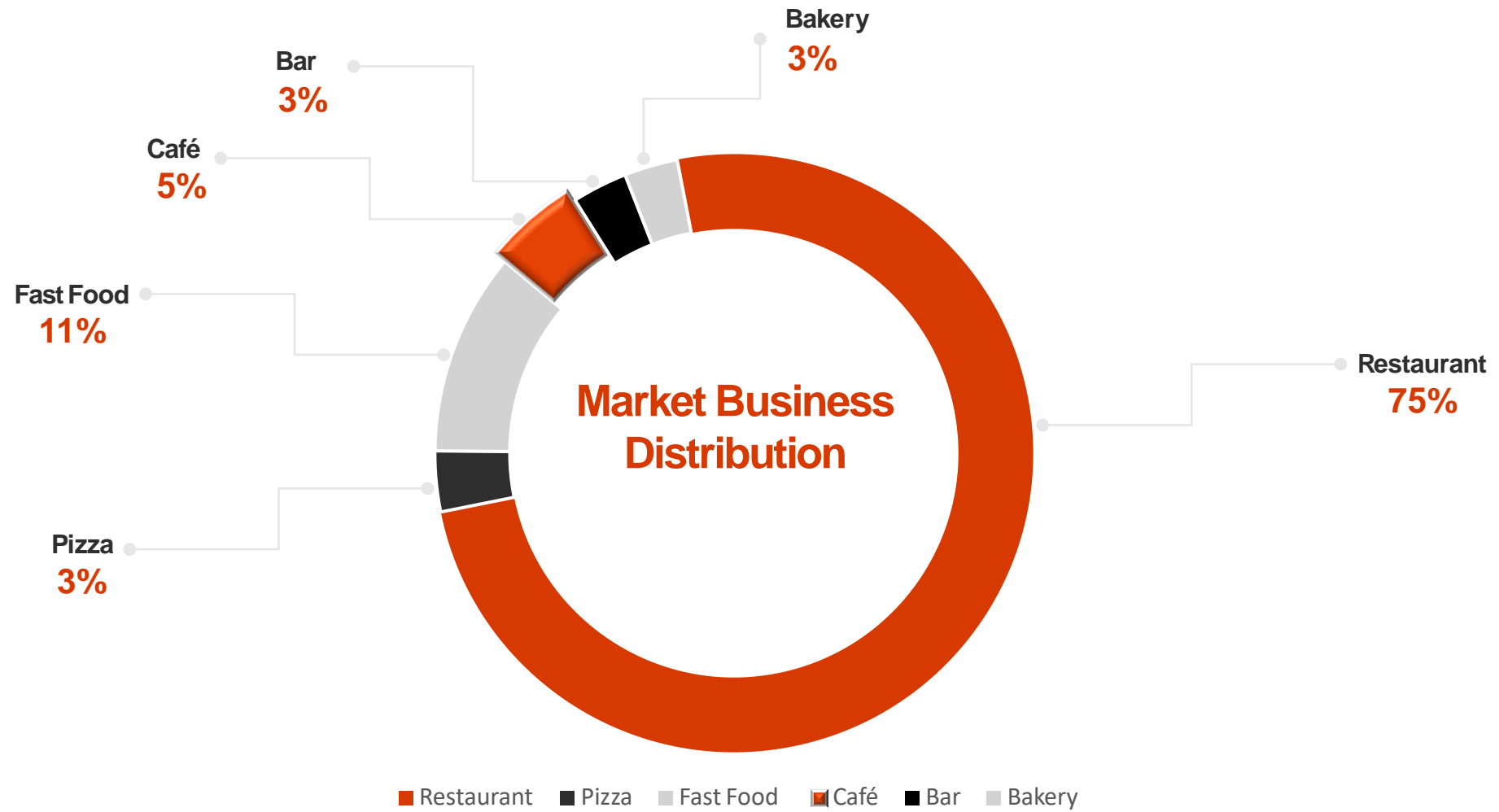


MARKET DATA

We will take a look at the current market to understand if it is profitable to **YOU**, our investors, to take part in our vision of **Robo-Café's**.

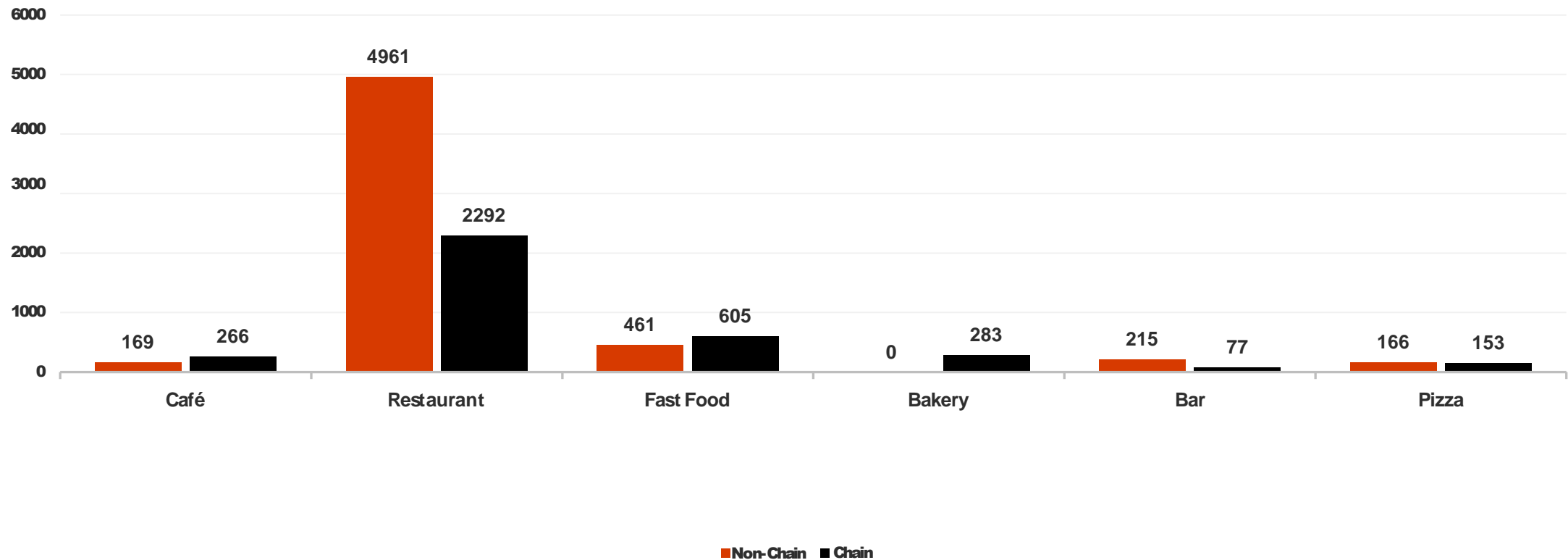


Market Distribution

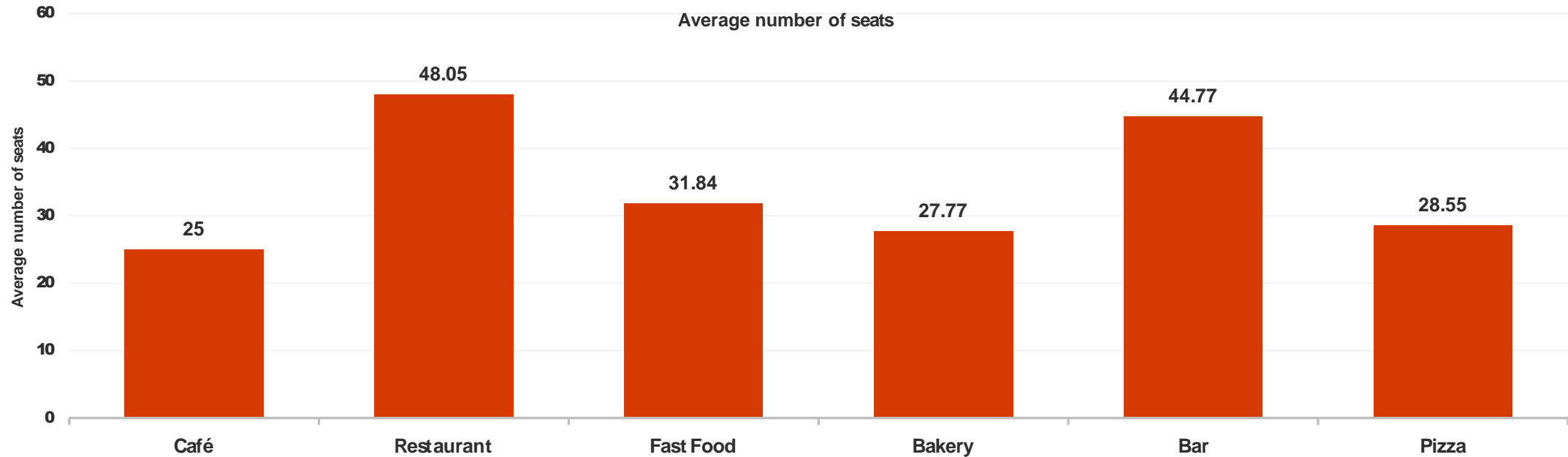


Establishment Distribution

Establishments chain proportions by type



Average number of seats for each type of restaurant



LET'S TALK COMPETITION



Chain characteristics



Major competitors



Location



What characterizes chains?

Chains

- Many establishments
- Relatively low number of seats
- Bakeries are chain exclusive

Non-Chains

- Few establishments
- Relatively high number of seats
- Most of the Establishments are non-chains

Robot-Run Café's first step is to set up its early establishment and grow into a chain while providing fast service and premium coffee to compete with its market's major competitors.

MAJOR COMPETITORS



Starbucks

Started the specialty coffee chain phenomena in America in 1982. 99% are company owned. Revenues exceeded \$6 billion in 2002. Average store gross revenue is \$805,000. Now in 30 countries. Same store sales increased by 10% in 2002.



Caribou Coffee

Second largest all company-owned chains. Founded in 1992 in Minneapolis.



Tully's

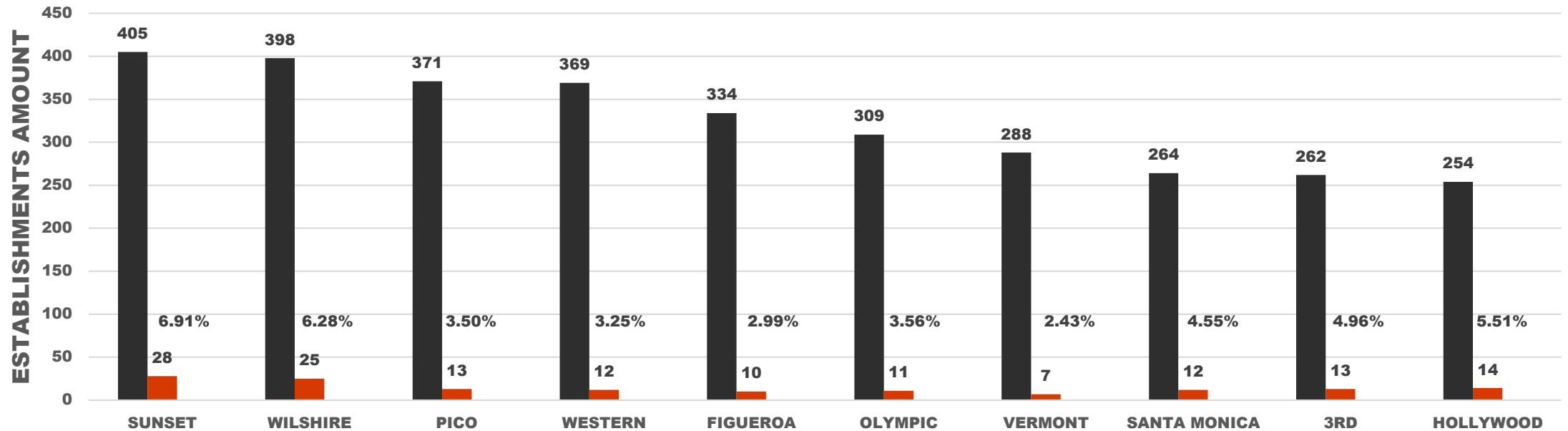
The third largest company-owned chain. Another Seattle-born company. The only coffeehouse chain that has not experienced excellent growth every year; business.com cites poor management as the reason.

TOP 10 STREETS BY CAFÉS

We will launch **Robo-Café** in one of the three lower streets of the top ten to ensure market giants won't overrun the company.

Top Ten Streets

■ Total ■ Café's



One-Many street establishments

There are 197 one-establishment streets that are populated by cafés only.



Our potential café

Street	Café's name	Chain	Number of seats
103rd	Coffee Colab	Non-Chain	5
Hilhurst	Blue Bottle Coffee	Chain	27
Townsend	Rock Coffee House	Chain	19
Potential Street	Robot-Run Café	Chain	20

IN CONCLUSION

Robo-Café will be the first café in LA to use robot-waiters, even when the novelty will wear off, we will maintain our success with outstanding premium coffee selection and service.

OUR KEY ELEMENTS:



Premium coffee.



Diverse locations throughout LA



And of course, **Robo-Café**



THANK YOU!

