

BROKE BRO x NOTHING BEFORE COFFEE

THE COLLAB THAT KICKS OFF YOUR DAY RIGHT

Student Discounts That Fuel Your Grind ✨ ☕

#NoSleepTillSuccess #BrokeBroBoost

WHO IS BROKE BRO?



We're not just another discount website. We're the wake-up call your wallet needed.

The BrokeBro Vibe:

Authentic # Budget Beast # NoCapDeals

MainCharacterEnergy # Student Life

- ✓ Created BY students FOR students
- ✓ Exclusive verified student community

6000+ Active users

Unique Website Visits

Launched in June 2025

750

First Week Registrations

Registrations just started last week

5/5

User Ratings

All users love our platform

100+

Partner Brands

OUR PARTNERSHIP PROPOSAL

N2C
NOTHING BEFORE COFFEE

Non-monetary partnership that includes featuring exclusive Nothing Before Coffee discount codes on our platform.

Offline exposure through product placements, gifting, and sampling at Delhi University and student-centric events.

A top spot on BrokeBro to boost visibility and drive traffic directly to your website (not Amazon or resellers).

Our Goal:

To make nothing before coffee a youth centric brand.



THE GEN Z GOLDMINE

\$360 BILLION
in spending power

Gen Z Coffee Priorities:

- 1 Affordability
- 2 Authenticity
- 3 Inclusivity

4.2x higher engagement with authentic brands



WHY NOTHING BEFORE COFFEE NEEDS BROKE BRO



Mission Alignment

Both Nothing Before Coffee and BrokeBro are committed to serving the unique needs and preferences of Gen Z consumers, who are constantly seeking quality and value.

Direct Access to Gen Z

Skip the algorithm. We put your products directly in front of **6000+** verified students who are actively looking for deals on their daily caffeine fix.

Conversion That Clicks

Our users convert at **3.2x** the rate of traditional marketing channels. They're here to shop, not just scroll.

Brand Loyalty Unlocked

78% of students stick with brands they discovered through student discounts even after graduation.



Implementation Strategies:

Online Strategy

Exclusive digital campaigns, social media takeovers, and influencer partnerships that resonate with Gen Z's digital-first lifestyle.

Offline Strategy

Campus pop-ups, coffee tasting workshops, and exclusive college events to create tangible brand experiences.

THE COLLAB BREAKDOWN

NBC
Nothing Before Coffee

15% STUDENT DISCOUNT

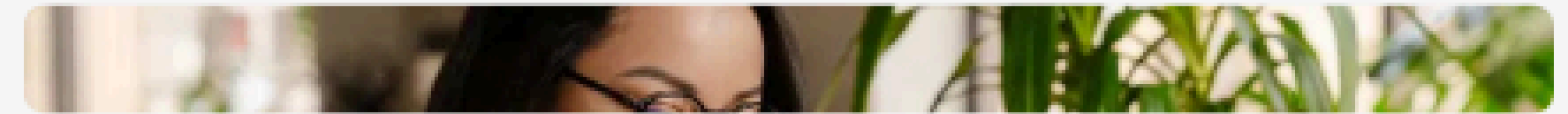
Exclusive for verified BrokeBro users

Core Partnership

- 15% off all Nothing Before Coffee products
- Dedicated brand page on BrokeBro website
- Monthly featured product spotlight
- Seamless verification & redemption

Exclusive Add-Ons

- + "Study Fuel" student bundles (20% off)
- + Exam season "Late Night Grind" promotions
- + Free sample with first purchase
- + Student ambassador program



Expected Impact:

+32%

New Gen Z Customers

+28%

Revenue Growth

+45%

Social Engagement

+65%

Brand Awareness

Data Insights

Exclusive first-party data on Gen Z coffee preferences and seamless integration with your existing systems.

DISCOUNT OPTIONS



Offer Type	Description	Benefits
Percentage Off 15-20%	Standard discount on all products or selected categories	Most popular option
Student Bundles 20-25%	Curated product bundles with deeper discounts	Higher average order value
Limited Edition 15% + Gift	Standard discount plus exclusive student-only products	Creates FOMO and exclusivity
Seasonal 25%	Higher discounts during key academic periods (exam season)	Aligns with student calendar
Loyalty 15-30%	Increasing discounts with repeat purchases	Builds long-term loyalty
Referral 15% + 10%	Base discount plus bonus for referring friends	Viral growth potential



How It Works:

Simply share your chosen offer with us along with the T&C, and we'll add it to our portal with a redirect to your website for final sales. BrokeBro doesn't handle transactions - we just connect verified students with your exclusive offers.

This platform is for verified students only! You can give any discount of your choice.

HOW WE'LL MAKE IT HAPPEN

Implementation Phases:

1 Sign & Set Up

Partnership agreement, tech integration, and platform setup.

2 The Drop

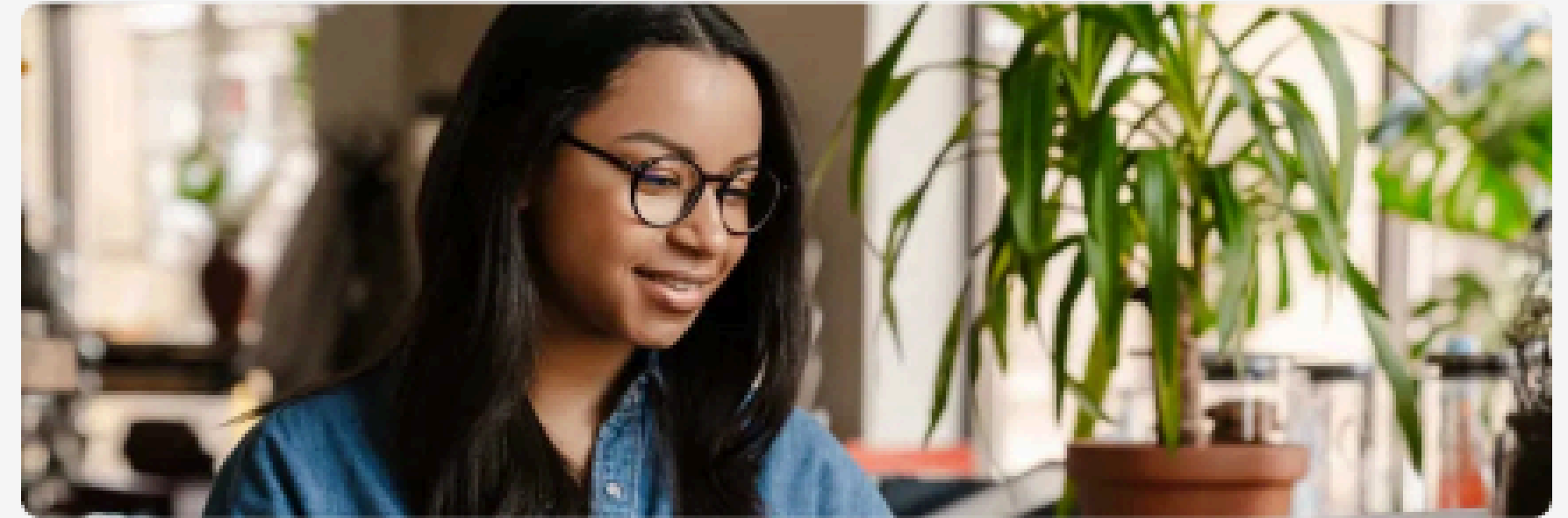
Launch announcement, social media blast, and influencer partnerships.

3 Hype Season

Back-to-school campaign, exclusive bundles, and campus activations.

4 Scale & Optimize

Data analysis, strategy refinement, and expansion planning.



The Verification Vibe:



Student Verification

We verify through .edu emails or student ID uploads.



Digital Discount Pass

Unique code or QR that works online or in-store.



Real-Time Analytics

See exactly how the partnership is performing.

EXPECTED OUTCOMES

Gen Z Market Penetration

Tap into the most influential consumer demographic with purchasing power that will only grow over time.

Lifetime Brand Loyalty

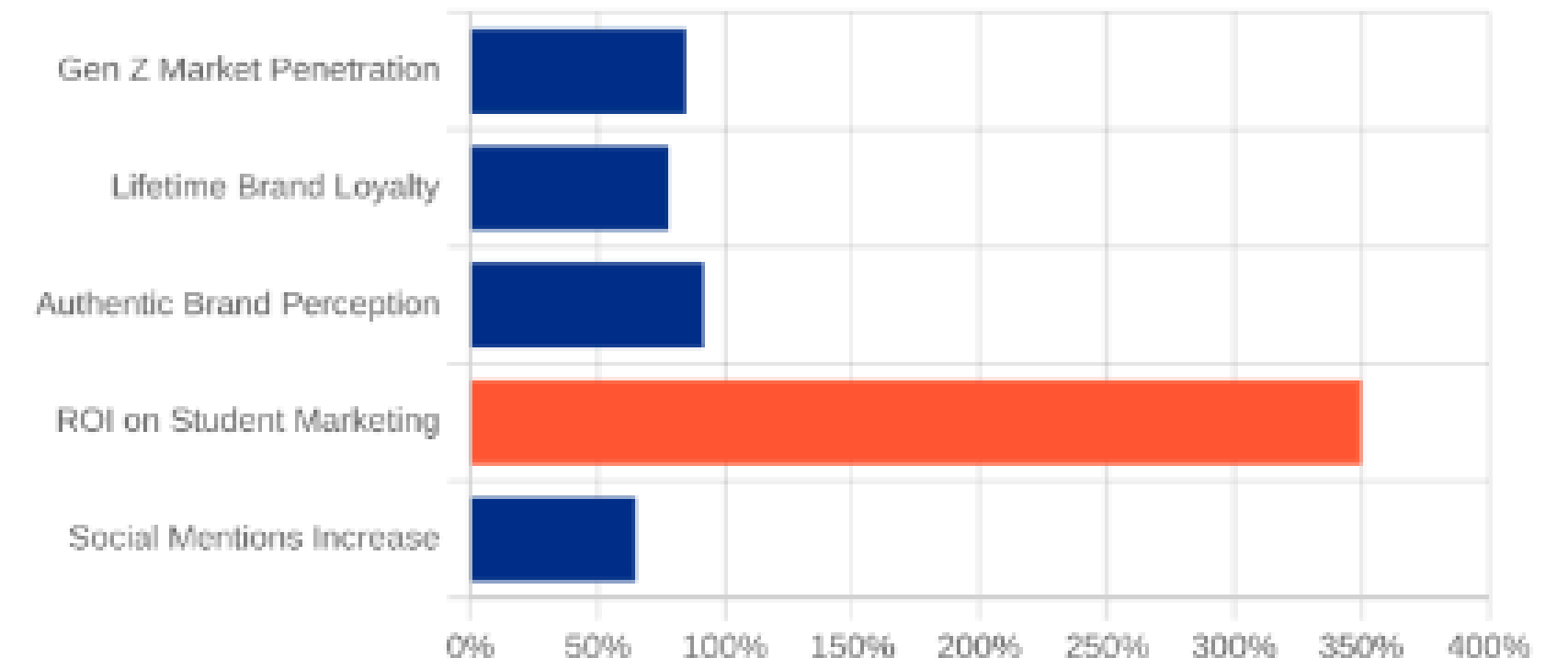
Students who connect with your brand during college are **4.3x** more likely to remain loyal customers for decades to come.

Authentic Brand Perception

Position Nothing Before Coffee as a brand that genuinely understands and supports students' needs and budgets.

Nationwide Capitalization

Once we've expanded across the entire country, the platform will drive exponentially higher results, creating a generation of Nothing Before Coffee loyalists.



THANK YOU!

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Ready to fuel the Gen Z market?



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