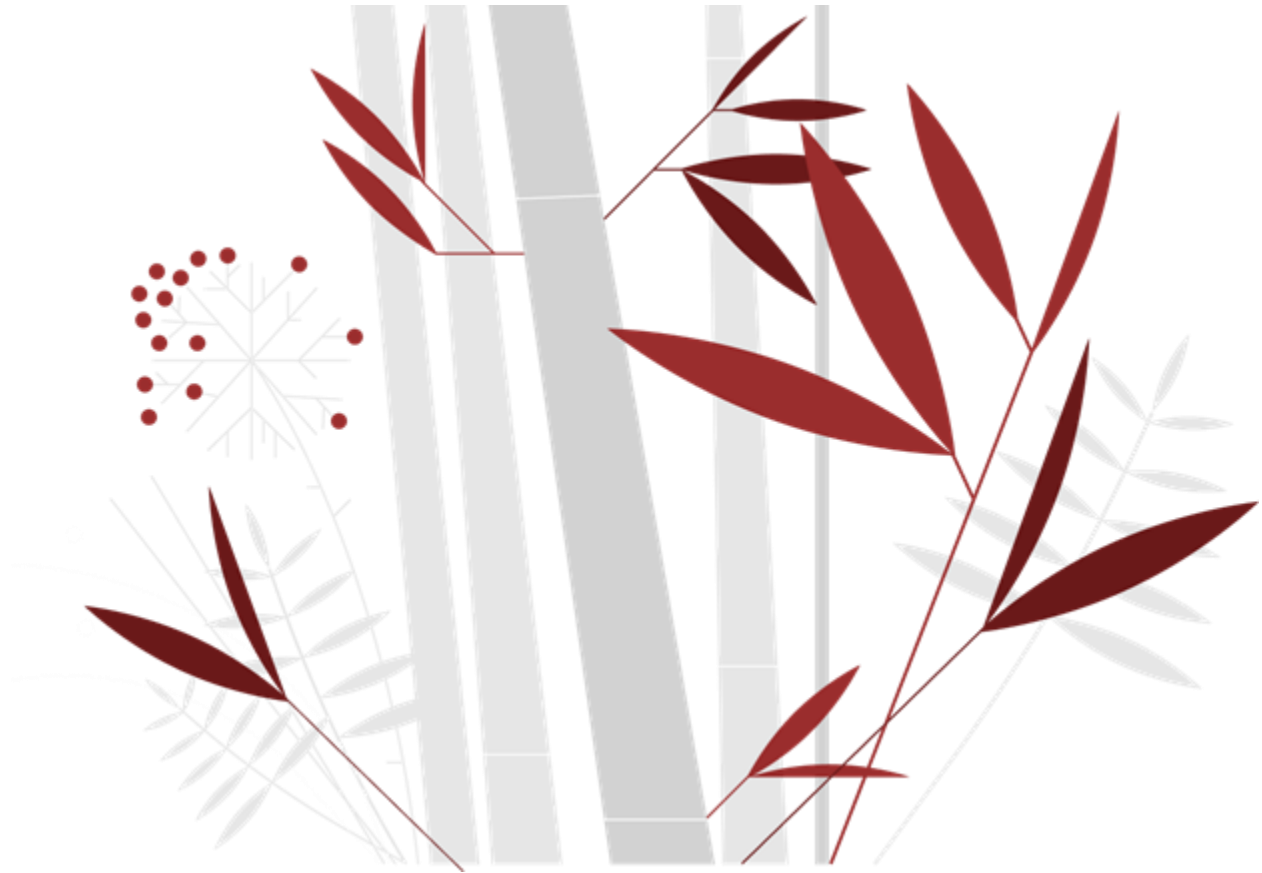


# STARTUP BUSINESS PLAN

Lê Hoàng Long – 20232099M

**Suitable background music for coffee shops**

3/12/2025



1. Executive Summary .....	4
Business Overview.....	4
Mission Statement .....	4
Product/Service Summary .....	4
Market Opportunity Summary .....	4
Traction Summary.....	4
Next Steps.....	4
Vision Statement .....	4
Capital Request.....	4
2. Company Synopsis.....	5
Problem .....	5
Solution.....	5
3. Market Overview .....	5
Industry Analysis .....	5
Market Size & Growth .....	5
Market trend.....	5
Market segments.....	5
Customers.....	5
4. Product & Services .....	6
Product & Services .....	6
Market Position.....	6
Unique selling position .....	6
Pricing strategy .....	6
Value to customer .....	6
5. Revenue Model .....	7
Revenue Channels .....	7
Pricing .....	7
COGS .....	7
Margins .....	7
6. Operating Model .....	7
Critical Costs.....	7
Cost Maturation & Milestones.....	7
Investment Costs.....	7

Operating Efficiencies .....	8
7. Competitive Analysis .....	8
Competitors.....	8
Traction.....	8
Similarities & Differences .....	8
Marketing Plan.....	8
Customer Definition .....	8
Customer Acquisition.....	8
Channels .....	8
Channel Cost Assumptions.....	8
SWOT – Internal and external forces .....	8
Launch Strategy and Budget.....	8
Distribution Channels .....	9
9. Traction.....	9
Product Development.....	9
Manufacturing/Distribution .....	9
Early Customers & Revenue .....	9
10. Management & Organization .....	9
Management Team .....	9
Hiring Plan.....	9
Professional Services .....	9
11. Funding .....	9
Funding Goal .....	9
Terms .....	9

# 1. Executive Summary

## Business Overview

- ☐ We develop AI software designed to help coffee houses recognize their customers and deliver personalized services, such as tailored music and preferred coffee flavors.
- ☐ Our focus is on small coffee house chains and independent coffee shops that rely on part-time employees.
- ☐ We plan to implement this software in our own coffee house.

## Mission Statement

- ☐ Coffee houses don't always employ long-term staff.
- ☐ To ensure a consistent customer experience over time, our software provides a seamless solution.

## Product/Service Summary

- ☐ **Product:** AI software that identifies customers to deliver personalized services.
- ☐ **Service:** Customizable modules to meet the unique needs of each coffee house.

## Market Opportunity Summary

- ☐ Coffee houses don't always employ long-term staff.
- ☐ To ensure a consistent customer experience over time, our software provides a seamless solution.

## Traction Summary

- ☐ Every business strives to cut costs while maximizing profits.
- ☐ AI software is the key to achieving this goal.

## Next Steps

- ☐ Our goal is to offer our service to large coffee house chains.

## Vision Statement

- ☐ Our motto is: "**Dream less, work more.**"

## Capital Request

- ☐ We require **\$10,000** in funding:
  - ☐ **\$5,000** for computing resources to train and test the model.
  - ☐ **\$3,000** for building software GUI

- ❑ \$2,000 for purchasing suitable devices to deploy the software.

## 2. Company Synopsis

### Problem

- ❑ Few people choose to work in a coffee house long-term due to low wages.
- ❑ Meanwhile, coffee house owners strive to offer customers a consistent and seamless experience, ensuring they feel the same comfort and enjoyment every time they visit to relax over a cup of coffee.

### Solution

- ❑ The software stores customer data and provides tailored instructions to staff, ensuring they meet customer expectations.

## 3. Market Overview

### Industry Analysis

- ❑ This is an emerging niche market with neither established history nor competitors.

### Market Size & Growth

- ❑ According to Dantri, Vietnam is home of 317,299 coffee houses in 2024, reflecting a 1.26% growth compared to 2023.
- ❑ Major coffee house chains include Highland Coffee, Trung Nguyên e-Coffee, The Coffee House, Phúc Long, AHA Coffee, and Katinat.
- ❑ Most of these brands focus on developing unique concepts and setting high expectations to attract public attention.

### Market trend

- ❑ As the global economy faces challenges and many public servants lose their jobs, coffee houses must cut costs to sustain their business.
- ❑ DeepSeek and large language models make our product/solution possible.

### Market segments

- ❑ We focus on medium-sized coffee houses because large chains likely already have their own in-house software.

### Customers

- ☐ We don't focus on very small coffee houses because the owners are often the baristas and know their customers well.
- ☐ Instead, we target medium-sized coffee houses, where owners don't serve customers directly, and employee turnover is high each season.

## 4. Product & Services

### Product & Services

- ☐ We offer a core module to all customers that helps identify customer identities and their preferred music styles.
- ☐ Additionally, we provide customized modules that predict the needs of new customers based on their appearance, age, and other factors.

### Market Position

- ☐ Our pricing model is “pay-as-you-go” (PAYG), the customer is charged based on their actual usage of the product and service.
- ☐ We provide budget service.

### Unique selling position

- ☐ Our product has no competitor at the very point of time

### Pricing strategy

- ☐ Our pricing model is “pay-as-you-go” (PAYG), the customer is charged based on their actual usage of the product and service.
- ☐ We offer a core module to all customers that helps identify customer identities and their preferred music styles.
- ☐ Additionally, we provide customized modules that predict the needs of new customers based on their appearance, age, and other factors.

### Value to customer

- ☐ Coffee houses don't need to hire experienced baristas to remember or predict customers' preferred music or coffee flavors.
- ☐ Customers can enjoy a consistent experience across locations in the chain, with services uniquely tailored to their preferences.
- ☐ They don't have to state, remember, or even know what they want—they can simply relax and enjoy their time at the coffee house.

## 5. Revenue Model

### Revenue Channels

- ☐ We provide 2 kinds of payment
  - ☐ One-time payment
    - ☐ Cash
    - ☐ Share
  - ☐ Pay-As-You-Go

### Pricing

- ☐ Small business tends to take one-time payment while others prefer PAYG because the cost depends on the number of software deployment.
- ☐ There isn't any similar product in the market

### COGS

- ☐ Sample coffee house expenses
- ☐ Model training costs
- ☐ GUI development expenses
- ☐ Additional research and development costs

### Margins

- ☐ The sales margin will be **-30% per year** until the software gains popularity among coffee house chains.

## 6. Operating Model

### Critical Costs

- ☐ Marketing cost
- ☐ New model training cost

### Cost Maturation & Milestones

- ☐ \$10,000 to acquire the first customer
- ☐ \$100 to acquire next customer

### Investment Costs

- ☐ **\$10,000** for software building
  - ☐ **\$5,000** for computing resources to train and test the model.
  - ☐ **\$3,000** for building software GUI
  - ☐ **\$2,000** for purchasing suitable devices to deploy the software.
- ☐ The investment breaks even when once 100 coffee houses deploy the software

## Operating Efficiencies

- ☐ R&D expenses constitute a significant portion of the investment plan.
- ☐ Recruiting new talent helps to increase value of the product

## 7. Competitive Analysis

### Competitors

- ☐ There is no competitor at the moment.

### Traction

### Similarities & Differences

## Marketing Plan

### Customer Definition

- ☐ We target medium-sized coffee houses, where owners don't serve customers directly, and employee turnover is high each season.

### Customer Acquisition

- ☐ Coffee houses don't need to hire experienced baristas to remember or predict customers' preferred music or coffee flavors.
- ☐ Customers can enjoy a consistent experience across locations in the chain, with services uniquely tailored to their preferences.
- ☐ They don't have to state, remember, or even know what they want—they can simply relax and enjoy their time at the coffee house.

### Channels

- ☐ Direct sales

### Channel Cost Assumptions

- ☐ Nothing

## SWOT – Internal and external forces

- ☐ **Strengths:** Strong foundation in AI and app development.
- ☐ **Opportunities:** No existing competitors in the market.
- ☐ **Threats:** New competitors may emerge as the software gains popularity.

## Launch Strategy and Budget

- ☐ Word-of-mouth



## Distribution Channels

- ☐ Direct sales

## 9. Traction

### Product Development

- ☐ We are at “4. Building a product roadmap”

### Manufacturing/Distribution

- ☐ We currently have no partners for production or manufacturing.

### Early Customers & Revenue

- ☐ We plan to implement this software in our own coffee house.

## 10. Management & Organization

### Management Team

- ☐ Le Hoang Long, Computer Vision Researcher & Data Researcher

### Hiring Plan

- ☐ We handle all operations ourselves.

### Professional Services

- ☐ Accountants
- ☐ Tax prepares

## 11. Funding

### Funding Goal

- ☐ We require **\$24,000 per year** to advance our research goals.
- ☐ We need approximately **\$2,000 per month** to cover daily expenses.

### Terms

- ☐ At the early stage of this startup, we don't need investors, as we prefer not to sell shares at a low valuation.