



Java Genie™

Apex Engineering

Your Wish Is Our Brew™

Coffee:

America's Favorite Drink

66% of Americans drink coffee every day [1]

400 Million cups of coffee every day [2]

\$80 Billion US Coffee Industry [3]

[1] National Coffee Association (NCA) <https://joesgaragecoffee.com/blog/coffee-drinking-statistics/>

[2] Coffee Statistics <https://dealsonhealth.net/coffee-statistics/>

[3] Statista <https://www.statista.com/topics/1248/coffee-market/#topicOverview>



Problem

- **Limited access to quality coffee can lead to decreased productivity**
- **Traditional Office Coffee is a One-Size-Fits-All Approach**
- **Going to cafe leads to loss of workplace efficiency and increased downtime**



Java Genie Roadmap



Q3 2024

Java Genie App



Q1 2025

Coffee Rewards
& Partners Expansion



Q1 2026

Java Genie
Espresso Machine



Q4 2026

Java Genie
Vending Machine



Java Genie (2024)

- AI Recommender for coffee drinks, cafes, and coffee products based on personalized flavor profiles
- Integrated AI Chatbot, an expert barista in your pocket





AI Flavor Profile

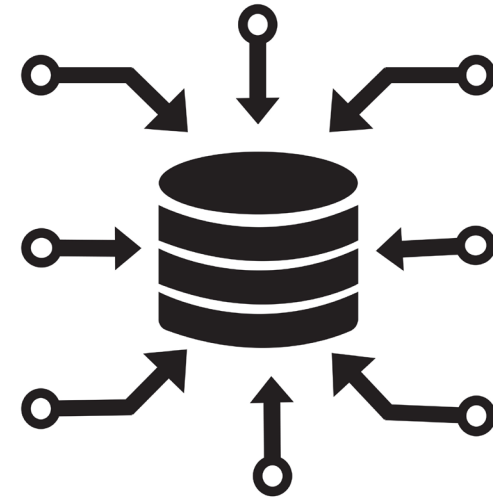
- Flavor Profiles can provide new flavor combinations and surprises





Data Aggregator

- Aggregate menus and catalogs from popular coffee shops, restaurants and grocery stores
- Detailed Dietary Information (caffeine, calories, sugars, dairy)
- Flavor Profile breakdowns of coffee drinks



Coffee Rewards (2025)

- Rewards and discount platform for using Java Genie app
- Customers earn Coffee Rewards for filling out surveys, writing reviews, and making in-app purchases with partners for discount pricing.
- Reviews and feedback help improve the AI algorithm



Java Genie Espresso Machine (Q1 2026)

All-in-one AI enhanced Espresso machine for home and small office.

Contains canister for 2 coffee beans and 5 flavors.

Retail Price: \$2,000



Java Genie Vending Machine (Q4 2026)

All-in-one AI enhanced Espresso Vending Machine with larger capacity

- 6 coffee bean canisters
- 20 flavors
- AI-automated
- commercial industrial design

Retail Price with 36-month lease:
\$30,000

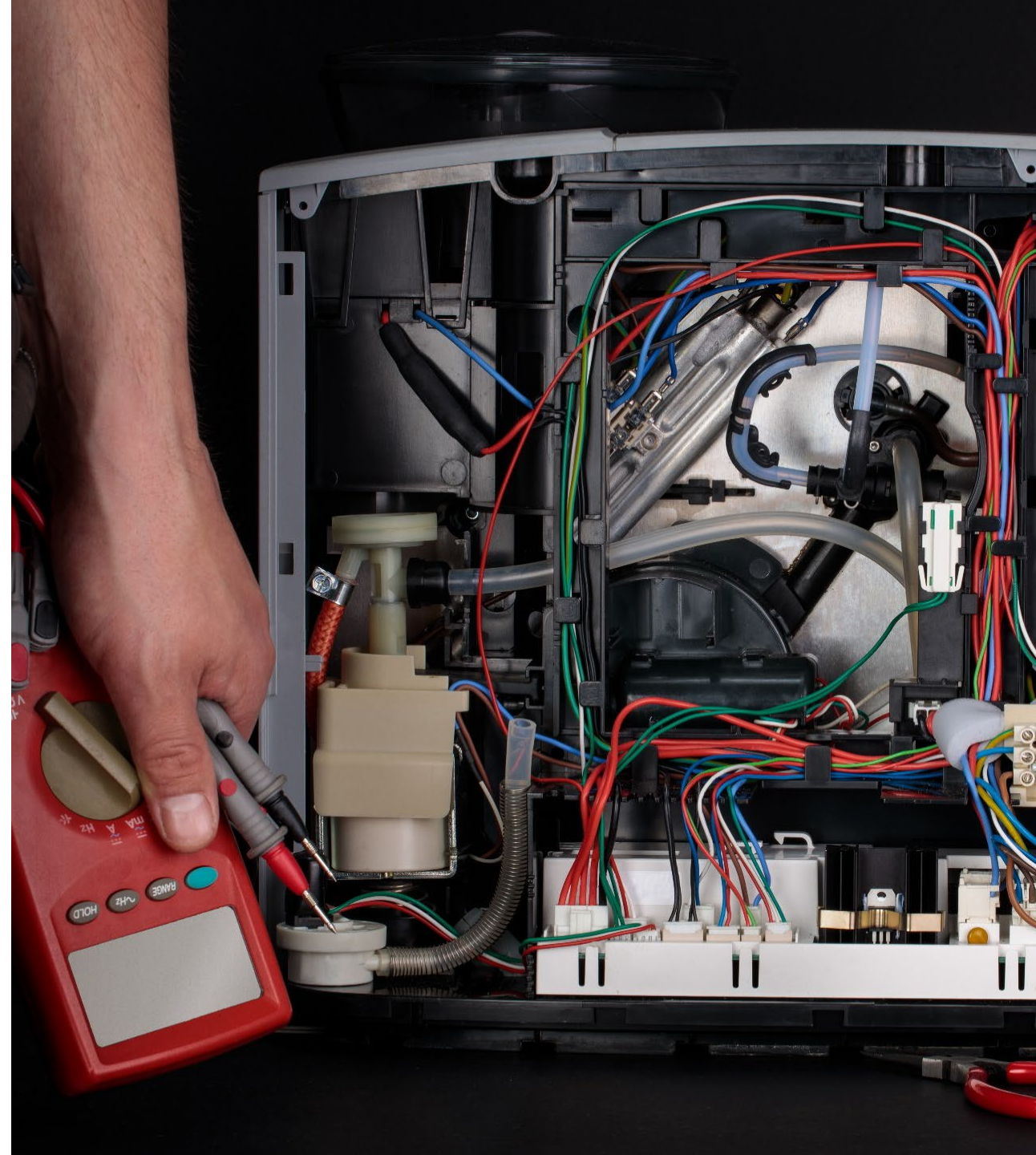


Maintenance Program

Maintenance program to fix and fine-tune Java Genie machines.

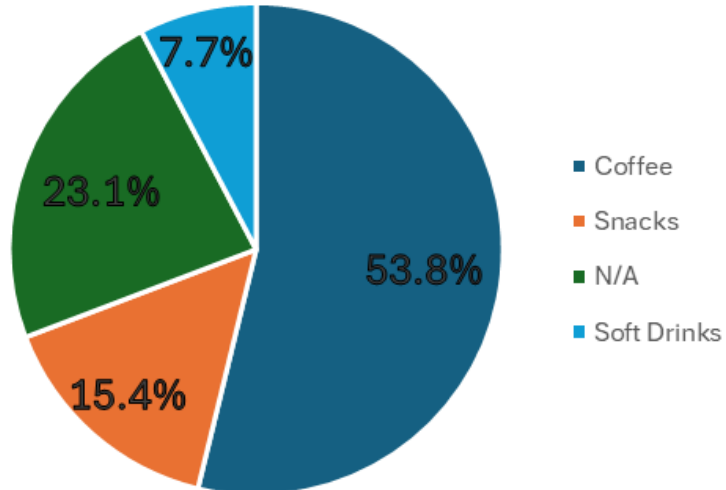
Espresso Machine program starting at \$25 month.

Vending Machine program starting at \$1,000 annual membership or \$100 monthly fees.

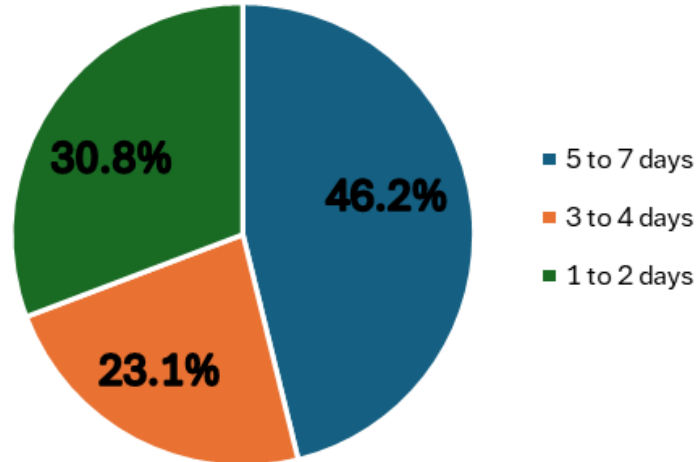


Interviews with 10 Business Owners

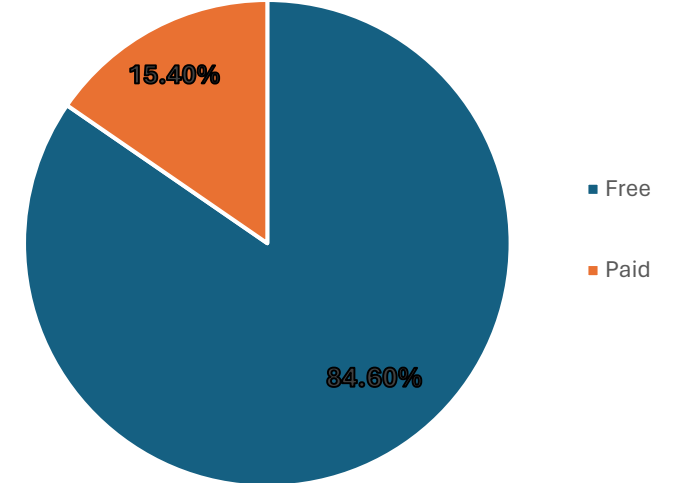
Self-Service Food/Drink Machines
in the Office



Days a Week that Employees are
in the Office



Free vs Paid Refreshments



Customer and Target Market

Primary Customer Profile

Businesses with disposable revenue and a focus on employee satisfaction.

Decision makers: HR managers, office administrators, and business owners.

Target Market Composition

Includes corporate offices, small enterprises, and businesses prioritizing employee well-being.



Assumption: Benefits for Employers

Performance

The coffee machines in the office environment can greatly influence the employees' job performance [1]

Productivity

Employees' productivity can be supported by smart coffee machines [2]

Commitment

The coffee machines in the workplace have a positive impact on employees' commitment [3]



Reference:

[1] L. Larsen, et al., "Plants in the workplace: The effects of plant density on productivity, attitudes, and perceptions", 1998.

[2] L. Brugmans, et al., "The strategic value of smart work environment applications," The Leader: Corporate Real Estate & Workplace, 2017.

[3] E. Conway, and K. Monks, "Unravelling the complexities of high commitment: an employee-level analysis," Human Resource Management Journal, 2019.

Assumption: Benefits for Employees

Time

Employees can save time without going out and waiting in coffee shop lines [4]

Money

The cost of coffees from an office machine is always lower than that at the cafeteria [5]

Happiness

The coffee machine talks are one of the effective methods to raise the workplace happiness and emotional ties [6]



Reference:

[4] <https://officeology.com/blog/benefits-having-office-coffee-machine/>

[5] <https://www.corpcofe.com/ways-your-office-coffee-machine-can-save-you-money/>

[6] M. Mousa, H. K. Massoud, and R. M. Ayoubi, "Gender, diversity management perceptions, workplace happiness and organisational citizenship behaviour," *Employee Relations: The International Journal*, vol. 42, no. 6, pp. 1249-1269, 2020.

Revenue Model

Java Genie Vending Machine

~\$820 /mo
Recurring Revenue

84%
Gross Margin based on 36-month lease

Revenue-driver

Consumer Machine

\$2,000
Machine Purchase

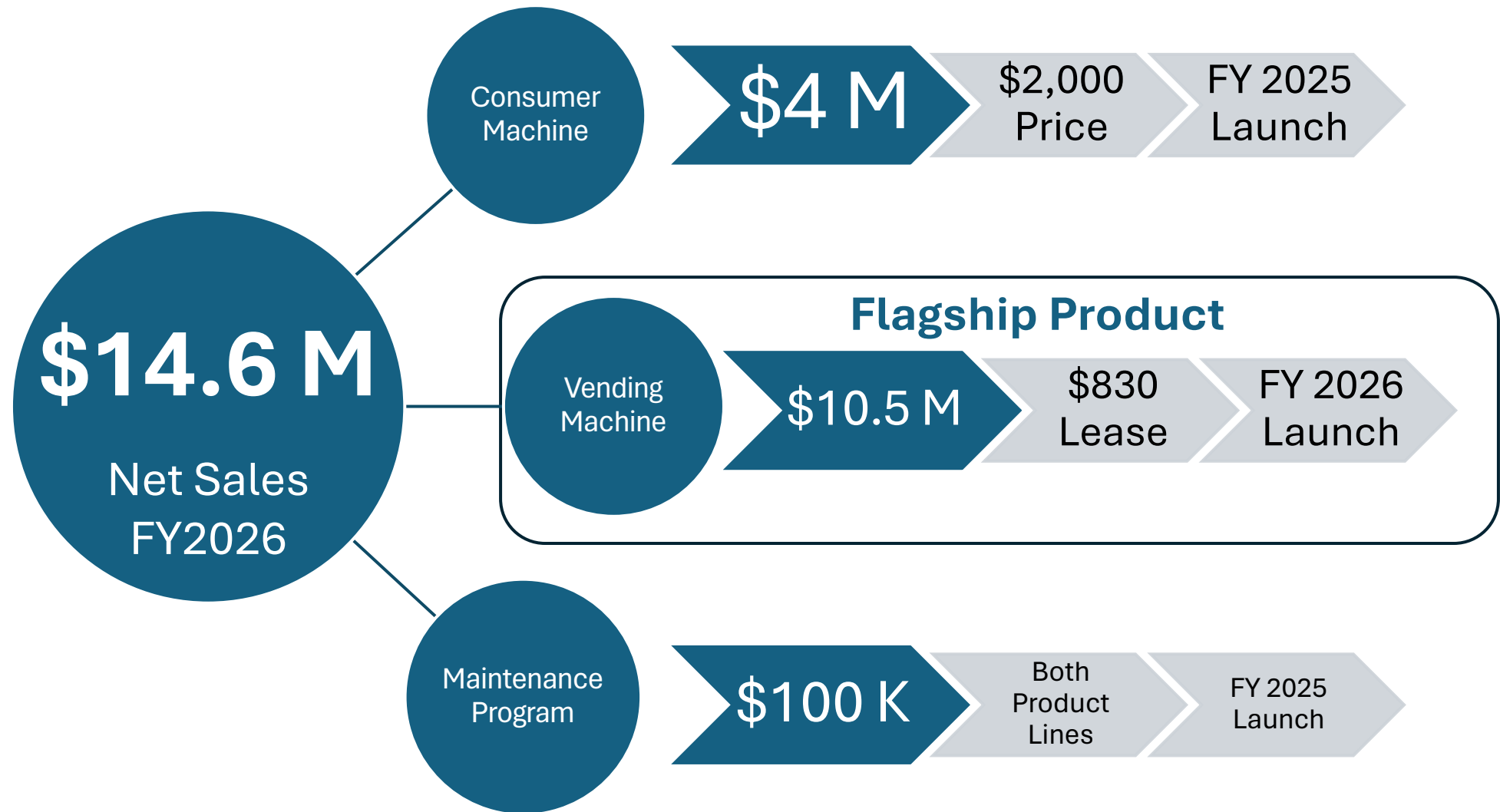
15%
Gross Margin

Introduces Business Clients to Brand

Additional Recurring Revenue

Opt-in Maintenance Program
Coffee Rewards Program

Revenue Stream Breakdown

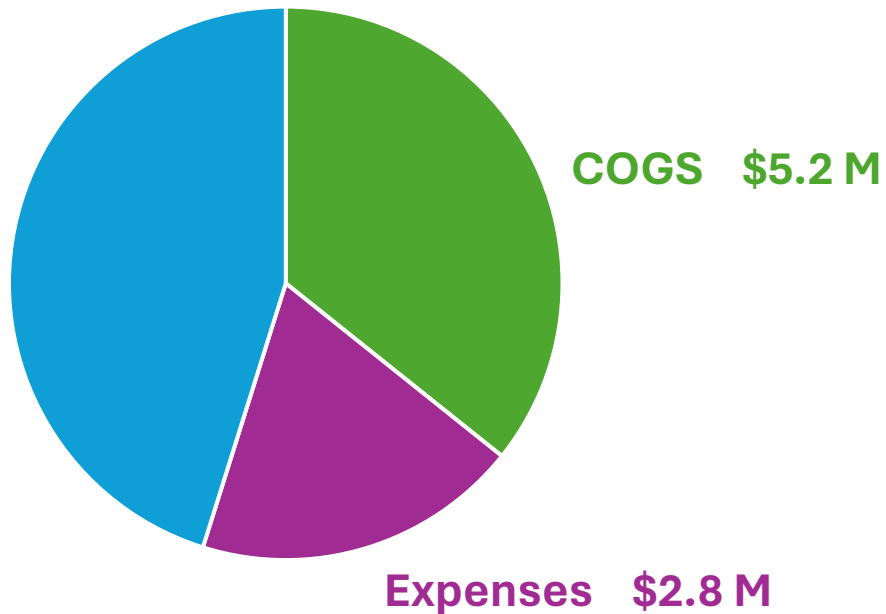


Amounts shown based on FY2026 Pro-forma projections

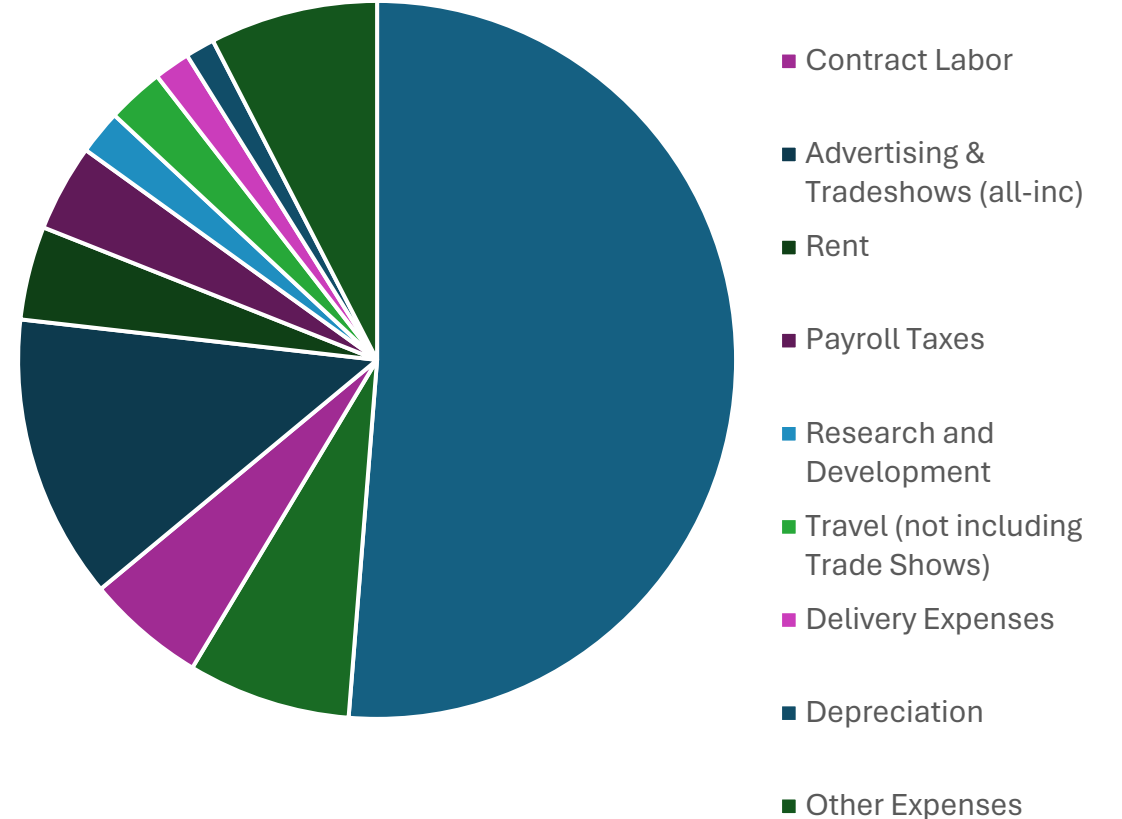
Net Income & Expenses

Amounts shown based on FY2026 Pro-forma projections

Net Income \$6.5 M 45% Net Margin



Top 10 Expenses account for 92% of all Expenses



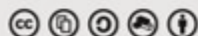
Thank You!

Questions?



BUSINESS MODEL CANVAS

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> • Component suppliers for espresso machine, ice machine, and electronics • Food supplier • Cloud Computing provider, Appstore • Distributors • Appliance Retail Store • Maintenance contractors 	<p>KEY ACTIVITIES</p> <p>R&D - Manufacture all-in-one espresso machine.</p> <p>R&D - Train AI model on coffee flavors and taste preferences</p> <p>Sales – Lease machines</p> <p>KEY RESOURCES</p> <p>HR: AI Engineers, Software Developers, Mechanical Engineers, Culinary Experts, Sales, Marketing, Admins</p> <p>Prototyping Facility, coffee beans, coffee ingredients, supplier network</p>	<p>VALUE PROPOSITION</p> <ul style="list-style-type: none"> • Personalized gourmet coffee, hot & iced • Help our customers provide better working environment for their employees = more productive workforce • Flavor Profiles collect user preferences to make better coffee • Convenience to save time and money going to café with barista-level quality coffee in the office breakroom 	<p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> • Monthly lease invoice • Printed name on cup • Unique flavor profiles remember how you like your coffee <p>CHANNELS</p> <ul style="list-style-type: none"> • Machines placed in public areas at work • Sales target office parks for leasing • Catering at business conference • Free samples at grocery stores 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> • Corporate America: Business Owners & Office Administrators looking to increase employee satisfaction • Businesses with simple coffee maker in the breakroom, looking for barista level quality • Offices that are located far away from cafes • Catering companies for events and conferences
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> • Hardware and Software R&D • Hardware maintenance • Business operations / HR / Insurance • Culinary supplies 		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> • Leasing machines • Per-cup cost • Percentage of card transactions • Ingredient purchases offer discount with distributors 		



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Expenses & Net Income

<i>Expenses (Fixed Costs):</i>		
Wages (non-contract labor)	\$	1,000.0
Operating Supplies	\$	143.1
Contract Labor	\$	105.0
Advertising & Tradeshow (all-inc)	\$	250.0
Rent	\$	82.2
Payroll Taxes	\$	76.5
Research and Development	\$	39.0
Travel (not including Trade Shows)	\$	50.0
Delivery Expenses	\$	31.6
Depreciation	\$	25.7
Other Expenses	\$	147.5

Research and Development Expenses by Reporting Category		
3D Printing and Fabrication	\$	13.76
External Fabrication	\$	3.60
Testing and Quality Assurance	\$	20.40
Design Software Licenses	\$	13.78
Individual Components	\$	15.05
Net Operating Income	\$	7,368.5
<i>Other Income:</i>		
Gain (Loss) on Sale of Assets	\$	-
Interest Income	\$	-
Total Other Income	\$	-
<i>Net Income (Loss)</i>	\$	7,368.5
Net Margin (%)		50.47%

Amounts shown in thousands and based on FY2026 Pro-forma projections

Revenue and Cost of Goods Sold

<i>Revenue from Operations:</i>		
Gross Sales	\$	14,600
Less: Sales Returns and Allowances	\$	100
Net Sales	\$	14,500
<i>Gross Sales by Reporting Category</i>		
<i>Espresso Machine</i>	\$	4,000
<i>Vending Machine</i>	\$	10,500
<i>Maintenance Program</i>	\$	100
<i>Cost of Goods Sold (Variable Costs):</i>		
Direct Labor	\$	1,321.00
Direct Materials	\$	3,597.50
Cost of Sales (Commissions)	\$	262.50
Cost of Goods Sold	\$	5,181.00
Gross Profit (Loss)	\$	9,319.00
Gross Margin (%)		64.51%

Amounts shown in thousands and based on FY2026 Pro-forma projections