



# Java Genie™

Apex Engineering

## Business Opportunity Overview

# Executive Summary

Apex Engineering introduces the Java Genie, AI-enhanced espresso machine designed to revolutionize workplace coffee culture.

## Product

Java Genie Espresso Machine and Java Genie Vending Machine uses AI to learn users' coffee preferences and make barista-quality coffee directly in the office.

## Value Proposition

Enhances employee productivity and satisfaction by saving time and money on coffee runs, offering personalized, high-quality coffee on-site.

## Investment Opportunity

Capitalize on America's \$80 billion coffee industry with a product that meets daily consumption needs.

Addressing the daily coffee consumption of over 66% of Americans with a focus on convenience and quality.

## Target Market

Corporate Offices, SME

## Revenue Streams

- **Sales & Leasing:** Machines sold directly or leased to corporate offices and businesses.
- **Transaction Fees:** 3% fee Vending Machine drinks
- **Partnerships:** Commissions from partnered coffee suppliers, cafes, and data brokers.
- **Maintenance:** Opt-in program to fix machines

## Timeline

2024: Java Genie App & AI Flavor Profiles

2025: Introduction of Coffee Rewards

2026: Espresso & Vending Machines



# Problem Statement

## **Limited access to quality coffee**

Corporate employees often experience a lack of access to high-quality, personalized coffee options in their workplaces leading to

- Decreased satisfaction
- Decreased productivity at work

## **One-Size-Fits-All Approach**

Traditional office coffee solutions offer a one-size-fits-all approach that fails to cater to the diverse taste preferences of a modern workforce

**Going to cafe leads to loss of workplace efficiency and increased downtime**



# Proposed Solution

## Java Genie Espresso & Vending Machines

- **AI-Flavor Profiles**  
Learns and adapts to individual flavor preferences to deliver the perfect cup of coffee.
- **User-Friendly Interface**  
Easy ordering via smartphone app or built-in touchscreen display.
- **Barista-Quality Coffee**  
Provides high-quality espresso and coffee drinks without leaving the office.

## Java Genie App & Coffee Rewards

- **Shop:** Re-supply and order coffee ingredients instantly
- **Coffee Rewards:** Unified loyalty rewards and discounts from partner coffee suppliers

## Benefits

- **Increased Productivity:** The coffee machines in the office environment can greatly influence the employees' job performance[1] . Employees' productivity can be supported by smart coffee machines[2]. The coffee machines in the workplace have a positive impact on employees' commitment[3].
- **Cost-Effective:** Saves on the time of coffee runs[4] and the expense of coffees at cafeterias[5].
- **Enhanced Satisfaction:** The coffee machine talks are one of the effective methods to raise the workplace happiness and emotional ties[6].

# Apex Engineering Overview

## Vision and Goals

- **Revolutionize Office Coffee**  
To be the leading provider of AI-enhanced coffee experiences in workplaces globally.
- **Quality and Innovation**  
Commitment to blending cutting-edge technology with traditional coffee craftsmanship.
- **Sustainability and Growth**  
Aiming for sustainable business practices while pursuing aggressive market expansion.

## Ownership

Six co-founders with 38% ownership stake, pooling diverse expertise to drive innovation.

## Investor Confidence

Backed by investors holding 62% of the company, reflecting strong market confidence and financial stability.

## Infrastructure

Prototyping facility for R&D and production in Gainesville, FL

Partnered with top-tier component, food suppliers, and cloud service providers.

# Management Team

Be part of the Coffee Revolution with Apex Engineering. We are hiring the following roles:

- AI Engineers
- Firmware Engineers
- Mechanical Designers
- Culinary Experts
- Supply Chain Operators
- Sales Professionals
- Marketing Professionals



Jay Rosen  
CEO



Landon McIntosh  
CFO



Vijay Rathore  
Design & Manufacturing



Xiaoshan Wang  
Software Engineer



Rithish Reddy Kaithi  
Software Engineer



Alec Castro  
Design & Manufacturing



# 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
- AI Flavor Profiles can provide new flavor combinations and surprises
- Integrated AI Chatbot, an expert barista in your pocket





# 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 ~\$820 /mo lease



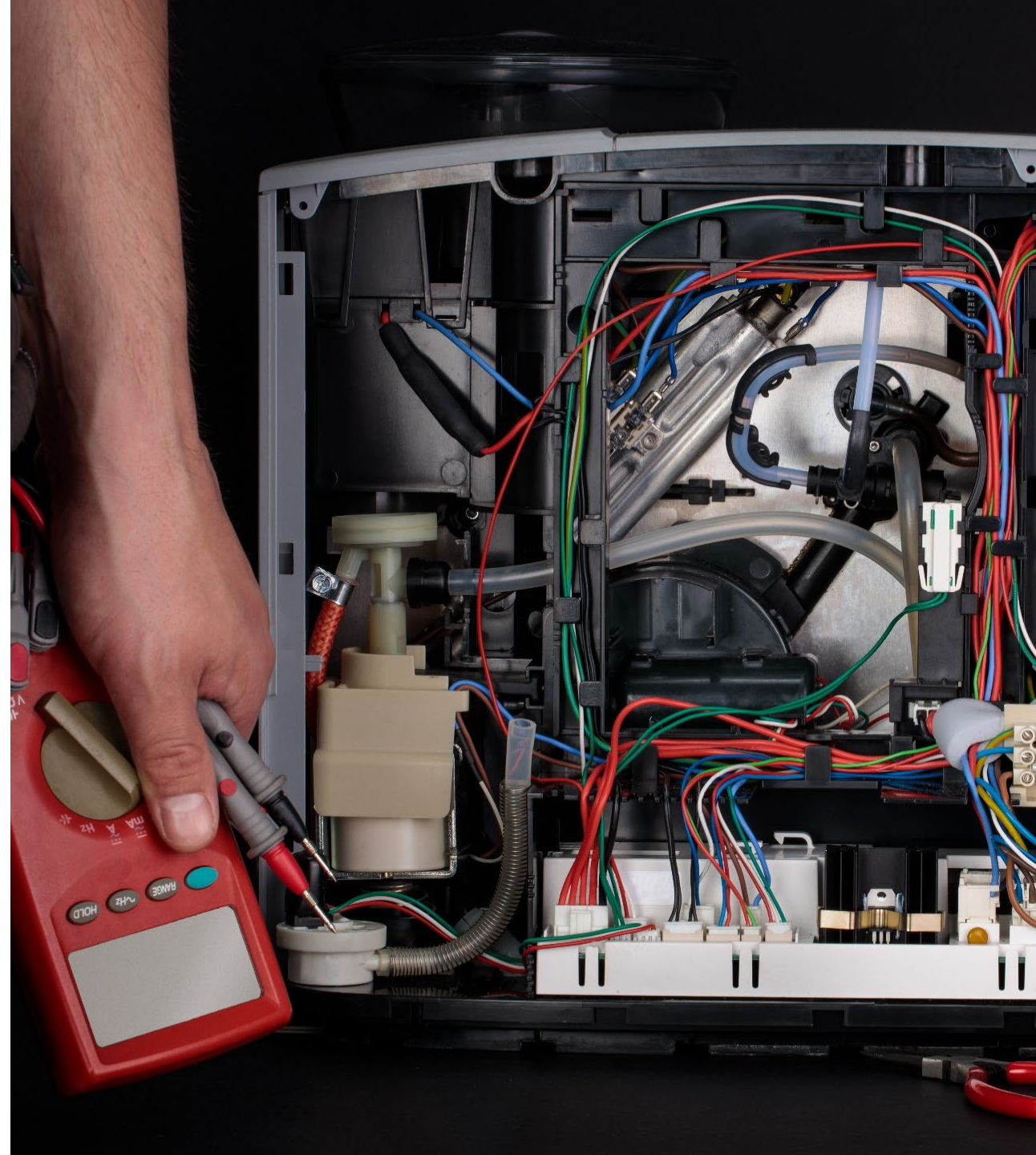


# Maintenance Program

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.



# 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*

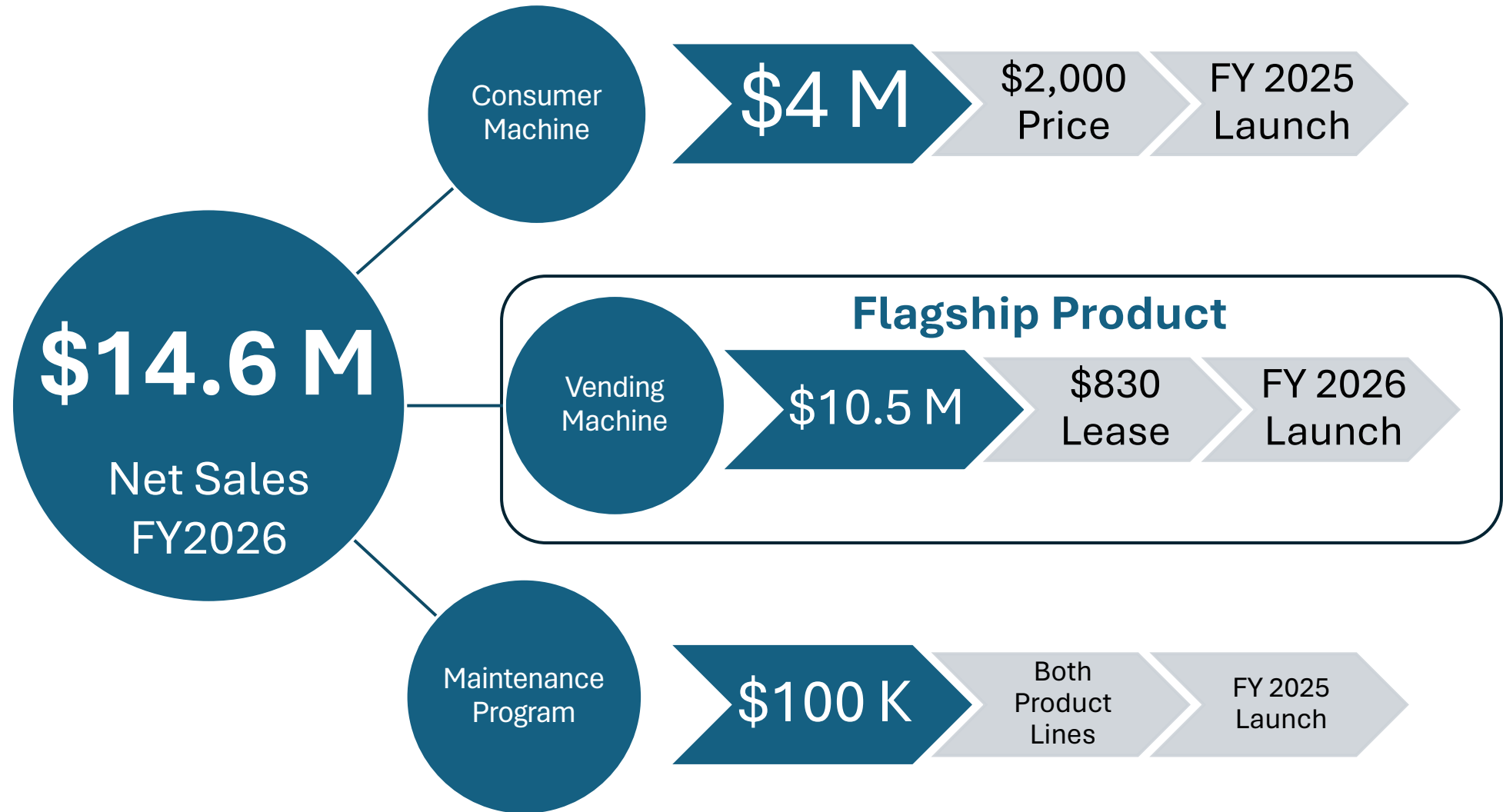
**15%**  
*Gross Margin*

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



# Market Opportunity

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**US Coffee Industry is \$80 Billion annually [7]**

**Current Spending:** A survey by Zerocater reveals that San Francisco Bay Area companies are spending an average of \$14,813 per month on office snacks and beverages. [8]

**Willingness to Spend:** 33% of companies surveyed are willing to spend more than their current budget on refreshments. [8]

**Popular Choices:** 94% of companies provide coffee and tea to keep their teams caffeinated, with 37% offering nitro cold brew coffee.

**Potential Market Size:**

- Large Corporations: Hundreds of Fortune 500 companies in the US.
- Mid-sized to Large Enterprises: Thousands across various industries.
- Startups and High-Growth Companies: Numerous, with varying budgets.



# 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.



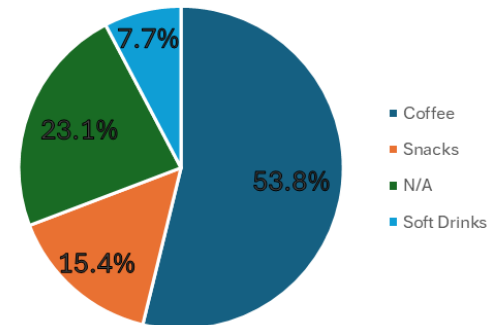
# Customer Interview Summary

The questions we posed in the customer discovery interviews were aimed at gauging demand and validating the value proposition for our app-enabled on-demand coffee machine. In particular, understanding the customer's employee base, office hours, on-site staffing percentages, existing refreshments, and coffee budgets provided critical data to size the market opportunity and model potential revenue.

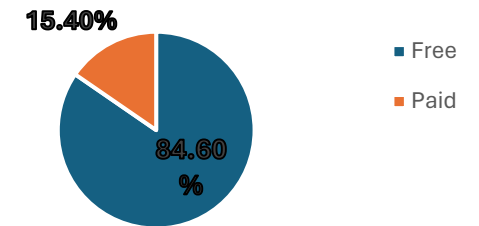
## Key Findings:

- Most interviewees expressed a strong interest in the concept of a self-service coffee machine that brews high-quality coffee.
- The allocated budget for snacks and refreshments varies depending on the company size and preferences, ranging from \$500 to \$5000 per month.
- The integration of technology, such as a mobile app for ordering and scheduling coffee, aligns with modern consumer preferences and enhances the overall user experience.

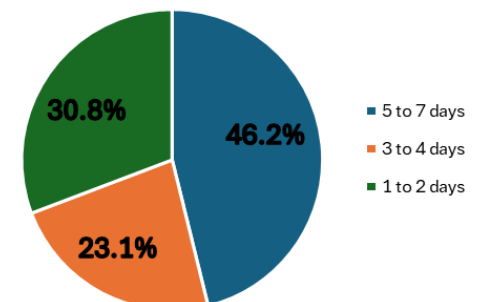
Self-Service Food/Drink Machines in the Office



Free vs Paid Refreshments



Days a Week that Employees are in the Office





# Competitive Analysis Vending Machines

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## Costa Coffee Smart Café

Offers an autonomous coffee solution with barista-quality drinks prepared touchless within a compact box. Costa is owned by Coca-Cola Co. [9]

- 200 drink combinations, served in 90 seconds
- 14,600 Smart Café's in 14 markets
- Costa sells \$13 Million of coffee per day



# Competitive Analysis Espresso Machines

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## Artly Barista Bot

Artly uses artificial intelligence to control specialized robots and make coffees. Its focus is to make coffees like a human, without sacrificing quality. It is mainly trained by some baristas, not constantly learned from the orders and comments from the customers. [10]

## Eagle One VIS

VIS is developed to digitally estimate the right dose in the cup using an algorithm calculation. [11]

- It is not sufficient to intelligently adapt to the different flavors of customers.
- The 2-group size costs \$20500, and 3-group size costs \$23500.



# Competitive Analysis Coffee Apps

## Deep Brew

Deep Brew is the AI program of Starbucks to personalize customer experiences, optimize store operations, and manage inventory.

- It is specific to the coffee brand of Starbucks, not a platform for multiple coffee partners like ours. [12]

## Barista GPT

BaristaGPT enhances customer engagement with AI powered menus, custom-branded chat widgets, and seamless Point of Sale integration. [13]

- 50K+ chats started from customers, and \$1 million in processed orders.
- Focus is to facilitate customers to place order, rather than providing personalized flavors for customers.



### US Proximity Mobile Payment Users, by Platform, 2017-2022

millions

	2017	2018	2019	2020	2021	2022
Starbucks	20.7	23.4	25.7	27.6	28.8	29.8
Apple Pay	19.9	22.0	24.0	25.5	26.6	27.5
Google Pay	9.3	11.1	12.4	13.4	14.3	14.9
Samsung Pay	8.4	9.9	11.0	11.9	12.7	13.2

Note: ages 14+; mobile phone users who have made at least one proximity mobile payment transaction in the past 6 months

Source: eMarketer, May 2018



# Market Entry Strategy

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## **Initial Rollout**

Target top-tier corporate offices with custom demo experiences.

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## **Strategic Partnerships**

Collaborate with premium coffee brands and suppliers for cross-promotion.

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## **Digital Campaign**

Utilize targeted ads and social media to create buzz around AI customization and piggyback off “Pumpkin Spice Season” marketing.

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## **Coffee Rewards**

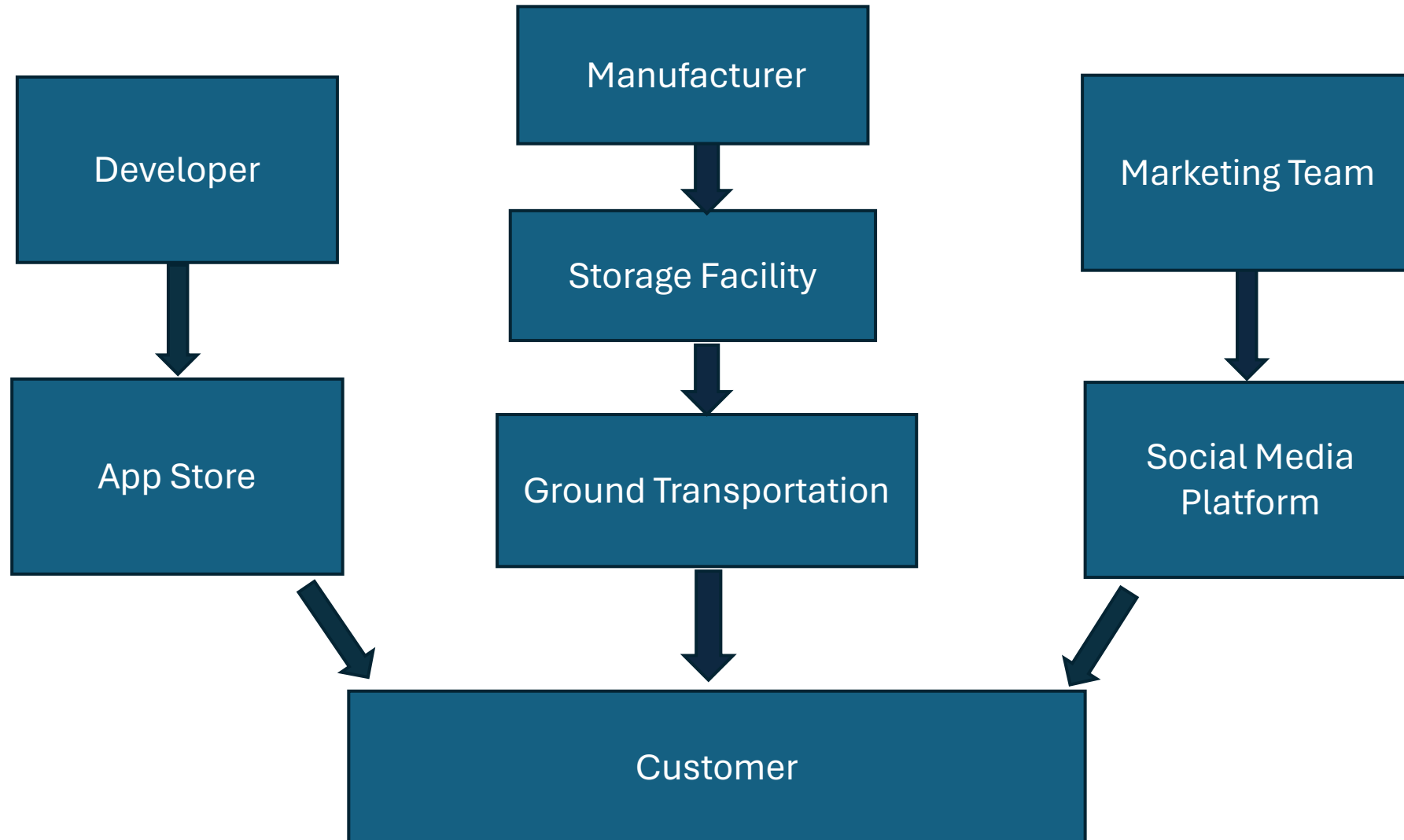
Introduce reward early to incentivize and retain initial user base.

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## **Scaling Up**

Expand partnerships globally to North America, South America, and European Markets.

# Distribution Channels



# Expenses & Net Income

## ***Expenses (Fixed Costs):***

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**

<i>3D Printing and Fabrication</i>	\$	13.76
<i>External Fabrication</i>	\$	3.60
<i>Testing and Quality Assurance</i>	\$	20.40
<i>Design Software Licenses</i>	\$	13.78
<i>Individual Components</i>	\$	15.05

<b>Net Operating Income</b>	\$	7,368.5
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## ***Other Income:***

Gain (Loss) on Sale of Assets	\$	-
Interest Income	\$	-
<b>Total Other Income</b>	\$	-

<b><i>Net Income (Loss)</i></b>	\$	7,368.5
Net Margin (%)		50.47%

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



# Revenue and Cost of Goods Sold

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

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

# Investment Opportunity Summary

- Java Genie presents a unique opportunity to capitalize on the increase in employee benefit spending spurred by the return to office.
- With minimal overhead and attractive margins, Java Genie has a unique path to profitability in FY2026 and beyond.
- Current Valuation - \$1.3 Million

# Contact

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Questions

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Sales

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# References

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- [9] <https://zerocater.com/resources/workplace-studies/survey-insight-workforce-snacking-habits/>
- [10] <https://artly.coffee/>
- [11] <https://victoriaarduino.com/eagleone/>
- [12] <https://www.linkedin.com/pulse/starbucks-magic-artificial-intelligence-enhancing-coffee-pavithra-s/>
- [13] <https://www.baristagpt.com/>