

Apex Engineering Java Genie

Your Wish, Our Brew

Problem

Convenient, high-quality espresso and coffee drinks are in short supply

Solution

AI-enhanced All-in-One Espresso & Coffee machine, brings barista-quality coffee to the office break room.

10 Business Owner Interviews



BUSINESS MODEL CANVAS

<div>KEY PARTNERS</div> <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	<div>KEY ACTIVITIES</div> <ul style="list-style-type: none">• R&D - Manufacture all-in-one espresso machine.• R&D - Train AI model on coffee flavors and taste preferences• Sales – Lease machines <div>KEY RESOURCES</div> <ul style="list-style-type: none">• HR: AI Engineers, Software Developers, Mechanical Engineers, Culinary Experts, Sales, Marketing, Admins• Prototyping Facility, coffee beans, coffee ingredients, supplier network	<div>VALUE PROPOSITION</div> <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	<div>CUSTOMER RELATIONSHIPS</div> <ul style="list-style-type: none">• Monthly lease invoice• Printed name on cup• Unique flavor profiles remember how you like your coffee <div>CHANNELS</div> <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	<div>CUSTOMER SEGMENTS</div> <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
<div>COST STRUCTURE</div> <ul style="list-style-type: none">• Hardware and Software R&D• Hardware maintenance• Business operations / HR / Insurance• Culinary supplies			<div>REVENUE STREAMS</div> <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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