**BrewMe — Strategic Profile & Context (Confidential)**

**Company Overview**

**BrewMe** is a niche Belgian player in the **premium coffee machine market**, selling both B2C and B2B (small offices, hotels, restaurants).

Founded in **2018**, BrewMe differentiates through:

* **Elegant design** coffee machines (Nordic & Minimalist styles)
* **Focus on sustainable materials** (recyclable components, low energy use)
* A small line of **coffee accessories** (grinders, cups, milk frothers)

**Business Model**

* Direct sales through own website (55%)
* Retail partnerships with concept stores & kitchen appliance chains (30%)
* Select B2B contracts (15%)

Unlike CoffeeGo, BrewMe:

* **Has no subscription model** (one-off product sales)
* Has limited customer database and CRM practices.

**Current Product Portfolio**

* BrewMe Home (flagship machine, €249-€349)
* BrewMe Pro (semi-professional, €549)
* BrewMe OneTouch (compact smart machine, €449)
* Accessories (~€500k revenue / year)

**Key Financials (2024)**

|  |  |
| --- | --- |
| **Metric** | **Value** |
| Annual Revenue | €3 million |
| Gross Margin | 45% |
| Net Result | -€150,000 |
| Customer Concentration | High in urban centers (Antwerp, Brussels, Ghent, Liège) |
| % B2B Revenue | 15% |
| Sales Channels | D2C 55%, Retail 30%, B2B 15% |

**Market & Competitive Environment**

* The **premium coffee machine segment** is highly competitive:
  + Entry of global players (DeLonghi, Jura, Nespresso Vertuo machines)
  + Pressure to **innovate on connectivity** (IoT features, apps)
  + Consumers expect **seamless integration** with coffee delivery and subscriptions.
* BrewMe faces **limited scale**:
  + Production is outsourced to a single European partner.
  + R&D pipeline is constrained by cash availability.

**Human Resources Snapshot**

* Team of **14 FTEs**:
  + 4 Product / Design
  + 3 Marketing & E-commerce
  + 2 Sales B2B
  + 3 Operations & Supply chain
  + 2 Admin & Finance
* Very **innovative, cohesive team**, but not ready to scale without further professionalization.