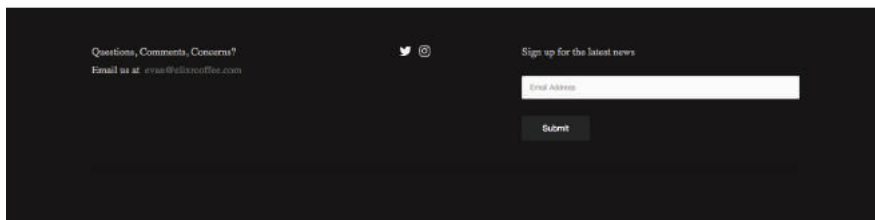


Competitive Analysis

Elixir Coffee Roasters



Elixir Cafe Philadelphia



<http://www.elixrcoffee.com/>

About

"Elixir Coffee roasters started as an idea between friends. We believed that by collectively sharing our resources, knowledge, and passion for coffee, we could enhance the coffee experience at our respective shops by applying the same desire for excellence to coffee sourcing and roasting."

Market

- Coffee shop
- Shop Coffees: Web specials and Wholesale
- Organizes local public events and art installations

Press

Strategies

- Engaged in perfecting the sourcing, roasting, preparation, and delivery
- Specialize in lighter-roasted unique and exquisite coffees
- Coffees won't taste dark or ashy; instead, they favor tea and juice-like qualities
- Direct trade with farmers

Competitive Analysis

ReAnimator Coffee

About

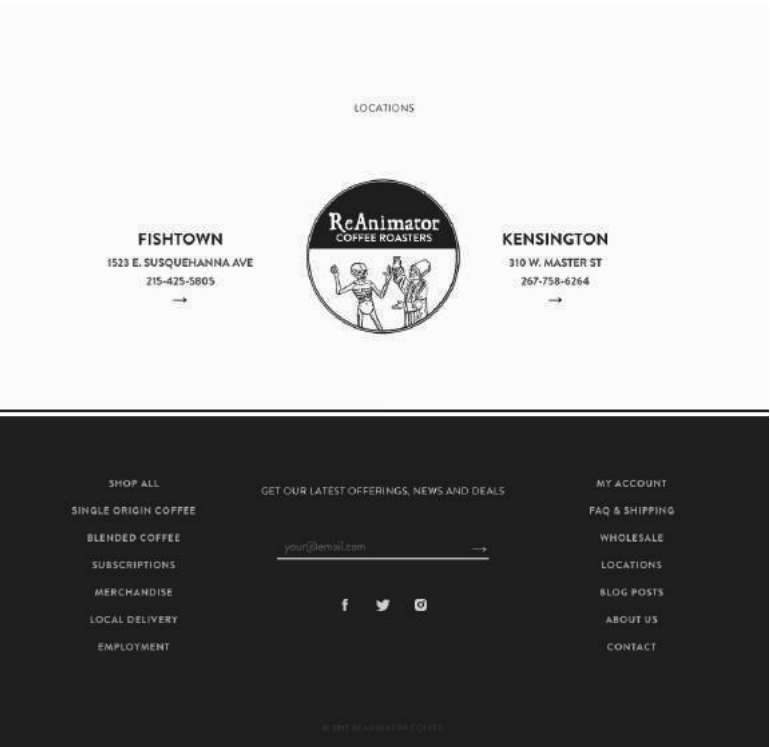
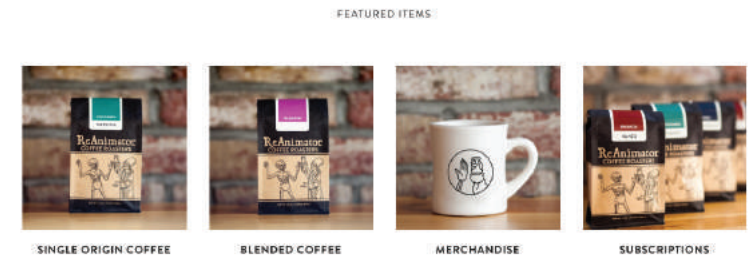
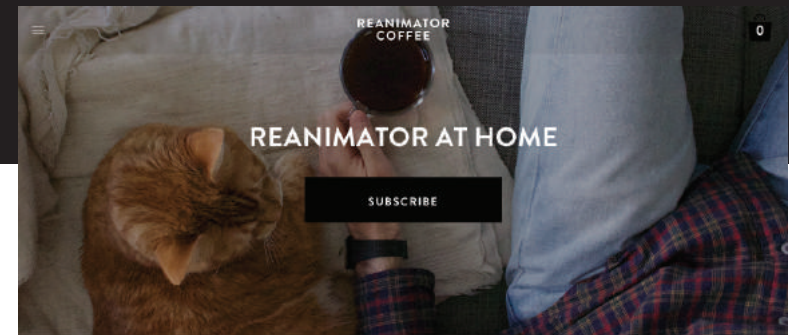
"At ReAnimator Coffee, everything we do is in the pursuit of experience. Whether that experience is traveling and sourcing coffees at origin in places like Ethiopia and Guatemala, cupping with our broker partners, roasting and tasting unique coffees, or talking shop with our customers. "

Market

- Coffee shop
- Shop Online: Coffee, Gift Subscriptions, Wholesale and Merchandise
- Create an account

Strategies

- Understand the challenges of producing coffee
- Supporting and sustaining the hard work of the communities and families
- Supporting and sustaining whose livelihoods depend on the planting, harvesting, and processing of coffee
- Purpose as a roaster to provide to our customers not only an outstanding coffee experience, but to impart as much information about our coffees as they care to know



<https://www.reanimatorcoffee.com/>

Competitive Analysis

Ultimo Coffee



<http://www.ultimocoffee.com/>

About

"Ultimo Coffee is owned by Aaron and Elizabeth ultimo. They met working in a DC coffee shop, and then moved to Philadelphia to open their own. They opened a café in the newbold neighborhood of South Philly in 2009, and now share the space with brew, a specialty bottle beer shop. In 2012, they opened a second location in the nearby graduate hospital neighborhood. Since first opening, Ultimo Coffee has been committed to brewing and serving the best coffee they can while getting to know two really fantastic neighborhoods."

Market

- Coffee shop: The Roastery
- Shop Online: Coffee, Events, Wholesale, Gifts and Merchandise
- One of the first specialty coffee shops to open in philadelphia
- Brew Guide

Strategies

- Ultimo Coffee Roasters sprang out of Ultimo Coffee
- Roastery and lab
- Ultimo Coffee Roasters able to select and roast favorite coffee and deliver
- Passionate about coffee, service, and quality

Research

The Toasted Bean

Topic

The Toasted Bean is a start up coffee shop from the Philadelphia area. Run by 2 brothers with one goal to make amazingly cool coffee.

I. Empathize and Understand

Why Drink Coffee?

Problem your customers have

- Tired, up too early, not morning person
- Need a boost of energy
- Want a social experience
- Relieve stress

Your solution (your product or service)

- Serve coffee with a story
- Give coffee drinkers a memorable experience
- Convenience

Business model (how you make money)

- Sell coffee
- Merchandise

II. Define and Ideate

Target Audience

- Experience: What it Looks like, Convenience
- Types of Coffee: Light Roast vs. Dark, History/Origin (high end), Taste, Flavors

Types of Coffee Drinkers:

- Coffee Lover • Average worker • Connoisseur • Parent
- Student

User Persona

Age: 32 • Female • Finance

- Looking for a coffee spot by her job
- In and out daily experience

Age: 19 • Male • Student

- Wants to do homework and drink coffee in peace
- Appreciates good coffee
- Journey: Likes the smell of coffee and feels energized by the aroma. Wants to find a place to be productive when doing homework before his 10am class.

References

<https://www.thrillist.com/drink/nation/coffee-snobs-29-types-of-coffee-drinkers>
<https://blogs.scientificamerican.com/anthropology-in-practice/the-culture-of-coffee-drinkers/>
http://www.huffingtonpost.com/2013/10/17/coffee-health-benefits_n_4102133.html

User Persona Refined

The Toasted Bean

Mila

Age: 32 • Female • Finance

- Looking for a coffee spot by her job
- In and out daily experience

As an average workers, I want to keep my energy up so that I can get through my 9-5 job.

What features do users need?

- Quick and convenient place to get coffee every morning before work
- Fresh coffee to wake me up

What goals do users have when they come to our site?

- Types of Coffee, Menu, and Prices

Todd

Age: 19 • Male • Student

- Wants to do homework and drink coffee in peace
- Appreciates good coffee
- Journey: Likes the smell of coffee and feels energized by the aroma. Wants to find a place to be productive when doing homework before his 10am class.

As a student, I want to study so I can get good grades.

What features do users need?

- A mellow type of setting to do homework/study
- Snacks for when I have long sessions of work
- Decent sitting areas and wifi

What goals do users have when they come to our site?

- Types of Coffee, Menu, and Prices
- Pictures of store

The Toasted Bean

