

CREATIVE BUSINESS 3

TREAT2CUP

SPECIALTY COFFEE SUBSCRIPTION SERVICE

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Executive summary

The following document was made for the purpose of creating a start-up under the guidelines of Creative Business 3. The Treat2CuP started off by looking into media landscape and more specifically the specialty coffee landscape in Europe. The analysis focused mainly on the coffee industry in the Netherlands and Germany, the coffee culture, preferences and habits of Dutch and German coffee drinkers. After that, we established how our business will be run in the management chapter. Then we moved on to target audience research, in which we conducted two focus group talks with beginners and advanced specialty coffee drinkers, in which we explored purchase motivations for subscription services. Researching and talking to the target audience gave us enough insight to make a marketing strategy, part of which is a specialty coffee podcast, named “Roasted!”, which we made a concept for later. Finally, we calculated how much our business will cost to establish and how to price our products to make the business sustainable.

Introduction

Problem Statement

Specialty coffee is a rapidly growing sector of the coffee market. Enthusiasts are looking for the best quality, most flavorful and interesting coffees. To satisfy customer needs, farmers try to grow different varieties of coffee and come up with new processing methods to elevate the drinking experience even further. However, specialty coffee is a niche product that usually comes with a lot of terminology, suggesting prior knowledge, which can be hard to understand for potential customers wanting to enter the market. This is where Treat2CuP comes in.

Our idea

Treat2CuP comes to the market with a specialty coffee subscription roasted by the best European coffee roasters. The idea is to present the specialty coffee landscape in an approachable way by selling small amounts of coffee with addition of media content.

What is specialty coffee?

Specialty coffee is a coffee that scores 80 points or more on a scale ranging from 0 to 100 (Price, 2022). Different aspects of coffee like sweetness, acidity, balance, intensity, etc. are being evaluated and given points. The scale is supposed to present the quality of the coffee. People allowed to score coffee are licensed by Specialty coffee Association (SCA) Q Grader (CQI). There are multiple factors allowing for coffee to score so high, like: the altitude, the amount of sun/shade, the variety, the soil and the air quality, the coffee processing, the quality of packaging, etc. However, even though the SCA is a great way to identify the quality of a coffee, it does not always ensure automatic satisfaction in terms of taste as preferences might differ and experiences with beverages can be very subjective. This is why, we as a business have decided to use this scale carefully and use it as a guide rather than it being the only selection criteria.

1. Media Landscape

Macroenvironmental analysis

Overall operating market – European

Since Treat2CuP is based in the Netherlands, every trend, development, rule and regulation, discussed in the following report must be put into the context of the European market and more specifically the European Union. We begin by analyzing the European Specialty coffee market via a competitor analysis, as it allows us to investigate the leading trends in the specialty coffee sector, by dividing it into 6 categories. We chose DESTEP over PESTEL so that we can investigate the demographic trends in the European specialty coffee market, at the expense of the "Legal" sector, which is not particularly relevant to our project. This is because we plan to collaborate with roasters, based in the European Union, who already have passed all health inspections, legislations and income tax, when purchasing coffee beans from outside of the EU.

Findings

In this part we will present the findings of the Macroenvironmental analysis. The analysis in full can be found in the appendixes ([see Appendix A](#)).



Figure 1.1 - DESTEP model

Demographic

- Baby boomers are the most consistent coffee drinkers (85% daily).
- The 20-39 age group consumes the most specialty coffee.
- Specialty coffee drinkers often prefer dark roasts, espresso cups, and flavored coffee.

- 60% of specialty coffee drinkers live without children, and 26% feel financially better off.

Economic

- Europe consumes a third of global coffee, with a market worth \$150 billion, projected to reach \$200 billion by 2030.
- Specialty coffee accounts for 50% of the total coffee trade value.
- Europe's specialty coffee market, currently \$35 billion, is expected to reach \$70 billion by 2030.

Socio-cultural

- Specialty coffee is growing due to high-quality, ethical, and sustainable product demand, particularly in north-western Europe.
- Social media and influencers significantly impact consumer preferences.
- Sustainability is crucial, with many brands focusing on eco-friendly practices.

Technological

- Innovations like virtual coffee tastings and coffee subscriptions are on the rise.
- Technology enhances tracking and sourcing specialty coffee, increasing consumer connection.

Environmental

- Increasing demand for fair trade and organic certifications, with a 5.5% annual growth in certified green coffee sales.
- Eco-friendly packaging is a top priority for brands.

Political

- Political instability in coffee-producing countries affects supply chains and prices.
- Trade wars and protectionism pose risks, potentially causing market volatility.

Overall, the specialty coffee market is rapidly growing, especially in Europe, driven by demographic trends, economic growth, socio-cultural shifts, technological advancements, environmental concerns, and political factors.

Netherlands

Coffee Culture

The Dutch coffee culture forms a mix of traditions, customs, and social rituals woven around coffee. Let's delve deeper into this world:

In the Netherlands, coffee is consumed with a notable passion. The country often ranks high in the list of coffee consumption per capita, with an average of about six to seven cups per person per day. Whether at home or out, Dutch people simply love coffee (Maarse, 2023).

Coffee contributes to coziness and strengthening bonds. Having a 'Bakkie' and engaging in an hour of small talk is a social ritual deeply rooted in Dutch culture. For many people from other countries, the invitation "the coffee is ready" symbolizes typical Dutch hospitality.

In short, coffee is not just a beverage for the Dutch; it's also a way to come together, converse, and maintain relationships. Coziness and a 'Bakkie' are inseparable from their coffee culture.

General facts & stats

Coffee Consumption:

In 2020, the average Dutch person consumed approximately 8.3 kilograms of coffee per year (edestad, 2022). This still places them at the top of the list of the world's largest coffee consumers.

Gender Differences:

Men drink more coffee than women. Men aged 19-50 consume an average of about 524 ML of coffee per day, while this is 702 ML of coffee for men aged 51-79.

The increase is even greater for women. Those over fifty drink nearly twice as much coffee as women aged 19-50 (edestad, 2022).

Specialty coffee

In recent years, there has been a growing appreciation for high-quality coffee in the Netherlands, with specialty coffee shops becoming increasingly popular in cities like Amsterdam, Rotterdam, and Utrecht. These coffee shops often focus on sourcing beans from specific regions, using artisanal roasting methods, and offering a variety of brewing techniques to showcase the unique flavors of the coffee. Additionally, there's a burgeoning coffee culture where people enjoy exploring different types of coffee and learning about its origins and preparation methods (Lasaroms, 2023).

Potential Target Audience

Demographic:

This approach helps us split up the market by using concrete information about customers, like their age, gender, income, job, marital status, and nationality (Camilleri, 2018). Looking into past research, we've noticed something interesting about coffee consumption in the Netherlands: people over 50 tend to drink a lot more coffee than younger folks.

Our initial idea is to focus on reaching out to young professionals. We want to show them the exciting world of specialty coffee and broaden their coffee experiences.

Behavioral:

Behavioural segmentation focuses specifically on the behaviour of a segment. It can depend on the benefits sought from a product, which can result in shopping frequency and volumes of purchase (Camilleri, 2018).

About 70% of coffee consumption in the Netherlands is done at home (Kuepper i Kusumaningtyas, 2020). Building on this habit and helping Dutch customers routinize their consumption of subscription coffee at home should help with subscription retention. People with a tendency to drink their coffee routinely are a perfect target for a coffee subscription. Regular live stream videos can further help with the routine building aspect of drinking specialty coffee from the subscription Treat2CuP is offering.

Psychographic

This is used to segment markets based on personality traits, values, motives, interests and lifestyles. Occupation is linked to social status, which also reflects in the lifestyle that individuals lead (Camilleri, 2018).

Dutch consumers have become more interested in where, how and by whom their coffees were grown (Groothuis, 2021). This trend leads to the fact that it is important to thoroughly present all information about the coffee in a clear and interesting way.

Germany

Coffee Culture

It is not a secret that Germans love coffee; the beverage has made it all the way to the news. In words of Bianca von der AU, a broadcaster from the famous German news program called 'Tagesschau': "*Kaffee ist das beliebteste Getränk der Deutschen, noch vor Bier und Mineralwasser*" [Coffee is the favourite beverage of Germans, more favored than beer and mineral water] (von der AU, 2023).

According to the German Coffee Organization (Deutscher Kaffeeverband) after the Second World War, coffee in Germany was seen as a sign of economic growth, well-being and the ability to socialize again. During other rough economic stages, like the Cold War, coffee has been a symbol of status and financial well-being in the eastern part (Deutscher Kaffeeverband, 2024).

But how about now?

Today, out of 84 million Germans, about 66 million report to be or see themselves as coffee drinkers. On average, a German drinks about 166 litres of coffee per capita per year. Furthermore, about 65% of those coffee drinkers like to not just drink one coffee a day, but multiple ones separated over the day. About 27% drink coffee daily, while 8% drink it a few times a week (Deutscher Kaffeeverband, 2020).

Looking at the European market, Germany is the country with the most sales of coffee.

Total Coffee Sales in EU27 Markets 2020-2022						
	2020		2021		2022	
	Volume	Value	Volume	Value	Volume	Value
Austria	41	783	45	918	48	1,002
Belgium	46	632	48	652	50	698
Bulgaria	19	282	19	305	20	344
Croatia	21	175	22	183	22	200
Czechia	25	400	24	416	25	495
Denmark	33	448	33	459	34	514
Estonia*	05	140	06	152	06	163
Finland	46	374	48	407	49	480
France	220	4,207	230	4,474	232	4,958
Germany	450	4,995	450	5,359	450	6,171
Greece	33	349	34	372	34	514
Hungary	29	353	30	367	30	412
Ireland	08	250	09	283	10	320
Italy	184	2,339	186	2,348	186	2,476
Latvia*	04	155	05	156	05	164
Lithuania	12	175	12	181	12	247
Netherlands	98	1,103	98	1,111	98	1,175
Poland	104	1,068	106	1,094	106	1,326
Portugal	27	566	29	668	31	630
Romania	47	436	47	484	48	598
Slovakia	14	273	15	284	14	301
Slovenia	14	172	15	182	15	200
Spain	136	1,761	144	1,867	144	2,004
Sweden	84	502	85	517	87	537

Figure 1.2 Total Coffee Sales EU - Euromonitor International

Generally, most of the coffee consumption takes place at home. About 81% of the coffee that is consumed in Germany, is consumed at home (Deutscher Kaffeeverband, 2020). This has especially shown its value during the pandemic, as usual social spots like cafés or restaurants have not been accessible to the public.

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Target Audience (demographic, psychographic, behavioral)

To define the right target audience inside the German specialty coffee market, it is necessary to first research various behavioral patterns and attitudes towards coffee, as well as the age, locations and lifestyles of different groups. This has been done to assume a potential, for now exploratory target audience, which is based on secondary research. Later, as the project evolves and primary research is conducted, the target audience will form and change accordingly.

In a recent study from 2022, published by the established German coffee retailer 'Tchibo', about 5000 participants were questioned about their preferences, habits, curiosity and willingness to experiment with coffee. The ages represented in this study range from 18 to 75 years old, giving quite a big overview.

Demographic

Going more into detail, the age group that drinks the most coffee in Germany is between 56 and 65 years old (light green), with an average of 3,8 cups of coffee per day. The group that drinks the least cups of coffee is aged between 18 to 21 years (red) with 1,9 cups of coffee per day. Looking at Figure 2.0, it is also necessary to mention that males on average drink more cups of coffee than females (male resembles grey, pink resembles female).



Figure 1.3 Cups of coffee per day

Behavioral

When it comes to specialty coffee, only about 27,1 % report drinking new coffee variations out of pure curiosity or joy of experimentation. However, Germans do become more open to unknown coffee variations or flavors due to different reasons. One for example when it involves new taste experiences (45%) or when there is a deal that makes it more accessible to try (39,6%).

Even more interestingly though, between the ages of 22 to 35, the interest in trying new coffee variations suddenly spikes up. About 62,7% say it is important or of big importance to them to try new variations.

This could potentially be an interesting target audience inside the German market, looking at the possibilities for a specialty coffee startup.

Psychographic

Talking about beliefs and values, it is important to mention sustainable coffee. Here this is categorized as fair or ecological and according to the study, is a factor important to many, though not all. Around 40% say that they always or regularly drink sustainable coffee. Some of the reasons mentioned are fair wages and working conditions, responsibility as a consumer and the belief that it tastes better and is healthier compared to unsustainable coffees.

Potential Target Audience

Coming back to the main business idea of becoming an entry point for specialty coffee to a relatively young target audience, a plausible option could be the group of 22–35-year-olds. This for now is mainly based on the findings that this age group is more open to trying new coffee variations and because they consume a plausible amount of coffee per day, despite the younger groups.

Competitor analysis

In the following, the focus lies on looking into competition to be aware of the environment we circulate in, possibly learn from existing businesses and derive inspiration, and further use it to set us apart as a start-up entering the sector. This chapter will first feature an analysis of direct as well as indirect competitors and further show conclusions drawn from the analysis relevant to our business. This will be done with a benchmarking approach. Later, a positioning matrix based on our value propositions will be created to see where this business stands compared to the previously analyzed competition.

First, why is looking into your competition considered an essential step while building your business? And what do we specifically want to achieve?

Examining competition helps start-ups build awareness and navigate challenges, leading to potential market strategy reinventions. Competition is seen positively, aiding leaders in identifying missed opportunities and poor assumptions, which can prompt beneficial business redefinitions despite potential setbacks (Gans, 2024). For a specialty coffee subscription e-commerce, this perspective highlights the importance of understanding existing market players to gain control and confidence in the business idea, while also uncovering unique opportunities to stand out. This involves analyzing both direct competitors, offering similar

products, and indirect competitors, addressing the same customer needs with different products or services.

Direct competitor – KAFFEEBOX

Kaffeebox, founded by Tyler Olson, is a specialty coffee subscription service featuring specialty coffee from top roasteries in Scandinavia, with its headquarters in Sarpsborg, Norway. Each month, Kaffeebox offers a different roastery for their clients to try out, varying from roasteries located in Sweden, Denmark and Norway. The roasteries themselves select which coffees they want to send out to Kaffeebox monthly, ensuring high-quality. Despite showcasing Scandinavian roasteries, Kaffeebox delivers to almost every European country, which is the market we are aiming for as well. This and the fact that they are a specialty coffee subscription service, makes Kaffeebox the most relevant competitor of Treat2CuP.



Figure 1.4 Kaffeebox 1

Service & Products

Subscription model: Kaffeebox Coffee Subscription Model

For their customers Kaffeebox offers four different categories of subscription:

Filter Roast, Espresso Roast, Filter & Espresso, and Washed. For the first two categories, customers can choose the amount of coffee they want to be sent monthly, namely 1kg, 750g, 500g and 250g for a price ranging between 21€ and 64€. For the last two options, the amounts range from 500g to 1,5 kg, starting at 35€ up to 94€. The first three options include two different single-origin light Nordic coffees, whereas the fourth option features only one single-origin coffee of 250g. They offer bags of maximum 250g, which means that for 1kg coffee subscribers would get 4 bags.

Kaffeebox Single Shipment Model

Kaffeebox also offers a single shipment option from the roastery they chose for that month, which will be sent at the end of the month. This is not a subscription. Customers can choose their preferred roast profile, which is either espresso roast, filter roast or mixed, as well as the amount ranging from 250g-1,5kg.

Prices for this package are at a minimum of 22€ and go up to 98€ depending on which option customers select.

Chocolate Pairing Subscription:

On top of that, they also offer a chocolate pairing subscription combining the coffee varieties from their selection with single-origin dark chocolate, and occasionally milk chocolate. With two varieties of chocolate and two varieties of coffee, they expanded their "Kaffeebox coffee subscription" by combining a sweet treat with a coffee beverage of high quality.

Gift Subscription:

Like the normal coffee subscription, Kaffeebox offers to send out coffee as gifts. Customers choose the amount, type of roast, and duration of how long they want their loved ones to receive the coffee. The duration varies from three to twelve months. To give an example, for three months including 500 grams of filter coffee, gift givers pay around 100€. For a whole year, this amounts to around 400€. After the selected duration, the subscription automatically ends.

Shipping

Currently, Kaffeebox delivers to 50 countries worldwide, when back in 2014 it was only 11 countries. On top of that, their packages are eco-friendly, made from recyclable cardboard. Furthermore, Kaffeebox donates three to twelve months of clean water to developing countries, where the coffee is farmed based on the amount of coffee ordered from different coffee categories.

Cancelation Policies:

The subscription can be canceled at any time and can even be put on hold during vacations. This may be a great option, if you do not want your coffee to sit around at home while being out of the house.

Media strategy

Kaffeebox has a Twitter account with 1.4k, Facebook with 4.4k and Instagram with 16k followers. This analysis will focus on their Instagram account as it has the biggest following. They post similar content on all pages, as most of our competitors do. In fact, the content strategies of specialty coffee online stores are very similar, which is part of the reason why our analysis focuses on just one direct competitor. The common theme observed in the specialty coffee social media space is that the content showcases the farm and the people, responsible for growing the coffee with an aim to make the product more personal and the audience to feel more connected.

Posts

Kaffebox posts mainly about the coffees included in the corresponding month's selection. They explain the conditions the coffee was grown in and showcase the farm, farmers and how they encountered and formed a partnership with Kaffebox.

Reels

Our business idea was inspired by Kaffeebox's advent calendar, in which different coffee varieties were showcased every day of December. There was a daily series of reels during that time, which all followed a similar structure: they started with a Kaffeebox representative, who introduced the coffee after which they cut to a representative of the roastery, who explained more in-depth about the origin, producer, variety, process and altitude the coffee was grown in.

Indirect competitors

An indirect competitor offers a different product, capable of substituting your own and fulfilling your target audience's wants & needs (Dovetail Editorial, 2023). In the case of our business, we are not simply looking for other caffeine containing products, such as pre- workout or

energy drinks, but also a more premium product with a wide variety of flavors, which can be consumed in the morning to both wake your senses and offer a satisfying experience to start your day with.

The most popular product, that matches that description is black tea, because it contains caffeine and has a wide range of flavors. Black tea has the highest caffeine percentage out of any tea types. 100 grams of black tea contains 20mg of caffeine, compared to coffee, which has double that amount. That is not necessarily a good or bad thing. Caffeine has been shown to increase alertness, reaction time and attention span, however overconsumption can lead to anxiety, increased heart rate and can ultimately end up hurting your performance (Anahad O'Connor, 2022).

Regarding our concept, the most similar product to ours on the market is the "Impra black tea gift pack multi flavored collection".

Impra tea is a tea brand, established in Sri Lanka in 1994. The brand offers a variety of tea flavors, but we decided to analyze their black tea package, as it is the tea with the highest caffeine percentage. The Gift pack costs 16 USD without delivery on their official web page and offers 8 flavors, 10 tea bags each or 80 cups of tea in total. Impra tea does not operate on a subscription basis and ships to all EU countries.

Media strategy (affiliates)

When it comes to analyzing Impra tea's media strategy, we will again use competitive benchmarking. Impra has an Instagram account with around 850 followers, on which they post content, aiming to showcase inclusiveness as their main company belief. They use the hashtag #InspireInclusion accompanied by a picture of various employees. In addition, Impra posts reels from various tea events around the world. Their content has low engagement, and they do not rely on it to bring people to the website. Instead, they use an affiliate system.

When searching for "Impra black tea gift pack" on Google, the official Impra website cannot be found in the first 50 suggestions. Instead, the top links that come up are Amazon pages, websites of major corporations or small resellers of the same product. They all offer the Impra gift box at around 20 to 25 USD. Assuming they acquire the product for way cheaper than the 16 USD on Impra's official website, because they most likely buy in bulk, the affiliates profit ranges between 5 and 10 USD from each purchase, depending on their acquisition costs.

Local competitor – Holy Tea Amsterdam

Holy Tea is a tea online shop, which offers bundles of three tea flavors, each with an option of 50 or 100 grams. The company's headquarters are in Amsterdam, but the assortment of tea flavors is heavily inspired by Greece. Holy Tea pays tribute to their Mediterranean roots and showcases the warmth, hospitality, and flavors that are quintessentially Greek.

Product

Holy tea offers a bundle of 50 grams of three black tea flavors- ginger lemon, samba pa and sun gods for 14.58 EUR, excluding shipping costs. According to the instructions on their website, a cup of tea would require 4 grams of their blend, which means that the whole

package of 150 grams would give you approximately 37 cups of tea, which results in around 40 cents per cup

Media strategy

Holy tea Amsterdam does not rely on any affiliates and does not offer their products on any large E- com platforms like Amazon. Instead, they are trying to post content on multiple platforms with varying success. The platform on which they get most views is TikTok, where their top performing video has over 30k views. The rest of the content, however, gets about 800 views per video and a low engagement. Holy tea posts the same content across their Facebook, Instagram, TikTok, YouTube and Pinterest.

Findings & Conclusion

As a direct competitor, Kaffeebox has the closest value proposition in terms of product, subscription and customizability. They ship to 50 countries worldwide and have a flexible cancelation policy, where you can opt to cancel at any time, as well as to pause the subscription, if the customer is away from home for a while. The main differences are the 250g minimum packaging per coffee variety and the lack of educational, entertaining and engaging content on their social media profiles, which is one of the cornerstones of our business idea. Regarding content and marketing, our business can learn more from indirect competitors like black tea online stores, because of the different methods they use to promote their products, for example affiliates

2. Management Functions

Description Start-Up:

Service

Our service is a specialty coffee subscription offering different varieties of specialty coffee, carefully selected by European roasteries. By partnering up with European roasteries, we provide a platform for customers to explore good-quality coffee and varieties roasted by European roasteries. The coffees are offered only in small amounts up to 100 grams, one bag lasting for multiple cups of coffee. To brew one coffee, around 35 grams are needed, which means that one bag of 100 grams covers three cups of coffee. Customers get their delivery once a month, while they decide how many coffees they want to try per month. While the customers can choose how many coffees they want to get sent, they cannot decide which coffees those will be in the end. By doing that, we hope to give people the possibility to explore the landscape of specialty coffee without pre-judgment and surprise them with the taste of different coffees pre-selected by professionals. Customers have the option to cancel their subscription monthly and even pause it for a few weeks if they go on vacation or cannot physically consume the coffee due to specific reasons.

Extra services – Media Content

On top of offering various specialty coffees the subscription also includes both exclusive and non-exclusive media content on the side. Exclusive media content here means prerecorded videos, exclusive to subscribers, where the customer can find out more about the coffees they are drinking. This can be done through a QR code to each coffee included in the package or even inside your account on the website, where they have purchased the subscription. This option is for customers who really wish to learn and understand the journey of their specialty coffee while enjoying the luxury of drinking. Those videos include tracing the coffee back to the farmer, the processing method, the roasteries and finally why we chose to offer it. This creates the option for customers to educate themselves about the specifics of the coffees they are drinking as well as provide trust for good quality and fair methods.

Non-exclusive content means our social media feed with posts, reels, a community channel and weekly live streams provided on Instagram. Those live streams include Q&A's on the monthly coffees, tips & tricks, and how to brew your coffee. All of this is done with a personal touch, compared to the exclusive content, which is meant to be more professional and educative. By this, we hope to create brand awareness as well as help potential customers enter the specialty coffee industry nicely and easily.

USP & ESP

Looking at our service and what makes it unique compared to competitors, we have found the following unique and emotional selling points:

USP

Offering small amounts of coffee per bag without unnecessary commitments and waste for the customer (under and up to 100 grams)

ESP

Being an entry point into a growing niche market by offering educational media content that provides knowledge, a sense of community and a new drinking experience

Mission Statement

Our mission is to create a space for experimentation in the specialty coffee industry through various selections from European roasteries

Vision Statement

We aim to create a community, where people come together and share their love for specialty coffee by offering a variety of high-quality coffees without the burden of unnecessary commitments.

Company goals

In order for Treat2CuP to create a solid company basis that provides direction and a clear idea of what to strive for in the future, goals must be defined. Treat2CuP has come up with 2 main goals that build the ground for strategic choices and operations used to sustain and keep the business reaching forward. The goals were defined on the ‘smart goals’ approach, which is “a proven tool that helps you to formulate goals correctly” (Munich Business School, 2022). The smart goals are based on 5 criteria, namely them being: specific, measurable, actionable, relevant and time bound.

Thus, looking at our start-up and the vision of creating a service that offers the possibility to create a community and be an entry point into the specialty coffee landscape for our customers by offering coffees by European roasteries, several goals have been defined. These are:

Supply-chain goal:

Specific: Establish a supplier relationship with roasteries to sustain our business and offer a variety of coffees throughout our subscription

Measurable: Having obtained 2 roasteries for the first month, and 1 new roastery ever following month.

Achievable: Continuously communicating with and introducing our business to roasteries at events or fairs and keeping the connections by offering them a platform through our business

Relevant: Attracting a new roaster every month will allow us to sustain our business, as there will be a continuous supply of new coffee varieties.

Time-Bound: By the end of 2025 have then attracted at least 17 roasteries offering us their coffees for our subscription service.

Financial goal – Returning customers:

Specific: Establish a steady group of customers who will continue Treat2CuP’s subscription after their first month of service.

Measurable: Earn first 30 subscriptions within first month of functioning as an organization and gain 10 subscriptions with each next month.

Achievable: Focus on customer intimacy with marketing but also product futures. Iterate the product every month in order to continue delivering more value to the customers.

Relevant: Establishing a group of returning customers is going to allow Treat2CuP to prosper by having a steady customer base.

Time-Bound: By the end of 2024 Treat2CuP will have at least 50 subscriptions.

Stakeholders

Stakeholder analysis is a crucial project management tool for identifying key stakeholders, understanding their concerns, and assessing how the project impacts them. It helps determine who to communicate with, what topics to cover, and how often to engage stakeholders (Hoory, 2022). For this business idea, the following stakeholders have been identified:

Owners/Shareholders:

- Interests: Profitability, growth of the company, return on investment.
- Influence: Hold decision-making power, set strategic direction, and determine resource allocation.

Customers:

- Interests: Quality of coffee, variety of options, convenient and reliable delivery, pricing, customer service.
- Influence: Their purchasing decisions directly impact revenue and growth. Feedback and satisfaction levels influence brand reputation and customer retention.

Employees:

- Interests: Job security, fair compensation, opportunities for growth and development, positive work environment.
- Influence: Integral to daily operations, customer interactions, and product quality. Employee morale and satisfaction impact productivity and customer experience.

Suppliers:

- Interests: Timely payments, long-term partnerships, fair terms, reliable demand forecasting.
- Influence: Supply chain efficiency directly affects product availability and quality. Strong supplier relationships ensure consistent access to high-quality coffee beans.

Investors/Financiers:

- Interests: Return on investment, company growth, financial stability.
- Influence: Provide funding and may influence strategic decisions based on their investment goals. Expect regular updates on company performance and may have a say in major decisions.

Government and Regulatory Bodies:

- Interests: Compliance with food safety regulations, labor laws, and tax obligations.
- Influence: Mandate adherence to laws and regulations, which can affect operations, product labeling, and import/export processes.

Competitors:

- Interests: Market share, pricing strategies, product differentiation.
- Influence: Competition drives innovation and market trends. Monitoring competitor actions can inform strategic decisions regarding pricing, marketing, and product development.

Industry Associations and Advocacy Groups:

- Interests: Promoting specialty coffee industry, sustainability, fair trade practices.
- Influence: Advocate for industry standards, best practices, and ethical sourcing. Collaboration with these groups can enhance brand reputation and access to networks.

Stakeholder Map

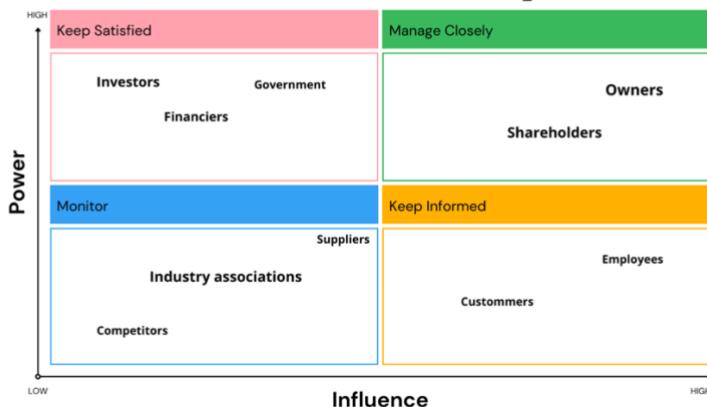


Figure 2.1 Stakeholders matrix

Positions and specialization

In order for Treat2CuP to become fully operational organization, the company needs to fill certain employee positions. All roles need to be specific and they need to work well together. Because Treat2CuP is a small start up, multiple positions are taken by individual employees.

Roles that need to be filled when the organization starts functioning:

Founder/CEO: Responsible for overall vision, strategy, and leadership of the company.

Operations Manager: Oversees day-to-day operations, including procurement, logistics, and fulfilment, to ensure smooth functioning of the business.

Marketing Manager: Develops and executes marketing strategies to promote the subscription service, acquire customers, and build brand awareness. Comes up with marketing plans and posting schedules on social media.

Customer Service Representative: Handles customer inquiries, resolves issues, and provides support to ensure a positive customer experience. Helps with stopping/cancelling the coffee subscription.

Web Developer/Designer: Maintains and updates the company website, ensuring it is user-friendly and visually appealing. Ensures a well-functioning website.

Supply Chain Manager: Manages relationships with coffee roasters and ensures timely procurement and delivery of coffee beans. Helps curate the coffee selection for the subscription.

Packaging Specialist: Designs and manages packaging solutions to maintain coffee freshness and reflect the brand identity. Packs coffee.

Shipping and Logistics Coordinator: Organizes shipping logistics and coordinates with shipping carriers to ensure timely delivery of coffee to customers.

Quality Control Manager: Oversees quality assurance processes to maintain the high standards of the coffee beans, packaging, as well as work done by employees.

Finance Manager: Manages financial operations, including budgeting, accounting, and financial reporting.

IT Specialist: Manages IT infrastructure, including software systems and data security measures.

Human Resources Manager: Handles hiring, training, and employee relations to maintain a productive and motivated workforce.

Content Creator/Copywriter: Generates engaging media content included with the subscription, marketing materials, website, and social media platforms to attract and retain customers, records live stream video on Instagram.

Sales Representative: Explores opportunities for partnerships and wholesale accounts to expand the reach of the subscription service. Inquires about new partnerships with coffee roasters.

Business Development Manager: Identifies growth opportunities, conducts market research, and develops strategies to expand the business. Concepts new products/subscriptions/services.

Legal Counsel/Accountant: Provides legal advice and ensures compliance with regulations related to food handling, packaging, shipping, and data protection.

All roles listed could be filled by individual employees in a bigger organization, however for a small start up, like specialty coffee organization, it makes more sense to allocate them among 3/4 employees and an outsourced legal counsellor.

Positions:

Legal Counsel/Accountant - outsourced

There is also an option to outsource a designer only when in need.

At the moment, three out of four people working on the project are dedicated to continuing with the project and starting a business.

Toni:

Toni is going to manage planning, coordinating and directing the administrative functions of Treat2CuP. Furthermore, she will work on business development and quality control within the organization. Most of the work done by her can be done at home but she will need to visit the office at least during the first and the last week of the month to ensure all operations are managed. Additionally, there might arise a need for Toni to be present in the office after the first week of the month, because certain operations, like repackaging the coffee and shipping the orders, might take longer than expected. In this case, the second week would be used to manage the operations for this month and the beginning of the next one. Her working hours are going to be very flexible, she will only have to attend meetings set for a specific time and date, as well as do monthly (or more often) check-ins at the office.

Karim:

Karim is going to manage marketing of Treat2CuP, develop and design the company's website. Another role he will take on is sales representative and content creator/copywriter. Most of the

work done by him can be done from home but for shooting of the content he will need to come to the office. Certain tasks of a sales representative might also need his presence at specific places, like the office but also outside of it. Karim's working hours are going to be flexible; he will only need to coordinate with other staff for general meetings and shooting of the content, because more people are going to be involved in those.

Stan:

Stan, as CEO, is going to work on the general vision for the company. He will take on a role of operations manager, customer service representative, supply chain manager, packaging specialist and shipping and logistics coordinator. His roles demand regular attendance in the office. His presence, as a supply chain manager and packaging specialist, is going to be needed every first week of the month as well as every last week of the month to ensure a smooth coffee arrival, subscription packaging and managing the office. Checking quality of the coffee offer in the subscription is going to be another responsibility of his, for which he will need to be in the office. Moreover, Stan will manage finance and specialize in IT. These responsibilities he can fulfill from home in the middle of the month. Having that said, certain IT issues might need emergency fix for which he should always be available.

Organizational design

Company structure

Like many other start-ups, Treat2CuP is working with a **flat (horizontal) organizational structure**. This structure encourages less supervision and more action-taking from the employees. Horizontal structure should help encourage operational freedom, as well as foster a feeling of being an essential part of the organization for its employees.



Figure 2.2 Organizational structure

Company culture

Treat2CuP assessed their team culture by talking together as well as using an online tool and came to the conclusions that they fall somewhere in the middle of the organizational culture matrix with a slight preference for adhocracy and clan (ocai-online.com, 2024). In order to improve quality and efficiency of work, the team decided they want to strive for a balanced organizational culture with a slight preference towards hierarchy and market. Being market

driven will help cater to customer's needs as well as keep an eye on the developments within the industry. Putting emphasis on hierarchy is important to ensure smooth business operations while the organization is functional (to see the ocai-online matrix filled by Treat2CuP go to [Appendix M](#)).

Leadership style

Specialty coffee start-up consists of 4 members. Acknowledging each person's individual strong suits as well as their preferences for work is an important part of creating a well-functioning team environment. It is important to from the beginning consider a possibility of people joining and leaving the team, that is why a leadership style needs to be constantly adjusted to the current situation. An important quality of a startup leader is to be able to pivot at any moment, understand the team and the market. Considering qualities of the team, the funder and the general project situation visionary leadership has been chosen. This leadership style characterizes itself by being progress-focused and "visionary leaders possess a powerful ability to drive progress in periods of change by inspiring employees and earning trust for new ideas" (Gafner, 2023).

Leadership styles like a democratic leadership are too slow when it comes to decision making for fast-paced start-ups. Treat2CuP needs to be able to make decisions right away when there is a need for it, thus a clear chain of command as well as task division has to be carried out. While everyone included has to be given a platform to share their opinion and ideas, a person in lead has to be comfortable making the final decision.

Formalization

Formalization refers to the degree to which, policies, roles, procedures and rules are described in a written contract and dictate how employees should behave within an organization. Treat2CuP operates in a semi-formalized structure, since the employees must comply with fixed general rules, described in the contract part of the project plan, but do not have specific tasks, when it comes to the working process. The reason this structure makes sense for us is because the Start-up was founded by 4 students, whose goal is to learn as many skills as possible, related to starting a business. Thus Treat2CuP management avoids putting specific tasks to the same member for every stage of the start-up journey.

Specialization

Work specialization, also known as division of labour, is the act of separating a job into smaller and simpler individual tasks. Specialization allows you to save time since different people can perform multiple steps of a project at the same time. Specialization is useful because it can simplify jobs and decrease the time it takes to complete them. Separating tasks allows you to perform all the steps in a large project simultaneously, increasing efficiency. Specialization also lets you assign easier or harder tasks to team members with relevant experience. (Indeed, 2022).

Chain of command

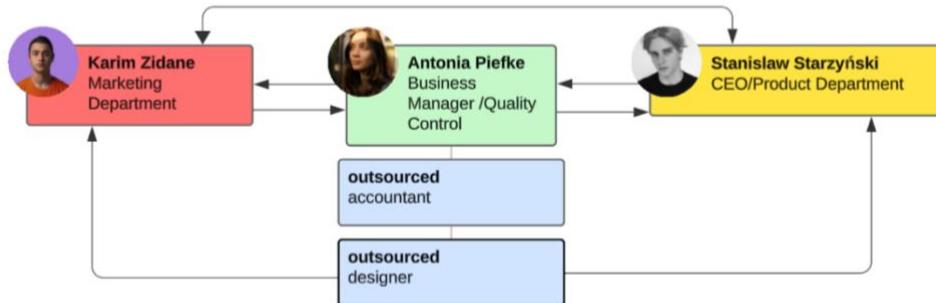


Figure 2.3 Chain of command

"The chain of command is a structure that dictates how decisions are made, who is in charge, and which tasks need to be completed" (Bennett, 2022). Within the chain of command, there are three levels an employee can be categorized in, which is topic-level management, middle-level management and front-line staff (Bennett, 2022).

For Treat2CuP, a start-up, adopting a traditional multi-level structure isn't feasible due to our limited staff, who currently handle various departments and tasks. To stay flexible while maintaining control over daily operations, we've opted for a flat horizontal chain of command. Each staff member manages their own department and is responsible for its tasks, with decisions communicated and discussed collectively.

Stanislaw, the founder and CEO, shares decision-making authority equally with Karim and Antonia. They all report to each other and require mutual approval for decisions in their respective areas. Communication mainly occurs via WhatsApp for daily messages and questions, with weekly meetings to track progress.

Antonia monitors internal project progress, Karim adjusts marketing efforts based on market trends, and Stanislaw oversees coffee quality and supplier relations. This structure ensures respect, collaboration, and effective communication among all staff members.

Quality control

Coffee Control

Since quality is a building pillar of Treat2CuP, ensuring continues top product quality should be a priority. The biggest problem Treat2CuP is facing when it comes to quality control is ensuring the coffee freshness. Usually, coffee's peak freshness happens 2-6 weeks after roasting. Allowing customers to consume their coffee around that time after roasting has to be ensured. Another possible problem when it comes to coffee freshness is that coffee can oxidize and stale faster if it is not stored properly – repackaging has to be thoroughly planned.

Employee control

All future employees' work must meet our standards. Antonia will communicate extensively with staff to monitor well-being, project progress, and task completion, ensuring alignment with company goals. She will use organizing and planning tools to track everyone's responsibilities, including her own.

In weekly meetings, Antonia will check on employees' progress, offer help or resources as needed, and address any questions or feedback during working hours. The team will collectively evaluate if work meets the 'satisfactory' standard. If work is deemed unsatisfactory, it will be revised, though Antonia will manage internal deadlines to minimize delays.

Stanislaw will oversee suppliers and coffee selection, sharing this information with the team for effective planning and organization.

Swot

In order to get a closer look into this start-up's internal and external factors that might influence its success or state, a swot analysis has been conducted. The swot has been divided into four squares, with Strengths and Weaknesses focusing on internal factors, while Opportunities and Threats state external aspects of importance to our business.

STRENGTHS OPPORTUNITIES	WEAKNESS THREATS
<ul style="list-style-type: none">• small amounts --> entry point business model• Media content as an extra service• young, motivated team• Cooperate with existing roasteries who already imported the coffee beans --> Sustainable	<ul style="list-style-type: none">• pricing of a luxury product --> tax, vat, roasteries, coffee type & grade, service, packaging & delivery all affect how we can price our product even before internal value can be taken into account• start-up capital and possible labour costs• Staff shortage• fulfilment of operational tasks for future goals might not be achievable with the amount of staff• Limited experience in coffee business compared to competitors• Delivery times & costs are dependent on the type of delivery service we can and need to offer• Dependence on supplier, varieties of coffees offered directly affect our business

Figure 2.4 SWOT analysis

Lean model canvas

PROBLEM Specialty coffee is sold mostly in 250g bags and the smallest amounts you can find are 100g. Learning about specialty coffee can be intimidating. Lack of knowledge about specialty coffee	SOLUTION Subscription to 4/8x75g of specialty coffee per month Educativ/entertaining entry level specialty coffee media content elevating the subscription experience.	UNIQUE VALUE PROPOSITION Entry point to specialty coffee Exploring specialty coffee landscape without a burden of unnecessary commitment to bigger amounts of one coffee - a variety of coffees Educational	UNFAIR ADVANTAGE Specialty coffee industry insights Creative business industry insights Media industry insights	CUSTOMER SEGMENTS 20-39 years old professionals Living in the Netherlands or Germany
EXISTING ALTERNATIVES Exchanging coffee beans with a friend Watching youtube video about specialty coffee Reading books/articles about specialty coffee	KEY METRICS Amount of subscriptions Amount of retained subscriptions Amount of instagram followers Revenue	HIGH-LEVEL CONCEPT E-commerce subscription based specialty coffee company	CHANNELS Custom website Instagram Youtube To-door delivery	EARLY ADOPTERS Begginers with specialty coffee Specialty coffee drinkers trying to figure out their taste preference
COST STRUCTURE Equipment Specialty coffee supply Fixed costs Repackaging costs		REVENUE STREAMS Subscriptions		

Figure 2.5 LEAN model canvas

3.Target audience

One of the cornerstones of our business idea is that it serves as an entry point to the specialty coffee landscape, and allows the customer to experience multiple coffee varieties, while getting educated on the process of preparing coffee, its origin and the latest trends and developments in the industry. Thus, our target audience are people with an affinity for coffee, who want to get into specialty coffee, but are overwhelmed by the fancy terms, choices or just afraid of committing to a big bag of specialty coffee they might end up not liking.

STP Model

Segmentation- Psychographic, Demographic, Behavioral

Our startup strategically targets specific market segments to build a strong, loyal customer base. **Demographically**, we focus on adults aged 20-39 living in the Netherlands and Germany. The Netherlands has the highest coffee consumption per capita, and Germany is the largest market for coffee in Europe. These countries represent significant opportunities, because it is easier for a country with a rich coffee culture to make the leap to specialty coffee, as opposed to a country where coffee is not that popular. Our target customers are middle to upper-middle class, as they are more likely to afford and appreciate specialty coffee. They are often college-educated professionals who value the informative content we provide (Stetsenko, 2024) (International coffee organization, 2021).

Geographically, our primary focus is on urban areas in the Netherlands and Germany, where there is a high concentration of coffee enthusiasts. We aim to reach major cities with vibrant coffee cultures and dense populations of potential customers. These regions have a well-established appreciation for coffee, making them ideal for introducing specialty coffee options.

Psychographically, we aim to attract individuals who value quality over quantity, enjoy exploring new tastes, and have a passion for learning and self-improvement. Our target customers are adventurous, open-minded, and socially conscious, likely to appreciate the story behind each coffee and the craftsmanship involved. They are environmentally conscious and interested in sustainable and ethical consumption, valuing transparency and wanting to support small, independent roasteries. Additionally, they place high importance on the overall experience and branding, seeking products that offer both aesthetic appeal and a unique narrative.

Behaviorally, our ideal customers are regular coffee drinkers looking to upgrade from generic brands to specialty options. These coffee enthusiasts are likely to become loyal subscribers once they experience the quality and variety we offer. They appreciate the convenience of having curated coffee delivered to their door and value the educational aspect that enhances their coffee experience. These individuals drink coffee daily and see it as a special treat, enjoying learning about different brewing methods and coffee origins. They also highly value good branding, which enhances their overall experience and connection to the product.

By targeting these specific segments in the Netherlands and Germany, we aim to attract and retain customers who appreciate the quality, educational value, and exceptional branding of our specialty coffee offerings, ensuring sustained growth and success for our startup.

The STP model also includes a Targeting and Positioning sections, which are in the Marketing chapter

Persona

PERSONA

Lars van der Meer
 27 years old
 Rotterdam, NL
 University graduate
 Media professional

Frustrations
Every time Lars buys coffee, it is in a bag of 250 grams. He is frustrated with the lack of variety and the unnecessary commitment that comes every time he wants to try out a new coffee. These circumstances have led him to repetitive coffee experiences and a fear of trying new coffees.
The media professional is annoyed by how hard it is to cancel some of his subscriptions and double checks if he can cancel them easily and at any time before subscribing to a new product now.

Goals
Lars wants to experience the specialty coffee landscape, without committing to a single coffee. He considers himself a coffee enthusiast and is open to trying new coffee varieties. He would like to learn what type of coffee he likes the most.

Motivations
Lars is influenced by economic and convenient motives, when purchasing subscription. He finds enjoyment in the taste of coffee, as well as the process of preparing it. Purchasing subscriptions makes sense to him, only if it comes out as less expensive and he values the convenience aspect of not needing to purchase products separately every month.

Coffee habits
Lars drinks coffee at work but he realised he is not enjoying it. Wanting to learn how to brew good coffee he started following coffee media content online. The media professional is confused about the whole topic and he is looking for a simplified informative/instructional content to build his coffee habits.

Beliefs and personality
Lukas is prepared to pay premium price for specialty coffee, if it guarantees fair trade. He feels responsible for ensuring fair wages and good working conditions for coffee farm workers and sustainable and ecological transport.

Experimenting
Lars is open to trying new specialty coffee varieties with the intention of finding the ideal variety for him, but also enjoys experimenting and the surprise factor of trying out coffee, he has never drank before.

Brands
 James Hoffmann
 JACOBS

Figure 3.1 Persona

4. Research

Problem analysis

To fine tune our service, Treat2CuP needs insight into the target audience's reasoning behind subscription service purchases. Finding out which aspects of subscription services people find most appealing will allow Treat2CuP to adapt the business idea to the target audience's preferences, remove undesirable aspects from and add new features to the current concept. There has not been much research done regarding coffee subscription services, since it is a relatively new concept. The Purchase Intention of specialty coffee article by MDPI comes closest to giving us insight into the preferences of specialty coffee drinkers (Ramírez-Correa, 2020). However, the research takes place in Brazil and does not delve deep into what motivates people to purchase specialty coffee. Instead, it just divides potential drinkers of three categories: Regular customers (the least drawn to the habit of consuming specialty coffee), enthusiasts (driven by issues related to information about the origins and history of the beans as well as support for socially and sustainably conscious initiatives), and experts (whose consumption is primarily inspired by the flavor and aroma of the beverage and the satisfaction that comes from drinking it). Due to the geographic aspect and the lack of depth in that research, it makes sense to conduct our own primary research on this topic, which explores what could motivate people to purchase Specialty coffee on a subscription basis.

Concept

A way to measure our target audiences' affinity towards subscription services, is to find out the core reason behind their purchases. Measuring the wants and needs that drive people to buy products will showcase the reasons they find said products so attractive. In our case, we are looking at the features of the service that would motivate the target audience to purchase a specialty coffee subscription.

Hence, this research project will work with the following research question: **What service, product or feature would motivate coffee drinkers, who are living in the Netherlands to purchase a subscription-based specialty coffee service?**

Answering this question will allow us to tailor our product to fit the preferences of our target audience, regarding any features that we should add to or remove from the current business idea, as well as to prepare an effective marketing strategy, which will help us find our early adopters.

Research Objective

Formula: "The goal of the research is to measure the purchase motivations of advanced specialty coffee drinkers and coffee drinkers new to specialty coffee, living in the Netherlands by doing 2 focus groups, for Treat2CuP to further improve the core business idea"

Theoretical framework

The research explores **motivations to purchase** subscription services and divides the motives into five sections: **hedonic, economic, social, innovative, convenient**. The findings will then be categorised as either **perceived risk** or **perceived benefit**, just like in the research paper Treat2CuP's research is based on. **Purchase motivations** refer to the set of

psychological factors behind a customer's decision to purchase a product or service. In our case, it is important to investigate the main reasons why people use subscriptions instead of purchasing products and services separately regularly.

Hedonic motives enhance positive experience and behaviours that decrease negative experience. The main difference between specialty coffee and commodity coffee is the experience of preparing, learning about and tasting the coffee. In addition, the target audience might find hedonic motives in the social media content, website or the packaging of the coffee, so it makes sense to include it as one of the possible themes we might find. **Convenient motive** means that customers feel that the use of a system or technology will make them free from difficulty. In the context of Treat2CuP, this motive applies mainly to the subscription aspect of the business idea but could also have a role in the customers experience on the website or when using the product. **Economic motives** are characterized by a tendency to calculate the costs and the returns involved in pursuing a certain desirable end. Even though our small amounts will come out as more expensive than buying a bigger bag of SC, the economic motive still applies to Treat2CuP as it gives the customers the opportunity to try many coffee varieties without committing to a big bag of coffee, they might end up not liking anyway. The **Innovative motive** is the desire to experiment and find new ways to do things. Treat2CuP's USP is in the experience of trying many coffee varieties and educational content that comes with them. To investigate this motive further, the team will ask questions regarding the audience's content preferences, what they know about specialty coffee and how they learned what they know. Finally, the **Social motive** is the interest in affiliation to build relationships with certain brand communities and/or obtain social status. In our case, social motives can be observed when people get recommendations on what to purchase by people around them. Treat2CuP will also ask the participants about their experience with communities as this is one of the cornerstones of our business. The final step is to make conclusions of our findings. Those The final step will be to summarize the findings into three categories that answer our research question- products, services and features.

Research Method

Focus groups are a type of research methodology where a small group of participants respond to questions in a moderated environment. The questions are intended to provide insight into a certain issue, and the group is selected based on predetermined demographic characteristics. In the case of Treat2CuP, two focus group talks were held, and the participants were segmented by knowledge and experience with SC. Treat2CuP chose this method to encourage discussion between the participants and thus get more data. If all participants were on the same page regarding a particular topic, those findings would be considered even more valuable.

Data analysis

Once the focus group talks have been conducted, they will be transcribed with an AI tool called Meetgeek.ai and coded with Taguette- an online qualitative research coding software. The most relevant quotes from the focus groups will be divided into 5 categories (one for each motive), after which data will be analysed **inductively**. Inductive data analysis finds patterns and themes within the data and will help Treat2CuP to draw conclusions regarding the

services, products and features that will motivate coffee drinkers, who are living in the Netherlands to purchase a subscription-based specialty coffee service.

Sampling method

The specialty coffee team used **purposive sampling** when forming the focus groups. This method relies on the researcher's judgment to define a segment which fits the purposes of the research best (McCombes, 2021). In the case of Treat2CuP the focus groups were divided into complete beginners and people who have tried SC. The beginner's group was comprised of people, who had never tasted nor had a prior knowledge on what specialty coffee is. They had their first cup of specialty coffee in the beginning and learned about the criteria, which make a coffee specialty grade throughout the talk. The second group had tried specialty coffee in cafes or drink it at home on a regular basis.

Reliability

Research reliability is essential to prove the consistency of the data. There are a couple methods you can use to achieve that. **Internal reliability** compares attitudes towards certain concepts throughout the interview to make sure that the participants are not contradicting themselves and keep consistent opinion on various topics (QuestionPro Team, n.d.). This is the only usable method for a focus group talk, since it works with qualitative data. After transcribing, the interviews will be checked for inconsistencies by the same individual. Should any be found, both instances will be deemed unusable for our research.

Validity

Research validity represents the accuracy of your data and how meaningful they are for answering your research questions. There is a wider choice of methods applicable to our research. **Construct validity** seemed like the most suitable method, since it assesses how well a measurement aligns with established theories and concepts (QuestionPro Team, n.d.). The operationalization of the focus group talk was taken from the "Purchase motivations and continuous use intention of online subscription services" paper written by Yoo-Jin Kim & Bo-Young Kim. The research took place in South Korea and investigated which of the following motives- hedonic, convenient, economic, innovative and social affect purchase intention and continuous consumption among users (Kim, 2020). Just using an expert's research methodology does not prove the validity of the research. Before the talk, ground rules were established for the participants regarding confidentiality and how the specialty coffee team was not looking for any specific answers but was rather there to observe and get their input. Naturally, the team also did not mention the business idea until after all questions were asked, to avoid leading the participants in a certain direction with their answers.

Results

Summary

The beginner group expressed hedonic motives when it came to the taste of SC, whereas the advanced group viewed it as more of an experience and a part of their morning routine. Both groups would purchase a subscription service if it came out cheaper than purchasing separately on a regular basis. The beginners spent less on coffee and were more cautious about spending money on subscriptions, while the advanced specialty coffee drinkers were on the lookout for new equipment and roasteries. Both groups appreciated flexible cancelation

policies and user-friendly websites. The advanced group valued customization highly. Engaging with a community of people with similar interests was a positive aspect of the customer journey for most participants. The people, who are new to specialty coffee trusted experts and reviews online, while the advanced drinkers were sometimes turned off by too many positive reviews and the product being "too mainstream". Finally, both focus groups were interested in the newest trends and developments and were open to experimenting, though for different reasons. The beginners were looking for the perfect coffee variety for them, while the advanced drinkers enjoyed exploring the landscape and the surprising factor.

Analysis

What service, product or feature would motivate coffee drinkers, who are living in the Netherlands to purchase a subscription-based specialty coffee service?

Services

"I'm not usually a big fan of washed coffees. So, if I have the option to choose between wash and non-wash, I'll choose non-wash and once in a while I'll choose wash coffee."

To appeal to the target audience, Treat2CuP will offer customizable subscription plans, where the user can update their preferences regarding the processing methods and coffee varieties every month. In the future, customers, who have found a variety they really like, could be sent bigger amounts of it the following month. Possibly though highly unlikely, Treat2CuP could partner up with roasteries via an affiliate system and get a commission for every customer redirected to bigger bags of coffee on the roastery's website.

Products

Beginner group: *"Maybe at first it can be different coffees, you can taste each one of them and then you can choose which one you want and get subscription. Like a trial package for the whole assortment coffees."*

Advanced group: *"I want to see a variety of beans over time because that's the reason why I want to have the subscription. I want to try different beans and maybe their bestsellers could then stay for a longer amount of time, but I don't want to repeat the coffee beans."*

Both groups saw the potential benefit in trying different coffee varieties on a regular basis, but for different reasons. The beginner group was on the lookout for the perfect coffee. Once found, they would like to get bigger amounts of that coffee on a subscription basis. The advanced group on the other hand, was not looking for a particular coffee variety, but rather valued experimenting with different varieties. They did, however, have some preferences regarding the processing of the coffee:

Features

"They (Basic Fit) wanted a year subscription and then you have a lower monthly fee, which kind of makes sense, but I'm very hesitant then because I don't want to commit for a full year or full four months, because what if I just want to try it out, see if I enjoy it, then I can't cancel and I'm stuck with it. Because what I like with basic fit at the gym is that they say, oh, you can either choose 12 months subscription pay, you know, every month that you're stuck to it for a year. You can cancel any month, but you pay a little bit more every month. And I'm like, oh, it makes sense"

The target audience appreciates flexibility when purchasing products or services on a subscription basis. They understand the concept of subscriptions and how committing to a service for a longer period, comes out as cheaper. Depending on the product, the participants are also open to paying a bit more every month, if it meant that they could cancel anytime. Treat2CuP should take this into consideration when designing the subscription plans and provide multiple options in terms of subscription length and cancellation flexibility. Naturally, providing flexible plans will be difficult for a start-up, because everything must align from a financial point of view.

Advanced: "*I am a little bit sensitive to people hyping up a product and being like oh, this is amazing. At one point it gets a little to the other side and for me it's kind of unattractive when too many people use something.*"

Advanced: "*it depends on who's talking about it as well, because the source credibility is quite important*"

Beginner: "*I like trying trendy stuff to be honest. Just to kill the curiosity. I like to think that I don't, but I do.*"

Beginner: "*I trust my friends and family more. All those influences are sell-outs. You offer them a little money and they can say whatever you pay them to. And even if it's an expert, it's the same with wine, at the end of the day it's subjective. It's like when you put a lab coat on the face of a doctor. But I wouldn't trust influencers because they're mostly getting paid for it.*"

The advanced group is wary of products with overwhelmingly positive reviews, preferring credible, unpaid experts for product endorsements. The beginner group enjoys following trends and values positive reviews but distrusts paid promotions, including influencers.

To cater to these preferences, Treat2CuP will avoid influencer marketing and focus on engaging credible experts. By sending these experts free coffee packages, they can review our product without bias, ensuring authenticity. This strategy not only appeals to our target audience but also provides valuable feedback for continuous product improvement.

5. Marketing

Strategic Targets

Targeting

After defining the segmentation criteria of our customers in the target audience chapter, it is now essential to establish the most effective ways of targeting them. Targeting refers to the process of creating a tailored message that will best resonate with the target audience.

Channels

The most popular social media platforms amongst 22-36-year-olds in the Netherlands are WhatsApp, Facebook, Instagram and YouTube (Statista, 2023). Since we can't do much on WhatsApp to advertise, Treat2CuP will focus on the other three platforms. The idea is to have an Instagram page, where we post regularly, alongside paid-for ads on Instagram and YouTube at a later stage, when the product is perfected and there are not as many budgetary constraints. Offline marketing on the other hand, can be much more targeted and generate better results despite reaching fewer people. Regarding our business, it would make sense to visit fairs, organize live workshops, as well as to have pop-ups or some type of guerilla marketing.

Content

Our content should be tailored towards newcomers to Specialty coffee. The informative videos should be clear and simple, avoiding fancy terminology. From the panel talks, we found out that beginners would be more likely to try specialty coffee if they viewed it as mainstream and trendy.

"No, I would like to try the trendy stuff to be honest. Just to kill the curiosity. I like to think that I don't, but I do."

A recurring theme in both panel talks was how essential aesthetics are when it comes to purchasing subscriptions. That goes for not only the coffee packaging, but also the website design and social media content.

"Even if I don't order your coffee at first, I might still just follow your Instagram and interact with you as a brand if it's aesthetic and cool enough."

Positioning

This competitor positioning matrix showcases our unique position in the specialty coffee market, focusing on two key dimensions: customizability and educational value. Treat2CuP stands out as a premium brand offering highly customizable coffee selections tailored to individual preferences, sourced from Europe's roasteries. Our strong emphasis on educational content enriches the customer experience, providing insightful information about coffee origins, brewing techniques, and tasting notes. Unlike competitors that may prioritize convenience or price, Treat2CuP excels in delivering a personalized and educational coffee journey.

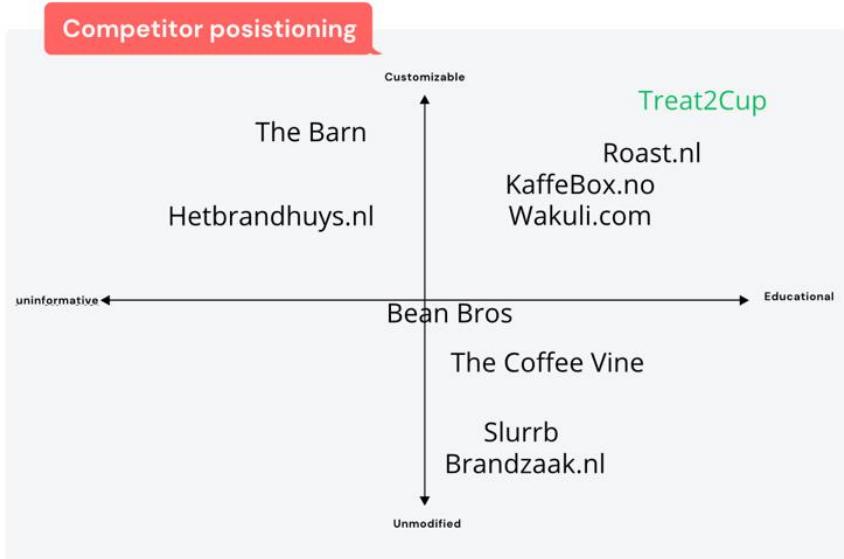


Figure 5.1 Competitor positioning

Confrontation Matrix

Following the SWOT analysis, a confrontation matrix has been derived based on the most important conclusions drawn from the company's Strengths, Opportunities, Weaknesses and Threats. The matrix was made using a four-by-four cross-table, weighing out the strongest and weakest connections, with a positive connection shown in green, neutral in yellow and negative in red. First, each staff member filled in the matrix based on their point of view, scoring a number to each cell. Later on, the team came together to discuss the outcomes and ultimately agree on a final number. The following scoring system was used:

Positive connection: 1

Neutral/No connection: 0

Negative/ Weak connection: -1

		Opportunities				Threats			
		Op1	Op2	Op3	Op4	T1	T2	T3	T4
Strengths	Opportunity	costume preference towards tailored products/service							
	S1	1	1	0	0	0	0	-1	-1
	S2	1	1	1	1	1	0	0	0
	S3	0	0	0	1	0	0	0	0
	S4	1	1	1	0	1	1	0	1
Weaknesses	Opportunity								
	W1	-1	1	-1	-1	-1	0	-1	0
	W2	-1	0	-1	-1	-1	0	-1	0
	W3	-1	0	0	0	-1	0	0	0
	W4	0	0	0	0	0	-1	-1	0
		Negative	-1						
		Positive	1						
		Neutral	0						

Figure 5.2 Confrontational matrix

As seen in the final matrix, the strongest connections can be found in the upper left quadrant, crossing Opportunities and Strengths.

Combining Op1 and S1 for example, gives us the first positive connection. The company's entry point business model is focused on being more than just a specialty coffee subscription service offering high-quality coffee but allowing potential customers to enter a new market more easily by exploring and learning about the coffee landscape with a selection of different coffees each time. Based on conclusions from our qualitative research this start-up sees an opportunity to benefit from this trend within the margins of the business model described.

Another strong connection that can be seen is Op1 and S4, which is what has been decided to be the most suitable outcome to translate into a marketing strategy.

Op1/S4 customer preference towards tailored service – media content as extra value

As this start-up offers educational media content about the journey of each specialty coffee within the lines of our subscription, we want to seize the opportunity to make this content as tailored to the customer as possible. Of course, there are also weak connections, mainly in the lower left and right corners. Examples of those are mainly opportunities in combination with the start-up's weakness of having low capital. Most of the listed opportunities on the market for specialty coffee require money, which can be a challenge for a start-up.

Further connections to look out for are price fluctuations inside the specialty coffee market, delivery costs and times, especially if our goal is to provide a service as tailored to customer needs as possible.

Strategic marketing approach

Treacy and Wiersema Model

Upon this, the Treacy and Wiersma Model was used to translate the findings from the SWOT analysis into strategic choices and precisely pinpoint this company's focus toward one of the three value disciplines: operational excellence, customer intimacy and product leadership. The Treacy and Wiersma model is used to help companies with their strategic choices and focus on their excellence. Out of the three value disciplines mentioned above, Treacy and Wiersma argue that having a certain standard in all three disciplines is needed, however, setting the focus on only one of them will help a company become a leading force in their market (Treacy & Wiersema, 1993).



Figure 5.3 Treacy and Wiersema model

As previously mentioned, offering our customers a unique experience with our service is a priority for this start-up, because we believe that this approach is most connected to the business' core identity, mission and vision. This is why we have chosen to focus on customer intimacy as a way to ultimately create brand awareness. How precisely this customer intimacy will be reached, is going to be discussed in the following sub-chapters.

Goals

Brand awareness goal:

Specific: Post educational and entertaining content to build an Instagram following and refer people to our website and product

Measurable: Reach 1000 Instagram followers

Achievable: Treat2CuP will post snippets of the Roasted Podcast, as well as tips and tricks on how to prepare your coffee, resulting in a consistent brand image and an attractive Instagram page

Relevant: An attractive Instagram page will contribute to a coherent marketing campaign and will serve to both attract potential customers and interact with current customers to achieve customer intimacy

Time-Bound: By the end of 2024, Treat2CuP will have worked on their social media strategy resulting in customer intimacy and ultimately brand awareness

KPIs

Since we are focusing our marketing on Instagram, our KPIs will be directly linked to engagement on the platform. We decided to focus on the following indicators. Firstly, the follower growth rate is essential for any start-up, especially one that relies on content as much as ours. Followers are more likely to see and engage with your content and subsequently be redirected to the website and purchase our subscriptions. We aim to reach 1000 followers by the end of 2024, by posting both educational and entertaining content.

The non-exclusive content on Instagram will include snippets from the podcast, educational videos, behind-the-scenes and tips and tricks on how to brew coffee. The content's engagement will be judged by likes, comments, views and any other interactions between the viewer and content.

The only metric, linked to Instagram, which you cannot see on the platform is the traffic directed to your website. This can be checked via Google analytics and will give us insight into how effective our promotional campaign is, because no matter how popular our content is, the ultimate goal is to redirect the viewers to the website, where they can see your services.

Value circles

In order to choose the best prospecting values, on which Treat2CuP could build a marketing strategy aligned with the outcomes of the confrontation matrix, 2 circles have been drawn. The first circle represents the organization's internal values and the other one represents values of the target group. The target group's values have been identified while interpreting transcription from the first panel talk. The overlapping values create an opportunity for a deep connection between the organization and the customers.

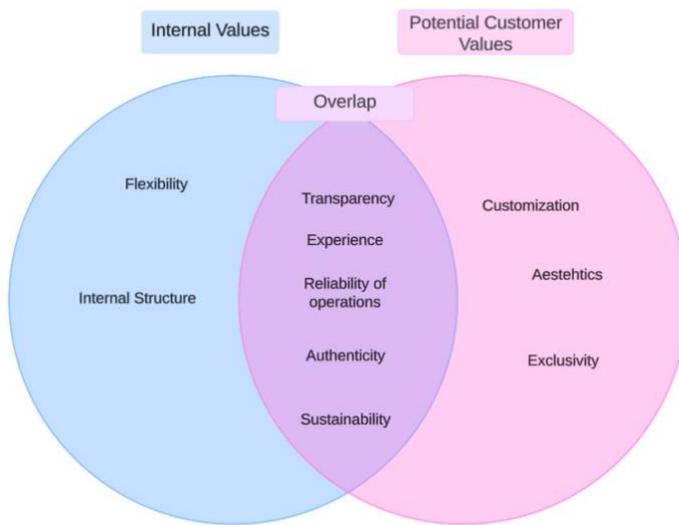


Figure 5.4 Value circles

Marketing mix – 4 P's of marketing

Marketing mix is a framework that helps develop an impactful marketing strategy (Novak, 2023). 4 P's of marketing consist of: **product**, **price**, **place** and **promotion**. The framework helps Treat2CuP identify key values, aspects, and features of their service on which to build a marketing strategy, aiming for wide reach and a positive response from the target audience.

Product: subscription to specialty coffee roasted in Europe

Subscribers to our coffees will receive four or eight different coffee varieties on a monthly basis. One bag contains 75g of coffee allowing the customer to make an opinion about the coffee and go onto the next one without any leftovers. To elevate the subscription experience, additional educational media content is going to be offered. Treat2CuP customers have full control over their subscription – cancelling it at any time or pausing for a certain period of time. To provide extra value to the customers some of the coffees offered in the subscription are

going to have organic or fairtrade certification catering better to the target group's needs. Interesting and appealing branding creates a more unique experience.

Price: 60/70E per month for eight coffees and 35/40E per month for four coffees

"I would be willing to pay for it (the coffee subscription) up to 50E per month, maybe a little bit more if the product would turn out to be really good" – said one of the interviewees from the panel talk. Treat2CuP's product is considered a premium product and it is being offered at a premium price that potentially can be brought down, when the organization starts going through bigger amounts of coffee (100+ customers).

Place/channel: e-commerce/selling subscriptions on a custom website

Ensuring full customization of the subscription plan, design and having control over customer's data is going to allow for a unique and personalized customer's experience. A seamless, once a month directly to the door delivery is going to further build on customer's intimacy. Another channels with which target audience is going to be reached are Instagram, YouTube and Spotify. On Instagram Treat2CuP is going to upload educational content, snippets from the podcast and behind the scenes to build customer intimacy. Spotify and YouTube is going to be used as Treat2CuP's podcast platforms where we can educate, inform and entertain further improving customer's intimacy.

Promotion: comprehensive marketing strategy

Content marketing in the form of a podcast but also educational content produced for Instagram is meant to improve the intimacy between the customer and Treat2CuP by creating a feeling of gratitude towards the organization. SEO marketing made for the content marketing helps Treat2CuP's target audience finding the organization online. Another important aspect of promotion is word of mouth which is expected to significantly increase customer's intimacy, however, to earn that promotion a good customer intimacy with the first subscribers needs to be established, hence collecting feedback regarding the product and service is crucial during first functional months of the organization.

Value matrix

There are many options to market as a start-up. To better navigate in the online and offline space, Treat2CuP listed all marketing methods they came up with during a brainstorming session and put them on a value matrix to be judged on two variables- cost & reach. In terms of reach, the methods were ranked based on assumptions derived from the shared values and how confident the team was in the idea resonating with the target audience. Regarding costs, the methods were ranked based on desk research and educated guesses on the capital, necessary to pull each idea off.

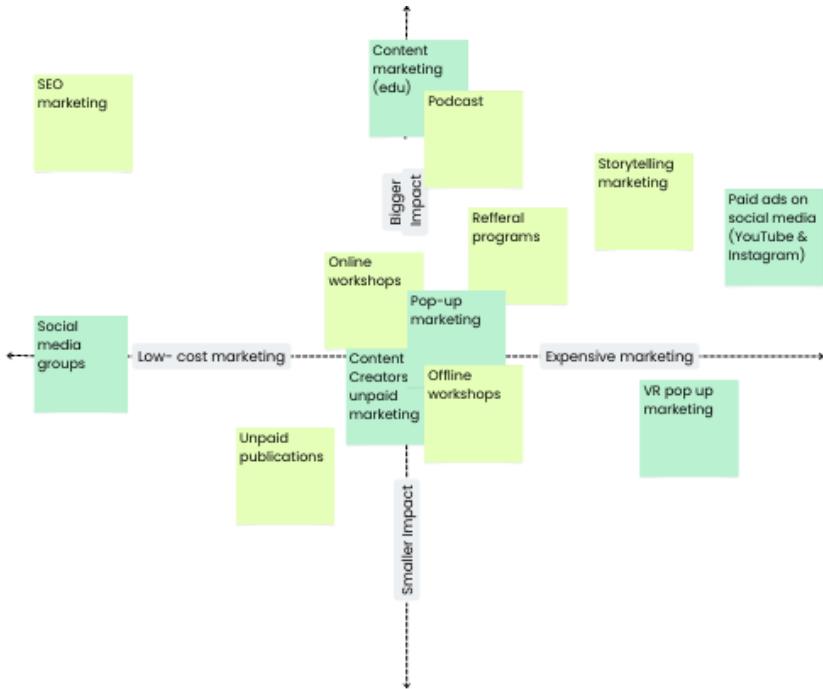


Figure 5.5 Value matrix

Value matrix conclusions

After positioning the marketing ideas on a matrix, the best ideas (the ones costing the least and prospecting with the biggest impact on customer intimacy) have been chosen for the 1st phase of marketing – during which the marketing budget is going to be minimal. The 1st phase would consist of content marketing (the biggest part of it being monthly podcast) and SEO marketing based on it. The 2nd phase of marketing relies on the success of the first, as it is more dependent on capital, an existing customer base and an already perfected product. Acknowledging the value and importance of paid-for online marketing, as well as the value of referral programs, the 2nd phase will be implemented.

Phase 1

1st phase of marketing is all about content marketing – it prospects being impactful in terms of reaching potential customers and it is not costly, the biggest part of it being a monthly podcast, for which search engine optimization (SEO) marketing is going to be developed. Search engine optimization (SEO) is a marketing strategy aimed at improving the visibility of media products on search engine results pages (SERP). Techniques include keyword optimization, quality content creation, link building, improving site speed, and mobile friendliness (Rogers, 2024). Another part of the content marketing is going to be informative/educational specialty coffee videos.

We produce video tutorials on brewing guides, interviews with roasters, sharing these on YouTube and social media to engage viewers and encourage them to try new techniques and share their experiences. Our social media campaigns on platforms like Instagram feature educational snippets, behind-the-scenes looks at roasteries, and user-generated content. Treat2CuP's educational content not only deepens customers' understanding but also strengthens their connection with the brand (Meltingspot, n.d.).

This content strategy is cost-effective compared to traditional advertising, builds trust and establishes our brand as an authority in the specialty coffee niche, keeps subscribers engaged, improves our search engine rankings, and fosters a knowledgeable and loyal customer base. By focusing on educational content, we create an engaging experience for our subscribers, driving both retention and growth for our start-up.

Phase 2

Once the brand has an established customer base and a fully operational product, the 2nd phase of marketing will begin. This phase will utilize more expensive methods, such as referrals and paid for ads. The idea for referral marketing is dependent on a pre-existing customer base, who can recommend the subscription to their friends and family. Treat2CuP will steer clear of monetary benefits, because this could escalate out of proportion and shift towards an affiliate marketing program or even a pyramid scheme. Instead, we will offer small amount of coffee as an extra for one month. The paid for ads on social media will be video content, focused on a narrative showcasing the process and origin of the coffee beans. As this idea requires monetary investment, Treat2CuP will wait until the company has a loyal subscriber base and a steady income.

Content Marketing Strategy

Hero- Hub- Hygiene

Hero-hub-hygiene is a marketing strategy that helps companies diversify the content they use to build loyalty and longevity with their audiences (Cubbon, 2018). The strategy can be visualized as a pyramid, which has three layers, each functioning and relating to the others differently.

The lower layer is the Hygiene content, referred to also as helping content (Cubbon, 2018). It is the most common type of content as it is used to maintain the promotion and attractiveness of the company for the target audience. Through it companies attract potential customers and increase brand awareness, whereas Hub content is focused on a more specific target group and provides value to them, which can also generate conversation. It is usually positioned on the website of a company or can be in the form of targeted promoted posts on social media. Hero content aims to create an impression and leave a lasting impact on the audience. Usually, more production efforts and budget are set to create the content which usually takes the form of a video or a seasonal campaign.

HERO-HUB-HYGIENE PYRAMID



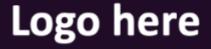
Figure 5.6 H-H-H model

In terms of Treat2CuP, the H-H-H model helps create a clear distinction between the type of marketing approaches that can be used to create customer intimacy, either as simple and continuous or bigger, more costly efforts. The content Treat2CuP wants to provide regularly is about the company's identity such as the product and looks, how we package the coffee, behind-the-scenes into the team and how we work, as well as showcasing the roastery on our Instagram. All of this will be done through an Instagram page, which is going to be our main social media platform for now. This is because all of our staff members are familiar with Instagram, which will be helpful when working in a small team where tasks need to be taken over or split over multiple people. Furthermore, results from the panel talk indicate that Instagram was most widely used to look and stumble across new brands ([see Appendix C](#)). Especially in terms of coffee, the target audience wanted to see authentic and personal content about the brand itself, aesthetic videos about the coffee in form of reels to be able to engage with it ([see Appendix C](#)) panel. This is going to be our hygiene content. The Hub content will mainly consist of the podcast, where we talk about the coffees of the month in more detail, all in an informal setting and allowing for fun topics or discussions that might fit into the episode. The podcast will be held in a homey setting, because of its informal nature and to create the feeling that customers are able to get our coffee delivered right to their own home. Furthermore, once the business starts running and we have acquired our first early adopters, we would soon like to introduce our community channel, mentioned as one of our strategic goals in the previous management chapter.

For the Hero content, it is planned to produce a more costly video campaign, that we would like to advertise on YouTube. The advertising campaign should include the identity of our brand focusing on the experience of tasting different varieties of coffee, cooperation with roasteries and if possible, even footage from the farmers. Because this idea is quite complex and expensive, it is not a marketing effort that will be feasible in the early stages of our business. It is an outlook on what we would like to do if the resources and time allow us to.

Content Calendar & Planning

To get an idea of how different type of contents could be used practically, a content calendar for the month of August was created as an example of our monthly marketing efforts. The content calendar features our social media content on Instagram including Reels, Posts, stories as well as our weekly livestreams and biweekly/monthly Podcast.



AUGUST						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29/JUL	30/JUL	31/JUL	01/AUG	02/AUG	03/AUG	04/AUG
			Post Brand Introduction	Post Brand Introduction	Post Brand Introduction	Reel Behind the scenes
				multiple posts		
05/AUG	06/AUG	07/AUG	08/AUG	09/AUG	10/AUG	11/AUG
Post Team Introduction P1	Story Announcement livestream	Livestream Record Podcast		Edit Podcast	Post Product/Packaging	Publish Podcast Ep 1 make into series
		Story Announcement Podcast				
12/AUG	13/AUG	14/AUG	15/AUG	16/AUG	17/AUG	18/AUG
Reel Snippet Podcast	Post Team Introduction P2	Post Product/Packaging	Story Announcement livestream	Livestream highlight early adopter	Post	
19/AUG	20/AUG	21/AUG	22/AUG	23/AUG	24/AUG	25/AUG
Record Podcast Story Announcement Podcast		Edit Podcast	Post Team Introduction P3	Livestream Story Announcement livestream		Publish Podcast Ep2 add into series
26/AUG	27/AUG	28/AUG	29/AUG	30/AUG	31/AUG	01/SEP
Reel Snippet Podcast	Post Product/Packaging	Post Team Introduction P4	Livestream Story Announcement livestream	Reel Showcase this months coffee	Post Announce next month roastery	

Figure 5.7 Content calendar

6. Innovation

Introduction

According to Jay Doblin and Larry Keeley, the 10 types of innovation framework serves as a ‘Periodic Table’ that has collected and sorted more than 2000 successful innovations into 10 different categories based on the company’s patterns and techniques (Keeley, 2013). The framework is split into three sections: Configuration, Offering, and Experience. The left side shows attributes related to innovations that are more “internally focused”, whereas the right becomes “increasingly apparent and obvious to end users” (Woods, 2021)

To better understand how we can implement our idea of innovation and where it can be found on this spectrum, the *‘10 Types of Innovation’* framework was used to look for current and future innovation opportunities within the lines of our business model.

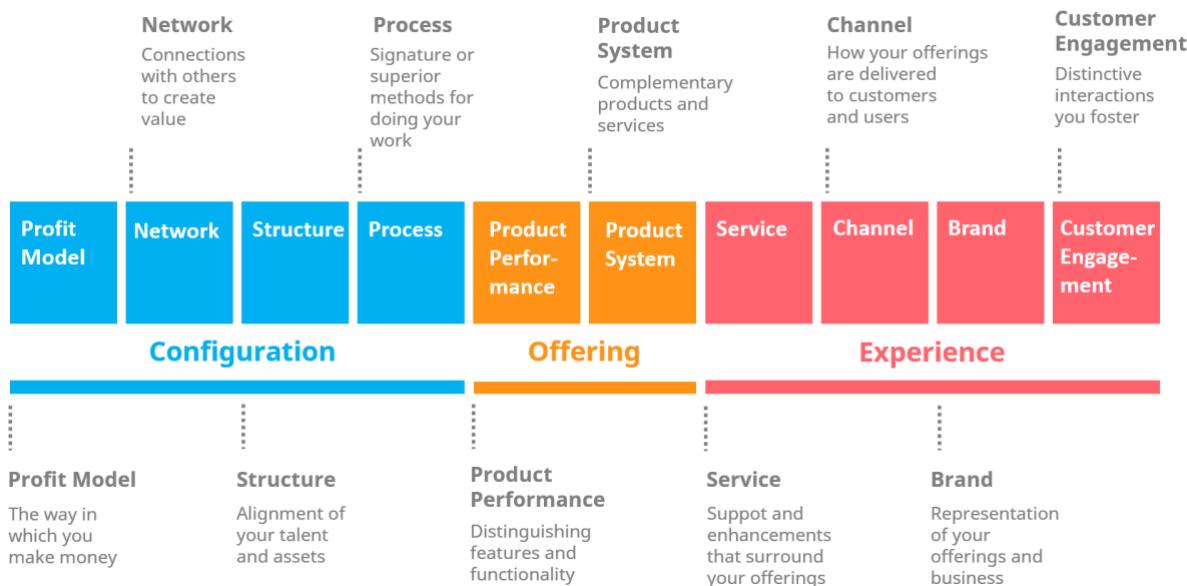


Figure 6.1 10 types of innovation

Innovation within the organization

Experience, even though slightly varying from staff to staff, was found to be the main theme while brainstorming what this start-up wanted to create. More specifically, we would like to create a space with easily accessible information, that would serve as an entry point to the specialty coffee landscape. After analyzing competitors in a positioning matrix, Treat2CuP identified a gap in the market, when it came to educational content or lack thereof in the competitors’ business models. The beginner focus group had pretty much no idea what it was, which highlighted the absence of an entry point to the specialty coffee landscape. The advanced focus group of our research learned about specialty coffee either from people close to them or a course at an educational institution. We would like to present the information in a more concise and simple way, which will make the learning experience of the customer easier and more rewarding.

Within the context of our business, innovation does not need to be a completely new product or service, but rather the experience allocated to the service or product needs to be ‘new’ in some way. An experience, no matter what kind of service or product, that has badly or positively influenced a customer, can affect their idea of how said service or product should or

could be. Because our start-up aims to provide a service that lets customers enjoy the specialty coffee landscape and actively be educated while consuming our product, innovation to us means experience, more specifically **educational experiences while enjoying new varieties of coffee**.

Service & Customer Engagement

As a subscription service focused on enriching a customer's experience of specialty coffee, the 'Service' and 'Customer Engagement' category best reflects our idea of innovation in terms of this start-up. This is for multiple reasons.

First of all, the business model is focused on the satisfaction of the customer by tailoring our services to their needs as much as possible and offering them an alternative to what is already out there on the market. Being an entry point to the specialty coffee market is one of those efforts, rooted in the idea that specialty coffee and its knowledgeable aspects should be more accessible to people. A common misconception in the past was that educating your customers will decrease brand loyalty as they will be able to identify faults in your service and subsequently be more likely to seek the services of competitors. This is, in fact, incorrect with many research papers pointing out the benefits of educating your audience.

Firstly, education increases customer engagement, as educated customers have more knowledge about the products and are more likely to use them efficiently (Suh, 2015). This applies especially to our business as the customers will be brewing the coffee themselves, so having the knowledge on how to prepare their coffee, will result in a better tasting experience. Secondly, educated customers have been shown to have higher levels of perceived control and trust in the business, because of the educational value they gain, often for free or as a side benefit of the product. In our case, that would be the exclusive and non- exclusive educational content. In conclusion, educating your audience helps obtain and keep satisfied customers and contributes to a favorable attitude among consumers towards the product or company.

Secondly, we believe offering a selection of specialty coffees with amounts up to 100 grams of coffee can be considered an innovation. It solves a consumer problem of wanting to explore the coffee landscape without unnecessary commitments and at the same time allows customers to experience various types of specialty coffee in a shorter amount of time compared to other subscription models offering only one coffee for a whole month. Product variety can benefit businesses in a number of ways- either by differentiating themselves from the competitors, better satisfying the requirements and preferences of various consumers or boosting sales and revenue by providing a greater selection of items (Faster capital, n.d.). On the other hand, businesses should be wary of offering too much choices to the customers. This could lead to decision fatigue and negatively influence the shopping experience (Oboloo, n.d.). In the case of Treat2CuP, even though the coffees are preselected and customers cannot directly choose their coffees, the subscription remains customizable: How often would they like to get a package? How many coffees would they like to have included in the package? Would they like to pause their subscription for some weeks? What about a quiz at the end of the subscription month to help you find your preferred coffee or taste?

Network

For the future, a goal is to implement the 'Network' approach and by this time be able to focus more on internal innovation. Partnering with roasteries in Europe and possibly profiting from their quality is something this start-up wants to keep an eye out for. While these partnerships save an inexperienced start-up the hassle of legal aspects, import issues, and equipment, it is also a great option to build networks in the industry and provide value to the customer by working closely with professionals. The connection between this start-up and the roasteries can ensure trust and loyalty between the two businesses while further ensuring the customers good quality and value for the price they pay for their subscription.

7. Concepting

DBE Approach

Design Based Education is based on the theory 'Learning by Doing', as the learning process involves creative thinking, experimenting and is based on brainstorming, trial and error. DBE is always bond to a specific problem that occurs in a particular context that needs to be solved; which in our case, the DBE model is bond to finding and conceiving the right content for our target audience in line with our marketing strategy for our business (Vaezi, Reyhaneh, & Hossein, 2019, S. 27). As seen in figure 1.0, the design thinking approach is based on six different phases: Empathize, Define, Ideate, Prototype, Test and finally Implement. In the following chapter, one can read how these stages were covered, with deliverables in the appendix F, G, H and I.



Figure 7.1 Design thinking

Empathize

The first step of the DBE model is to conduct research and gain insight into how and why your target audience thinks and behaves the way they do (Gibbson, 2016). For that purpose, Treat2CuP conducted two focus group talks about purchasing motivations. In that panel talk, overall attitudes, preferences and channels regarding advertising and purchasing were discussed. The findings from the research showcased that the target audience values promotional content in combination with our subscription service as extra value ([see Appendix C/beginners/hedonic](#)). It was mentioned several times that the preferred media channel is Instagram, especially

content such as Instagram Reels that are engaging and show the making of the coffee, pov's, behind the scenes or aesthetic educational content with visuals ([see Appendix C/beginners/hedonic](#)). Since our marketing strategy is about customer intimacy, creating an Instagram channel that includes this kind of content while showing the face of the company is a priority for making a connection with the customer. Furthermore, after analyzing the panel talk, a value circle combining the values of our target audience and the company has been created to find overall matches in values that can also be used later as a guideline to create content ([see Appendix E](#)). For Treat2CuP, the plan was to stay educational, transparent and authentic as a company, which should also be reflected in our content.

Define

For define Gibbson suggests to "combine all your research and observe where your users' problems exist" (Gibbson, 2016). That is exactly what Treat2CuP did, as the first idea for the content was to create exclusive videos accessible through a QR code on the back of the coffees in the package delivered to the customer's home. The videos were supposed to be about the farmers, processing methods, the roasteries etc. as part of the subscription price. However, after a feedback session from our atelier group and coaches, it was found that offering this kind of content might not be achievable and engaging enough when looking at a subscription. This is because watching these exclusive videos does add extra value for the first month of getting your coffee or the first few times, but they might get repetitive and too

technical to keep customers on the hook and ultimately keep subscribing. After this, Treat2CuP went back to looking at what we want to reach with our marketing efforts and from there new ideas came to life.

Ideate

In this phase it is suggested to “[b]rainstorm a range of crazy, creative ideas [...] bring your team members together” (Gibbson, 2016). Treat2CuP brainstormed about the kind of content that we could offer to our customers and in which way this would be realizable. For marketing efforts, it was already decided that social media content would be our main source of extra value we offer, as of for now. This brainstorm session brought up various kinds of contents with different purposes and channels. These were for example blog posts, online magazine referral programs and a specialty coffee podcast (see [Appendix F](#)) In this stage, it was decided to focus on the podcast idea. This is because, with the podcast, we hope to cover multiple channels such as our Website, Spotify and Instagram and feed into our customer intimacy strategy by showing a intimate look into our company and product. Spotify serves as the main platform where the full podcast will be uploaded for specialty coffee enthusiasts who would like to dive deep, Instagram as a marketing platform with visual snippets of the podcast for those who like to watch engaging content, and lastly the website as a platform to inform about this media content and refer back to our specialty coffee subscription.

Here, the team further defined the exact shape this idea should take on. Therefore, members of Treat2CuP came up with five 5-liners, that were later narrowed down to only two similar ones and then merged into one.

The final 5-liner:

Title: Roasted! By Treat2CuP

Genre: Educational Specialty coffee Podcast

Tagline: Spoiler; This isn't about getting roasted.

Tune in for a monthly Roasted podcast. Join us for a cozy chat about unique coffees offered in Treat2CuP's subscription, their varieties, origin, and processing methods. Learn about brewing technics and news from the specialty coffee industry. Entertain yourself by listening to quirky specialty coffee professionals sharing their coffee experiences and funny stories. Everything coffee-related and so much more

Prototyping

This stage is about creating a representation of the idea in development – a prototype (Gibbson, 2016). Treat2CuP prepared a concept flyer and Line-up (see Appendix I and J), necessary for the recording of the proof of concept (see [Appendix J](#)), which is a shortened first episode of the podcast. In this phase, the members also came up with the company name, by looking at our product, values and what we want to represent. The chosen name, as now known was then decided to be Treat2CuP. The whole concept book can be found in [Appendix H](#).

Testing

In this stage focus is put on getting feedback from the target group. Testing the prototype and seeing what could be improved in order to cater better to the target group's needs and expectations (Gibbson, 2016).

Panel Talk:

A panel talk was conducted with four people- two members from the beginner and two from the advanced specialty coffee drinker focus groups. Treat2CuP needed people who were familiar with the business idea, to get more in-depth feedback regarding the podcast. The prototype was shown to the participants after which they were asked ten questions about what they just saw. The interview guide can be found in [Appendix J](#).

The most important findings:

During the panel talk Treat2CuP found out important insights how the final podcast product could be improved. The most important part of the podcast are hosts and the dynamic between them mentioned most of the panel talk participants. The target group liked having two opposing personalities as well as one person taking on a role of an expert and the other one acting as a beginner. Other aspects of the podcast that participants of the panel talk liked was the cozy and homely set-up and not forced acting on camera. Parts of the podcast that could be improved are: the use of cuts, more camera perspectives, including sounds and/or music throughout the episode, improving the lighting and more structure throughout the podcast episode. Treat2CuP's been recommended to add subtitles to the video, include descriptions of specialized terminology, mention Treat2CuP is offering specialty coffee subscription at the beginning of the podcast and later go into details what does the company offer, and having a structured outro. Another idea mentioned by a representative of the target group was to record a long format podcast which is going to be offered to Treat2CuP's subscribers and edit a short form of it for the general public to access. It has been recommended for the podcast to be uploaded as a YouTube video and on Spotify.

Implement

In this stage the vision is being put in effect (Gibbson, 2016). Conclusions, from the previous stage of DT – testing, are being applied to the product.

Implementation of feedback

Treat2CuP is going to keep having 2 hosts, one of them being the professional and the other one being a beginner. Hosts will have a clear structure for each podcast episode. Un updated version of the Line-Up can be found in the latter part of [Appendix H](#). The podcast will be held in a homely and cozy environment. There will be 2 points of view in the podcast, and cuts are going to be well thought through of. Music as well as sound bites are going to be utilized throughout the podcast episodes. Lighting is going to be improved and all parts of the set are going to be well lit. All podcast episodes are going to have subtitles and relevant terminology is going to be explained on screen. Within the episode all services of Treat2CuP are going to be exhaustively explained. A shorter version of the podcast is going to be uploaded to YouTube and the longer one on Treat2CuP's website.

1. Intro to the podcast – stating Treat2CuP is offering specialty coffee subscriptions
2. Jingle
3. Personal story relating to coffee

4. Pouring the coffee, so the hosts can sip on it
5. News within the industry segment
6. Educational part
7. Coffee introduction stating it's part of the subscription, talking about the coffee and describing the experience
8. Explanation of what Treat2CuP is offering as an organization.
9. Asking the viewers if they tried the coffee, what do they think about this month's offering and what are they looking forward to in the next month's selection. Call to action.
10. Well prepared Outro

8.Finance

To assess the financial sustainability of Treat2CuP, we've prepared a financial breakdown for both the short-term (3 months) and long-term (1 year). The data for this analysis is sourced from official Dutch authorities and reliable statistics. However, future forecasts should be considered with caution, as economic changes or shifts in our business strategy could impact our financial outlook. We have included an income statement, balance sheet, and cash flow statement, along with a detailed cost breakdown and a price list for Treat2CuP's services.

Legal Structure impact

A crucial aspect of defining Treat2CuP's financial situation is our chosen legal structure. Treat2CuP operates as a for-profit business entity, allowing us to raise capital and allocate profits toward growth and sustainability. It is mandatory to register in the Business Register, which incurs a one-time fee of €80,10. Additionally, there are costs for a civil law notary, ranging between €400 and €1000 (Boekhouder, 2022). Annual administrative costs are estimated to be between €600 and €1800 (KVK, 2024).

Regarding taxes, Treat2CuP will be subject to corporate income tax. As a for-profit entity, we do not qualify for the exemptions available to non-profit organizations. This means we need to carefully manage our taxable profits and ensure compliance with Dutch tax regulations.

As Treat2CuP sells coffee, we are required to pay a 9% Value Added Tax (VAT) on our sales in accordance with Dutch tax regulations. This VAT rate applies specifically to coffee and other consumables (Walle, 2024).

Treat2CuP operates as a Besloten Vennootschap (BV). This means that the shareholders are not personally liable for the company's debts, except in cases of mismanagement or negligence. This structure provides a layer of protection for the owners and investors (Schefman, 2024).

While government funding and grants are not included in our current financial templates due to a lack of concrete information, they may be of interest for Treat2CuP's future development. We will explore options such as proof-of-concept funding (VFF), which is suitable for the start-up phase (Netherlands Enterprise Agency, 2024). This could provide additional financial support and help accelerate our growth.

Pricing of the service

Treat2CuP offers subscription to specialty coffee. As a for-profit organization, Treat2CuP needs to price their product and service at a cost allowing the organization to make profit. Subscription pricing has to cover not only the coffee product but also: packaging costs, transportation costs, tax, fixed costs (like rent, etc.), operational costs (employees' salary and marketing costs) and finally a profit margin.

Because Treat2CuP is unable to get concrete information about the supply costs and other parts of the subscriptions pricing, an analysis of the competitors pricing is going to be done. Analysing the most relevant competitor's prices and what they have to offer is going to allow Treat2CuP's price of service to be estimated.

First competitor – Wakuli.com

A competitor based in the Netherlands offers few subscription options, of which the light roast subscription is the most similar to ours. Within the subscription you receive the beans only. The coffee offered is lower end of specialty coffee. The service is offered at a price of 7,9E for 225g and 13,4E for 450g.

Second competitor – Roast.nl

Another company based in the Netherlands offers 3 subscriptions: 3x100g of coffee priced at 19,95E, 3x150g of coffee priced at 24,95E, and 3x200g of coffee priced at 28,95E. Roast offers good quality specialty coffee and nothing else within its subscription.

Third competitor – Kaffeebox.no

Scandinavian company based in Norway. The organization offers a variety of subscriptions but the ones relevant to Treat2CuP are their filter coffee subscription. The subscriptions in their offer are: 1x250g of coffee for 249NOK (22E), 2x250g of coffee for 399NOK (35E), 3x250g of coffee for 589NOK (52E) and 4x250g of coffee for 749NOK (66E). Coffees offered by Kaffeebox are specialty coffees of great quality. The company is, same as other competitors, offering the coffee only.

Based on top countries Treat2CuP is planning on buying coffee from a list of roasters selling more expensive specialty coffee and those selling less expensive specialty coffee has been curated. Later an estimate of coffee prices has been made and an average price of coffee has been deducted.

Treat2CuP' pricing:

Unlike its competitors Treat2CuP offers more than just coffee for its subscribers. Additional value, in a form of media content, increases the price of the subscription.

The organization offers 2 versions of a subscription. Smaller subscription – 4 coffees per month, and bigger one – 8 coffees per month. In order to cover all expenses of the organization, pricing of the subscription needs to be set at a high enough price to cover the costs of: coffee supply, packaging costs, transportation costs, tax, fixed costs, employees salary, marketing. On top of that, because Treat2CuP is a for-profit organization profit margin has to be included too.

Treat2CuP offers more variety within its offering than its competitors, and coffees in the offering are of higher quality than what Roast and Wakuli are offering. The coffee product is expected to be of similar quality to Kaffeebox, however the additional value laying in media content and the variety of coffees offered allows for higher pricing.

Smaller subscription (4 coffees/month) is going to be priced at 35E matching the price of Kaffeebox's subscription to 500g of coffee. Even though Treat2CuP offers 200g of coffee less in the subscription than Kaffeebox the higher price per coffee gram can be justified by the additional value offered. The price of the bigger subscription to 8 coffees per month is going to be priced at 60E, offering better price per coffee gram than its smaller version

Own calculations

To demonstrate our understanding of the components involved in pricing a product, we have attempted to calculate a price using the numbers we currently have.

Coffee Cost: The average price per kilogram of coffee based on our selected suppliers.

Packaging Costs: Expenses for vacuum sealing bags and stickers.

Transportation Costs: Shipping fees calculated using the higher cost for potential international orders.

Fixed Costs: Office space rental in Amsterdam.

Operational Costs: Estimated as 25% of the total product price, including marketing and other business operations.

Tax: The applicable 9% Value Added Tax (VAT).

Profit Margin: A 10% profit margin to ensure profitability.

The full calculations can be found as an [Appendix L](#).

Income Statement

An income statement reports company's revenues and expenses, resulting in net income or loss for a period of time. (Kimmel, Income Statement, 2010).

Income statement	
01/12/2024 to 31/12/2024	
Revenue	
Smaller Subscription	€ 875
Bigger Subscription	€ 1.500
VAT	(€ 214)
Total revenues	€ 2.161
Operating Expenses	
Marketing	€ 95
Equipment	-
Salaries and wages	-
Costs of goods sold	€ 1.125
Rent	€ 400
Depreciation expence	€ 183
Insurance	€ 50
Packaging	€ 235
Total Expenses	€ 2.088
Net Income	€ 73

Figure 8.1 Income statement

In the fourth month, we plan to secure 50 subscriptions: 25 for the smaller package and 25 for the larger one. Based on the previously stated pricing and after deducting a 9% VAT, the projected revenue is €2,161.

Regarding the costs of the coffee for our subscription service, we will need enough coffee to fulfil 50 subscriptions. This translates to 300 grams for the small subscription and 600 grams for the larger subscription, totalling 22.5 kilograms of coffee.

Given the prices of the coffee we plan to offer ranging from €40 to €60 per kilogram, the average price is €50 per kilogram. Therefore, our total coffee purchasing expenses will amount to €1125.

The first month, we will still be in the first phase of our marketing strategy, focusing on SEO and content marketing, which we handle internally. The equipment needed for content creation was purchased upfront, so our only marketing expense is the €95 monthly subscription to Adobe Creative Cloud.

Initially, the company will operate with its three existing team members, who are also the founders and co-owners, each holding a 33,(3)% share. They have opted to receive compensation through dividend payments rather than monthly salaries. This approach allows the company to keep monthly expenses low during its first year.

This might initially seem misleading, but since we're dealing with very small numbers, the business wouldn't appear profitable otherwise. However, the business is indeed profitable if the numbers continue to grow. As the number of subscriptions increases, prices of the coffee supply will go down, since Treat2CuP will be purchasing bigger amounts of it. Additionally, higher revenue will naturally lead to larger profits.

Balance sheet

A balance sheet is a financial statement that provides a snapshot of a company's financial position at a specific point in time. It lists the company's assets, liabilities, and shareholders' equity, showing what the company owns, what it owes, and the value of the shareholders' stake. The balance sheet follows the fundamental accounting equation (Kimmel, Balance Sheet, 2010).

Balance Sheet as of 01/10/2025			
Assets		Liabilities	
Current assets		Current Liabilities	
Cash	€ 11.947	Accounts Pa	€ 3.805
Accounts Receivables	€ 0,00	Short-term lo	€ 0,00
Prepaid Expenses	€ 3.805		
Total	€ 15.752	Total	€ 3.805
Non-current assets		Non-current liabilities	
Equipment	€ 8.754	Long-Term c	€ 0
Long-term investment	€ 0,00	Taxes Payal	€ 4.360,50
Total	€ 8.754	Total	€ 4.361
Equity			
		Retained earr	€ 7.586
		Shareholder l	€ 8.754
			€ 16.340
	€ 24.506		€ 24.506

Figure 8.2 Balance sheet

The balance sheet includes the initial investment in equipment made during the first month. After accounting for one year of depreciation, the value of the equipment decreases from €10,950 to €8,754. This depreciation reflects the equipment's expected lifespan of five years.

The prepaid expenses include the cost of supplies for the current month, specifically covering only the past month. Supplies from previous months have already been sold, paid for, and accounted for in the cash balance. For this period, the coffee costs amount to €3,150, and the packaging costs are €655, totalling €3,805.

The tax included in the balance sheet covers the entire year. However, it must be paid quarterly rather than annually. The yearly plan is applicable only when the tax amount is less than €1883 (Belastingdienst, 2023). Since we are not certain if the payment should be made quarterly or annually, the full amount is included in the balance sheet.

We acknowledge that the balance sheet is incomplete and does not include all costs. This is because some figures are currently unavailable. For example, salary and VAT depend on the

business's performance, while supply costs vary based on the deals we can negotiate with suppliers, including bulk purchase discounts.

Cash flow statement

A cash flow statement is a financial report that shows the cash inflow and outflow of a company over a specific period of time. It includes three main sections: operating activities, investing activities and financing activities, which outline cash related to changes in the company's capital structure, such as issuing or repurchasing shares, borrowing, and repaying debt. This statement helps stakeholders understand how well a company manages its cash, indicating its ability to generate cash to fund operations, pay debts, and invest in growth (Stobierski, 2020).

Cash Flow statement 01/10/2024		01-01-2025	01-04-2025	01-07-2025	01-10-2025
Cashflow from operating activities					
Revenue		€ 5.700	€ 15.675	€ 29.925	€ 48.450
VAT		(€ 513)	(€ 1.410,75)	(€ 2.693,25)	(€ 4.360,50)
Depreciation		€ 549	€ 1.098	€ 1.647	€ 2.196
Increase in inventory		(€ 2.700)	(€ 7.425)	(€ 14.175)	(€ 22.950)
Rent		(€ 1.200)	(€ 2.400)	(€ 3.600)	(€ 4.800)
Cashflow from Investing activities					
Equipment		(€ 10.950)	(€ 10.950)	(€ 10.950)	(€ 10.950)
Cashflow from financing activities					
Net increase/decrease in cash					
		(€ 9.114)	(€ 5.413)	€ 154	€ 7.586

Figure 8.3 Cash flow statement

The table above displays the cash flow statement for the first year of operations, divided into four quarterly periods. It also indicates the **break-even point**, which is reached after nine months of service. However, this analysis does not include labour costs. These costs will be incorporated if the subscription numbers are much higher than those used in the current calculations. Current calculations assume that on 1.10.2025 the number of subscriptions will reach 140 (70 bigger subscriptions and 70 smaller subscriptions).

Conclusion

After thoroughly examined the financial sustainability of Treat2CuP over both the short-term (3 months) and long-term (1 year). Our analysis is based on data sourced from official Dutch authorities and reliable statistics. However, it is important to interpret these forecasts with caution, as economic fluctuations and shifts in our business strategy could significantly impact our financial outlook.

We acknowledge that some financial figures are currently incomplete due to the unavailability of certain data, particularly those dependent on business performance and supplier negotiations. As Treat2CuP begins and grows operations, we anticipate achieving greater financial clarity, ultimately ensuring our long-term sustainability and growth.

We also recognize that not including salaries in our current financial statements could be misleading, especially when considering the potential sale of the company. Given our current figures, the business would not be sustainable if we included monthly wages instead of taking dividends. However, with a successful business and higher subscription numbers, it will be possible to include monthly salaries and maintain a sustainable business model, enhancing its appeal to potential buyers.

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Appendices

Appendix A

Macroenvironmental analysis

Overall operating market – European

Since Treat2CuP is based in the Netherlands, every trend, development, rule and regulation, discussed in the following report must be put into the context of the European market and more specifically the European Union. We begin by analyzing the European specialty coffee market via a competitor analysis, as it allows us to investigate the leading trends in the specialty coffee sector, by dividing it into 6 categories. We chose DESTEP over PESTEL so that we can look into the demographic trends in the European specialty coffee market, at the expense of the "Legal" sector, which is not particularly relevant to our project. This is because we plan to collaborate with roasters, based in the European Union, who already have passed all health inspections, legislations and income tax, when purchasing coffee beans from outside of the EU.

Demographic

Baby boomers (born 1946-1964) are the most devoted coffee drinkers in the world with 85% of them reporting daily consumption. When it comes to specialty coffee, however, the age group that consumes it most frequently is 20- 39. According to the International Coffee organization, specialty coffee drinkers are more likely to use dark roasts, espresso size cups and to flavor or sweeten their coffee (Lark, 2023). According to the International Coffee Association, 60% of specialty coffee drinkers worldwide live in a household without kids and 26% view their own financial situation as better than 4 months ago. More than half of the participants reported missing the social aspects of coffee consumption (International coffee organization, 2021).

Economic

Europe accounts for a third of all coffee consumed and the European union has the highest coffee consumption per capita in the world, although that varies from country to country within the union. According to (Mordor Intelligence), the European coffee market is worth around 150 billion USD and is projected to increase to 200 billion by 2030, with a compound annual growth rate (CAGR) of just under 4% (2023).

Specialty coffee is a niche within the overall coffee market. Worldwide, 20% of coffee exports are specialty grade. Due to its higher prices, however, specialty coffee makes up for 50% of the total value of coffee traded globally (Ekuep, 2023). The specialty coffee market is estimated at 76 billion USD in 2024, of which Europe has the highest share (46%) of 35 billion. The European specialty coffee market is expected to reach 70 billion by 2030, which results in a CAGR of 12.32%. Overall, the European specialty coffee market accounts for 23.3% of the overall European coffee market. Both markets are growing but specialty coffee does it at a faster rate.

Society

For this part of the DESTEP, it was chosen to investigate the factors that influence the specialty coffee industry on a socio-cultural level. Examples of these could be lifestyles, income, social status, media or trends, customer preferences, as well as cultural significance surrounding the industry.

Income and Lifestyles

Specialty coffee, though a niche product in the coffee industry, has recently become an increasingly important product in the European market. According to the Ministry of Foreign Affairs in the Netherlands, "increasing interest in high-quality coffee, in combination with a growing demand for ethical and sustainably produced coffee, has made specialty coffee the fastest growing segment in the European coffee market" (CBI, 2020). Because of multiple factors such as income, awareness, demand, and deep-rooted coffee culture, the industry is flourishing most in the northern and western parts of Europe. Looking at European statistics concerning the median disposable income per inhabitant, the money that remains for an individual after paying taxes and other charges, it is clear to see that north-western European countries are in the lead.

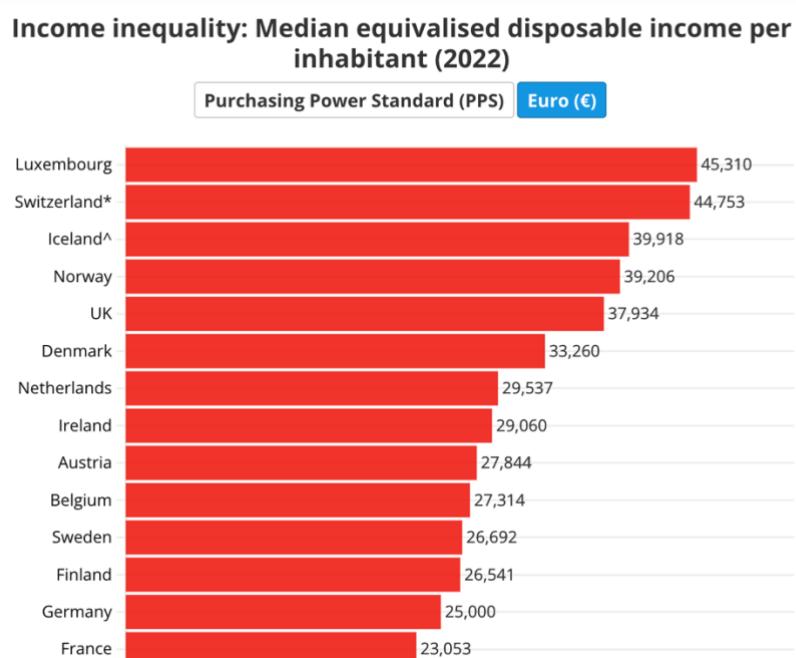


Figure 2 Source: Eurostat&ONS • (*2021, **2020, ^2018)

The remaining money, used to buy food or spend on other areas of life allows individuals to purchase entertainment-related products or services, subscriptions and other luxuries that are not possible for inhabitants of countries such as Bulgaria and most of Eastern Europe, coming last in the statistics. Furthermore, lifestyles play an important role in the preferences and behavior of consumers when it comes to the coffee industry. So does 'Interest in other cultures,

from increased travelling or otherwise, raise [...] consumer interest in the origins of coffee" (CBI, 2020).

Sustainability

On top of that, the demand for sustainable products, eco-friendly processes and the preservation of the planet has become a priority for many. One example would be the positive trend and presence of green opinions on social media and governments all over Europe. Fridays for Future protests that took place, especially during COVID-19, swept all over the continent with the young Swedish girl Greta Thunberg as the spokesperson for many young adults. However, sustainability is not a new topic, also not in the coffee industry. The Specialty coffee Association has been giving out awards for sustainable efforts to projects, businesses or individuals in the sector ever since 2004. It is also noticeable that upon visiting specialty coffee websites, one will almost always encounter a section dedicated to sustainability, quality and fair wages trading their efforts back to the farms. One of the competitors, which will later be analyzed more in detail for example, decided to make their packaging from recyclable cartons and substitute up to 12 months' worth of clean water back to the developing country. This is an indicator that customers demand and wish for products that have been produced accordingly.

Social Media and Influencers

One more factor that influences the industry is media, especially social media with biased information brought to the consumer through famous experts and influencers on platforms like YouTube.

Doing a quick search on YouTube with the caption "Specialty coffee subscription", a list of videos with recommendations on brands, unpacking vlogs or reviews pop up.

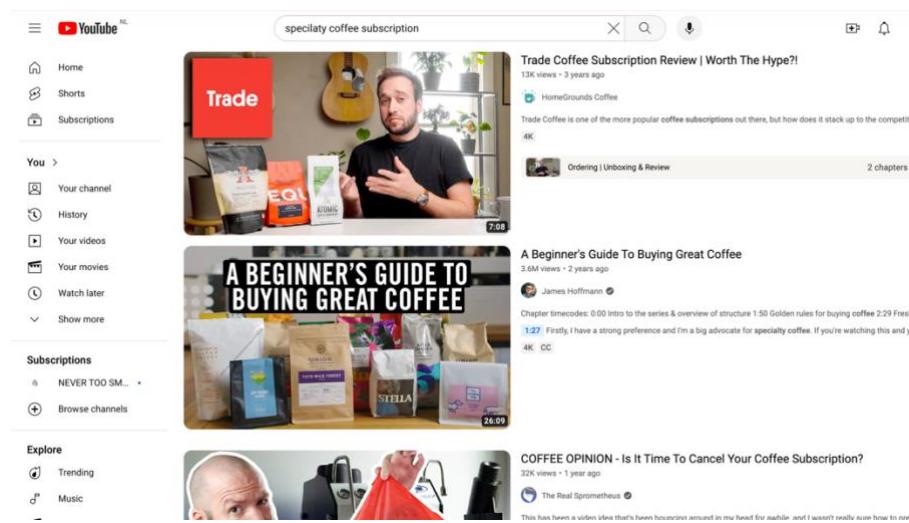


Figure 3 Influence of social media – YouTube

As seen in the Figure, some of the videos reach quite a large amount of people, with views ranging from a few hundred thousand to millions of views. James Hoffmann, an English coffee expert, critic and founder of multiple brands is one of the most influential people in the scene. His page includes tips & tricks, beginner guides, reviews and recommendations, as well as

business talks. This may have a big influence on consumers, specifically if they are new to the scene. This exposure of content may also be critical for our business, not because people would immediately purchase our product or post something about it, but because there is a lot of competition out there already that has already gained enough popularity to be purchased or reviewed.

Instagram on the other hand has become a marketing essential for all types of brands ever since it included the story ads feature, promoted content on the explore page and general feed, as well as the option for accounts to be labeled as businesses.

Technological

Virtual coffee tastings

The pandemic gave the rise to the so-called virtual coffee tastings, which are events aimed at coffee enthusiasts, looking to experience the specialty coffee landscape from the comfort of their own home. The events are organized online by coffee enthusiast communities, which then send the coffee to the tasters and provide a platform where people can get together and share their opinions on the blends (Beneficia, 2023).

Specialty coffee tracking and sourcing

With applications and websites offering details on each bean's origin, roast, and flavor profile, technology has made it simpler to locate and track specialty coffee beans. As a result, the customer feels more connected to the product, knowing that the coffee they consume is produced in good working conditions and transported in an eco-friendly manner (Beneficia, 2023).

Coffee subscription

Coffee subscription is a relatively new and unexplored trend in the coffee industry. It involves roasters and cafes delivering coffee to customers on a rolling basis, such as weekly, monthly, or annually – with the flexibility to cancel anytime. The worldwide subscription-based coffee market is worth approximately 850 million USD, half of which is the European market. It is projected to grow at a CAGR of 10.9% till 2030 (Polaris market research, 2021), which is a promising forecast for our subscription-based product.

Environmental (CBI, 2021)

Premium costs for sustainable coffee- Many coffee brands have started showcasing their certifications. The Fair trade and organic certifications are gaining popularity. The global sales volume of green coffee that met both certification standards increased by 5.5% annually between 2015 and 2019, reaching 131,000 tons. This trend has continued in more recent years.

Fair Trade- The combination of Fairtrade and organic certification in coffee is gaining popularity in consumer markets across Europe. Between 2015 and 2019, the global sales volume of green coffee that was certified by both standards marked a year-to-year growth of 5.5%, amounting to 131,000 tons in 2019.

Eco-friendly packaging- As consumers become more environmentally conscious, sustainable packaging will be a top priority for coffee brands in 2024. Look out for packaging made from eco-friendly materials such as recycled paper, biodegradable plastics, or compostable materials.

Political

The most significant political threat for coffee is the fact that most coffee is grown in developing countries, which have an unstable political system and are prone to sudden changes in taxes, exporting regulations or even war. As an example, the third largest coffee producer in the world, Colombia suffered severe damages on coffee production, due to the protracted civil war in the nation, which shattered supply systems, raised prices, and reduced output.

The possibility of trade wars and protectionism is another political concern that influences coffee prices. Coffee imports from poor nations are subject to tariffs by the wealthier nations, such as the US and the EU, which can raise manufacturing costs and make these goods less competitive in international markets. Furthermore, trade disputes between major producers of coffee, like Vietnam and Brazil, can lead to market volatility and uncertainty in terms of prices.

Recent growth & trends -link to countries

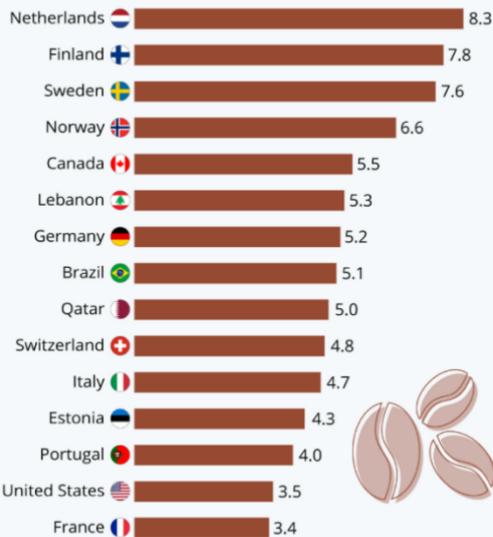
While the specialty coffee market keeps on growing, new trends start to emerge. “One of the most notable changes in the last five years has been the growing demand for high-quality coffees,...) Direct trade, traceability, and flavor profile have all become more important to specialty coffee consumers.” (Roorda, 2023) “The boom in at-home coffee consumption has its genesis long before the Covid-19 pandemic forced us to cocoon in our homes. It is a trend that has at its core the underlying foundation on which the coffee industry is built: People love their coffee – coffee is often part of a daily ritual and deeply a personal moment,” (Accornero, 2020). Specialty coffee contains a range of coffee varieties as well as coffee processing methods. In recent years, pushed by the high at home coffee consumption, new rare coffee plant varieties and experimental processing methods started to regularly show up expanding the market and developing consumers pallet for coffee further.

The search for a better cup of coffee leads new aficionados to specialty coffee media content like informative videos about coffee, brewing tips, podcasts etc.

Europe is the world largest coffee market and accounted for 32% of global coffee consumption in 2021 (Nogueira, 2022). Germany is the biggest coffee importer in Europe (Statista research department, 2024)however it is the Netherlands that leads in terms of coffee consumption per capita – 8.3 kg, (Armstrong, 2020).

The Countries Most Addicted to Coffee

Estimated average per capita coffee consumption in selected countries in 2020* (in kg)



* Selected countries where per capita consumption exceeds 3kg per year.
Source: Statista Consumer Market Outlook



Figure 4 Estimated average per capita coffee consumption in selected countries in 2020

"After decades of deteriorating coffee quality in the Netherlands, more consumers are starting to embrace specialty. Innovative importers and micro-roasters are popping up. Certified coffee is gaining ground, particularly in the midsegment coffee for large mainstream retail" (Kruft, 2021). This trend proposes an opportunity for an upcoming specialty coffee brands.

Laws & Regulations – link to countries

Entering the European market with coffee and tea involves meeting stringent regulations and standards. From ensuring product safety to proper labeling, navigating these requirements is essential for success.

Product Requirements

When bringing coffee and tea into the European market, it's essential to meet EU standards. These products fall under the European General Food Law. Knowing the origin of your food and who you supply it to is crucial for swiftly addressing any safety concerns (KVK, 2024).

Food Hygiene

If you're involved in producing, processing, transporting, or storing coffee or tea, you need a food safety plan. This plan, required by European food hygiene laws, outlines how your business ensures food safety and adheres to HACCP principles (Hazard Analysis Critical Control Points), which identify and prevent potential hazards (KVK, 2024).

Labeling

Selling prepackaged food to consumers requires compliance with labeling regulations. This includes listing ingredients and expiration dates. Refer to the NVWA's "Food Labeling Handbook" for guidance on proper labeling (KVK, 2024).

Organic Coffee and Tea

Organic coffee and tea must meet strict environmental standards. Chemical pesticides and fertilizers are prohibited. Importers of organic products need certification, with additional requirements for imports from non-EU countries (KVK, 2024).

Importing from EU countries

Within the EU, there is free movement of goods. You do not pay import duties when importing coffee or tea from another EU country. Declaring the goods to customs is not necessary. Your supplier usually charges 0% VAT. You provide your VAT identification number to your supplier. You calculate 9% Dutch VAT on the purchase and report it in your VAT return. Afterward, you can usually deduct this VAT as input tax in the same return (KVK, 2024).

Appendix B

Research

Interview Guide

Based on the variables defined in operationalisation, the interview will include a questioning route of increasingly specific questions that is designed to facilitate a clear and natural discussion between participants. The interview will be held in an informal context and will therefore be conducted in an informal fashion regarding language used. The moderator will conduct the interview using the following guiding script:

Introductions

Karim, Jesse— Note taker and Recorder

Toni – Moderator

Stan – Note Taker

Purpose of interview

The goal of this panel talk is for us to research purchase motivations, concerning specialty coffee subscription services and get your insight into the coffee habits, preferences and opinions on the current specialty coffee market.

Research question

What service, product or feature would motivate coffee drinkers, who are living in the Netherlands to purchase a subscription-based specialty coffee service?

Ground rules

1. We are here to observe and get your input

It's very important that you are honest, open to cooperate and engage in the conversation.

2. Don't be shy

We want to hear different opinions. There are no right or wrong answers and we want to hear about your personal experience and opinions. If you agree or disagree with something, please share it with us.

3. Confidentiality

Whatever you say here, stays here. We are recording your voice and take digital notes but will make sure to keep you anonymous in our reports.

Interview questions

Introduction/Welcome:

Welcome everyone and thank you for being here! We would like to get your input on our business idea. Speaking of which, in front of you is a cup of specialty coffee from Rwanda, which is our way to thank you for being here. Feel free to sip on it throughout the talk. The goal of this panel talk is for us to research purchase motivations, concerning specialty coffee

subscription services and get your insight into the coffee habits, preferences and opinions on the current coffee market.

Briefly, could you all please introduce yourself: (name, age, familiarity with specialty coffee)

Let them take a sip of the coffee and explain their thoughts, which one they like better, how they taste and why.

Let them discuss and express their opinion

Opening:

1. Have you ever heard of Specialty coffee?
2. What does specialty coffee mean to you?
3. How did you learn about it? --> social motive
4. How much do you spend on coffee monthly?

Subscription:

1. Are you currently or have you been subscribed to any subscription services?

Follow up: --> If so, which one?

2. How many subscriptions do you follow and how much do you spend on them monthly?
3. How did you find out about your subscriptions that you are currently using?
4. Did you ever come across a subscription online or on social media and

Follow up: if so, where or which platform?

5. Did you ever purchase a subscription through another persons' recommendation?
6. Are you currently or have you ever been hesitant to commit to a subscription plan?

Follow up: --> Why or why not?

7. Which specific aspect of the subscription plan made you doubt the purchase?

Prize, Length, Flexibility, Uncertainty of product, commitment.

8. What elements do you look for in a subscription plan?
9. Have you been subscribed to any physical products? (e.g. Hello Fresh) Why and why not?
10. Would you be interested in a specialty coffee subscription plan?

Social motives:

1. Do you consider popularity/trendiness of a product when making a purchase?
2. Do you often make purchases after being recommended a product?
3. Whose opinion do you value more when it comes to recommendations your family/friends or experts/influencers?
4. Do you like to share your hobbies and things you learn online? If so, where?
5. How could you be persuaded to share your experience with a product online?
6. Would you be more interested in a product if you know other people are using it and they are sharing their experience online?

7. Do you drink coffee to socialize with others?
8. Have you ever been a part of an online community, tell us about your experience?
9. Would you be willing to join a community of people interested in coffee where you could tips as well as share your experience?
10. What aspects of online communities do you find attractive?

Convenience motives:

1. Does convenience play a big role for you when it comes to you making purchases?
2. Do you consider subscriptions to be convenient? Describe the convenient parts of it as well as the inconveniences.
3. What convenient features are you looking for when buying a subscription plan?
4. Can you put these characteristics in order from the most important to less in your eyes, when it comes to purchasing coffee?

-convenience

-quality

-experience

How in your opinion, could a specialty coffee subscription plan be convenient?

Hedonic – Interest, enjoyment, pleasure

1. How can your interest in a specialty coffee product be sparked online?
2. What featured descriptions/information about the coffee subscription product itself are important to you to be interested in it and why?
3. What aspects of the presentation of the product might positively influence your interest in purchasing the subscription?
4. What role does the design and quality of the packaging play for you?
5. Which aspects would make you lose interest in a specialty coffee product?
6. Which aspects would make you lose interest in purchasing the subscription?
7. Do you find pleasure or enjoyment in using subscriptions?
8. Follow-up: If so, which parts of it are pleasurable and why? If not, please explain why
9. What service features would you like to see on a subscription website that helps you navigate/using it?
10. Do you recollect an enjoyable memory you had concerning an online purchase for a subscription?
11. Follow up: If so, could you please describe the process and the emotions during the purchase?
12. Do you have a negative example of an online purchase for a subscription?

Innovation

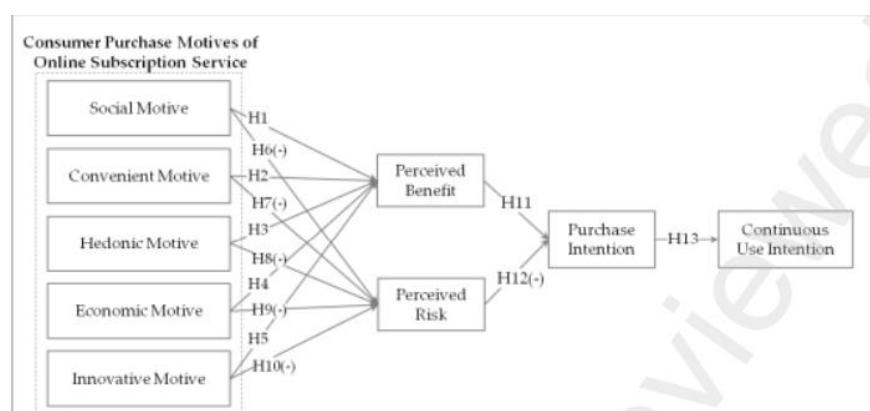
1. Varieties:
2. Do you consider featuring different varieties of coffees important?
3. Does presenting a variety of coffees throughout a specialty coffee subscription make you curious?
→ Please explain further why or why not.

4. Which aspect of a specialty coffee subscription product would make you most curious about subscribing and trying it?
5. What role does the taste experience play for you?
6. Media Content:
7. Would you say you feel confident in your knowledge of the coffee industry (farming, grinding, roasting or processing methods)?
8. Do you find it hard to get into the specifics of specialty coffee and its terms?
Please explain why or why not?
9. Do you think it is important for potential customers to know about the specifics of the specialty coffee industry?
10. Do you watch coffee related content? --> Why or why not
11. Follow-up: If so, what medium do you prefer to watch the content on?
12. What is your preferred medium for watching content?
13. How do you feel about informative media content explaining more about the specialty coffee product included in a subscription?
14. Do you feel like media content in general would elevate your experience?
15. Do you feel like added features like media content would make you more interested in purchasing a specialty coffee subscription?
16. Would you follow a specialty coffee subscription service on Instagram if you were interested in purchasing a subscription from that business?
17. What kind of content do you expect to see on an Instagram page concerning a specialty coffee product?

Economic:

1. How much do you spend on your coffee habits monthly (including equipment, going out etc)
3. Do you think an increase in the value and quality of your coffee product justifies a price increase?
4. Would you be more likely to purchase a subscription plan, if it includes extra benefits like discounts or loyalty programs?
5. In your daily life, do you make purchase decisions based on if there is a discount or deals?

Operationalization



Appendix C

Summary of the panel talk by motive

Beginner group

The group

The first focus group took place on the 19th of April and was comprised of 4 participants, who had little to no prior knowledge and or experience with specialty coffee. They were all students in their early 20s, who live and study in the Netherlands.

Hedonic motive

The responses highlight a strong preference for experiences that bring joy and pleasure. People enjoy receiving gifts and surprises, especially related to experiences like trying different coffees or special event packages. They value convenience and dislike delays or ineffective products/services. Visually appealing content on social media is favored, even if it's not very informative. Interactions with companies are appreciated when they involve rewards or incentives, fostering a sense of reciprocity.

Innovative motive

The responses suggest that innovative motivations are driven by a desire for unique and cutting-edge experiences. Participants express interest in exploring different coffee varieties, particularly those with unique origins or produced using innovative methods like blockchain technology. They also prioritize environmental sustainability, preferring products packaged in eco-friendly materials. Additionally, they appreciate variety and personalization, with suggestions for subscription services offering diverse coffee options tailored to individual tastes.

Economic motive

Participants state that economic motivations play a significant role in consumer decision-making. Participants show a preference for flexible payment options, such as monthly subscriptions, particularly when affordability is a concern. They are cautious about hidden fees and value transparency in pricing. Discounts and incentives, like leaving a review for a discount on the next order, are seen as appealing strategies. Additionally, participants consider the cost of their coffee consumption, balancing their budget with their desire for quality. They are wary of overpriced products that prioritize branding over substance and are more inclined to prioritize product quality over brand prestige when making purchasing decisions.

Convenient motive

Among the group there is a strong emphasis on convenience as a motivating factor for consumers. Participants value the ease and flexibility of subscription services, particularly when they offer options for customization, such as choosing delivery frequency or pausing subscriptions temporarily. They prioritize convenience alongside product quality and overall experience. Furthermore, they appreciate user-friendly website design that simplifies navigation and reduces information overload, enhancing the overall shopping experience.

Social motive

Participants are influenced by their social circles, including friends, family, and online communities, in shaping their preferences and choices. They express skepticism towards traditional advertising methods and prioritize recommendations from trusted sources, such as peers or micro-influencers. Authenticity and trust are key factors, with individuals more likely to engage with products or brands endorsed by people they perceive as genuine. Additionally, engagement within online communities plays a significant role, providing valuable insights and fostering a sense of belonging and shared interest.

Additional comments

Participants view specialty coffee as unique, higher quality, and distinct flavor profiles, contrasting it with regular or average coffee. They emphasize the importance of aesthetics in branding, with a preference for visually appealing but not overly bright colors that evoke the coffee's origin. Additionally, participants value the overall experience and emotional connection with the product, suggesting that branding can influence perceptions of taste and enjoyment. Moreover, they highlight the potential benefits of educating consumers about the coffee industry, seeing it to foster brand loyalty and create lifelong subscribers. Overall, these insights underscore the significance of uniqueness, branding, and consumer education in shaping perceptions and preferences within the specialty coffee market.

Advanced group

The group

The second focus group talk took place on the 22nd of April. The advanced group was comprised of 4 members, who had prior knowledge and or experience with specialty coffee. They were all students in their early 20s from European countries, who live and study in the Netherlands.

Hedonic motive

The advanced specialty coffee group found more enjoyment in the process of preparing their coffee, not just the taste. Coffee is part of their morning routine as more of an experience rather than a caffeinated beverage. The advanced group had very specific preferences when it came to the coffee flavors and processing methods. Outside of their coffee habits, the participants were motivated by hedonic motives when it came to joining a community of people with similar interests and leaving a review after getting something extra alongside their subscription. Finally, the second focus group found more pleasure in supporting local cafes rather than large corporations.

Innovative motive

This group was very much concerned with the latest trends and developments in the coffee landscape, especially when it came to equipment and processing methods. Regarding our USPs, the participants valued the variety aspect highly, but for a surprising reason. They were not looking for the perfect coffee type, but rather enjoyed the unpredictability of experimentation and said that even if they ended up liking certain coffee varieties, they wouldn't stop the subscription so that they can keep trying new coffees.

Economic motive

As expected, the second group was more open to spending money on coffee and equipment, since they value the taste and experience more. Economic motives were observed when it came to subscription services and as an incentive to leave a review. The participants agreed that an increase in quality justifies an increase in price, but only to a certain extent. They were also open to paying a premium tax, if it guaranteed good working conditions and fair trade in the production process.

Social motive

Overwhelmingly negative reviews were not to the liking of advanced specialty coffee coffee drinkers. On the other hand, overwhelmingly positive reviews and products who are too mainstream also did not resonate with the focus group, as they wanted to appear more unique. When it came to getting recommendations, the participants valued the opinions of experts online higher for boutique products and friends and family for more personal matters. The group valued welcoming and active communities, where they could come together, share information and experiences. Finally, some members were on the lookout for new equipment, decaffeinated coffee recommendations and local cafe recommendations, which are all aspects we can look into, including in our community.

Convenient motive

The group valued flexibility when it came to subscription plans in both how customizable it is and how easy it is to cancel. The subscription plans they were currently using were all motivated by convenience, either helping them with their study (Chat GPT premium & Canva Pro) or in their everyday life (Basic Fit, Dutch SIM card & Pathe). Website usability also plays a big role in the groups' customer journey. Many mentioned that if the page takes a while to load or has not displayed the necessary information on visible places, they will not purchase the product. Finally, the international members of the focus group expressed concerns over payment methods, citing that they prefer instant payments with a one-step authentication process, preferably where they do not need to enter their banking details every time.

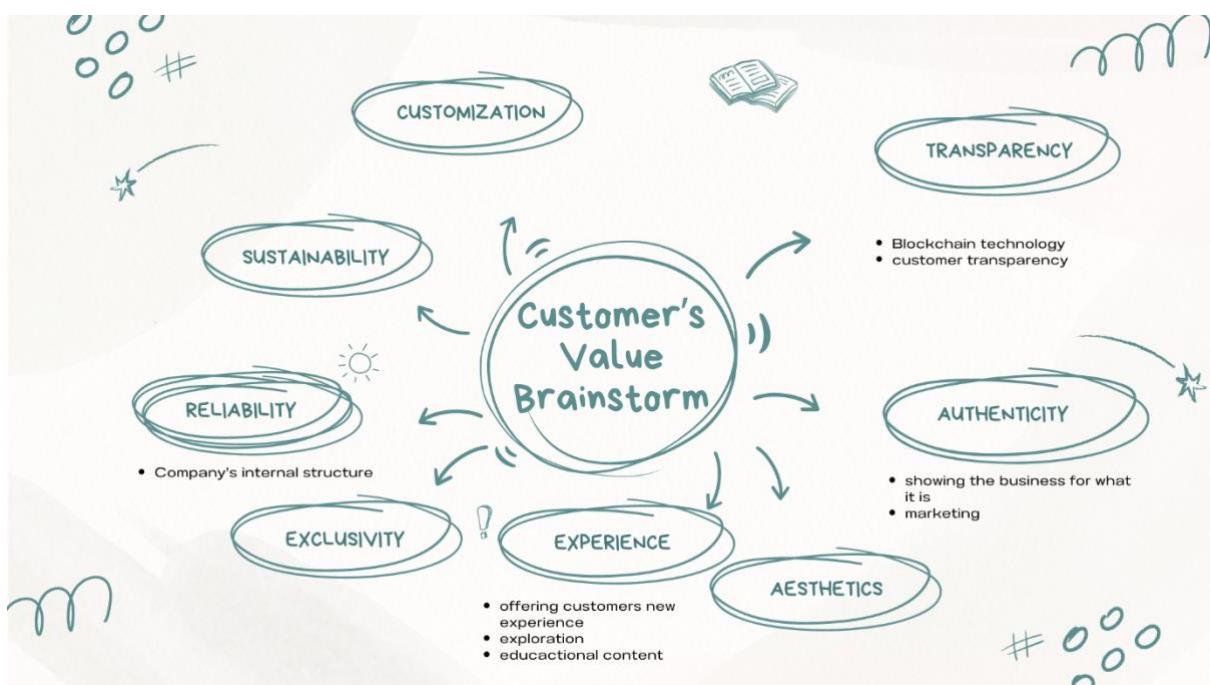
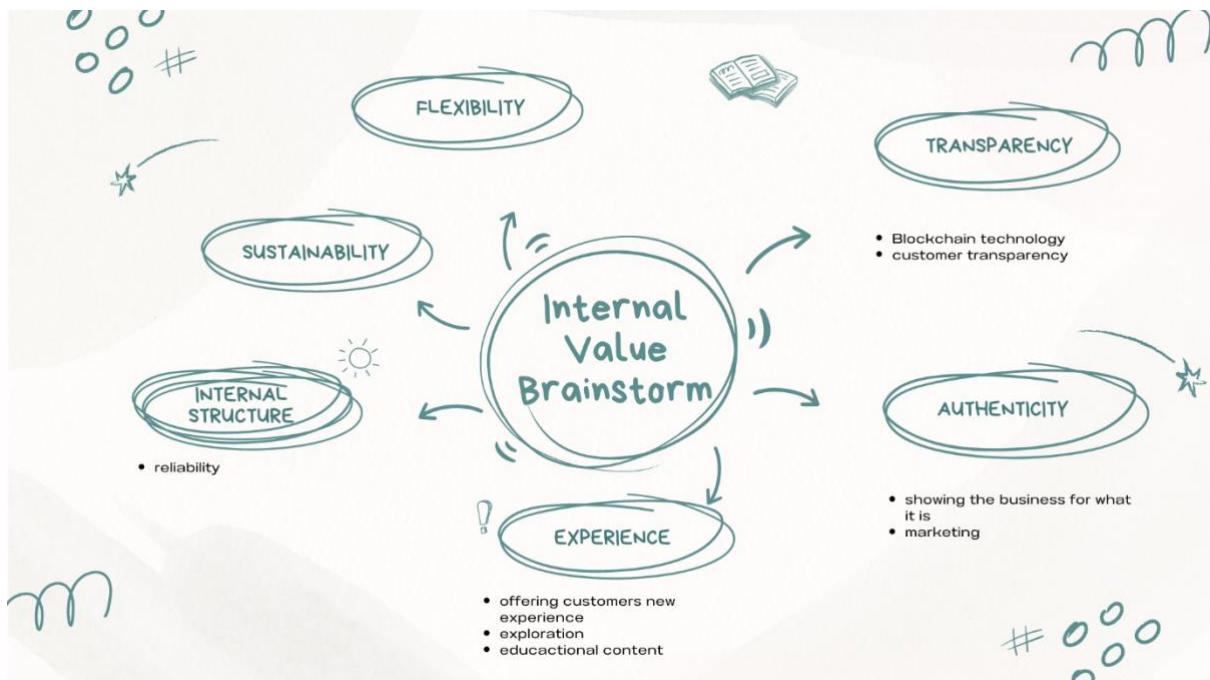
Motives	Beginner specialty coffee drinkers	Advanced specialty coffee drinkers
Hedonic	<ul style="list-style-type: none"> Taste of coffee Hedonic incentives to leave a review 	<ul style="list-style-type: none"> The process of making the coffee Hedonic incentives to leave a review
Economic	<ul style="list-style-type: none"> Would purchase a subscription if it is more affordable More cautious when purchasing subscription plans 	<ul style="list-style-type: none"> Would purchase a subscription if it is more affordable More open to spend money on equipment
Convenient	<ul style="list-style-type: none"> User-friendly website Value flexible subscription plans, where they can pause and cancel easily 	<ul style="list-style-type: none"> User-friendly website Value customizable coffee subscriptions in terms of roast, coffee varieties, amounts and frequency
Social	<ul style="list-style-type: none"> Like to engage with people with similar interests in communities 	<ul style="list-style-type: none"> Like to engage with people with similar interests in communities

	<ul style="list-style-type: none"> • Trust opinions of peers and experts online 	<ul style="list-style-type: none"> • Get turned off by overwhelmingly positive reviews on a product
Innovative	<ul style="list-style-type: none"> • Are interested in the newest trends and processing methods • Look for coffee options tailored to their individual tastes 	<ul style="list-style-type: none"> • Are interested in the newest trends and processing methods • Are more open to trying new coffee varieties

Appendix D

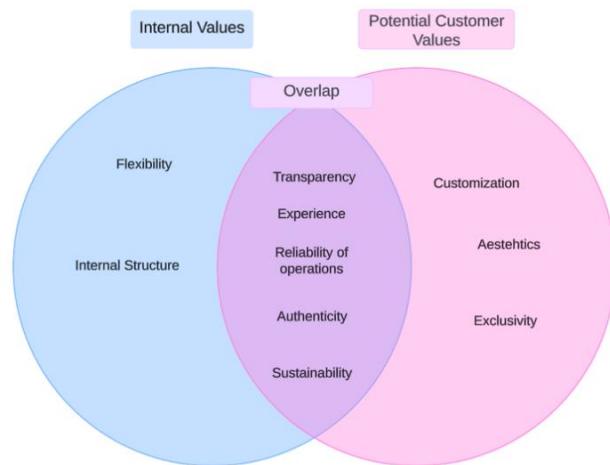
Marketing

Value pyramids brainstorming



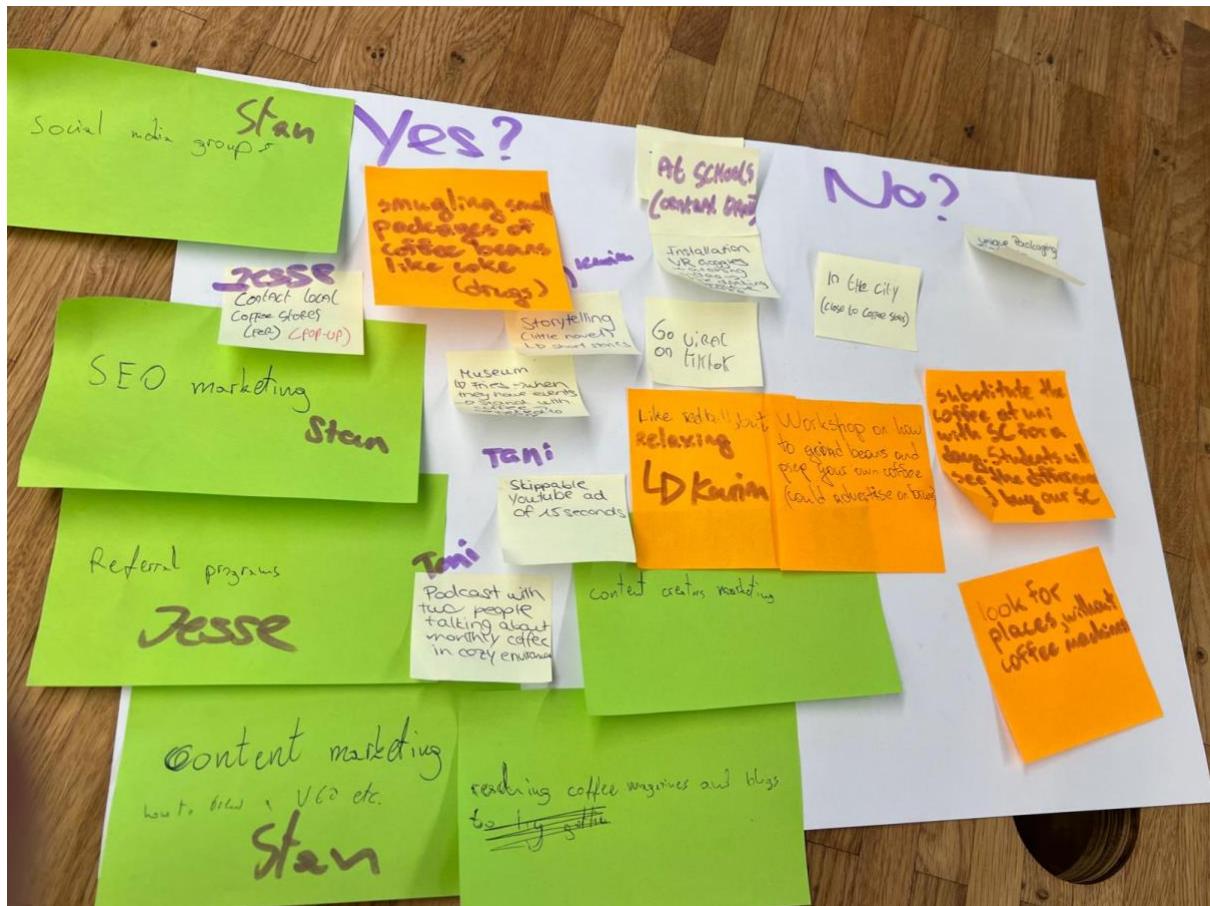
Appendix E

Value circles



Concepting

Appendix F



Appendix G

5-liners:

1

Title: Tell them about me

Genre: Educational Podcast

Tagline: educational content made cozy

Do you love coffee? Then you are at the right place! Tell them about me is an educational podcast centered around specialty coffee, industry news and funny stories related to specialty coffee from the perspective of a start-up company. Every episode, different coffees from our monthly selection will get in the spotlight of an episode. Learn about the specialty coffee landscape with Treat2CuP in a cozy environment and sympathetic hosts.

2

Title: The whole package

Genre: Educational Podcast

Tagline: specialty coffee brought close to you from Treat2CuP

Gain interesting knowledge about different varieties of specialty coffee through insights provided by start-up company Treat2CuP. 'A whole package' will take its listener on a journey while talking about the coffees of the month all with humor and passion for our favorite beverage.

3

Title: Roasted!

Genre: Educational Podcast

Tagline: Spoiler. This isn't about getting roasted.

Ever wanted to sit down to relax, laugh and learn at the same time? Roasted is an educational podcast about specialty coffee from sympathetic hosts of the start-up company Treat2CuP. Go on a journey together with the host while we talk about topics related to coffee, fun stories of our daily lives, news and facts without boring business talk.

4

Genre: Semi-structured specialty coffee podcast

Tagline: Experience the Specialty Coffee landscape through coffee varieties showcased on the podcast

Wanna try specialty coffee, but don't know where to start? Are you overwhelmed by the fancy terminology or afraid to commit to a big bag? Check out the Treat2CuP podcast and learn

about different coffee varieties every month!!! Join us for a relaxing chat about the newest trends and developments in the coffee industry and experience the specialty coffee landscape via our subscription alongside the podcast.

5

Title: Treat2CuP Podcast

Tune in for a monthly Roasted podcast. Join us for a cozy chat about unique coffees offered in Treat2CuP's subscription, their varieties, origin, and processing methods. Learn about brewing techniques and news from the specialty coffee industry. Entertain yourself by listening to quirky specialty coffee professionals sharing their coffee experiences and funny stories. Everything coffee related and so much more.

Final 5-liner:

Title: Roasted! By Treat2CuP

Genre: Educational Specialty coffee Podcast

Tagline: Spoiler; This isn't about getting roasted.

Tune in for a monthly Roasted podcast. Join us for a cozy chat about unique coffees offered in Treat2CuP's subscription, their varieties, origin, and processing methods. Learn about brewing techniques and news from the specialty coffee industry. Entertain yourself by listening to quirky specialty coffee professionals sharing their coffee experiences and funny stories. Everything coffee-related and so much moe.

Appendix H

VISUAL PODCAST

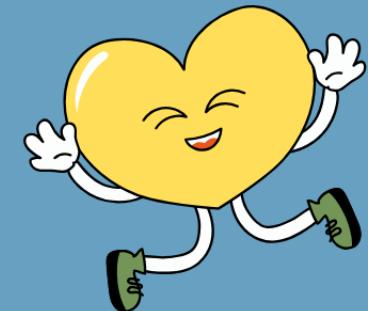
CONCEPT BOOK



TREAT2CUP



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INTRODUCTION



What is the purpose?

This podcast concept was created in alignment with the CB3 module. Treat2CuP is a specialty coffee e-commerce start-up that focuses on giving its customers a high variety of coffees of high quality. On the side, we would like to add meaningful media content that showcases the intimate side of the business, the staff, our mission and what we offer in terms of our specialty coffees. With the podcast we hope to create a way to reach our customers through educational topics and a cozy environment, with dynamic themes and funny hosts.



Target Audience

This podcast is created for the target audience of our business, which is (young) adults living in the Netherlands and Germany aged between 20-39 years, who are part of middle and upper middle class. They are also beginners in the specialty coffee scene. The podcast is supposed to touch upon topics relevant to potential customers entering the specialty coffee industry, who would like to both be educated and entertained.

Concept Book

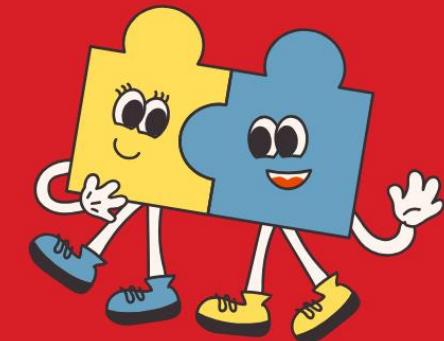
The concept book will feature all necessary documents needed to understand the concepts and its broader purpose for the business' marketing strategy

THE IDEA

The visual podcast "Roasted!" by Treat2CuP is educational and entertaining media content offered as an extra value to our customers. The podcast features two people talking about the specialty coffee industry, news, the monthly coffees we offer as a business while brewing and tasting it alongside our listeners. Apart from that, the podcast is filled with humour and some personal stories as a good balance towards the more technical and educational chat. The podcast will be held either monthly or biweekly, with around 25-30 minutes planned for each episode.



The Hosts



Each episode will feature the same two hosts, and occasionally a guest when talking about a very specific topic that needs further expertise or a third party involved. The hosts are members of the company, with an interesting dynamic, almost like two complimentary puzzle tiles. One of the two is (as our business stands now) less educated on topics in the specialty coffee industry, which gives opportunity to incorporate educational topics to the viewer in an authentic way, as one of the hosts is also still learning. The other one can provide more in detail information to educate our customers, but on a level that does not feel overwhelming. Specific words or terms will be explained within the podcast by the hosts and on screen visuals or descriptions.

Why a podcast?

In order to create brand awareness, our business had to find a way to provide our services to our audience through the correct channel. While using Spotify as the main streaming platform, we also want to use Instagram to create traffic there. Short snippets of the podcast will be uploaded to Instagram using Reels as well as YouTube shorts on our own YouTube channel. By doing that we lead back to our brand and services through multiple channels while providing value.



What to expect?

The listener can expect a wide range of topics, as the specialty coffee industry is rich in terminology and ways coffee can be interpreted and brought to the customers. Topics can vary, however material will include informative themes surrounding coffee. Some examples are industry news, recent trends & developments, grading systems, certificates, processing methods, farmers, varieties, flavor notes etc. By doing this podcast, Treat2CuP creates a hub of educational content for specialty coffee beginners. Of course, this knowledge can be acquired differently, however, 'Roasted' takes away the hustle of searching up that information yourself.

Cozy Environment

The podcast will be filmed in a cozy environment with a couch, pillows, plants and coffee that will be brewed on set. A comfortable environment is important for the visuals of the podcast as they reflect the brand, the hosts and what the company is about. The set of the podcast is supposed to reflect giving our customers a good experience with our coffees.

CONCEPT FLYER

ROASTED! PODCAST!



TREAT2CUP

JOIN THE HOSTS OF TREAT2CUP ON AN EDUCATIONAL JOURNEY ABOUT OUR MONTHS SPECIALTY COFFEES, NEWS & FUN FACTS, ALL PAIRED WITH FUN STORIES AND QUIRKY HUMOR

STORYTELLING •

COFFEE IS ONE OF THE MOST CONSUMED BEVERAGES, BUT WHAT DO WE REALLY KNOW ABOUT IT? 'ROASTED!' HIGHLIGHTS DIFFERENT VARIETIES OF OUR OWN SPECIALTY COFFEE IN DETAIL EXPLORING THE UNKNOWNS OF THE INDUSTRY MAKING CONSUMERS MORE CONSCIOUS OF THEIR CHOICES AND PREFERENCES.



• USP

EDUCATIONAL, AUTHENTIC
INTIMATE

TOUCHING UP UPON EDUCATIONAL TOPICS RELEVANT TO THE SPECIALTY COFFEE INDUSTRY, WHILE IN A COZY AND FUN ENVIRONMENT GIVES LISTENERS THE OPPORTUNITY TO BOTH LEARN ABOUT SPECIALTY COFFEE AND HAVE A LOOK INTO THE PEOPLE BEHIND THE BUSINESS.

CONCEPT •

TWO HOSTS WILL LEAD THE PODCAST TALKING ABOUT: WHAT ARE RECENT TRENDS & DEVELOPMENTS IN THE INDUSTRY? WHAT ARE THE DIFFERENCES BETWEEN THE SHOWCASED COFFEES? HOW DO YOU BEST BREW IT? WHILE THE HOSTS TALK ABOUT TOPICS SUCH AS THESE, THEY ALSO TAKE A MORE INTIMATE APPROACH, FOCUSING LESS ON BUSINESS BUT MORE ON FUN STORIES OF OUR PERSONAL LIVES THAT LISTENERS FIND ENTERTAINING AND CAN RELATE TO. EVERY ONCE IN A WHILE, CUSTOMERS WILL GET THE OPPORTUNITY TO BE FEATURED IN A SECTION OF THE PODCAST, AS A GUEST OR PROFESSIONAL THEMSELVES, HAVING A COZY CHAT WITH TREAT2CUP

• LOOK & FEEL



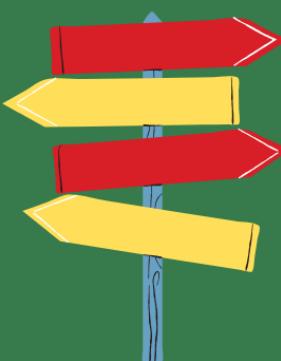
THE SEGMENTS

1 Introduction – Treat2CuP

In this segment, we start off by introducing who we are and what we offer, to inform the customer briefly about our business. We further discuss news in the industry as a kick-off for the podcast. It leads the customer towards coffee related topics and gives insights into the big picture. After that, we share a personal story of our own lives to make it more entertaining and connect with the listener. This segment is all about getting into the mood of talking and learning about specialty coffee.

2 Specialty Coffee News

In the specialty coffee news segment, we talk about industry news and keep our audience up-to-date with what is happening around the world.



3 What's to learn

In this segment we talk about an educational topic of the day, which can vary depending on what is relevant to the episode. The topics will make sense when split over multiple episodes, so that listeners can connect knowledge based on the last episode.

4 This month's assortment

Here, we cover the business side of the podcast. We talk about our subscription more in detail by analyzing two of the coffees in depth. Here we talk about where the coffee is from, how it was farmed, processed, roasted and by whom. Alongside, the hosts will show the coffee on set, brew and taste it and share their experience while drinking it.

5 Let's chat

During 'Let's chat', the hosts discuss their experience with the coffee more in detail, and even might get into a conversation about a topic that comes to mind while talking about this. This segment is more loose, as it involves very subjective opinions about the product, which might spark memories or different thoughts that the hosts want to connect to.



6 Time to say good bye

This is a segment where we directly talk to the customer and encourage them to share their thoughts on the coffees with us, through which ever way they prefer. This is also the outro of the show, where we say good bye and talk about what is going to be covered in the next episode.

LINE-UP

Episode 1 – 25 minutes

Kick-Off

Who is Treat2CuP	00:00-00:30
Jingle	00:31-00:45
A personal story	00:46-04:00
Let's talk about news	
Specialty coffee industry news	04:01-09:00
What's to learn	
Educational topic of the day	09:01-15:00
This month's assortment	
This month's roasteries/roaster	15:01-17:00
Coffee showcase 1	17:01-20:00
A breather - unrelated story	20:01-21:00
Coffee showcase 2	21:01-24:00
Let's chat	
Month's coffee personal experience	24:01-25:00
Time to say good bye	
Outro	25:01-25:30
Jingle	25:31-25:46



**Old**

LINE-UP

Kick-off

A personal story	00:00-2:00
Jingle	02:01-02:15
Get to know Treat2Cup	02:16-04:00

Let's talk about news

Educational topic of the day	04:01-10:00
------------------------------	-------------

This month's assortment

This month's roasteries/roaster	10:01-12:00
Coffee showcase 1	12:01-13:00
A breather - unrelated story	13:01-16:00
Coffee showcase 2	16:01-17:00

Let's chat

month's coffee personal experience	17:01-22:00
------------------------------------	-------------

Time to say good bye

Outro	22:01-23:00
Jingle	23:01-23:16

**New**

LINE-UP

Kick-off

Who is Treat2cuP	00:00-00:30
Jingle	00:31-00:45
A personal Story	00:46-04:00

Let's talk about news

Specialty coffee industry news	04:01-09:00
--------------------------------	-------------

What's to learn

Educational topic of the day	09:01-15:00
------------------------------	-------------

This month's assortment

This month's roasteries/roaster	15:01-17:00
Coffee showcase 1	17:01-20:00
A breather - unrelated story	20:01-21:00
Coffee showcase 2	21:01-24:00

Let's chat

month's coffee personal experience	24:01-25:00
------------------------------------	-------------

Time to say good bye

Outro	25:01-25:30
Jingle	25:30-25:40

OUR USP'S



Authentic

The podcast is authentic due to many reasons. The information is coming from two hosts that themselves have a learning curve to achieve, which is an authentic way of informing customers alongside learning ourselves. It connects us even more with the viewer and gives an opportunity to communicate more intimately. The podcast touched upon topics that are relevant for the customer to learn and get into the specialty coffee landscape.



Educational

Apart from other media content, "Roasted!" is actually supposed to educate interested listeners. The podcast offers many segments where customers can get informed, for example the 'what's to learn', 'news' and 'coffee showcase' segments. What is interesting about these segments is that they all relate to each other but can also be listened to individually without having to know the other segments.



Intimate

The podcast is set in an intimate, informal setting where we talk to customers like a friend. The two hosts also have a good dynamic which helps the customer follow through the podcast, even when they encounter topics they have never heard of.

RESEARCH

Panel talk

4 participants

Testing POC

For testing our concept, a proof of concept was created and tested in a small panel talk with four participants from the last focus group talk that was done for the business. The participants were two men and two women, aged in the range of our target audience.

The Proof of Concept was shot in the Central Perk after creating the Line-Up and then edited to show it during the panel talk. The POC is 09:25 minutes long and covers all the previously mentioned segments, but shortened for the sake of the panel talk.

The panel talk took place for an hour, for a semi-structured interview guide was created. After the panel talk, feedback was collected on the structure of the podcast, visuals, the setting, the hosts and much more. The interview guide can be found in the next slide.



<https://youtu.be/Wnm7QUy6uPQ>

Interview guide

Roles:

Karim: Note taker /Recorder

Stanislaw: Note taker

Antonia: Presenter

Goal of Testing: Get feedback on the Proof of Concept and improve it according to the feedback from the target audience.



Questions:

1. Can you describe to us what you just saw in this video?
2. What do you understand this concept to be about?
3. Based on what you know of the product and just saw, what do you think the purpose of this media product is?
Promotion, subscribe □ didn't say where to get it
4. Describe who do you believe is the target audience of this product?
5. What did you like about the video?
-->Please state why.
6. What did you not like about the video?
-->Please state why
7. What did you think of the structure or the order of the topics discussed?
8. What do you think about the two hosts?
9. Did you understand what the company offers to you as its customers through watching this podcast?
10. What do you believe the quality of the product (coffee) to be after watching this podcast?
11. Did you find this podcast informative or educational?
-->Please state why or why not.
12. Describe to us what this podcast made you feel
--> What specifically made you feel that way?
13. What do you think about the editing choices? What would you change?
14. How would you improve this product/concept?
15. Would you listen to this podcast regularly (every month)?
--> Why or why not?
16. Do you use any products similar to this? If so, please tell us which products and if you would consider listening to our podcast.
17. Petrain □ everyone available for a shorter version of the podcast
18. Is ther anything else you would like add or ask related to this podcast?

Outro:

That was it, thank you all for your time.

FEEDBACK



Improve

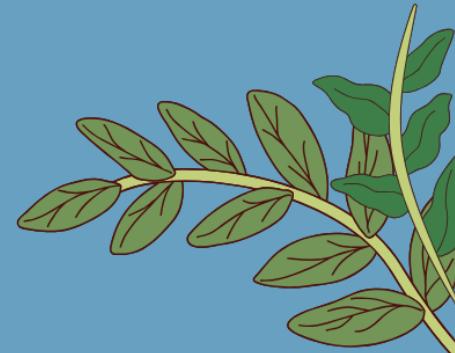


- 💡 More content, potential series for beginners with recurring elements and hosts
- 💡 More speaker switches, use one camera angle per speaker, jazz music, a moderator for better flow, have a clearer order
- 💡 Give more informative content
- 💡 Structure episodes from personal experience to informative, try coffee after the personal story
- 💡 Add imagery of certificates, show logos on packaging.
- 💡 Add subtitles, use more background music
- 💡 Weird cuts, liked video quality, more close-ups and creative shots
- 💡 Improve outro, give sneak peek for next month, elaborate more on equipment, events, roasteries

Keep doing



- 💡 Natural conversation, passionate hosts
- 💡 Casual conversation about taste and hosts' opinions
- 💡 Cozy, liked camera angle cuts
- 💡 Try out coffees, discuss certifications (news)
- 💡 Dynamic between beginner and advanced drinker
- 💡 Experienced vs. inexperienced, dry vs. jolly host



BUDGET

The costs of the podcast can be separated into one time expenses and reoccurring per episode expenses. To calculate the one time expenses it is enough to add the costs of: camera set, podcast set, lighting, louch corner, and finally the decoration of the set. To calculate the reoccurring expenses per episode, one needs to add the costs of: hiring videographer for around 2.5 hours, hiring a video editor to edit the podcast episodes, hiring a host for 2.5 hours, and hiring a researcher for 1 hour. Assuming the other host of the podcast is going to be a guest, their expense doesn't need to be included.

The average cost of a show host in the Netherlands comes at 35,12E/h (salaryexpert.com, 2024).

The average cost of a videographer in the Netherlands comes at 29,78E/h.

The average cost of a video editor in the Netherlands comes at 28,05E/h.

Editing a 30 min video podcast can take anywhere from 8 to 20 hours ((Debi, 2023). For the sake of calculations Treat2Cup assumes 12 hours of editing.

The average cost of an assistant researcher in the Netherlands comes at 19E/h (salaryexpert.com, 2024).

One time costs	Price		Reoccurring per episode costs	price
camera set	€ 4.500,00		videographer 2.5h	€ 74,45
podcast set	€ 1.100,00		host 2.5 h	€ 87,80
lighting	€ 350,00		host 2.5 h	€ 87,80
louch corner	€ 1.000,00		video editor 12h	€ 336,60
decoration	€ 500,00		researcher 1h	€ 19,00
Total one time cost	€ 7.450,00		Total reoccurring expanses	€ 605,65

Appendix I

Line-Up (before feedback from panel talk)

Intro

Personal story segment- 0:00-2:00

Jingle- 2:00-2:15

Introduction to Treat2CuP- 2:15-4:00

specialty coffee news segment

Trends, Developments, Events, Competitions- 4:00- 10:00

This month's assortment

This month's roasteries/roaster - 10:00-12:00

Coffee showcase 1 – 12:00-13:00

Break- unrelated story – 13:00-16:00

Coffee showcase 2 – 16:00-17:00

Personal conversation – 17:00-22:00

viewer's personal experience- 22:00- 23:00

Outro

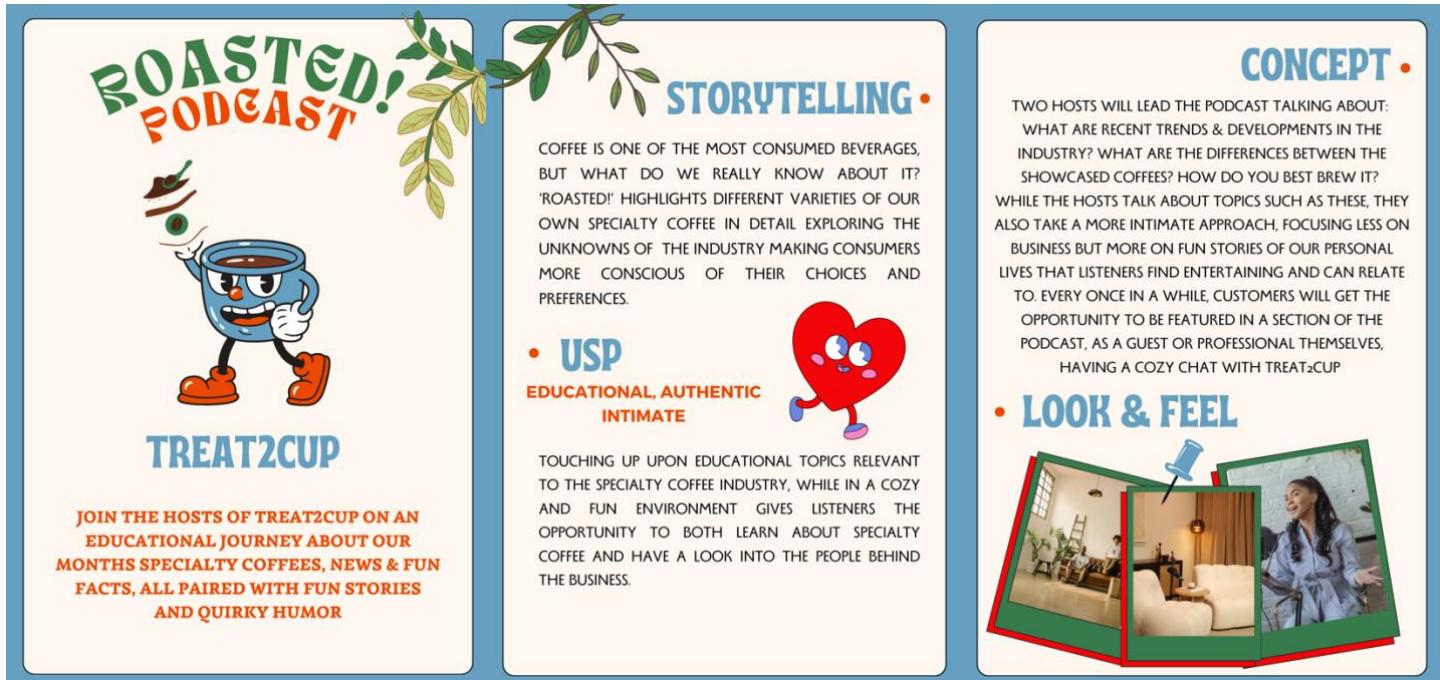
Jingle- 23:00-23:15

Line-Up (after feedback from panel talk)

LINE-UP	
Kick-off	
Who is Treat2cuP	00:00-00:30
Jingle	00:31-00:45
A personal story	00:46-04:00
Let's talk about news	
Specialty coffee industry news	04:01-09:00
What's to learn	
Educational topic of the day	09:01-15:00
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Coffee showcase 2	21:01-24:00
Let's chat	
Month's coffee personal experience	24:01-25:00
Time to say good bye	
Outro	25:01-25:30
Jingle	25:30-25:40

Appendix J

Flyer



Appendix K

Interview guide

Proof of Concept – Testing Questions

Introduction:

Introduction of Company and Service, media content and purpose of doing this feedback session.

Confidentiality:

Do you agree to be recorded and your feedback be used for improving our product?

Please state if you agree with this or have any issues or questions about the purpose of this testing session.

Ground Rules:

1. **Please be respectful to other participants' ideas and statements**
2. **Please let other participants finish their thoughts before you speak**
3. **Please state your opinion about the product honestly and elaborately**

Roles

Interviewer: Antonia Piefke

Note taker/recorder: Karim Zidane

Second Note taker: Stanislaw Strazynski

Goal of testing: Get feedback on the Proof of Concept and improve it according to the feedback from the target audience.

Please introduce yourself: Name, Age, Country

Questions:

1. Can you describe to us what you just saw in this video?
2. What do you understand this concept to be about?
3. Based on what you know of the product and just saw, what do you think the purpose of this media product is?

Promotion, subscribe → didn't say where to get it

4. Describe who do you believe is the target audience of this product?
5. What did you like about the video?
→ Please state why.
6. What did you not like about the video?
→ Please state why
7. What did you think of the structure or the order of the topics discussed?
8. What do you think about the two hosts?
9. Did you understand what the company offers to you as its customers through watching this podcast?
10. What do you believe the quality of the product (coffee) to be after watching this podcast?
11. Did you find this podcast informative or educational?
→ Please state why or why not.
12. Describe to us what this podcast made you feel
→ What specifically made you feel that way?
13. What do you think about the editing choices? What would you change?
14. How would you improve this product/concept?

15. Would you listen to this podcast regularly (every month)?

→ Why or why not?

16. Do you use any products similar to this? If so, please tell us which products and if you would consider listening to our podcast.

17. Petrain → everyone available for a shorter version of the podcast

18. Is there anything else you would like add or ask related to this podcast?

Outro:

That was it, thank you all for your time.

Notes/Feedback from the Panel talk POC:

Juan

The purpose is to promote the subscription, only people who really are interested in coffee would listen to the podcast, he would listen to it but would not watch, he liked how natural the conversation was and how passionate the hosts were, more music

Maria

Casual conversation about the taste and what the hosts think about it, liked the certification, would have liked to hear more, could be made into a series for coffee beginners with returning elements and hosts, cozy setup, liked the camera angle cut, more of switching to every speaker, one camera angle per speaker, Jazz pls, perhaps a person who moderates the convo, more flow, didn't know there was an order, liked the description of the coffee, k

Jessica

A lot of ads, the podcast targets people who drink a lot of coffee and need caffeine for work and studies, would listen to it on x1.3, found the certificates part very informative, but would have liked to hear and learn more, the episodes went from personal experience to informative and back to personal, try the coffee after the personal story then move to informative

Jochem

Try out coffees, discussing certifications (news), add imagery of the certificates when they are mentioned, show logos and how they look on packaging, felt like a YouTube video, feels like its targeting beginner coffee drinkers, suggests uploading it on both YT and Spotify with video and audio, Subtitles pls, more background music, liked the dynamic of a beginner and an advanced coffee drinker, weird cuts right before someone was about to talk, liked the video quality, more close ups please and creative shots, the sudden logo and music surprised him, outro was a bit messy, sneak peek for next month at the end, so it feels more rewarding, also liked the dynamic of an experienced and inexperienced, dry host and jolly host, the way you present information is more important, wants it to be engaging, would like to hear more about equipment, events, roasteries.

Appendix L

Own calculations product pricing

To demonstrate our understanding of the components involved in pricing a product, we have attempted to calculate a price using the numbers we currently have. Below are the different aspects considered:

Coffee Cost: The average price per kilogram of coffee based on our selected suppliers.

Packaging Costs: Expenses for vacuum sealing bags and stickers.

Transportation Costs: Shipping fees calculated using the higher cost for potential international orders.

Fixed Costs: Office space rental in Amsterdam.

Operational Costs: Estimated as 25% of the total product price, including marketing and other business operations.

Tax: The applicable 9% Value Added Tax (VAT).

Profit Margin: A 10% profit margin to ensure profitability.

Coffee product:

GER: The Barn, 19grams -> 76E-52E/kg ~ 60E/kg

PL: Hayb, Palarnia Blend -> 68E-45E/kg ~ 56E/kg

NL: Friedhats, Manhattan ->73E-46E/kg ~ 59/kg

NO: Tim Wendelboe, Standout Coffee ->~80E/kg = ~63,75E/kg of coffee

Choosing more coffees priced at a lower end of spectrum is going to allow for Specialty Coffee Organization to bring the average coffee cost to at least 60E/kg. Shipping coffee to Treat2CuP door is included in the coffee price.

4 coffees/month=18E

8 coffees/month=36E

Transportation cost with PostNL:

-4,25E/mail package – NL

-7E/mail package – GER

The higher cost needs to be used in all calculations assuming everyone ordering could end up ordering from Germany.

Tax: 9%

Packaging costs: bags for vacuum sealing – 12,99E/100 on amazon =>0,13/bag

Stickers – brother sticker paper sheet=32,5E/~50 stickers=>0,65/sticker

4 coffees/month=3,12E

8 coffees/month=6,24E

Fixed costs: In Amsterdam, office spaces range from 150E to 600E per 1m²/1year (flexas.com, 2024). Choosing one of the cheaper spaces and assuming Treat2CuP will need 20m² of office space will allow the organization to function without a big budget for the office. An estimate of a yearly office space cost is ranging from 4000E to 5000E.

Operational costs: For these costs Treat2CuP is assuming 25% of the total product price. Calculating a break even point assuming Treat2CuP has 30 subscribers within first functioning months is going to show if this amount is realistic or should be changed.

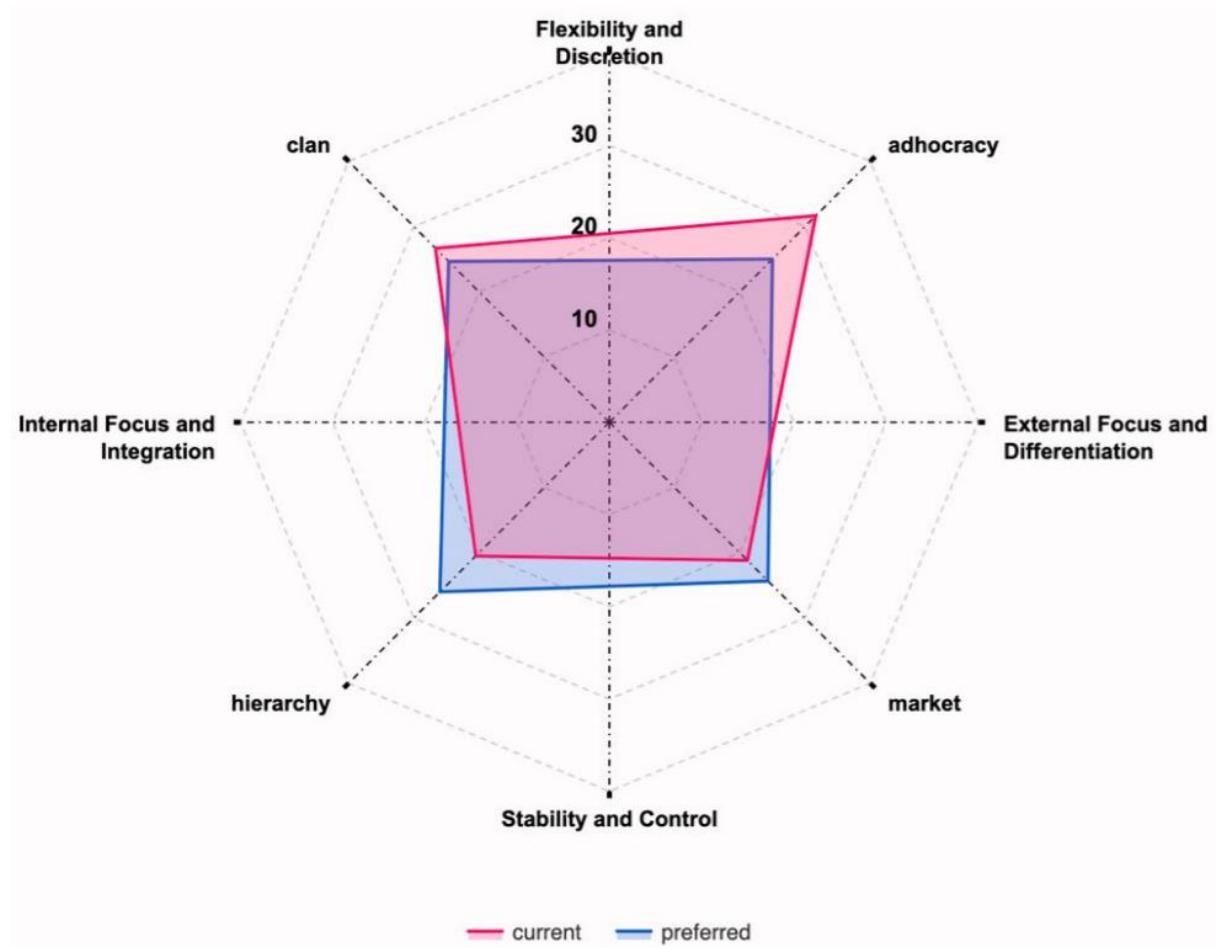
Profit margin: 10%

Price of the service:

-**4 coffees:** 18E+7E+44% of the total cost+3,12E=50,2E

-**8 coffees:** 36E+7E+44% of the total cost+6,24E=87,92E

Appendix M



Appendix N

Transcriptions

Okay, hello everyone!

I brought for you this coffee to say thank you and also so we can try some specialty coffee.

You all have experience with it, so I guess it's nothing new to you, but still feel free to sip on the coffee throughout the panel talk.

We're recording as we already mentioned.

Do we have your all permissions?

Yes, we do.

Amazing.

So today it's only me and Karim here.

And some ground rules, we are here to observe and get your input, feel free to share any thoughts you have, it's all important to us, even if it's negative or something you think we wouldn't want to hear, we still want to hear it.

Don't be shy and everything is confidential, we won't be using your names when we're doing the report and everything, don't worry about that.

Should I pour you some coffee already?

Sure, I'd love to try some.

Which one is it?

Have I tried this one before yet?

Is this the one you didn't like?

No, it's not the one.

I'm out of that one.

You just tried to get rid of it.

Yes, exactly.

It's a washed Rwanda bourbon variety.

It's roasted by Frithats in Amsterdam.

Have you ever heard of specialty Coffee before today?

No.

00:01:40

No, you haven't?

I haven't.

Oh yeah.

00:02:01

What does specialty coffee mean to you?

Not the one from Yambo, I guess, I don't know.

00:02:22

It's not just a taste for me, it's also the routine I have with it and the making of it is more fun, like the process of actually making the coffee at home, because I brew it myself as well.

00:02:32

And it's much nicer to have it in my morning routine or rather just press the button and have coffee that is accessible and not that great.

And it's just a bit more premium and you're putting a bit of effort into a nice coffee.

00:02:44

It's also more expensive, but it's worth it.

00:02:46

It's more of an experience.

And then maybe it's also something to do with how it's made.

00:02:53

And usually, there's a wider variety of taste and stuff like that than if you just bought the one already grinded.

00:03:07

And that one feels like it's either milk or no milk and this is a whole variety of taste.

00:03:11

But it can be smoky at times, a little bit.

00:03:19

Okay, how did you learn about specialty coffee?

If you've ever heard about nothing.

00:03:24

I did a barista course combined with a bartending course last year in Hungary.

We started every session with a different bean, a V60.

00:03:33

Nice, nice.

00:03:36

Mostly online and through you, Stan, partially as well.

But mostly online, I saw a lot of things about it, a lot of creators and people I follow have their own, they make their own coffee and I was like, that was interesting, I knew you did it.

00:03:50

Before your new specialty coffee, how did you encounter them online?

00:03:54

They weren't necessarily coffee creators, there were different types of creators that happened in their routines and things they do and things they spoke about in their life.

They were like, oh, I like making coffee this and this way because it's just nice.

00:04:07

And then I was like, oh, that's... Would you include those creators in the lifestyle category?

00:04:12

Not all of them, it's a variety, some of them are very philosophical, some of them are more lifestyle based, it's a variety, but for some reason, all the creators that I watch, for some reason most of them happen to make coffee, specialty coffee.

00:04:25

Alright, let's go on to the subscription part.

Are you currently or have you been subscribed to any subscription services?

00:04:34

No.

00:04:35

Yes.

00:04:37

What are they?

James Hoffman Patreon.

James Hoffman Patreon?

Yeah.

How did you find out about the subscriptions you're currently using?

Do know that?

00:05:08

I think just social media, guess mostly, and then other people.

00:05:17

I think for me it's mostly necessity.

If I need something I look for it online and if something happens to have a subscription service and it's a service that I need or want to use then I get subscription service.

Apart from social media service there's things for example me and my girlfriend share JetGPT Premium because it helps a lot but that's something you need so you look for it and then you find something.

For example things like Canva Premium you might need those are things that I would look for because I need it and then I get it.

00:05:45

00:06:12

Okay, do you have any problems with the subscriptions?

Have you been hesitant when subscribing to them?

00:06:19

I think lately stuff's been more expensive, like everything's kind of becoming more expensive.

So then you're like, okay, is this still worth it?

Am I still using it as much?

00:06:29

For example, Netflix has this new rule that you can only have one TV or two.

00:06:37

You have to give your location and then if it senses that There's a TV in another location that it kind of asks you for.

Sorry!

00:06:45

I can't use my parent's Netflix anymore, I got kicked out because of that.

00:06:49

You just have to connect to the Wi-Fi, home Wi-Fi, every once in a while.

I still use my dad's Netflix account.

00:06:59

Same, but it's not on TV, like for me it's on either my laptop or on a tablet, so I think that's a little different.

00:07:04

It's only the TV, like you cannot have Two whole TVs.

00:07:08

Apart from another issue that I have is I have a potato subscription as well because I like to go to the movies quite often.

00:07:15

I thought you said potato.

00:07:17

No, potato.

00:07:18

Yeah, every month I can do potato shit.

I love potatoes.

00:07:24

No, a new potato subscription.

And the one downside I had, I was very hesitant on getting it simply because they asked for a minimum subscription time of four months before you can cancel.

00:07:34

Oh.

00:07:35

And I had the same with the gym membership I had first, is they wanted a year subscription and then you have a lower monthly fee, which kind of makes sense, but I'm very hesitant then because I don't want to commit for a full year or full four months, because what if I just want to try it out, see

if I enjoy it, then I can't cancel and then I'm stuck with it.

00:07:53

I see, you're afraid of commitment.

00:07:55

That's fair.

What elements would you consider when choosing a subscription or maybe even more specifically a coffee subscription?

So you already talked about you want to be able to make it flexible.

You don't want to be stuck with it for some time.

Is there something else?

00:08:27

I think in general flexibility, for example, different packages and tiers.

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If, for example, you can have either subscription where you get like two big premium bags per month or you get like four smaller packages to try, you know, maybe someone is like, oh, I like this, or you can choose your own coffees.

I think flexibility is a big thing because if, for example, with coffees, I'm not usually a big fan of washed coffees.

So if I have the option to choose between wash and non-wash, I'll choose non-wash and once in a while I'll choose wash coffee.

So I think just having options I think is the best.

00:08:58

It makes me think of this one company that I know that I was interested in buying.

It was online and what really stood out to me about that specific company is the variety of like It was coffee but it was also coffee, like a lot of decaf options which is great for me because I can do a lot of caffeine and then like more sweeter things or like tea varieties so just like a lot a lot

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of variety and it was also like the design is weirdly important to me of like the packaging and everything that just also stood out to me a lot and it was it made me more likely to buy it and other stuff.

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And I get the quantity that you get for the price.

It has to be worth it if I am to subscribe to something.

And then I should be able to design it according to my rhythm of drinking coffee, for example.

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Because it's more the quantity for the price or is it the value of the product?

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Because it's not always... That's also of course a or, but then I would also kind of or it in and see.

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And then I'm thinking of quantity to see for how long I would use it more.

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For example, I don't want to order, if it's a monthly subscription, I don't want to get six bags of 250 grams of coffee every month, because no way I'm finishing that, right?

And I would still have the option to support local businesses like FAIR, for example, and buy my coffee there, but the subscription on the side is nice to just have a general... Income of coffee.

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Makes sense.

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Do you consider trendiness or popularity of a product when thinking about buying something?

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Not necessarily the popularity, but ratings for sure.

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If it gets a lot of negative reviews, then I'm probably not going to buy.

It's not like I see that millions of people reposted something or whatever, that doesn't really matter to me.

But if the majority of the reviews are positive, then that comes with a good product.

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I am a little bit sensitive to people hyping up a product and being like, oh, this is amazing.

Then I'm like, oh, I kind of want to have it tried out now.

For example, I mean, that's most likely why at one point I probably switched over to an Apple as well, to an iPhone.

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Most likely that's why I have one because I probably subconsciously thought I need to have an Apple, an iPhone.

I want to see what that's about.

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At one point it gets a little to the other side and for me it's kind of unattractive when too many people use something.

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It can also get off balance a little bit.

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Yeah, it depends on who's talking about it as well, because the source credibility is quite important.

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But if it's the bubble that you are in, for example with the bouldering shoes, if I hear all my bouldering friends speak about certain types of shoes, then I'm like, oh, you gotta have them.

00:12:13

I guess it's also because if something is really popular, I wouldn't care for it, I wouldn't care what are they saying exactly about it, so then actual details about What it's about, to see if it actually fits me regardless of its popularity.

If it's just empty statements, it doesn't... Or, for example, in terms of coffee, I don't really like strong coffee or like espressos to have them, no.

And then I would look for something more, I don't know, quirky and fun, little coffee, interesting or combination, you know, and then I would maybe go for those.

So then describing it and, oh, it tastes like this or it's maybe like that, it would be useful then.

00:12:51

All right.

Would you say then that you consider how many of your friends are using something and sharing their experience online, not necessarily just the trendiness of your product online, but more specifically in your area, your friends, family, people you follow online?

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Yeah, I mean if it's more personal then I'm gonna be more prone to believing them.

I can also ask them for detail more often than people online so that they can actually explain things to me and that makes it more believable.

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It's a bit of both because if all my friends are using it at one point I'm also like oh you know I don't know if I want to get it you know to stay a little bit out of the bubble sometimes but if okay If 99% of my friends have something, I don't feel proud to get it.

But if like 60-70% of my friends are going to think it's amazing, then I will probably get it.

00:13:41

I don't know what it is.

Some mental thing maybe, but I don't know.

Maybe I am trying to say like somewhat like unique out of the bubble, but then if it's good and people are hyping it up, I do want it.

So it's somewhere like a sweet spot somewhere where it's like not too many people have it to make it still unique, but a lot of people have it to be positive about it and can tell me about it.

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Who's opinion do you value more, your friends, family or experts online or influencers?

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Oh I mean it really depends on what it's about.

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Like life advice I would take from my family, yeah for products stuff like that.

think maybe I would go for experts first of all.

Just because they know, I know that they know what they're talking about and then also if I see my friends also like it and they have a good experience with it and they can share it with me.

I'll probably be like okay let's try this let's see what it's about.

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Yeah maybe they know you and they know that would fit to you or not or you would like that or not so that's I guess more personal.

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Yeah for me it also depends on friends because for example two of my friends here like closest friends are very different from me like we're completely different opposites from each other so I don't know if I would necessarily leave them on sort of things that we're very different about but if I

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know that I know somebody who's like almost the same as me then maybe Okay, you like it, then I'm most likely also gonna like it.

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Yeah, I think a mix of everything is good.

I don't think it's either.

00:15:28

Influencers not really, but if you're an expert, I mean, coffee related, if you say you put your coffee in a certain technique, and James Hoffman doesn't differ, I'm gonna try both.

It's not like I'm gonna say I'm only doing yours, I'm only doing his, I'm taking both into consideration.

I don't think it's one or either.

00:15:47

How could you persuade it to share your experience with the product online?

Do you have any ideas?

So imagine you were getting a product, you bought something and you maybe like it, maybe not.

How could the company make you or help you share the experience online?

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Cider does this thing where if you review what you bought, you get some points that you can convert into money to then buy something else.

That's cool.

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There's also websites I know that have been part of tech things that when you give them a review afterwards, every month from reviews, if it's positive or bad, they will raffle out of the monthly reviews and the person wins.

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Have you actually done that?

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I have participated in those things as well.

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Did you?

Yeah.

Any other ideas?

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I don't know, and I think if it's local or small enough and they're like, hey, you know, we just support us, we're just one company, then it helps.

For example, most of the local places I go to that are small, I usually give them reviews if I really enjoyed it.

If they're like bad, if they're like mint, I will never give them any review, but if they're really bad, I'll give them reviews.

Either if it's really good or really bad and it's a certain size, I will give them reviews.

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I think it's good.

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Yeah, I'm studying hospitality, so like, They literally push it down our throat that we have to give people the wow or and then they are you know they are gonna go back and give you positive reviews and then that's gonna attract more people so probably if you go out of your way to do an extra

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thing for somebody that that will like I don't know include something small next to the package or something then that will be so positive that maybe if you get an email hey please leave a review then you're gonna remember oh yeah exactly For me, I remember when I was in Vietnam and I would go to

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restaurants, every single person, every single waiter at the end of the whole dining experience, they would come up to you when Like take out phone and be like, by the way, can you please review us?

Give us five stars.

So I think like a personal, like if you can make it as personal as possible.

So the person kind of feels compelled, know, to do it.

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think online is a little bit difficult.

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Yeah, true, but then I'm falling back on Cider again.

They really have a way to personalize every step of the way and the interaction with you, they call you by your name, everything in the platform is like really targeted with like direct Messages to you as a user and then the emails you get also are directed to you directly so that you feel like hey

they're talking to me they acknowledge me and I'm not just like another number in the users they have so then that makes me oh I want to give you guys a review because you're cool.

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What is CIDR by the way?

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This clothing thing, yes.

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Have you ever been a part of an online community of any kind?

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Could you tell me your experience about Variety, I love them.

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I mean, I used to play a lot of video games and in video games you have... Prime aspect of it, I would say, are the communities you have.

You have Discord communities where people come together, talk together, watch events together, do things together.

Some people even meet up together after a certain amount of years.

There's just few coffee communities, one coffee community where you chat with other people to discuss how you do things, how things happen.

So I am a pretty big person of when I get into a hobby I do try and look out for the community online that is present.

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What do you look for in the community?

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What do I look for?

What do I look for?

I don't know, it always starts with me trying to find more about something, like find out more.

It usually starts with me getting started in the hobby and be like, oh, this is super cool.

I want to meet more people like this, more like-minded people to learn more, but also just talk about it and just share the excitement, I guess.

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And then I join a community and if the community is welcoming or warm enough and the people are nice there, then that's the reason for me like, oh, this is not just me going there for information, it's me having a community, I guess, because these people are nice, they're welcoming, I enjoy spending

time with them and then Stick around.

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I think I can't really think I've definitely been in communities before I just can't remember what it is just probably a bunch of stuff like kind of music or something and I just know that what I like is being able to like exchange like opinions about the thing that we're into so that's mostly what

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it is just being able to have like free conversations about whatever yeah I ride motorcycles so for me it was also like What I like is also when

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There's this institute that for some reason they use LinkedIn to ask a lot of questions to their community and then people also engage in conversations and comments but they have these polls they post and I find it really cool that they just find stuff that their users relate to and then they just

launch a topic of discussion and then people can engage in that so yeah.

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Can you imagine a copy community that you would like to be a part of and could you describe it to me?

If there is one, if no?

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Yeah, I mean there already are a lot of them.

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Yeah, could you maybe tell me first about the community?

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Yeah, James Hoffman's community, that's why I'm pretty active and I'm also subscribed to his Patreon, support him, he's arguably the biggest Ko-fi creator there is on YouTube.

I think he is, he's also the most known one.

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And I mean, this community is all about people sharing a vibrator to, you know, type of grinders, types of coffee machines, everything, types of beans, everything.

There's people speaking about something, a question they have or something they need.

So it's a lot of informational things.

And on the side is people, you know, all, hey, there's a coffee event happening in this, in the city, I'm going there and more people from this community going there.

So I think it's mostly information based with a side of events, I would say.

But I think it's mostly information, like people trying to figure out things, know things and just speak about topic.

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So whether that's, oh, there's a new coffee machine coming out and people are like, oh, this is very cool, isn't this happening?

There's been some tests and these are the results and these are the effects that the grinder has, for example, or something.

And it's more information based in the first instance, I guess.

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Could you imagine a coffee community that you could maybe be a part of?

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I think for me, well I mean I don't know one in particular but I can imagine a made-up one.

It would be for a company that has just a bunch of different like unique new kind of like flavors and things.

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Just something that I just haven't seen I don't know anywhere else and then yeah I don't know the community aspect I'm not sure because I think we just Yeah, we'll talk about whatever.

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Yeah, I don't think I would join actually, because I completely get it.

I think it's just, you know, for a group of people that are using the product, for example, but I wouldn't be in the category that would also be active in the community, I think, because it wouldn't be such a big thing for me necessarily.

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I currently don't own the amount of or the quality of equipment that I would like to own.

For example, stuff for cheaper or maybe used things that I could buy.

That's also a thing for me that I would be interested in.

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How about something niche, like you said you like decaffeinating something.

So if there was a community where people come and basically refer each other to decaffeinating something.

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That's actually such a good idea.

If you could find a place with people that could just share the best place in town with the best decaf coffee that actually tastes like coffee and the cutest cafe and the best experience.

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I think it is good for communities to have, not just to go through the brand itself, but it usually goes a lot further than just that.

For example, in a lot of communities you see that there's an overarching theme for coffee but there's also like secondary and tertiary themes.

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A lot of coffee drinkers love having like a nice office space.

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They love designing the office space like plants and all that stuff.

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So you see a lot of the little people share their setups and they ask for advice and they share certain lamps, certain plants, certain things simply to make their space look better.

So I think it's also good to include more of the subject that are close to it or that have common grounds with the subject itself.

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For me already this group had for example an app group where we could just be like hi I went to this coffee shop and it's not a coffee shop but a cafe.

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We know what you mean.

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And it has such great coffee that I would already be like okay then maybe I'm also gonna try it out. Which aspects of online communities do you find attractive?

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I always thought it's easier to connect and make friends with people who you already found something in connection with.

For example, when you start doing sport or something and you see other people doing sport, it's easier because you already have something in common in comparison to when you just go to school and try to find something common with other people.

So if I was in a community and I knew that already This thing we had in common, then I would also feel more free and comfortable connect with people and friends and stuff like that.

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Yeah, I think it's mostly just talking about the topics and just discovering more.

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Yeah, I think that's one of the major parts, I think, is actually the connecting part.

That's why it's also, I think, called a community the first place.

It's the part of connecting and just having the common hobby.

Does convenience play a big role when it comes to making a purchase?

Oh, how?

Well, I mean, in CB we've talked about, not sure, the customer journey.

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I don't know if you guys have that already.

But a lot of points are, you know, they're like make or break points throughout the whole journey and everything.

So at one point, something takes too long.

I'm like, oh, and I see another side has it.

Definitely.

Or information is not correctly portrayed and I have a hard time finding it, I'm going to click away.

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So the whole journey of buying something from the step of finding it to browsing the website and seeing the information to buying it, that needs to be flawless.

Because otherwise most likely you're not buying it anyway, or at least I am probably not, because there's probably a different side where it's easier.

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Apple Pay, Google Pay

Well, yeah, but then you already had put the card in as well.

Yeah.

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I mean, I know in Poland you have the Blick thing or something.

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Also pretty cool.

You pay with your phone number or something.

You have to code on your phone and such.

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Really cool.

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Like code appears on your monitor on your Where you pay and you put it in your bank app and it just instantly transfers like a one-time authentication code for a payment, which is very cool.

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Yeah, I guess also having all information to guide you.

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So for example, if I want something shipped, I don't have to go to another page to look for the shipping details.

I'd like them there.

Yeah, and when like logging in or like having to insert a lot of information, that's Do you consider subscriptions to be convenient?

Yeah, it's a one-time thing if it's one-time hassle and then it just keeps going until I don't need it anymore.

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I never have to worry about rebuying things.

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But with convenient cancellation policy.

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Yes, and not for a year-month waiting time before you can cancel for example.

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actually don't really go for subscriptions, usually.

just, I, for some reason, I'm not sure why.

prefer to know exactly, like, because I'm scared that I'm gonna forget to cancel.

That's my thing, you know, because I have done that before and some, a lot of companies, I think, What is the most important part of the meeting?

What is the most important part?

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Now the price has gone up but because I already have the year membership it's not getting more expensive for me like still pay the same amount for the whole year membership yeah so I like that's pretty convenient for me because like I think it got like 10 euros more or something per month yeah and I

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still only pay the 60 so I really like that cool so that's very convenient Could you put these characteristics that I'm going to list in order from the most important to you, to us?

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Convenience, quality and experience with the product or whatever.

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What do you mean with experience of product?

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I mean, well, how it makes you feel, pretty much.

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Okay, yeah.

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I would say Experience is the most important for me because maybe something is not the highest quality but still works perfect for me and then quality and then convenience I because if something really working out then I am gonna take the extra step and then don't really care if it's the most

convenient or I agree.

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I mean I would I cannot, for me, we have to say all three of them, if I have to rank them, I think it's almost impossible because I would probably not go for a product that not all three of them are.

Okay.

00:31:39

What features, descriptions, information about the coffee subscription product itself are important to you to be put on the website?

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Related to coffee?

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to related coffee.

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Location, from.

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Region, okay.

00:32:00

The name of the meeting is

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This is on the page.

You can also see like what type of farmer or what type of place, you know, did it.

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Sometimes you have a photo of the farmer with the bean and some brands have that, the origin.

And then you see where it's made.

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It's like, it feels more connected to something that I'm buying.

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And I think it's, I don't know.

I think that's nice.

Otherwise, I mean, roasting dates obviously afterwards.

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So that's on the bag itself because that differs.

So that's not really important.

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Yeah, and if the design of the website is nice.

Bags can add so much.

I really like how their website and the whole packaging looks.

And it just, it attracts me.

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It's the same with books, if the outside looks good.

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I don't buy ugly books here, right?

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Yeah, I don't buy ugly books.

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I think it's hard to answer this question with something specific, because I want the basic details for the coffee to be there, and after that it's just the user experience of how it looks like.

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What aspects of presentation of the product might positively influence your interest in purchasing a subscription?

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So short that.

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No, I don't want to see.

For some reason, I never watch the videos that are included in ads on websites.

If I buy a product and some of them have some videos like, wow, this is this and this.

I never watch those.

I don't, I can't, I don't know.

Almost you watch them.

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Yeah.

It's like fun.

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I don't know, I don't have to read it.

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Yeah, but for some reason, maybe sometimes I watch them, for like 98% of them, I don't watch them.

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Yeah, if they're too long.

I like the ones that are playing in the background, you know, and I'm reading something and then they're kind of aesthetic or whatever, like not necessarily informative, but just like to kind of immerse me into whatever I'm looking at.

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No, I don't like that, it distracts me.

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How would you... Make it so that it's not distracting if it's playing in the background because I've heard people say that it's very annoying and it pops on the side or in the back.

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I like pictures because they just don't move and they still make it look all nice and pretty but my eyes don't like what I also think, especially if it's coffee related, I like when it's a bit more vibrant and bright, especially the pictures portrayed with it.

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Then you have the back and for example what I usually like in the designs when you have a background that's like matte or like super colorful and things happening behind it.

Which I think is a lot more selling than when you have a shot of the beans in a studio in a certain way and sort of landing.

I'm like, sure, coffee beans, man.

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You know, I would rather see some cool funky designs related to the design of the bag or just around it, which is as much more character than just a picture of the beans.

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Or even placing it in a context, you know, like if the coffee is like, let's say, that variety, weird, interesting.

Kinds, I don't know, making a setting with like people drinking it somewhere.

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Like a very cool cafe or social setting.

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Or if it's like something more bougie, you know, also that.

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I like drawings.

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I just like graphics when they're... Yeah, sometimes I like it when for example the bag of the bean is like cut out and behind it's like doodling and drafting and shit happening behind it.

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I think that's the best way you can have a design almost.

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I would also go for a bit of an animation, like stick figures or something.

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Or just for something for the brand to have.

To be recognizable, you know, and then you see it everywhere on their products and, I don't know.

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Yeah, even if the name has a certain, like, font.

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Or the logo, or, yeah, exactly, exactly, yeah.

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Funky designs, basically.

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Yeah.

What guys?

00:36:12

What aspects of a specialty subscription would make you lose interest in Repeatability.

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If I get the same bean or like same types of beans because if I would subscribe over the course of let's say Four to five months and it was four to five months I've been at every single bean I'm gonna start subscribing Because then after all the beans from their collection and I want to see a

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variety of beans over time because that's the reason why I want to have the subscription I want to try different beans and maybe their bestsellers which are nice could then stay for like a longer amount of time But I don't want to repeat the coffee beans I'm constantly buying Because I'm kind of

currently in the industry like, oh, this is a cool brand.

This is a cool coffee bean.

I want to try this one that makes a more fun experience.

I get to try different coffees, new coffees.

For me, that's the most important part.

Interesting, because for me, I would imagine I would get something that I if I find a product that I really love, in this case, coffee, I would like to stick to that and just know it's coming to me, you know, on a monthly basis, let's say, and they have it there and I don't have to care about I

00:37:22

currently have a big bag at home with the coffee that I so far like the most.

I got a bigger bag after I ordered an extra one and was like, I don't really like this one.

But on the side, I still order other coffees because I do want to try different ones.

And then if I don't like coffee, I can either mix the beans together or change it around a little bit.

Do you find pleasure or enjoyment in using subscriptions?

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It depends.

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No, I love the activity but I hate losing money.

Subscriptions, it feels shit because the first time it's fun.

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I start a subscription like, yeah, I can do this.

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And then the next one after, money gets deducted without me actually buying something so I don't get the adrenaline of actually clicking buy of a product.

So that is the sad part.

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But then again, I do get nice products every once in a while inside.

So at one point I kind of put it out of my mind.

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I would only go for a subscription if it's convenient, like in weighing different scenarios of me getting that thing.

If it's the most convenient way of me getting it, I'm gonna for sure go for a subscription.

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For me it really depends because right now the only subscription that I'm actually paying for is to get a Dutch SIM card.

So that's not really fun because it's something that I need and I wouldn't really pay for it but I just needed to request an insurance, health insurance.

So I need, yeah, because it wouldn't accept my Hungarian phone number.

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What?

Really?

I think I put a random number.

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Don't contact me.

00:39:38

Whatever, at least I can order from everywhere and they accept my phone number now.

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It's like 7 euros a month, so it's not... But I feel like you need it for a lot of things.

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I mean, you're not going to buy every month Netflix.

I mean, technically, rent is a living subscription.

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What service features would you like to see on subscription website that will help you navigate it and using in general?

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Honestly with coffee there were like certain like a list different ways of making the coffee or something like that like what's the best way for this one or what's the What service features would you like to see on a subscription website that will help you navigate it and use it internally?

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For some reason I am a big sucker for you know when you have you know the subscription and you see all like the crosses on which features is has sideways and like the tables I'm a sucker for those for some reason I'm like this is cool you can immediately see what you need and don't need.

00:41:04

Also I remember this shampoo brand function of beauty thing have you heard of it and they have this very popular quiz of oh what kind of hair do you have or need how do you need to care for your hair you know So then, exactly, it's kind of drawing on the same principle.

So then people are like, oh, I want to see what's happening, you know.

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What kind of Harry Potter hair do you have?

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For example, yeah.

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So then if you have that sort of quiz, okay, what kind coffee drink or what kind of coffee suits you, then you have that and then okay, we can offer you this or we can offer you that.

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00:42:02

It

depends on what audiences you're trying to get at because of course there's the coffee drinkers that do know a lot of things but maybe making the descriptions of your products also accessible to people that don't know coffee and describing them in ways that are you know easy to understand even to

people that are not into coffee that would be I think great.

00:42:26

Or what we were talking before like you can have a I like the quiz idea.

00:42:30

I think you could also make two questions like first questions like are you experienced or not the name of your experience that you can ask more copyrighted questions and not

00:42:49

Do you recollect any enjoyable memory you had ing an online purchase of a subscription?

00:43:13

Do you recollect an enjoyable memory you had ing an online purchase of a subscription?

00:43:21

Like the result of the subscription, I guess?

Or experience?

00:43:24

I mean... Well, it could be like you're clicking and you're excited to get could be it's arriving at your door and you're opening the package, could be a subscription online, so maybe a different... Yeah, most of the time I get subscription because I want to start a new hobby or do something else.

00:43:45

If I have a bothering, I bought subscription, I was like, yeah, I can go boring whenever I want now.

Or with Haté, for example, with the movies, it's like, wow, I can immediately just book unlimited movies and I can watch whenever I want, I can watch their movies.

So it's the excitement of getting into and doing that hobby.

But if it's for products, I don't think I ever owned a subscription based on products.

Like every month getting a magazine or every month getting item.

I don't think I ever have that.

00:44:14

I don't think, I'm not sure if I will either.

Because it kind of removes the option to choose how to think about it.

00:44:21

Yeah, I don't know, I'm just excited to use the thing that I'm getting.

00:44:24

And sometimes I like these, how do you call them, like when it's a secret kind like when it's a secret kind of.

It's coffee bar!

Yeah, like, it's kind of exciting and, you know, the adrenaline, like, what am I gonna get this time?

00:44:45

Yeah, maybe you get something that's like personalized again with like a message or every time different thing.

Yeah.

I hate surprises.

I have to know.

Productibility, okay, we also know that.

00:44:56

I have to know.

00:44:58

Every time people say, I have a present for like a secret, I lose my mind.

I just can't stand it.

I'm like, what the fuck?

I just can't.

00:45:07

Okay, do you have any negative examples with an online purchase of a subscription?

00:45:13

Well, also pathe kind of, because I found out after I bought the subscription that I'm stuck to it for four months because I didn't advertise it anywhere.

00:45:20

Like, oh, if you buy it now, it's minimum four months.

They say anywhere.

And afterwards I had to read it basically in their, basically in terms of services.

And I was like, what the fuck?

00:45:29

The that you don't advertise this immediately when someone's about to purchase this is kind of insane to me.

Because what I like with basic fit at the gym is that they say, oh, you can either choose 12 months subscription pay, you know, every month that you're stuck to it for a year.

00:45:43

You can cancel any month, but you pay a little bit more every month.

And I'm like, oh, it makes sense.

00:45:47

They're everlasting beforehand.

00:45:48

You get a little bit of extra out of it if you're stuck with them for a year.

I was like, Jesus, why do I know more about this?

This is kind of insane.

00:45:56

What if I leave in like three months and in the last month I still pay for it?

00:45:59

Yeah, what I find really reassuring is like those emails that you get, don't worry, you can cancel at any time, you know, since I can get out of it if I want to.

00:46:08

It kind of scares me, those emails, because those emails kind of feel like, oh, you know, we hope you forget, you know, suck it.

It's like a little stab behind you when you're not looking.

00:46:21

Would you cancel after 4 months of fatigue?

00:46:24

I still have a subscription.

00:46:25

I'm still in my 4 months.

I'm paying for my third month now, so I have to pay one more time.

00:46:33

How much is it for a month?

00:46:34

I mean, I share it with my girlfriend because we have unlimited for two people.

So it's per person, like about 28 euros per person.

But you can go to any movie unlimited to any quality.

00:46:45

So some movies are 15 euros 50 for a ticket because they're the luxury halls.

If you go to two movies a month, you already have your money's worth.

So especially lately with Dune and all other good movies that came out, more than worth
Good morning.

I'm leaving for summer vacation either way and then I'm going on internship as well.

00:47:08

Imagine you stayed here.

00:47:12

Would you?

00:47:13

Depends on how many good movies I think are going be coming If there's an expectancy of
good movies coming out in the next two or three months, I will keep my subscription.

If there's no hope for me to see any good movie, I'm canceling because there's no point.

I'm not going to go through shit movies and pay 29 bucks for that a month.

So it depends on the qualities.

For example, I'm relating it back to coffee to try and see if there's a link with it.

If there's beans that I, like I said, with a repeatability, if I get the same beans, I'm canceling it.

00:47:38

I know that being quality that I'm going to be getting, I'm going to be lower quality because I
said, hey, we're switching things.

I'm canceling because the quality changes on the things that I need change.

00:47:47

Perfect transition to another question.

Do you consider featuring different varieties of coffees important in a coffee subscription?

Heavily, that's my number one thing.

00:47:57

Yeah, definitely.

00:48:00

For all of you?

00:48:00

Yeah, the more kinds the better I think.

00:48:03

Because you said like, oh, I would rather have my own type.

00:48:14

Don't change the recipes, like the one kind.

Don't change it because people sometimes really hate that.

Yeah, don't improve the format.

00:48:25

Re-brand it.

00:48:25

Unless you get like heavily shitty reviews about it, like it's like average rating is horrible, otherwise keep it.

00:48:31

Yeah, exactly.

00:48:33

Yeah, I think the keyword there is like just the flexibility again with different subscriptions for example subscription we can have n one standard bag a month plus four random ones or you have I think the variety of subscriptions is is the best option there because some people want a mixture of

00:48:47

both one standard one with new ones or maybe it's only new ones or only the same ones I think that's dependent on subscription yeah or maybe you have like a five to six month subscription because you have five to six different coffees and then after that you can Do one click and choose the ones that

you like the most and then from then on you receive those Because then you also get the different variety but then you also get the one that you were talking about, the one that you like.

00:49:15

That's good.

00:49:16

Would you be interested in learning about different varieties and processing methods of coffees out there with a subscription?

00:49:23

I think what would be nice, what I don't see in coffee now, which I thought about not too long ago, is when you get a coffee bag with coffee beans in it, to have a full inclusion basically of the farm where it's made, how it's made, everything happening, because not all coffees have that.

Like a little flyer or pamphlet, specifically related to the characteristics and the happenings the coffee bean itself.

Because that's kind of missing right now, it's this flavour, these notes, it's made here, but not all.

00:49:49

So it might be based on this.

00:49:53

Would you feel a need for more information on the package?

00:49:58

A lot more, because this just says it's washed, it's green tea, blackcurrant, honey notes.

And I think it's nice if you have a flyer like, oh it's made here.

00:50:05

It says the village that it's coming from, Gasharu in Rwanda.

00:50:10

That it's washed, yeah, and pretty much what else you could have here, like maybe an altitude that it was grown Yeah, but I mean I think it's also nice, maybe we had another biography of the farmer, but in general like the farm, a story of the farm, because sometimes you have that with bigger

00:50:23

companies that they have, oh and it's made in this farm, this is happening.

00:50:26

We just scanned this QR code?

00:50:28

Yeah.

00:50:29

Because they, yeah, I wonder based on this product I have in my hands.

friedheads.com If you want to you can scan through, I'm just curious because they do put the information out there.

And I wonder if people would like to have more information like maybe literally here in the back because some companies will have a label in the back and everything is like clearly listed.

I think that's nice.

00:51:00

I prefer that too over a packaging like this.

00:51:02

Yeah and maybe not overdoing it so indeed if there's like really like people into coffee they can have still a QR code like this or for more information visit whatever.

But yeah, like a slightly more information than that.

Like I find that sticker just like, oh yeah, we need some stuff.

Let me just stick it there.

00:51:21

I would kind of like if I get like a random mixture coffee beans in a subscription, I would like with, for example, with each different coffee to have like a little like flyer, like an A2 size paper or like A5 size paper.

00:51:35

And then the paper basically saying, oh, it's made here.

This is the farmer.

This is the country.

And this is related to everything.

So, when you're trying out, not when you're buying an actual bag of coffee on a website, because like this it kind of makes sense to not have a full subscription everywhere.

But if I'm trying something out, I want to know as much as possible about the coffee that I'm trying out, because that's like, oh, that's interesting.

00:51:53

If it's a coffee I'm just dying, I can probably already read it online what the information is related to the country and everything.

But if I'm getting something random from a random selection subscription, I would like to see all of the information related to the country, the village, the farm, the farmer, do the thing either Yeah, you know, I never scan QR codes ever.

I do.

00:52:19

Only if it says scan this now to get here.

00:52:24

Only if it's mentioned, like if it says like oh you know you want to find out more about this, scan this here.

00:52:28

If they just have a QR code.

00:52:30

If they want to lead me somewhere, I would never scan this because this is small and it just has a QR code, you don't know what it leads you to, but apparently it leads you to the website saying more about the farmer and everything.

I have no idea, I'm not scanning that.

If it says, oh hey, you want to find out more, you want to have our Instagram, just scan the QR code, yeah, I'm pretty aware.

00:52:49

Yeah, and a bigger QR code.

I wouldn't have noticed that there's a QR code there.

Especially without my glasses.

00:52:55

I think this is a pretty bad design.

Two out of five.

Okay.

00:53:06

Do you like the funky design or no?

I just don't like the blue background.

Was this yellow?

00:53:12

I would have loved it.

Like bright, more vibrant, like pink.

00:53:15

How about personalizing your container?

00:53:21

You sold me, where can I buy it?

00:53:23

That sounds expensive to make though.

I mean, I don't know.

00:53:27

People would pay for something like that.

00:53:28

I think so.

00:53:28

What if you can have your own cup like this, for example, it's own design and when we get beat you can just refill it in your own cup.

00:53:34

You have your own custom container.

00:53:35

Wow.

00:53:37

Hey, I think that's pretty cool.

00:53:42

I don't like fried heads though.

00:53:44

I don't like their coffee.

00:53:45

No, I don't like their coffee.

I'm sold on new ways now though.

I've had two or three different ones, new ways is way better.

I haven't had New ways coffee.

00:53:55

You've tried, you haven't tried the one that my favorite coffee, Marsha's favorite coffee.

00:53:58

Oh, is it new ways?

Isn't it five ways?

00:54:01

No, I think it's new ways.

I'll double check later.

I don't have a picture of it.

00:54:06

Yeah, then I tried them.

I haven't had the full bag of their coffee, but yeah.

Are there any other aspects of specialty coffee that would make you interested in a coffee subscription?

specialty coffee subscription, of course.

00:54:34

Community related, I think it's nice to have events related to the brand.

00:54:40

In person events, offline events?

00:54:41

Yeah, like coffee coffee, for example, you test your coffee, or for example you have a new coffee bean coming up that you're going to be selling.

There's an event happening around that, people can try it out, do things with it.

Or with a local cafe, you can just pop up there, have a little stand there, do something with it.

I think it'd be really cool.

00:54:58

Or maybe another panel talk, but with audience.

And then they can also see how the process is going and stuff like that.

00:55:08

And again, would you rather have an event like that live streamed online or would you rather have it in person?

00:55:15

You could live stream online because it's not that much of an extra haggle and in case someone can't make it and would still like to watch something like that, you can't.

00:55:21

It's not that much of extra work.

00:55:23

Or someone is sick and they still are a fan of everything.

00:55:30

Would you say you feel confident in your knowledge about specialty coffee and the coffee industry in general, farming techniques, grinding, roasting?

00:55:44

I don't know that much, but I know enough.

00:55:47

For me, about techniques and stuff, yes, but I've only tried one sort of specialty.

Yeah, so like I have one sort of at home sort at home and then all the others were just like one cup or something so like I don't really know much about different coffee beans mostly because I don't have the money right now to get different ones but maybe a subscription will change yeah I don't know

00:56:11

anything okay but I would be very interested like as we said before if I hear about how these things are made I would be really hooked on yeah Do you think it is important for potential customers to know about the specifics of the specialty coffee industry?

00:56:31

Like exactly how the coffee was formed, exactly where The farming practices later, how it's processed.

00:56:40

I think it's also a way for them to get to know it better.

If someone isn't well versed in it, they're like, oh, so it's this and this and next time you're like, oh, I didn't like a coffee with this and they can slowly experiment.

00:56:51

For example, they tried a wash coffee from Rwanda, like that one, right?

And they try a non-wash coffee from Peru later and they're like, oh, I like this one way more.

Then you can find out, is it because it's from Peru, from the region or is it because it's not washed?

Do you watch coffee related content online?

00:57:22

You do?

You don't?

00:57:27

What coffee cotton do you watch?

00:57:30

Who do you follow?

James Hoffman.

He's the dad of the coffee industry.

And granddad.

I watch a lot of reviews on grinders and espresso machines because I'm looking to improve my setup.

00:57:48

I want a mechanical grinder and I want a Hand espresso press now as well.

So I'm looking into the gear.

00:57:57

A new liver machine came out.

It's apparently better than the Flair 58. 58. Yeah, crazy.

00:58:06

A coffee machine, like you put a little bit of water with coffee in here and you have a big press and you push the pressure yourself on the espresso basically.

It's really cool.

00:58:13

It's a handmade espresso instead of a machine based espresso.

Yeah.

Um, but I'm looking into tech things.

There's a few other YouTubers who I forgot their name of who I do.

I used to watch some, um, like lifestyle people, um, that are professional like designers and such graphic designers and people do things like that.

And they like, and they share like the way they make coffee, for example.

00:58:36

Um, yeah.

That's it, I guess.

00:58:40

Too much coffee.

I really like POV videos, people making coffee.

Oh, that's amazing.

00:58:47

Click, click, click.

00:58:48

So aesthetic.

00:58:54

Yeah, but I'm kind of stuck between coffee and alcohol because I'm a bartender as well right now.

It's like I don't know which one interests me more so it's a little... Nowadays I mostly watch bartending videos like cocktail videos and stuff like that and also like wine so some of the things and stuff like that but I am still very interested in coffee.

00:59:13

Coffee in the morning.

00:59:16

Where do you work?

00:59:19

In a towel restaurant.

00:59:21

Ah, because my girlfriend works in Dr. Watson, if you know it.

00:59:24

Oh yeah, that's very nice.

00:59:25

People are leaving there and they need new people behind the bar downstairs probably.

00:59:29

Oh really?

00:59:29

In case you want to work there as bartender.

00:59:31

We'll see, we'll see.

00:59:34

I'm recruiting.

I'm really enjoying the restaurant right now because you just get the order, you place tray.

00:59:39

Yeah, okay.

00:59:40

It's easy.

00:59:41

It's my first job so it's a good introduction.

00:59:43

To the country, it's not that hot.

00:59:45

The country, no it's like jobs.

How do you feel about informative media content explaining about the specialty coffee products included in a subscription?

For example, with the Kira codes, for example.

I feel like I'm just the target audience at this point.

01:00:04

Who would you like to have included in that?

01:00:34

What I would like is for example, I like when things are a lot more personal related to a brand.

01:00:40

I hate when things are distanced and corporate a little bit, when they're like, oh, here's our brand, buy it, this is great.

I think it's fun when someone from a company, for example, has their own bean and says like, oh, this is my favorite way to make coffee with this and then makes their own coffee.

And I'm like, wow, okay, that's a lot more personal.

Let me try his way of making coffee.

explains the steps.

It's also good for beginners to copy all of his steps and just do those things.

01:01:00

James Hoffman, but for a brand.

01:01:16

Who is James Hoffman?

You got a good idea.

01:01:22

I would still be interested in like, like how, like for example when you have one coffee, which is the method that's the best for that coffee bean, like the one that brings the taste the most and stuff like that.

01:01:38

Like maybe, I don't know if that would work in a video What about talking about the basic information about the coffee where it was not farmed?

01:01:49

Did I get correct that you wouldn't like that?

Just talking about where it was farmed, how it was processed?

01:01:57

That I would rather read my own because then I can skim the information because otherwise they state everything one by one.

01:02:04

That is a lecture.

01:02:07

And I would rather just when I'm researching the coffee myself than read about it.

01:02:10

Unless like I said it's a guy explaining how to make his own coffee and meanwhile what's entertaining he explains something led to the coffee.

I don't know, maybe I'm too ADHD for that while he's making his coffee and doing shit that he explains to coffee, because otherwise I get distracted, I just can't, I just can't focus.

01:02:27

What is cool is also those videos from there, from the farm, you know, from seeing how the things are actually made, those are really cool.

01:02:36

Yeah, I don't think I'd watch those.

No, you wouldn't be interested?

I would see the pictures and maybe, like, extra.

01:02:44

I need a story.

01:02:46

I would read that, I think.

01:02:49

Okay.

I would watch it.

I would watch that.

Like all the processes, like laying it out, if it's watched or not watched.

01:02:56

It gives personality to the brand.

Three versus one.

01:02:59

Maybe.

Ah, I noticed.

01:03:02

Shit.

01:03:03

Enemy.

01:03:03

Yeah, apparently.

Four.

Unlucky.

Unlucky.

01:03:07

Minus one.

I surrender.

01:03:09

I surrender.

Do you feel like media content in general would elevate your experience with the Ko-fi subscription?

Would you like to see any other media content besides videos, exclusive videos and maybe live stream videos on Instagram?

Yeah, just random posts.

01:03:38

I kind of like those when it's a little weird but I really like those when somebody posts like new package just arrived or the storage is full now or stuff like that.

I don't know why but I like that.

01:03:49

It's exciting.

It's like a company vlog.

01:03:55

Okay, so you'd like to also see behind the scenes?

01:03:59

I'm looking for internships and I'm looking very heavily for company culture.

I saw on LinkedIn a company that has a daily question in their office and people can click record on a phone button that's standing there and they answer the question first of who in the office drinks the most coffee and they all like point fingers like oh there's that person that person when they

won't buy and they have all these little videos with questions every single day and like That's fucking cool.

01:04:24

I want to work there.

And same with the coffee thing.

If there's things happening that I can see, I'm like, oh, this is a very cool company.

01:04:30

Yeah.

I feel like it's not only about the product.

Of course it is.

01:04:33

But there's so much more than that nowadays, especially with younger generations.

01:04:38

Yeah.

Like pictures of the team, for example.

Yeah.

Here we are working on the next package.

This is Gus.

01:04:43

Yeah.

01:04:44

I don't know.

Hi Gus.

Yeah.

01:04:49

Okay, now imagine yourself in a situation, you're thinking about buying a subscription online, coffee subscription, would you then first follow an Instagram account of the company or any other social media?

01:05:06

I wouldn't follow them if I don't buy them.

01:05:08

So you would first buy and maybe after being subscribed.

01:05:12

So that's why, what you mentioned before, the experience on the website has to be really good for me to get hooked in when I'm exploring what they're offering.

has to be, you know, gripping, interesting, funky, all those things and then I'm gonna maybe get a subscription also based on the feedback and everything we've discussed and then when I like it enough I'm gonna look for their Instagram and maybe follow them there if they're cool enough.

01:05:35

That would be the point.

Where you say like, okay, I'm fine with following.

Would it be after you reviewed the product would it be after you made the purchase?

01:05:45

It can also be if they're interesting enough, even before making the purchase.

If in their website I see some link to their Instagram and then I browse through Instagram and I see that they're cool and interesting.

01:05:56

Maybe if I'm not convinced.

I think if the website looks good and I even see one sentence, watch our behind the scenes on our Instagram

01·06·04

That would make me follow I think during the process either way I'll probably end up on Instagram and if it's then engaging and interesting enough I would definitely follow before I buy Also nowadays these like bigger Instagram accounts like football clubs and whatever they make these Instagram

01·06·22

group chats kind of when they're the only ones that can send in things.

01:06:30

I feel like most of it is branding and marketing

It's not even just quality, all of it is branding and marketing

And if you've got that down, people will buy it and I will follow you either way.

Even if I order your coffee at once, I might still just follow your Instagram and interact with you as a brand it's aesthetic and cool enough.

01:06:55

What kind of content would you expect on social media pages for specialty coffee products?

01:07:03

01·07·13

01:07:23

POV POV POV POV POV POV POV Yeah, or even the events that we were talking about.

01:07:28

Just a post about, hi, we're working on a new product, swing by for a little taste this afternoon.

01:07:34

And also maybe some promo videos.

Again, I don't know what I'm up about with stories, but you know, like, I don't know, building some sort of little plot for like this promo of like a few seconds holding the cup or something or making the coffee in the morning or something like that.

I find this cool.

01:07:51

I think it depends a lot on again, the target audience who you want to I also like the things when they're like do you want to know how

01:08:22

This product arrives on your table and it's like we get it from here, it goes on the plane, it comes here, people get it, you know it's processed, blah blah blah and then the end when you actually have the product on the table, like I really like those.

01:08:42

Do you know how much money you spend on your coffee habits a month?

01:08:48

A good amount.

I mean, just beans.

01:08:52

Including everything.

01:08:53

If I would average out the buy of my cattle and everything else, it's a lot.

But if I just leave out the equipment that I buy once, because you can't really calculate that monthly, if it's mostly just beans, I guess, because I personally don't buy anything else, then it's at least And how about on equipment, how much have you spent this

The name of the meeting

The filter papers I need to buy, I need to buy the scale, the beans, I bought my vacuum canisters as well, so to coffee longer.

01:09:59

So like a thousand?

01:10:01

No, I mean, that's a lot to have high quality.

01:10:02

For example, for the kettle I can choose the temperature on which I want to set it to, so I can choose 60, 70, 80, 90, I can choose the degrees.

If I'm my girlfriend likes green tea and green tea you make it like 70 degrees to 76 degrees celsius, so depending on what type of drink I make I change temperature.

Grinder, you can choose how coarse you want the coffee and how fine you want it.

So that's also a lot customizability comes which you pay more for and quality, I guess.

I'm also someone who would rather invest into quality and pay a little bit more.

My dad always taught me if you buy cheap, you buy to break it basically, as you say in Dutch.

01:10:35

So I would rather spend a little bit more.

And then enjoy something that's good quality and that I can resell for a good amount of money as well rather than buy something cheap that I basically throw away once I'm done with it.

01:10:47

Yeah, I live here shared apartment and the kitchen is very dark and very depressing so I don't really like spend a lot of time out there.

So I usually buy coffee from here when to school.

I just don't like it at home, it just doesn't make me feel good right So hopefully next year if I move out then I'm gonna be able to pursue it further I actually have my own kitchen and stuff like but here if like spend two euros every day and then it's already ten euros a week so around 40 as well

and then I also make some times at home so month The name of the meeting assistant is

01:11:47

Because I need something quick in the morning and then if I get something here, yeah, so it's that for But maybe if you already have all those things, maybe I would also get the grounds I used to drink coffee like that at the very beginning.

Yeah, you wait for them to settle on the Bottom, bottom, and then when you pour it they don't come.

So is it like Turkish coffee?

Yes, yes, yes.

Yes, that's how we make it at home.

01:12:10

know, I have a V60 and what the name of the one that I showed you?

01:12:14

The one that you put on the kettle?

01:12:15
The drip counter, the V60.

01:12:16
No, but the other one, the one that you put on the kettle.

It's like, like, I'll show a picture.

01:12:21
You're gonna know what I'm talking about, but I don't know the English name

01:12:50
I drink matcha.

01:12:53
How much do you spend on tea then?

01:12:56
Well, I think maybe 20 maybe a What's matcha?

It's from Poland and Berit.

It's like just the powder and then I make it myself at home and I do honey and water and then I Honey and water?

Yeah, like hot water soda mixes and then honey for sweetness and then I do

01:13:27
Do you think an increase in the value or quality of the product justifies higher price Yes.

01:13:35
Yeah, but there's a limit.

I mean, especially coffee usually has like, mean, I expected to spend between 1250 and 20 euros for a 250 grand bag.

So if I, if suddenly it's 24 euros, I'm like, I'm not sure.

01:13:50
Yeah.

I mean, what we were talking about before, like if the reviews are good, then don't change it.

It depends the profit margin.

01:14:16
Well, I do want to give you money for the service you're providing.

I want to pay for the farmers, everything fairly.

But then if it's like really jumping above the charts and like, yeah, I'm not gonna.

01:14:28
If you're jumping from like a 13 year old coffee to like a 19 year old coffee, I'm going to question what the fuck you did with the coffee.

01:14:34

Even if you pay more for coffee, the farmers are still going to get like 10 cents an hour.

01:14:38

Usually with special coffee it's a lot better at least.

01:14:41

Thank you for these.

But still, if you count all the planes and everything, then die.

01:14:48

True.

But I mean, if you give them a euro, for them it's probably a lot more in comparison.

01:14:54

Would you be more likely to purchase subscription plan if it contains any kind discounts or loyalty programs?

01:15:02

Like even if you have a free trial month or something, I would try.

01:15:05

Oh, also, that's very important, I think.

01:15:09

But then sometimes it's also tricky because sometimes I say like, oh, free trial month and then I check and then I don't know, 50 euros from the next month and I'm like, yeah, yeah, no, thank So it's Or even like 50% off for the first month.

01:15:23

Would you expect also to have a free trial amount physical products like coffee?

01:15:28

Yeah, but not really because, yeah, that's not really, don't respectful or I don't know, but maybe like a 50% discount for the first month some kind of discount for the first month.

Just because you something to try out and you don't immediately have to commit to one product fully.

Free shipping.

01:15:50

That I think is reasonable.

First time free shipping or you get an extra small little thing, extra to it.

If you order a free 250 grams of coffee, you get an extra trial bag of like 100 grams, you get extra for it.

01:16:02

Or like the cups that we were talking about, you get a cup next to it.

01:16:05

I think it's good.

01:16:06

Something a little bit extra.

01:16:08

But that's also something I think we now expect because it has been done a few times and now we kind of expect it.

In your daily life, do you make purchases based on if there is discount or deals?

01:16:42

Yes.

01:16:42

Depends on what I'm looking I go to overtime and I see 20% off, I'm buying.

01:16:47

Yeah, same, doesn't matter.

01:16:49

Even if the home bread is cheaper, I'm like, hey, it's like a year off, I'm getting it.

01:16:55

It's bad.

If I go to, I think I've probably gone to scams like a hundred times that way, where a website says 20% off and then it's the same as the old price, but I'm thinking mentally, hey, I'm good.

01:17:06

If they say £1.99 instead of £2.00, psychological crisis.

01:17:12

No, definitely.

I think when they show like discounts, I am way more inclined to buy it.

01:17:16

Or even if you do like a calculation, how much you save monthly, if get subscription compared to if you buy a different product every month and you see at the end you save, don't know, five euros or whatever, then That would kind of motivate me to get subscription.

01:17:36

Okay, that's it.

I can now maybe present you with an idea I would have.

At least!

Some of it works with what you answered, some of it doesn't.

The idea is for us to present a specialty coffee landscape European roasters with a subscription and we were thinking about targeting people beginning their journey with specialty coffee.

We're thinking about doing two different coffee varieties per week of smaller amounts, under 100 grams, more than 45 grams.

01:18:14

Right now I'm inclined to doing like 60-80 grams of coffee.

Having exclusive media content with it, with those bloody QR codes.

You can scan and you have a video, a video that you wouldn't watch.

Hopefully I would have some content from the farm too and maybe from the roastery I could just tell the journey of the coffee.

would also like to have live stream videos on Instagram.

Right now I'm thinking Saturday, Sunday so people can brew along me.

01:18:55

They can ask questions about the coffees that we're currently having.

We can just have a nice conversation there.

I would like to have also like a hub with recipes and informational content.

Besides that a community, the Instagram channel that was one of our teammates idea also to do it and we could send out like recipes there and tips for brewing coffee.

01:19:27

Do you think about Patreon or Discord?

01:19:30

I thought about Discord as a community channel.

01:19:35

We could do that because it's different from Instagram, right?

On Instagram you would maybe just have us send out a group of people some videos of how to brew your coffee or how to make your coffee even better.

On Discord we could actually have a community where people talk with each other, make recommendations, Maybe sell equipment too.

That was a good idea, I think.

01:20:04

It's more interaction with each other.

01:20:05

Yeah, exactly.

01:20:06

Otherwise it feels like a newsletter.

Yes, and the Instagram channel I think is good for it, I think it's better than like an actual email because those I will sometimes read when I'm really interested in a product, but oftentimes I won't.

01:20:19

Yeah, even then I just grow tired of them and stop.

Yeah, I already have too many spam emails that I would just get lost in between.

Yeah.

01:20:30

Along with all the content in the community aspect, like our main USP is the small amounts and giving the opportunity to try out different types of coffee.

So it's not the value of the coffee beans because of course they will cost you more than buying like the package of 250 grams or one kilogram.

The USP is more in the variety of coffees than you being able to try all the landscape or all the like basic processing methods and varieties.

Which you also then have the option to buy them if you like them.

That's the thing, that's an issue, a big problem we're having, how to resolve it is for example we pitch the idea to an already existing specialty coffee retailer and try to work with them so that Well, they offered a subscription and if someone likes a specific coffee, you can link to a bigger

package of 250 grams to one kilogram.

01:21:26

Because my question is how is this then different, for example, from Barnwood Inn?

01:21:31

Because they have trial packaging as well.

Like my first time I ordered coffee from them, I got four different coffee types of like 150 grams or 200 grams each, which is more than you're saying, like 100 grams, but it's still Trial packaging in a way, so it's still... It is, so it's a competitor, but the thing is there's no products on the

01:21:51

market that are offering less than 100 grams of one variety of coffee.

So that's what I would like to work with, present more.

01:22:00

it's basically so people can do three coffees a week with that one.

01:22:04

Yeah, and also with the barn it's a roastery, so they're offering I would like to showcase the whole landscape of European roasters.

01:22:21

In what context are you working on this?

It's a course, I presume?

01:22:25

Yes, we're working on a CD3 right now.

You need to make your own company, basically.

Pretty much, that's what we chose.

01:22:32

And actually get it up and running?

01:22:34

It's basically every single stamp before you officially register the company name.

So you have the whole concept ready, you have the whole financial plan, everything is set up, so knowing what the income is, what the cost and everything So it's everything set up apart from the final part.

And a lot of students have made companies from this module.

Yeah, we are finishing in June, so throughout the summer it would be nice if we could manage to start.

Yeah, we're going in the end to have something ready to present to potential partners like those students.

Nice!

already talked with a retailer in Poland, in Warsaw, specialty coffee shop.

They gave me some nice advice there.

For example, they set up the idea, they already thought about it, they thought about repackaging the coffee themselves, it didn't make sense in Poland at the time.

Something you can partner up with maybe, in way.

Providing beings and such for trials.

She did too.

She believes in the Netherlands especially.

Yeah, she said that.

I said I'm thinking of Germany and the Netherlands and she was much more... think it's a bigger culture.

UK as well.

I think Western, more Westerns, it's more... Because people can spend money on these things.

I think it's also more glorified work culture but a little bit more like luxurious glorified work culture.

Like I said with the coffee having a very nice office setup with plants and multiple monitors.

That is kind of the culture we have in this part of the world.

Yeah, we know.

So yeah.

Coffee market, for example Netherlands drink the smallest amount of coffee per capita.

Germany has the biggest sales with coffee around the world actually.

Biggest exporter, it's like the biggest market.

Biggest coffee exporter or importer.

And in Europe the biggest exporter.

I think that's necessarily true.

No, I did the... Like they import it, they roast it and then they export it.

Okay, I like In Europe they Biggest retail exporter.

No, it's really cool.

I'd like to see it develop.

Roast coffee exporter.

you need more help over the summer, we might have some feedback.

Do you have any ideas or any feedback, better feedback for us?

Sounds cool.

Well, I'm so excited to make it work.

I think like I said, what kind of sucks with this which is difficult is that it's less, I think you should regard it as less as a company and more as a like marketing social media thing almost.

If you make a crazy YouTube and Instagram content channel with TikTok out of this will be a success.

But I think if you just have it as a retail store, it's very hard for it to kick off.

I think the more you treat it as content creation, the more chance you have for this to Yeah, that's true.

That's what I personally think because it's a lot more in the atmosphere.

That's what you see with the biggest YouTubers, James Hoffman, they want to see the content and things related to it.

Yeah.

Otherwise it's just something they buy.

Maybe it's a bit disappointing for people like you that are really into coffee and appreciated for what it is, but to get to the masses, this is the way now.

Especially because you are catering to beginners and beginners, how are you going to reach them with just existing as a retailer basically?

I can maybe tell you the evolution because at first I got an advent calendar with specialty coffee.

And I was trying different coffees every day.

They had videos explaining about the personal methods, everything.

I really liked I I want something like that throughout the whole I found out there is nothing like that, so let's make it something.

There we go.

But then, exactly, I was talking in Poland to that lady from a coffee shop and she You have to from the very beginning make a distinction from people that are starting with specialty coffee, because they will want what you're talking about.

Unlike the people who are already into they will want more very specific, just information about the coffee, written, everything, not even videos are needed, but maybe giving them more interesting coffees.

So I think right now we would target more beginners Not crazy experimental processing methods, but just basic varieties, basic processing methods.

Something easier to get into.

And obviously we'll have to take into account what those people value.

So yeah, the content, the funky packaging.

Yeah, I think you have to make it as explosive as possible, like packaging-wise.

Because it's like, woah, it's brought in your eyes.

And if you have some brands, like coffee brands that have a simple white packaging with labels, it's very minimalistic.

That's what Yeah, but that's because you're already in it because information is simply presentable and everything.

If you have something bright, yellow, fleshy, cool design, you're like, wow, what's this?

Great, especially coffee.

Oh, wow.

I love the casino mocha packaging.

Yeah.

It's so good.

It's like very minimalistic, but it's colorful, minimalistic.

And I think it's just different colors.

Yeah, exactly.

I would even like to see it even more explosive.

It's the way it's written.

Thank you very much for joining us today, we gathered a lot of information.

Beginner group

Today we're here to talk about specialty coffee a bit and we want to test if our business idea will resonate with you guys, with the target audience, you are target audience. You can taste specialty coffee, that's the one you have in your cup right now and you can, if you want,

express your thoughts, say if you have anything. Feel free

if you don't like it and you prefer regular commodity

coffee, darker roasted, but fine, it's preference. What is

this? This is a coffee from a roastery based in Amsterdam.

It's a lightly roasted coffee from Rwanda in a washed

processing. It's a washed processing method. It's the

most known processing method, a basic one.

So yeah, just take a sip, look at it. This is yours. Is this

filter coffee? This is your brand?. Well, no, I bought it.

But it's like one of the...

Stan, how did you do this? How

did I do it? I use a kettle like that to pour the water

over V60 and I put paper filter inside and I grind

coffee. Okay. It looks very watery. It's not a

strong coffee. It has a sweeter taste somehow.

Yeah, what are your first thoughts? I thought it was tea

from the beginning. First tasting note on the packaging, you can check it out, it's green tea. Really? Yeah, and even like the body of this coffee is also lighter. People often actually compare it to teas. That's a great comparison actually, wow. I'm surprised. Well, I saw it from the color because well normally my tea is like bit darker, it's a little bit stronger. Then like a similar color and I was like, oh that's tea but no, it's coffee. What do you guys think? think it's good, but I think it's very different, like it's not your traditional coffee and I don't think you should market it or sell it as such. I think that can either be your strong point or your weak point. It's not coffee at all. It's what I mean, you can just sell it as not coffee, kind of, you know? But it is, no? It's coffee, yeah. Yeah, exactly, coffee. But also because something that I learned last year was that the flavors of a coffee you know are invented by the creators you know what I mean in the sense that I was drinking a coffee with blueberry like it said like that so I was asking the manufacturer like So what, we are growing blueberries next to the coffee or what? Because how did the... Blueberries are like, no, we tasted it and we decided it tasted like blueberries. Maybe that's the green tea flavoring. Exactly, exactly, exactly. Okay, but let's start

with the actual questions. And yeah guys, so we kind of want to make this like an open discussion. So just be honest about your opinions, what we asked you. Also feel free to discuss with each other because that's really what we're looking for. So yeah, let's start. Alright, so our first question is, have you ever heard of specialty coffee before today? Yes, think I did. I'm not sure how you define specialty didn't taste coffee like this.

Jessica? No, I don't think so.

Never heard of it? No, but I'm normally drinking tea. Okay, that's actually a good thing what you said because our next question would be how would you define specialty In your sense, what is specialty coffee to you? I'm not sure but if I had define I would say it's not the regular coffee that you get.

Oh yeah, the mic is there.

Maybe put it in the air. Yeah, so for me especially coffee is coffee that is different than just average. Yeah, can be of better quality, can be roasted differently, can be different bean mixes. Yeah, stuff like I only know what Arabic is supposed to be. Alright.

That's yeah. I would say it's a coffee that you remember of something, like specific coffee from Morocco has like a taste, has like a Moroccan taste-ish, I would say. And it's just different than the normal coffee that you have.

So like, for example, the automats at school would like

the coffee. It's just coffee that we know. It's not really good, but it's not bad. That's debatable I think, but yeah.

But I think it's practically the same coffees that you can also get at the coffee bar and then it tastes way better. So it also depends on how you promote it and sell Okay, interesting. I think it's mostly marketing. Marketing can affect taste and branding as specialty coffee enables most people to understand what specialty coffee is.

Yeah, I think specialty coffee is, I would say it's like the more indie version of the coffee industry. Like it's where you drink coffee that's not like Nestle, Nespresso, Italy, Starbucks, you And like Victor said, I agree with a lot of what he said about depends on how you want it because you go to a specialty coffee shop and they ask you you want it roasted, you want it brewed, you want it whatever, you And I think that's what makes it special.

And it's also I think that most specialty coffees, the ones I've been to at least, are owned by small, either small chains or small businesses. Often they even roast the beans themselves on the site. Alright.

And now that you kind of described how you feel like the term is used, how did you learn about Like, how did you think you got that information? I mean I did hospitality, an eddy, so yeah, we learned a lot about coffee

and tea, but I forgot lot already. And I lived close by to one of those small coffee bars where they were roasting their own beans, so sometimes I would go and then try different coffees. I was never so much invested the point that I would be able to say okay this is now coffee from this and that country roasted at this and this level yeah but it's it's very interesting there is a big difference compared to those average yeah I mean heat the machine coffee but even the coffee that you get at the coffee corners here you could argue yeah there's others that are maybe better or worse yeah I would say just for my friends that aren't drinking a lot of coffee. In Italy there's no real cultural specialty cups, I would say.

There's Lavazza, there's Ili, there's the main ones. You go to the bar, 50 cents and you get that coffee on the spot.

Normal thing, you don't really think about where it comes from or... but it's mostly Nespresso, Nestle. There was a lot of advertisement I learned from there. And me just because I tried to get into the coffee industry last year and I made a lot of research, went to a lot coffee shops, went to a lot fairs, talked to a lot of people, gained some knowledge and that's it. Because we are researching our business a bit we want to talk about subscriptions a bit. So our first question would be are you currently or have you ever been subscribed to any subscription service and if so

which one that? You don't need to answer in order by the way, just go shout. I have, but it was mostly because it was like a blockchain based coffee brand and I was really, I was also into blockchain so I was trying to connect two things at the same time, so yeah, I tried it out. What is that again? Can you say? The brand? I think it was called Bored Breakfast. And what do they do exactly? They have their own coffee brand and it's based on blockchain, like it's traced, I think. You can pay with crypto well. It was I think around 20 to 24 per bag. Per kilo? Per month? Per... I don't know. Per bag, 150? That subscription was like per month, something that. Okay. But do you know the amounts? Was kilo or 150? 150? No, not from my head. But it was like one of these bags, you know. What was the name of it? Bored breakfast. Do you mean subscriptions from Ko-fi? You can talk more generally for now. Because Ko-fi, no. Or even for food, I don't think. I don't think I even had a subscription. Maybe for streaming, platforms maybe, newspapers, that's it. It's a service, yeah.

And do you know how much you guys spend monthly on your subscriptions? Too much. Like, you said swap feeds, do you know how much you paid? It was 17.5 per month. 17? Yes. And how did you find out about the subscriptions that you're currently using? For me, social media. I got like advertisements from Instagram.

And I got interested so instead of getting this prescription directly I went to do a little bit of research where were other people thinking and then I was like okay you want to try it or I don't want try Me word of mouth like for me that's the number one like friend recommends to me it means he's tried it can he likes it.

So you agree with that friend?

When a friend recommends you product or service, you are more likely be interested in it?

Have you ever been hesitant to commit to a subscription plan? If so, which aspect of it made you doubt your purchase You have to be at least a minimum amount of time, or if they promise you this guarantee, a satisfaction guarantee, then you can earn all. The name of the meeting is I prefer trying out the subscription. Like, if you miss it, it's your fault if you don't cancel it. No, but that's for instance, you know, it's your fault. It happens to me every time, but it's my fault. Yeah, but still, they take advantage of this, you know? This is what I don't like. Because the next time I will cancel Vashoo, they'll never come back, you know? Because then I'm like, okay, you're trying to... The same may remind you that over five days your free trial ends and now you can decide. Then it's fine, if I still forget. But

all this, try for free and it's completely safe. But you wouldn't pay without trying it. So you wouldn't pay it without trying. Maybe you would. But then it doesn't matter because the product is the same, you know what I mean? For me that's not... then I'm like... So what do you like? For me what I don't like is when they make you pay like a year in one. For me it's kind of This is well, if you force you to do at least three months, half a year. It would be cheaper because usually if you pay for the whole year upfront. But I'm talking in the sense of a student, you know, don't want to, I don't have like to just... So you still prefer to pay monthly even if there is an option to pay cheaper. I mean it depends course on what it is the amount, but generally I would say so. Once I know that it's good and I like it, then I will pay yearly to make it cheaper. But that also often doesn't really make sense to me. Why is it so much more expensive I have to pay monthly? Sometimes you're not here for two months three months and you have to buy it for a year. That's discussed anyway. Yeah, like all those weird rules about the timing, it's really what often scares me the most. I'm the kind of people that just it. Something that throws me off is not clear cause. So if something costs 15 euros per month, it has to cost 15. There's no one-time fee of 5. 5. Service fee. Not a service fee. If I have to read the contract, to

know for sure that I'm not getting scammed, I'm not doing it. If you now think about the coffee subscription plan, Which elements would you consider when you purchase a coffee subscription? If it's for how much coffee do I need per month? Per week? If it has like a little gift from the first, like if you have like your first purchase you get like a little coffee cup. Oh that's awesome. I would buy it, I would do it just for the gift to be honest. Gift? Do you like to be surprised in that package? Maybe at first it would different coffees, you can taste each one of them and then you can choose which one you want and get subscription. Like a trial package for the whole assortment coffees? Yes. Okay. So then the gift, would you like to be only the first time you subscribe to something or would you like to be something that a company does Over and over to kind of keep contact with your I would say when you first subscribe it otherwise you would have that people are going to subscribe every month again new just for the gift. So I would say only like per one email address per one address and then if they have like they stay for like two years or three years that you can get like another surprise. A good engagement maybe yeah one year every After a year, to be honest, I would say like special events like, for example, I don't know,

Valentine's Day, Halloween,
Christmas, like a nice
something, you know. Okay. And then also maybe my coffee
taste changes, you know. After two, three months, I'm like,
okay. Do you consider like the
popularity or a trendiness of product when you purchase it?
It could help a little bit but it also could work against it
because for example you now have Starbucks that's really
popular but there are also a lot of people that are not
going to Starbucks because it's so popular. I was about
to say, I'm one of those guys. If it's so popular, I would be
like, hmm, it's probably just overhyped. But if a lot of
friends then say, oh, this is really good, then it's
different. It's just online somewhere. Doubts.
No, I would like try the trendy stuff to be honest.
Just to kill the curiosity. I like to think that I don't,
but I do. Yeah, you're part the Matrix. Okay. Yeah, we
already had this, but kind Would you also be more
interested in a product if people are like reviewing it
online or sharing their experience with it online?
Yes, I would say so, yes, but also I don't trust most of
them. He can be the grandfather of the guy, you
know, or the grandmother, the cousin. Especially because he
is subjective, the taste is subjective. So, for taste, you
can't go straight to the review. Maybe like technical

products, a phone, yes. Coffee is different. What about reviews on the website itself from customers? It's always like... But I don't think it's a bad thing. It's not bad, but I'm the same as you, I don't trust you because everything could be fake. Which company would put a two-star rating on their page? No one. So they only put the good ones, you know? Same with those citations, you know. But I don't think testimonials are bad, though. No, but I think it should, maybe it's better if you have, don't coffee expert. That's what I mean, a testimonial from either customer that's a coffee expert, a student, a mom, you know. Or if you say, I don't know, 950 out of 1000 customers would recommend to their friends. Like a toothpaste. Yeah, like more, I don't know, maybe that's, or you include friends Comments from other patrons

A list of keywords relevant to topics that may occur during meeting. And now that you also mentioned your friends and some experts that you maybe wanted to see there, would you trust your friends and family more or an expert or an influencer that you know is like really educated in the scene? Friends and family. All those influences are sellouts. You offer them a little money and they can say whatever you pay them to. And even if it's an expert, it's the same with wine, at the end of the day

it's subjective. It's like when you put a lab coat on the face of a doctor. But I wouldn't, influencers, I wouldn't trust them because they're mostly getting paid for it. But what you could maybe include is like, I don't know, like certificates on if a circuit is Coffee is produced fair or under fair working conditions or has a lower CO2 impact. If this is then proven by experts, then it's more technical and not like, ah, this is the best coffee I've ever tried and it changed my life. Anyone will say that. But stuff like this, I think you could

So I understand you don't have like positive feelings when you see an influencer or someone online sharing a product or... Honestly only if it's like funny you know whatever create content that's good if the content itself is good then Are you suspicious though? Do you have negative feelings about the product? If you see it on a... It depends on the influence, but if it's, let's say, from time to time this person recommends one product and you think, oh, this person actually believes in it, then I'm maybe like, okay, I'll have a look at But if this is a person that every second day a new thing, it's just, yeah, there is, as you said, to just take the money and say whatever is necessary.

What about your feelings towards micro-influencers? Is it the same with bigger accounts? Is it an account

with few thousand followers? To be honest, for me, I think it's worse just because micro-influencers, I think, are more... I think the word wrong, but I think they're more desperate. Because they're trying to grow, so they'll just take whatever deal they can, you know? They receive less offers, they have less choices. I mean, it really depends. If the person says, oh yeah, I know this brand, I used it for a few years already, but then how do you prove if it's true, yeah? But to be honest... Sometimes you can see it, like, you know, in the background of a pic, you always see a brand and at some point you're like, there was never a call out, but this time I have a collaboration and maybe otherwise the same. But from my point of view, I don't think it's a bad thing. Like, I feel like we're taking the discussion towards a negative point, just because I think it's... It's normal for a company to advertise to use influencers, so at some point everyone's gonna do it. I mean, if you've seen a product, you've probably seen it advertised by the influencer, you know? So, I mean, it's just awareness of the day, whether it's good or bad. It will definitely raise awareness, that's for sure. And how could you yourself be like, persuaded, persuaded is maybe the wrong word, but like Influence to share your experience of product online.

Like what does the product need do for you to share your experience? I mean just writing a comment or like a whole posting a picture? Yeah, it could be anything. It could be writing a comment, could be making a story about it, maybe even reviewing it, recommending it to your friends. Leave a review for a 10% discount on the next order. Yeah, I think this might help. Even if Someone contacts me personally from the company and asks me and say, would you mind probably I'll do it. So then you would be yourself an influencer? If I make a Google review, I don't think so. Just a micro or desperate influencer. No, but let's say I'm customer for one year now with a coffee brand. And they call me one day, ask me how's it going.

Even when leaving a review.

Would you mind leaving a review, because it helps us a lot? Would you actually like to be called just contacted? Or a personal message? Why not? I've had companies... It would be something different.

I think a DM would be nice, like an Insta DM be worth it.

Something different maybe, not only not the standard message, but they just change the the first

Anyone else wants to say something about this? No?

Okay. Have you ever been part of like an online community where you talk to other people about your experience about a certain product? General. Sorry, what did you say? Yeah,

it could be coffee, but for this now it's more general, like it's more about online communities. I have to eat gluten-free, so there's those online pages for finding gluten-free places. So that's something you could call an online community where then I would speak about my experience going to bars and restaurants, seeing how goes, it goes good bad. Can you tell us about what you do in community? It can be phones, it can be Facebook, it's a lot of older people, so it's on Facebook. And there's also an So it's similar, it can be similar to Google Maps and you put reviews, but the categories are a little different to see how well are they informed about contamination, cross-contamination, the waiters knowledgeable, is there a variety gluten-free options, what's a lot of food safety, all this stuff, And then you can discuss about those Do you discuss with other users? Sometimes, but very rarely. I'm more of a silent reader. But some people really discuss their lives depending on their service. It's very engaging sometimes. And can help a lot, because often you don't find them online with companies. If you have, let's say, 50-100 people who actually wrote online about this restaurant, then it was always good for me if I went there. So is that something you would trust? Yeah. Like if you are in a bubble of users that have the same problem or maybe they

serve the same issue, would you trust community? Yeah, trust it more Especially if you have a person who already recommended 10 places that are good, then think you trust that person more. And it's not for money, you know, no one's getting paid, so it's like it's only to help out each other. Anyone else? I'm in a group chat with all Dutchies from all over the world that if you are in a foreign country and there is something wrong, you can just text a group chat with, hey, can anyone help me? And that's If more people have the same experience then we would trust it more. And which aspects of an online community would you say you find personally really attractive? Like if you were to join one, what are you looking for? Engagement. There's a lot of engaged people and maybe some powerful insights that you can't find anywhere else. Like hidden jewels. And also the engagement should come from just the members, community. Not just from the big influencer. Can you describe what you mean by engagement bit more? Engagement means there is a lot of people that are interested in a certain topic product that want to speak their mind, want to say their opinion, want to get other people into it. They are very passionate. Alright, and now if you would imagine a coffee community, what do you think should be included there what would you look for there you were search

Tips maybe for coffee bars, coffee shops. Coffee tips, how to roast, what kind of flavours there are, recommendations, reviews. Coffee machines or pots. It's also about equipment. Equipment, how to make good coffee at home maybe. Beans. A little bit about the history of the coffee, I would say. Alright, now we're going to talk a bit about convenience when you're using a subscription or in general convenience. Does convenience play a big role for you when it comes to making purchase? Yes, 100%. 100%. Can you tell us in what way? I mean for me personally it's the payment method. I come from Honduras and my home is also in China so my cards are not really compatible with a lot of European places. So a lot of pain points that I encounter is having to have like three cards pay with one thing so when there's something that I can pay with different options that's amazing. Do you use Alipay? Yeah, WeChat Pay, Alipay, I have all of them. It would be useful to have a... I mean only in China, I mean unless you're planning to sell China. Yeah, I started seeing these forms of payment online, even here. That's for Chinese people though. Yeah, because of Chinese tourists. Yeah, that's Chinese tourists. Also, they're starting now. Small businesses have Alipay, yeah. Yeah, I feel like I have put my credit card in But there's Apple Pay on there. Lazy! I am lazy. No, I'm not trusting

Some random website with great information. Also about security. If there's PayPal or Apple Pay or... Ideally, Van Halen is here. And now other things, maybe apart from purchasing methods, is there anything else about purchasing a subscription that would, you know, feel like... A simple outline of all the costs. No hidden costs.

If there is a delivery fee, then either include in final price from the beginning or mention it right away.

Would you say generally you consider subscriptions to convenient? If so, or if not, could you explain which features you find convenient or not? I think it's convenient in the sense you don't have to worry about it anymore. But for me what often happens is in the beginning yeah I'm super excited I use it and after two or three months I'm realizing I don't really need it yeah and then I'm often like why did I sign up this know why didn't I just purchase one when I need a new one you and it just keeps piling yeah that's when quit the subscription yeah you signed for two years So would you rather say it's inconvenient for you, subscriptions, or more convenient? Also I would say would be great to have an option to let it send every month or every two months or every three months so that you do not have only one option. Or to pause it for a while. pause it, that would be great. To pause it for three or four weeks. So if

you go on vacation and you have an option to pause it. If you get a kilo a month, maybe you can do it. No, this month I want 250 There's also maybe an idea to change quantities.

It's an exam month, then more coffee. Flexibility. Just to be safe, someone may order 250 grams, maybe.

During the exam we want half a kilo. We offer the easy ways to adjust it maybe. In the beginning I think it's hard to say how much do you actually need.

And can you put, we have some characteristics, we have convenience, quality and experience. Can you For yourself, say what is the most important for you and order them, the three of them, convenience, quality and experience. What is most important for you and which one the least important? But experience for what? In what?

Your experience with the product, your enjoyment or not. Is it now a product or service? It's about the coffee beans. It's about the product. Quality first for me, then convenience, and then experience. Experience, quality, then convenience. Convenience is the lowest.

For me, convenience is the lowest and I think experience most important. guess, but even there is a lot of competitors, there is a lot of competition, I mean all three have to to the maximum for me to choose someone, some company over the other. So there is nothing that you would take over the other two? If a company ships me

something every month, If the shipment costs 5€ and I have to go to the central city to get won't do

And how in your opinion, maybe that's a bit hard for you to answer because you're not in that bubble yet, but if you imagine how could a specialty coffee subscription be most convenient to list of keywords relevant to topics that may occur during the meeting.

A list keywords relevant to topics that may occur during the meeting. A list of keywords relevant to topics that may occur during the meeting.

Okay, you.

Which featured subscriptions or information about the coffee product itself would you like to or are important for you to even be interested in it? A fair trade label, usually. Information about where exactly it comes from. good story the farmer growing the grains, the whole process. Yeah, you're in Europe, rich country, white people, a lot of white people, so you gotta bring Florence to the lions, you gotta do all these things.

I'm part of the group, I put myself into it. Okay, yeah, no, no, that's good, that's fair enough, yeah. Okay, any other descriptions of product you would like to see? Maybe also on the website? Anything that you would like to see? Any descriptions of the product? Or descriptions? Yes, information that you would like to see of the product

maybe on the website? I would like to see it in an environmentally friendly package, not in plastic. Maybe for example in glass or in something else. I know there is one company that if you put it in glass and you get a new for example coffee or tea next month you can give the glass back and then they will reuse What if the most sustainable option is plastic packaging? And you are giving that information, what do you do then? You have to really explain why, properly explain why. The branding perspective is just bad, even if plastic is the most environmentally friendly option. And just the image of plastic is being condemned. But is plastic the most environmentally one? Well, often times actually when you do research and you have a brand that's working internationally, It is the case because of how much glass, for example, weighs and with the transportation you make the calculation and in the end it turns out that just doing plastic that can be recycled is a better option or plastic that you can reuse somehow later. Thank you for that answer because it's also good to know that you're okay. I would say if you also have the option to give the plastic back so it could be reused. would be an option because there are also websites that are making t-shirts or flip-flops from plastic. Or like a biodegradable pouch. Or paper. Paper is still more CO2 than plastic though.

That's the problem. More CO2 emission than plastic. Recycled paper? Yeah, the actual paper, yes. It feels like cardboard. With way more CO2 than plastic to produce, so that would a problem. But also if you like for example you use glass to put it in, where's the glass coming from? If you're buying it new or are you getting from second-hand stores that you already reuse it. I think that if I would know that if it's reused and it can be used afterwards then I would be like more invested to get Which aspects of the presentation of the product would positively influence you to make a purchase? Aesthetics. The branding I think has to be really point. Can you describe aesthetics more? For me it's more the colors, they need to be pretty but they don't need to be really bright. If you have like Coca-Cola with like the red color, you see it, you know it, but I would rather not buy it because of color, it's too much for me. With a coffee it should be, I think, a color that's related to like the country where it's coming from, so it has been a little bit I don't know the usual word, I don't even know. Yeah, it's connected. Yeah, it's connected. Yeah, what about the others? Usually I like something out there, means it's extreme in or the other direction because coffee, mean the coffee bean is the same.

It's the same with every coffee bean you get, pretty much the same in terms of like color and vision you can really go with the graphic or you usually just go mad with You can do all colors or earth materials, depends on the brand you want to get accompanied. Are there any aspects that make you lose interest in specialty coffee product? Again, I think it's the branding. To be honest, I don't think that, for example, the four of us will choose the same type of coffee brands, whatever, so I think it's not too subjective. Like, what I like is not what she's gonna like, it's not what he's gonna like. No, but it's still interesting to get your opinion. But for me, it's just branding, for me. Okay, yeah, same. Good branding, I like good branding. If the coffee tastes like shit, but there is good branding. You already bought it, that's okay. Or is that good for money? But that's good, that's good. Don't give us a new way. Don't give us a new way. You do actually put experience over the quality, for example, then, right? You do actually put experience in front quality. That's why you need a free trial. Yeah, I guess so, yeah. I'm coming all the way back to The branding can trick your brain to say, yeah, that's tasty then. Yeah, that's what I meant like with experience. All of that bonding, experience with the product, your feelings after. Like Pepsi, Coca-Cola. Most

people blindfolded prefer Pepsi with their eyes open,
but they prefer Coca-Cola. Is that true? Yeah. That's true.
That's your study for Yeah. So that's just branding. All
right. Which service features would you like to see
on a website that help you navigate if you imagine a
subscription website?
Something that I hate is when
there's a website, there's like a logo, usually when you
click on the logo it gets to the homepage. If it doesn't do
that, it just hurts me inside. Yeah, it's really bad. Mine
doesn't do it, bro. No, it needs to be that. I'm too lazy
to put it on you. No, I just... Also, if there's too
many pop-ups, I go crazy. Especially on mobile, you have
to click access. Like what kind of pop-ups? Like ads?
Or... Whatever it is, I just click it away. I'm getting
agro right away. I'm here, I'm reading something and then...
And then from the Google. I'm lying. So it's overwhelming.
Yeah, too much. I would say different menus. For example
if you go on the menu on the top right and you got a type
of menu and then there's the other side you got a menu, you
have no idea what's in the actual website. There's so
many menus you have to choose from. This overload has to be
very clear. I would say the website is
giving, if you put something in like your basket to buy
that gives like a little bit of a recommendation of maybe

you would like this too, that would be nice. I mean I'm always checking. Victor would hate that. Probably, I was about to say, I was like just leaving. It can be nice, but so often it's just a random thing. So it needs to be related. Yeah, really. used it one time. One time. Sometimes it can be nice. Oh yeah, actually. But often it's really annoying. Also, you have vouchers, should be very easy to use Very often at the very very last step suddenly oh you have a voucher yeah okay so where where in this very beginning if i click on my basket i want to put in the voucher right away to see the price not before filling it all the other details yeah okay yeah then i'm like oh they have my credit card details now and then what are they gonna deduct yeah

In general, if it's 2 plus 1, stuff like this, it has to be really easy, too many special conditions. 2 plus 1, but only if it's a coffee of 500 grams, but the 750 you can't add, then I'm like, you know what?

Do you recollect any enjoyable memory you had concerning an online purchase you did for a subscription?

Do you remember a time where you purchased a subscription and it was enjoyable? If it's a service and it works right away, then I'm ready. I mean, if you get what you paid for, right? Yeah, but sometimes it takes 10 days to be activated and I'm like, oh, what is this? That's so bad. I mean,

for a product, it's maybe different, but if it's sent away right away, like quite fast, like after a day or two, it's on the way, then I'll be very happy. Yeah. If it's waiting for two weeks, I forgot about it. Yeah, oh, true. Exactly. Like, I paid, I want the dopamine in my brain from the purchase. Yeah, yeah. That's a good one, what you just said, because we want you to describe your emotions while when you purchased this and you were happy, like what did you feel, what type of emotions did you feel? Well, you said you were happy, but... I think the happiest moment for me will be when it arrives, when I can open the package, yeah. Then I can finally try and then we'll see if it's... Do you also have a negative example when you purchased a subscription? I had in my house, it was some vitamins and didn't work. Everyone said it would be working and I was like nah, nevermind. will just cancel it and give it to some of my friends. So how did you feel then? What emotions did you feel? I wanted to cry. What was the problem with the magnets? They didn't work. They were like, oh yeah, it could help with your nails that it can be a little bit stronger because some of my nails are like, they can break off. And after a month or two months of using, it was still the same. And it's also, it's personal because everybody course different. But it felt really sad because it wasn't cheap. And this is a

subscription? Yes. year. No, no, it was a subscription for like a month but they say oh yeah after two months you can see the difference like nah, it didn't.

Yes, now we're kind of coming back to the coffee part itself

a You already mentioned that you want like flexibility and you want different amounts of coffees and that you can change one month maybe you get 500 grams the other month you only 200 or something like that. Do you also think that different varieties of coffees are important for you? Yeah, like I telling you guys about the subscription that I had with board breakfast and something that I really didn't like was that they only had two coffees so it was I mean, I understand you're doing what you can as a startup business, whatever, it's what you have to offer, but a customer, I was what if I don't like it? You know, I can't even change my mind. It's what I get. So, I think variety is really important. I think it would be nice. Like the small presents that you add could be small test kits of others, other coffees maybe. It would be nice you can also switch. Once this coffee, then this coffee, or maybe in some way you want to have something different than in winter. Yeah, there's this subscription that I follow on Insta that they have like hundreds of coffees on their website and the subscription is that you fill in like a questionnaire about your taste, your personality and stuff and then they give

you five different small pouches different coffee brands that they think you would like and then Either you change it next time or you keep the randomness of it, so I think that's really cool. It could also make a surprise subscription, where you always get a different one, you try one. It's the one you don't sell, so... there be too much variety for you? Nah, not for me, to Yeah, I think too much choice for me something I get away usually. There's too much choice for too I don't want to choose. Why? Because it's overwhelming? Is it because you have to choose? Or is it because it's just too much? What if you don't have to choose? Okay, I don't. And you have the variety. But it's like they said, with the surprise. guess, yeah, that would be good. Every month you get, let's say, five different coffees, yeah? Could be fun. I don't want to do the actual work of choosing and weigh on the pros and cons. They choose for you, let's say. Yeah, that would be good. It could be nice, yeah. But would you still like to have the option to control yourself, what you're getting? Because if it's only a surprise, then you don't have any. If it's too much, I don't like it, I have a good flow. If you a good month, all five are nice. If you have a bad month, one out of five is good. Then you let Who wants coffee? Maybe if you would have had the surprise that you could choose, or if you want So would you say in general that

presenting more varieties coffees would make you more curious about purchasing the subscription? For me, But also too much, like you said this other day, how hundreds? Like I remember, that's what I like because the way it worked was that for example, one month you get a coffee from Honduras, Guatemala and Mexico and the next month you get Kenya, Ethiopia and Ghana, I don't know. Next you get Thailand for example, so I like But if it would be way too much, I would be a little bit lost, maybe. Then I would need this questionnaire, because then I would like, where do I start? All there to be categorized. On intensity 1 to 10. 10. What about letting you choose the amounts of varieties? So letting you choose that way. what she said. Yeah, so I'm asking others if that's also something Do you feel you have enough control there or is it not enough for you? Yeah, it would be nice if you could choose three in the two random ones four in one random one. I think that depends on how loose you, how much control you like to give. Would it be enough to have a guideline that you say like I only like That's kind of the same question but which aspect a specialty coffee subscription would make you most curious to try Good branding and good graphics. Of the website. If you like the graphics you can probably buy it. it looks like a 90s website. It could also be a vibe. It could be a while but it has to look trustworthy

and it has to work well. Things like you press the logo
like my dad's... It's like a movie I would say. So
everything has to be easy to...

But you guys already decided the target audience is
students, like you said at the beginning, right? No, students
are a part of the target audience. But it's Netherlands
or Ohio, what do you guys have? We're gonna come to it
later, so maybe we can save that for later, because it's
gonna influence you if we're gonna say it now, like what
exactly we're doing. Would you say you feel confident in
your knowledge of the coffee industry like the farming,
maybe grinding methods, processing methods? No. That's
a big word I think. Could you explain why not? Why are you
Well, I'm not drinking that much coffee. I've got like
more than 200 different types of tea at home. But maybe only
two different types of coffee for the people that are
swinging by and they want to have some coffee. So I only
have like some basic ones because I'm not really
drinking it myself. So Me, no, because I try to get into
the industry and my family in Honduras actually grows coffee
and sells And I was talking to my cousin and he's like 28 and
he's just learning. His family is the one that grows it
himself, so he's been there since he was like a kid. And
he told me that he just started now learning how to
taste it properly. So I'm like, you've been in

for like 25 years and now you're just learning? I don't know anything. Is he doing like a course or is he learning by himself? It's like, it's part of the industry. It's part of the... Oh, is he doing like the SCA Association certification?

Yeah, all those for the committees that they go to, all the competitions. I would like to get a component. Sure, I can hook So do you find it hard to get into the specialty coffee industry or the terms and terminology that is like bond to this industry? I would say yes because I don't even understand the basics of coffee. Do you agree? That's for the recording, we cannot see you. Oh yeah, sorry. I would say, yeah, I know some basics, that's it. There's different plants, some grow only higher, some lower, and you have mass production. It's hand picking, most people also have machines, yeah. But I'm, same as you, maybe two coffees at home, also. Most now business students are always about money, so you just cheap coffee machine, rather

Would you be interested to know more about it then? Because now you say you don't really know when it's hard to get into but would you to know if it was accessible to you? Do you think it's important for customers of let's say specialty coffee subscription to know about the industry as well? Not just the brand but also to inform the customer?

Well, at the same time educating the every type of
Yes, but I also think that if you manage to do it well, it
gives you like incredible brand loyalty. I think if you
teach someone about coffee, especially because coffee is
such trendy topic, you know, you can talk about coffee in
almost any social setting, if you make someone an expert in
that, I think that creates like a lifetime subscribers.

The guy is going to recommend you So do you think knowledge
build community? you yourself watch coffee related content?

And if so, why or why not?

Sometimes, a documentary,

that's like what we want to use. Where are you saying,
documentaries? Yeah, maybe. So coming across social media,
but it's like very rare. I would say social media, I'm
seeing it a lot, but the aesthetics, are they filling
it up? It's just, it's nice to watch. It's really nice to
watch. More visual parts, not really informative, just like
lifestyle. It's not really informative but looks nice.

It's nice to watch and it's really calming to watch. And
then below there is a lot of information. I'm like, nah,
that's too much text, I'm not gonna read But sometimes they
also say something with it and then I am listening while
watching. There's a lot of show around it. As you said, I
think it's trendy, you know, like all those... What type of
medium would you then prefer to watch that content on to

engage with this content? addicted to like Instagram.

Yeah, think so.

I mean, I know that TikTok is

pretty popular, but not on it myself anymore because it's an

addiction. So I'm on Instagram and then I'm watching and

following. If I like the content, I will follow it. I

don't care about the product or anything, but if I like the

aesthetics of the page and all the photos and videos that

they're sharing, I will follow it and I will get more engaged. Do you feel like informative

media content that would explain more about the

industry would elevate your experience as a customer? Also

in terms of making you subscribe or purchase?

Do you think that informative media content about the coffee

product itself would elevate your experience a customer

with the product? The reason why it was kind

hard to understand was because I was picturing it like if I

saw like a reel or something of company selling a coffee

they sell and at the same time the reel cool or informative

and you're learning about the coffee that they actually sell

that you can actually purchase, that would be super

cool I think. Yeah. Okay. And would you follow,

you already kind of mentioned it, but would you follow a

specialty coffee subscription service on social media if

you're interested in purchasing If I'm interested

in purchasing, yes. Because then I want to stay close to the brand to see what kind of new innovations that are having, new products, updates. So that's a shared opinion. And what kind of content do you then expect to see from a brand that you're following on social media? Maybe Instagram or it could be other social medias as well. I usually like very creative videos that I'm not expecting.

What does creative videos entail for you? Something I'm not expecting. I usually like those type videos. If a brand makes those type of videos, I probably follow them. I really like a good video. They provide information about all the background processes. So maybe if they're roasting in the Netherlands show the roasting facilities or show videos the actual Area where it's grown, people who harvest the coffee. I think for me what would be most impactful would be like someone actually using the product in terms trying to convince me how convenient it So for example, opens the product, he loads it into like the machine or the grinder or whatever and he makes It's like a 20 second video and if I see that, it's just like that. It's you know, you see that's two, three. I for me that would be very For me that would feel very much like typical advertisement.

But that's why it exists! Yeah, I know, I know, I know. But I think if you follow the brand already, because you're interested in the brand, I'm not sure if then will still

want to see those videos. Maybe in the beginning, to get my attention. We are talking about a micro-brand that is still going to need awareness for years. If you are following them you are really early, but most people aren't

I Everyone does these videos, see them what happens?

I watch it.

So if you make it look like

documentary worth 20 seconds, how coffee is, how your coffee

is produced, and then at the end why this is special, I

don't Okay, we're almost done guys. Do you know how

much you spend just on your coffee habits? So not on

subscriptions but just on your coffee habits monthly. So it

includes going out, maybe equipment, maybe the coffee

excel, also here school. Do you roughly know what you

spend? would say between 10 and 15 month. And do you feel

like that's a For someone that's barely drinking coffee,

it's a lot. I think I would spend to 40 a

but I drink multiple coffees a day. What is multiple?

Normal, minimum, at least two, and maximum like four

five. It depends on the month. If I go to have coffees

outside home, then it can easily up 50-60 euros, but I

would say most of the time probably 30-50 euros. And I

also drink a coffee. Yeah, so it can be, I mean, I'm

reducing 2-3 cups a day, but easily cups, yeah. But it's

also, I mean, university, so it's all 3 coffee. It's a

different type coffee, yeah. Yeah, and also I work also 3 coffees, so it's also easy to avoid. You don't drink coffee, right? That much? No. Okay. Do you think that An increase in the value of the coffee the quality the coffee would also justify increase in price for Yeah, but only to a certain extent. Sometimes I feel like when I see those trendy brands, it's really expensive. Not even a kilo and then you pay way more than kilo price for different other coffees and then it doesn't even have fair trade or anything and I'm like Well, this is just, you pay for the logo, you know, this is, no, yeah. Yeah, if you're gonna start paying for the brand instead the product, I'm never mind, I don't want it anymore. How could you be convinced that the product is actually a product of quality? Do you trust more certifications or do you trust more transparency in terms of being honest how much you paid for the product, how much the farmer has been paid, how much the roaster has been paid? Would you trust that more, or the certificates? Both. would like both, I But I would also need certificates. If you are to choose one? Transparency, would say. Certificates. And probably transparency. Is there any more for curiosity? Certificates, you can always... Yeah, things your way around. You can buy them everywhere. Yeah, you just pay it and you get it. Would you be more likely to purchase a subscription plan if it

includes like loyalty programs or maybe extra benefits like discounts or deals? Yes. Could explain why? always. Well for me it's a kind of interaction from the company with the buyer. So for example you can get points if you're buying something and you can get a distance you can pay something with the points that would be for example 100 points is a euro. And then you can get like a euro discount and then you can choose how many points you want put in. So it's a little bit of we're getting something from you, but we're also giving something For me it's more the approach of the company. if the company actually follows you through your life journey as a customer and already gets you and then, okay, that's what customer, that's good. If it actually follows you during the customer journey, it's better. It could be familiarity problems, various things, but following you better. Also to reduce sharing, churning subscriptions is a big And in your daily life do you make purchase decisions based on deals discounts? Yes, because if it's cheaper I would be more Like, okay, I'm gonna buy it because I can afford If something is an offer that I would usually buy, I'll buy more If it's like normally like 30 euros and now it's for a discount for 10, I would be like, okay, I'm gonna buy it because now it's in discount, now I can actually afford it or try it or buy more often, then I do

that. I'll say if I want something I just research the product, I don't care what price it is, I just buy So it's more about something that you're already purchasing anyway, so then you see that it's discounted, you're like, now I can get it for cheaper or I can it for... I don't really think about this Like I said, I need it, I want it, I just got it. I agree, I agree a little bit, but if I'm like still thinking about it or still researching and I'm like, let's say I follow it and I look from time to time and suddenly it's a discount, The only thing I do not wish for is pasta. It's 2 for 1. walking by the whole bus. Not to say the same thing again, but that's why free trials are important for me. Because you can test it, if you like you buy it, if you don't, and if you didn't cancel it, well... It's your fault. Before you said that you don't like when a subscription is offered for a year for example, even if it's cheaper, what about the situation and comparing it to what you said about discounts that you like and offers? Because that's a bit of dissociation I see No, like when I know the product, then I will go for a year subscription. If it's new to me, it's too risky and then I'm getting annoyed because let's say It's 30 euros per And if buy the yearly thing, it's only 19. And I'm like, why? Is it such a big difference for the company? And I'm like, hey. But if you say, oh, there's a discount on

the monthly, so you have 30 now, it's, let's say, 27. So it's not a crucial thing for you, but it's something that can make the For example, if you see in the beginning, once you have me, then I will go for a yearly if I if it's cheaper. For me it would take a while because most of the time I'm just buying things when I like it, but if I know that I'm stuck for it for a year, after half a year I'm I don't want it anymore or I'm not interested anymore and then you still have another half year that you need to. I don't know, I would never go for a year plan except for when I'm already A year is a long time. A year is a long time. That was all the questions, guys.

Thank you for your input, it was really helpful actually, you see we wrote a lot