



nest
space

BUSINESS MODEL CANVAS

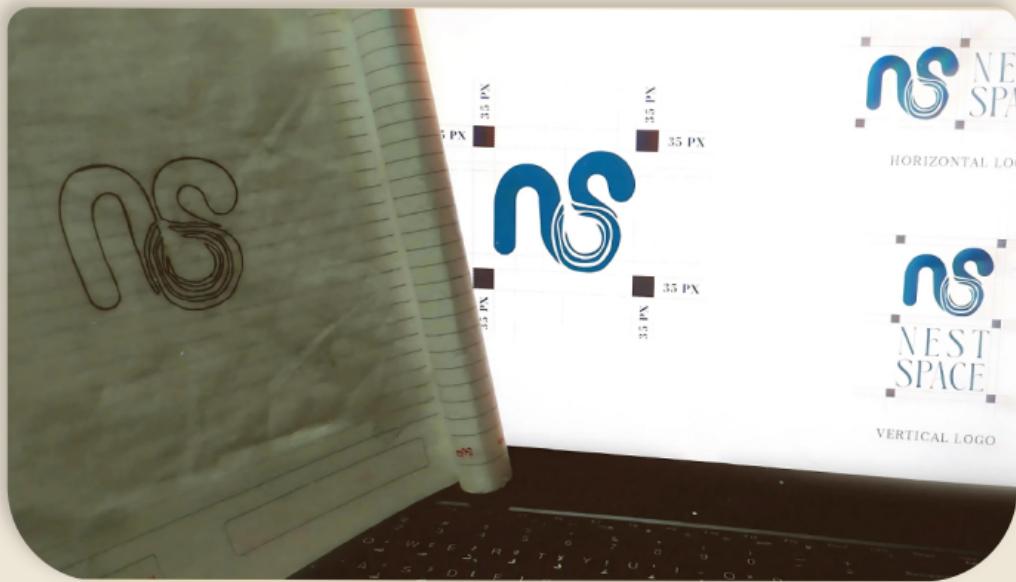
KEY PARTNERS  - COFFEE BEAN SUPPLIERS - FOOD SUPPLIERS - TECHNOLOGY PROVIDERS	KEY ACTIVITIES  - BREWING HIGH-QUALITY COFFEE AND PREPARING DELICIOUS FOOD - PROVIDING EXCELLENT CUSTOMER SERVICE - MAINTAINING A CLEAN AND COMFORTABLE ENVIRONMENT	VALUE PROPOSITIONS:  - MULTIPURPOSE ENVIRONMENT: THE SPACE CAN BE USED FOR STUDYING, HOLDING MEETINGS, OR WORKING ONLINE. - HIGH-SPEED WI-FI: PROVIDING A RELIABLE INTERNET CONNECTION FOR WORK AND COMMUNICATION. - CREATIVITY CORNER: INCLUDES NOTEBOOKS, STICKERS AND COFFEE PACKAGES.	CUSTOMER RELATIONSHIPS:  - PROVIDING ATTENTIVE AND FRIENDLY SERVICE TO CUSTOMERS. - PROVIDING A COZY ENVIRONMENT AND OFFERING REWARDS FOR REPEAT CUSTOMERS. - PROVIDING VIP ROOMS AND PRIORITY SERVICE.	CUSTOMER SEGMENTS  - STUDENTS - FREELANCERS - LOCAL RESIDENTS - REMOTE WORKERS
KEY RESOURCES  - PRIME LOCATION WITH EASY ACCESS - HIGH-QUALITY COFFEE MACHINES, KITCHEN EQUIPMENT, AND FURNITURE - RELIABLE INTERNET CONNECTION	- COFFEE AND FOOD: SERVING HIGH-QUALITY BEVERAGES AND FOOD OPTIONS TO FUEL PRODUCTIVITY. - COMMUNITY BUILDING: ORGANIZING NETWORKING EVENTS AND WORKSHOPS TO FOSTER CONNECTIONS.	CHANNELS:  - SOCIAL MEDIA - LOCAL ADVERTISING - MOBILE APP		
COST STRUCTURE  - COFFEE BEANS COST - COST OF FOOD, BEVERAGES, AND CLEANING SUPPLIES - PACKAGING COST - MARKETING AND ADVERTISEMENT COST	COMPETITORS  ESPRESSO LAB BOULEVARD SPACE ART CAFÉ SKY WORKSPACE	REVENUE STREAMS  - SALES OF FOOD AND BEVERAGES - WORKSPACE RENTALS: CHARGING HOURLY OR DAILY RATES FOR WORKSPACE USAGE - VIP SERVICES - REVENUE FROM SOLD PRODUCTS		

ABOUT US

NEST SPACE IS A COMFORTABLE AND WELCOMING ENVIRONMENT WHERE YOU CAN WORK, RELAX, AND SOCIALIZE. WHETHER YOU NEED A QUIET PLACE TO CONCENTRATE, ENJOY A DRINK, OR HOLD A MEETING, NEST SPACE IS THE PERFECT SETTING. IT'S DESIGNED TO PROMOTE RELAXATION, PRODUCTIVITY, AND

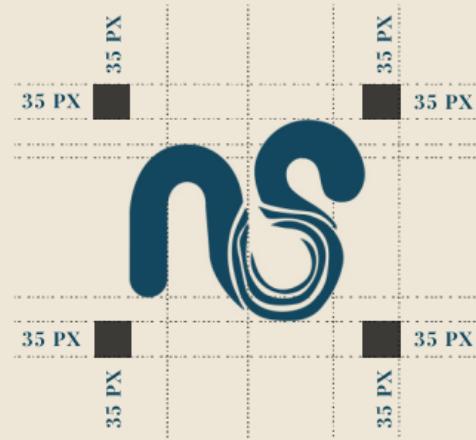
OFFER A VARIETY OF UNIQUE ITEMS FOR PURCHASE SO YOU CAN TAKE A PIECE OF THE NEST SPACE ATMOSPHERE WITH YOU.





HORIZONTAL LOGO

VERTICAL LOGO



LOGO CONCEPT

THE LOGO FOR 'NEST SPACE' INGENIOUSLY COMBINES THE LETTERS 'N' AND 'S' IN A FLUID DESIGN INSPIRED BY BRANCHES FORMING A NEST. THE GRACEFUL, CURVED LINES CONVEY A SENSE OF WARMTH AND COMFORT, EFFECTIVELY EMBODYING THE COZY ENVIRONMENT FOR WORK.



HORIZONTAL LOGO



VERTICAL LOGO

COLORS

DARK BLUE - OCEAN WAVES: THIS COLOR REPRESENTS CALM AND SERENITY, MUCH LIKE THE PEACEFUL ATMOSPHERE NEST OFFERS FOR RELAXATION OR WORK, INSPIRED BY THE DEPTH AND TRANQUILITY OF THE SEA.

OLIVE GREEN - OLIVE TREES: REFLECTS NATURE AND SUSTAINABILITY. IT ALIGNS WITH A NATURAL AND COMFORTABLE ENVIRONMENT AND FOSTERS A CONNECTION WITH THE SURROUNDINGS.

ORANGE - AUTUMN PATH: SYMBOLIZES WARMTH AND COZINESS, MUCH LIKE THE INVITING, HOMELY FEEL OF NEST THROUGHOUT THE YEAR.

DARK BROWN - COFFEE BEANS: EVOKE WARMTH AND COMFORT, LIKE ENJOYING FRESH COFFEE AT NEST, OFFERING A WELCOMING SPACE FOR RELAXATION AND FOCUS.

BEIGE - NEST: THIS REPRESENTS COMFORT AND SAFETY, EMBODIING NEST'S CORE IDENTITY AS A COZY, SECURE PLACE FOR EVERYONE TO RELAX AND FEEL AT HOME.

THIS VISUAL IDENTITY HIGHLIGHTS NEST'S CONNECTION TO NATURE, WARMTH, AND TRANQUILITY.



DEEP BLUE

10465E



OLIVE GREEN

708238



RUST ORANGE

CA7638



DARK BROWN

5A3II1



LIGHT BEIGE

E6D8BD

FONTS

PLAYFAIR DISPLAY

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . ? ! : ; 0 @ # %

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . ? ! : ; 0 @ # %

BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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FRISTA

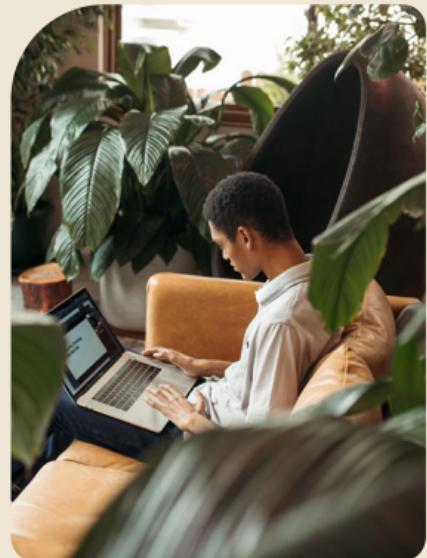
REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! : ; 0 @ # %

GILROY

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! : ; 0 @ # %











Our Mission

Nest Space is a social coffee shop, where we believe in a community atmosphere, where people can meet, work, and have fun. We offer a variety of services, from a simple coffee break to a full day of work or study. Our goal is to provide a comfortable environment for people to relax, work, and socialize.

Our Vision

We want to create a space where people can come together and connect over coffee and conversation. We believe that coffee is more than just a drink; it's a way to bring people together and create a sense of community. We want to provide a place where people can work, study, and socialize in a comfortable and welcoming environment.

COFFEE MENU

Coffee Type	Price
Espresso	\$2.00
Mochaccino	\$2.50
Americano	\$2.00
Latte	\$2.50
Cappuccino	\$2.50
Tea	\$2.00
Frappé	\$3.00
Iced Latte	\$3.00
Iced Mocha	\$3.00
Iced Americano	\$3.00
Iced Caramel Macchiato	\$3.00

Pastry & Snacks

Item	Price
Groceries	\$1.00
Cupcakes	\$2.00
Cookies	\$1.50
Brownies	\$2.50
Sandwiches	\$3.00

Drinks

Item	Price
Orange Juice	\$3.00
Apple Juice	\$3.00
Pineapple Juice	\$3.00
Green Herb Juice	\$3.00
Orange Lemonade	\$3.00



Collect Moments Not Just Coffee

Build your own nest
Get a notebook up your favorite desk
And let your imagination flow

Stickers Image

Awaken Your Senses
Rich flavors crafted for your perfect brew.

Awaken Your Senses

Rich flavors crafted for your perfect brew

Stick with us
Add a personal touch to your life
With our unique stickers.

Our Benefits

Open space: 66 LE/ 3 hours, 100 LE/ Full Day
Private Room: 500 LE/ 3 hours, 750 LE/ Full Day

Double Benefit

Open space: 700 LE/ Week
Private Room: 1500 LE/ Week

Double Benefit

Open space: 850 LE/ Month
Private Room: 3,000 LE/ Month

Annual Benefit

Open space: 1,800 LE/ Year
Private Room: 5,000 LE/ Year

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NEST
SPACE



WHERE CREATIVITY BREWS
WITH EVERY CUP!

RELAX & RECHARGE:

INDULGE IN PREMIUM COFFEE,
DELICIOUS BITES, AND A COZY ATMOSPHERE.

WORK & COLLABORATE:

FREE HIGH-SPEED WI-FI
AND COMFORTABLE WORKSPACES
FOR FREELANCERS,

STUDENTS, AND TEAMS.

UNWIND IN STYLE:
CHILL IN OUR CREATIVE
ENVIRONMENT OR HOST
YOUR NEXT MEETING IN
OUR PRIVATE SPACE

WELCOME
TO
NEST SPACE



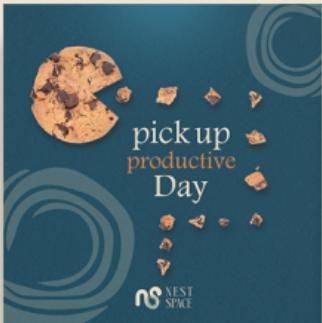
YOUR WORK. YOUR SPACE. YOUR WAY

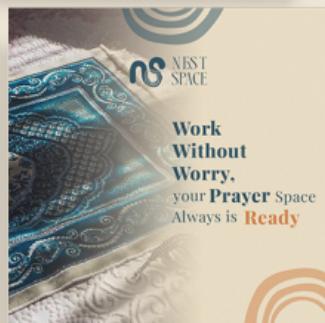
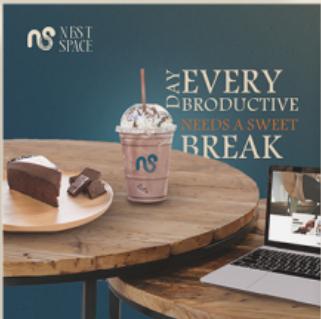
GET THINGS DONE IN A COMFORTABLE AND INSPIRING ENVIRONMENT

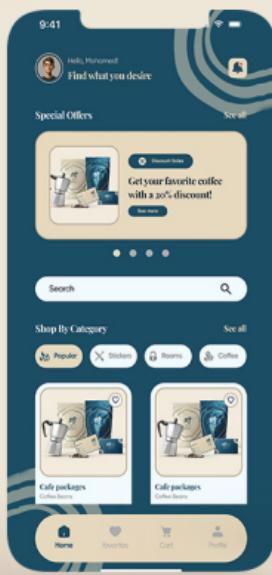
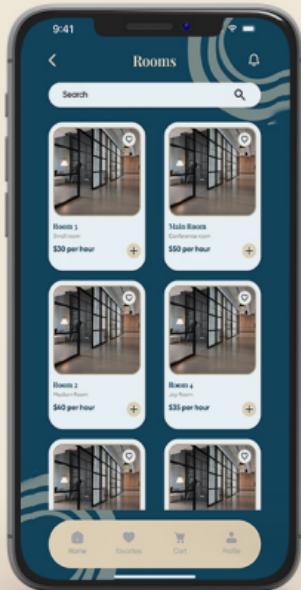
GRAB COFFEE, FIND YOUR FOCUS













UI LINK

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AS WE BRING THIS PROJECT TO A CLOSE, I WANT TO EXTEND MY SINCERE GRATITUDE TO THE TEAM OF THE DIGITAL EGYPT PIONEERS INITIATIVE-DAKAHLIA GOVERNORATE (FIRST EDITION). YOUR UNWAVERING DEDICATION, SUPPORT, AND COLLABORATIVE SPIRIT HAVE BEEN INSTRUMENTAL IN ACHIEVING THIS MILESTONE. EACH TEAM MEMBER'S UNIQUE IDEAS AND CREATIVITY HAVE TRULY SHAPED A PROJECT THAT REFLECTS OUR SHARED VISION WITH EXCELLENCE.

I ALSO WANT TO EXPRESS MY DEEP APPRECIATION TO INSTRUCTOR ABEER ISMAIL, WHOSE SIGNIFICANT ROLE IN PROVIDING PRACTICAL TRAINING IN ADOBE GRAPHIC DESIGN PROGRAMS HAS BEEN INVALUABLE. YOUR SUPPORT AND GUIDANCE HAVE SIGNIFICANTLY ENHANCED OUR SKILLS AND ELEVATED THE QUALITY OF THIS PROJECT.

I EXTEND MY HEARTFELT THANKS FOR YOUR HARD WORK, CONSTRUCTIVE FEEDBACK, TECHNICAL SUPPORT, AND CONTINUOUS ENCOURAGEMENT. YOUR DEDICATION AND COMMITMENT HAVE BEEN PIVOTAL IN BRINGING THIS PROJECT TO FRUITION.

LOOKING AHEAD, I AM CONFIDENT IN OUR POTENTIAL FOR MORE SUCCESSES AND FUTURE COLLABORATIONS. I BELIEVE THIS PROJECT IS JUST THE BEGINNING OF MANY MORE REMARKABLE ACHIEVEMENTS TO COME.