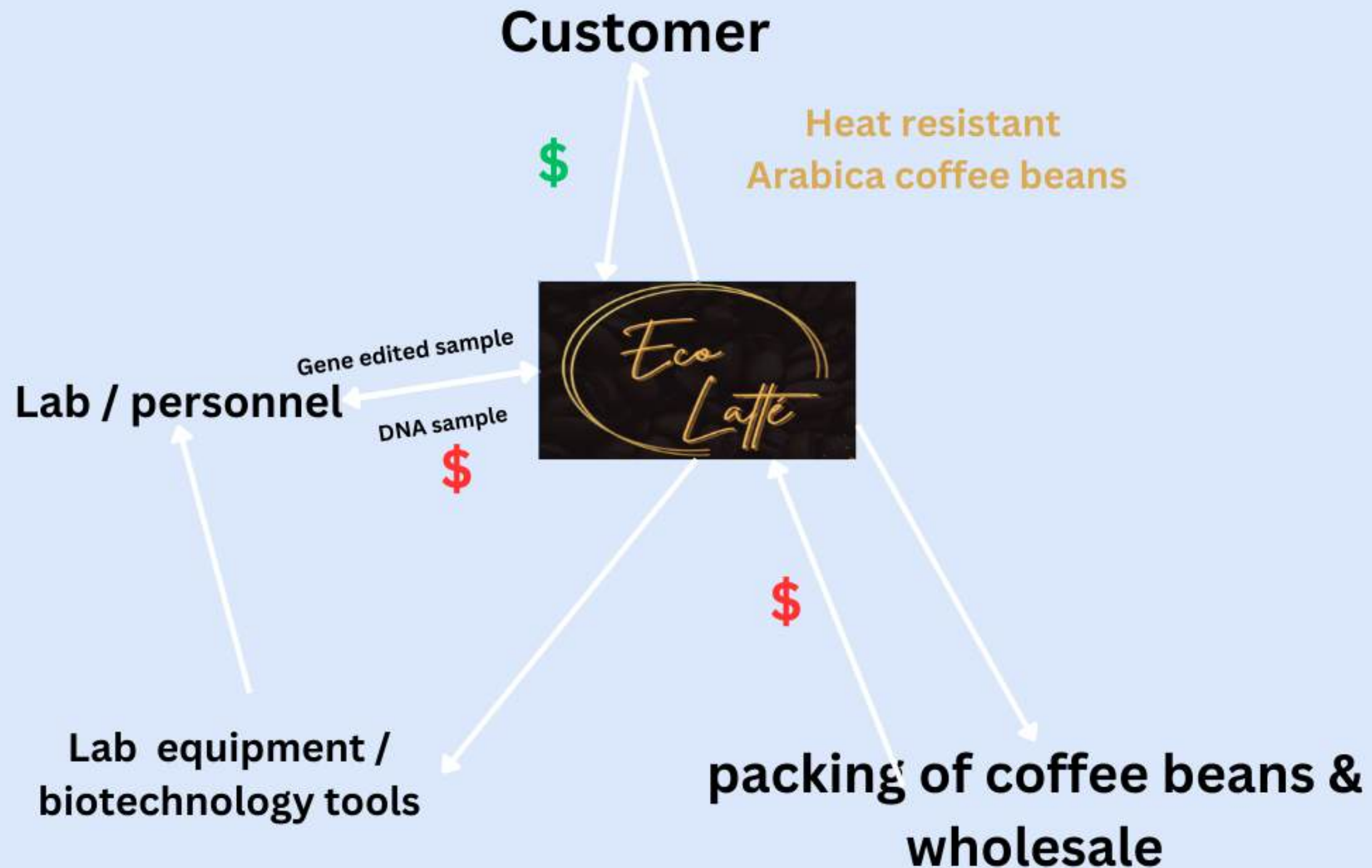


Ecosystem

Company Ecosystem



TAM / SAM/ SOM

TAM - Total addressable market

The entire global
coffee market

~ 495 billion

SAM - Servicable Available Market

Sustainable biotech
coffee

~ 85 - 100 billion

SOM - Servicable Obtainable Market





Biotech- driven coffee
brand customers

~1-3 billion

Petal Diagram

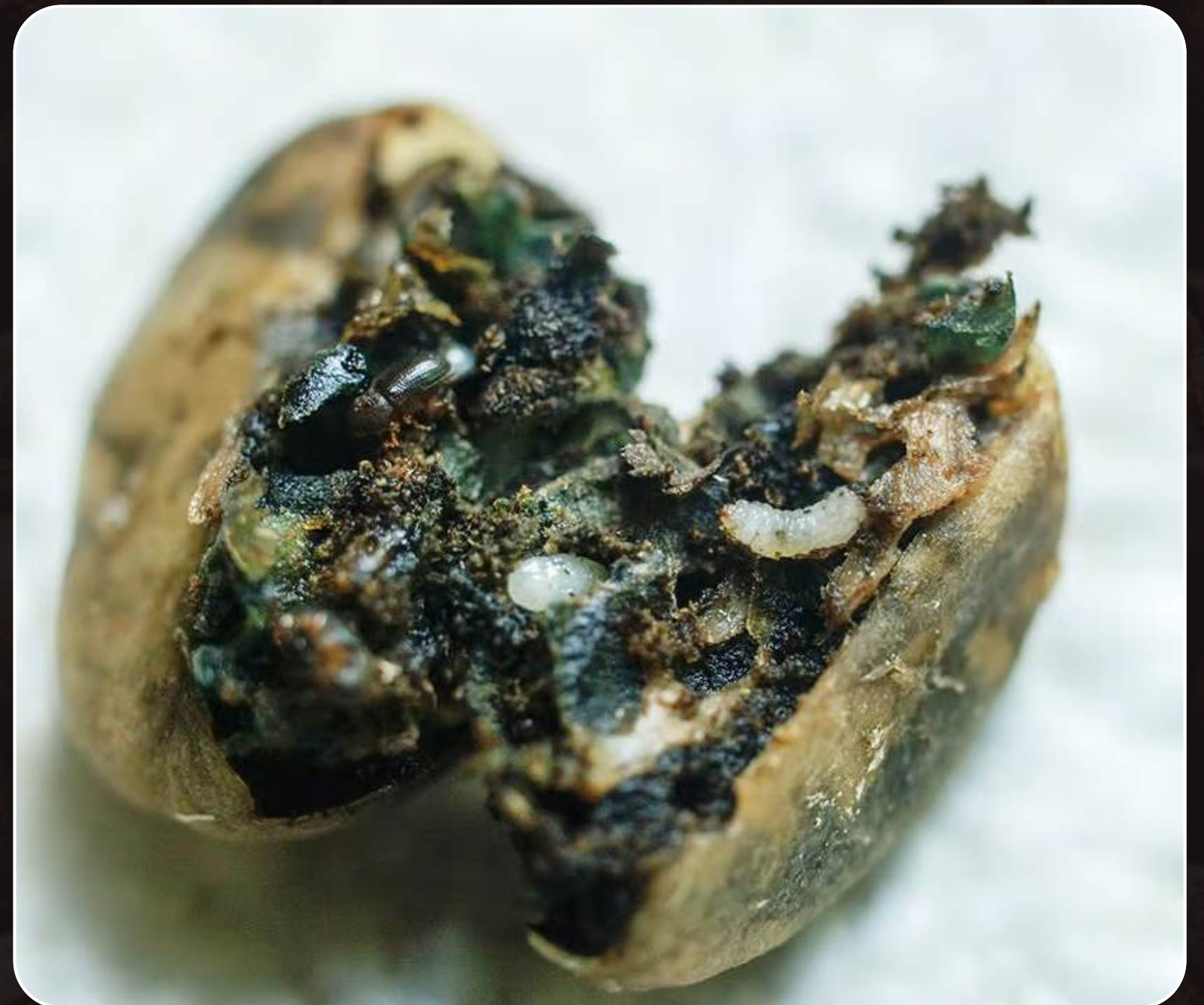


EcoLatte vs. Competitors

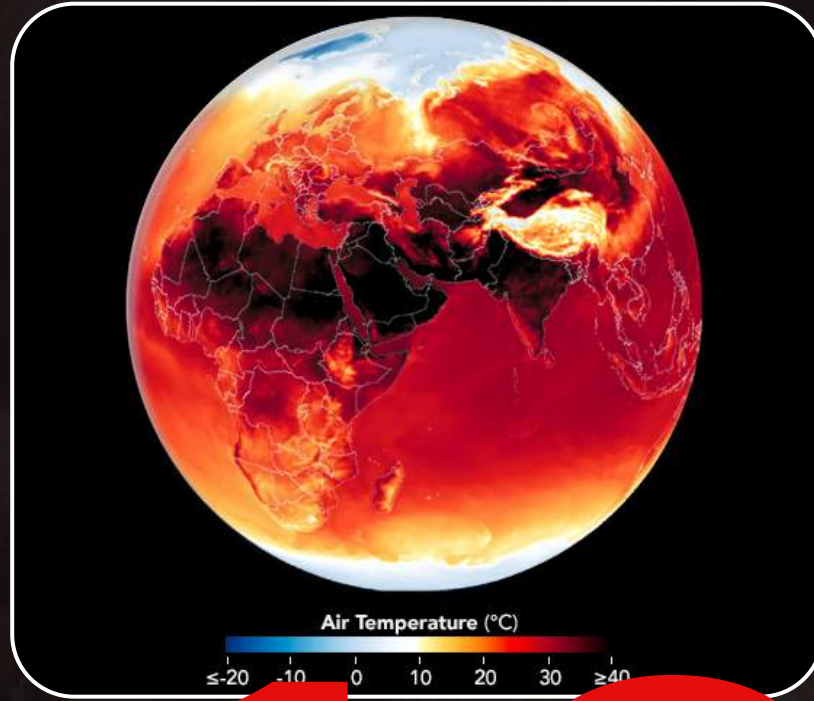
				
Market	Coffee Beans that are Genetically Modified to Resist Heat (Effect of Climate Change)	Speciality & Mass Coffee Retail	Coffee & Sustainable Sourcing	European Coffee & Sustainability
Price	\$10-15 per bag	\$3-\$6 per cup, \$15+ per bag	\$0.75 - \$2 per pod, \$18+ per bag	\$1-\$5 per cup, \$15+ per bag
Benefits	Climate-resistant coffee, high yield, sustainable farming, reduced environmental impact	Large global presence, strong brand, widely available	Speciality & mass-market options, global supply chain	Focus on sustainable agriculture, european-style blends



- \$500 000 000



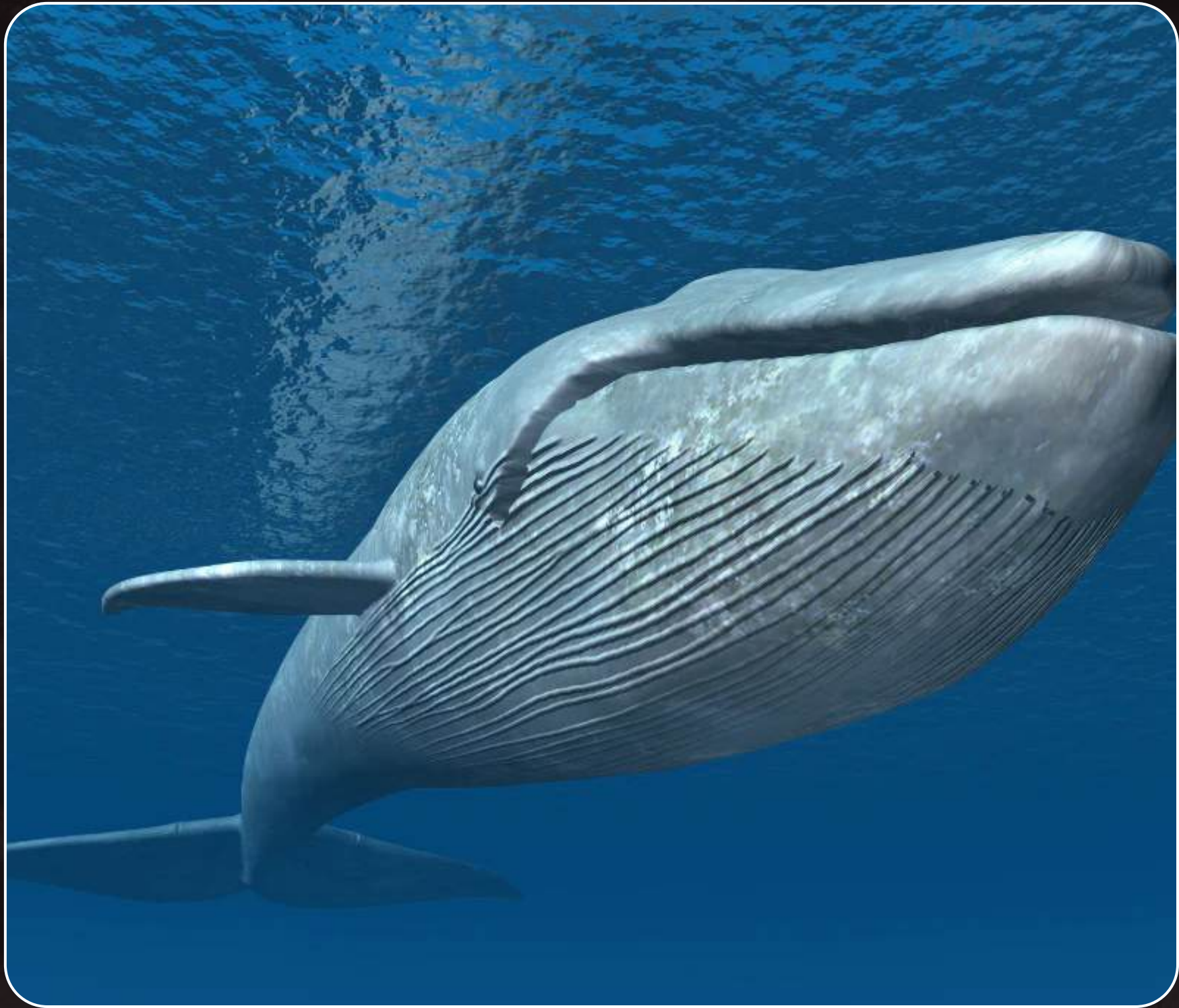




190%



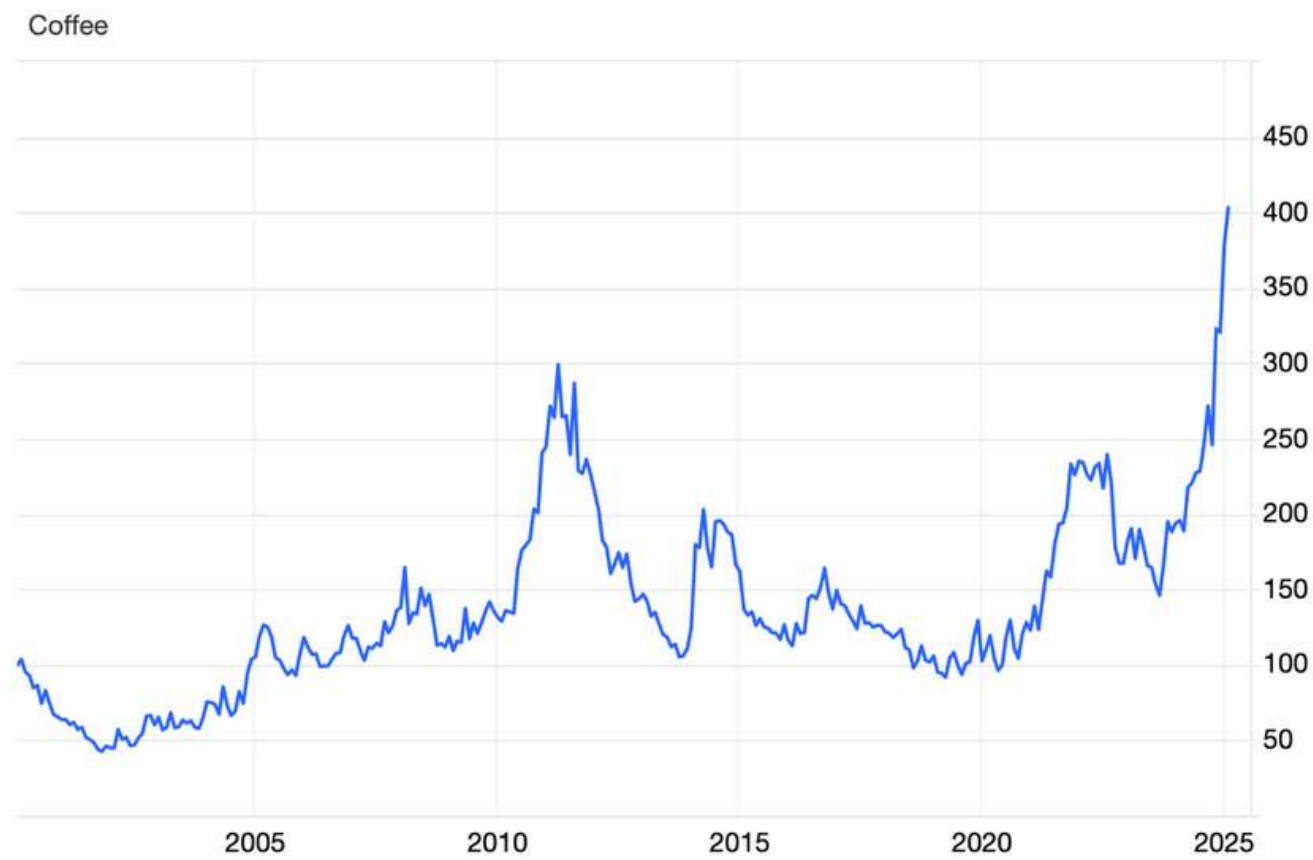
136 000 Kg



x 279

The Price of Coffee is All Over the News, But What Is the Price of Coffee?

Nick Brown | February 7, 2025



A global coffee price spike is about to drip into your mug

Disruptive weather linked to climate change has dented coffee bean supplies, which industry experts warn could soon leave a bitter taste in consumers' mouths.



Rising Coffee Prices a Rude Awakening for U.S. Consumers

Poor growing conditions in key coffee producing countries and increasing worldwide demand driving prices higher

DENVER (June 4, 2024)—U.S. consumers are paying more for coffee due to an array of production challenges in key coffee growing regions of the world amid surging global demand. U.S. coffee importers have faced escalating costs, with imported coffee prices rising 65% since January 2021. Those higher costs are now working their way to consumers who are shelling out 20% more for

ground coffee. **The Price of Coffee in the US Hit an All-Time High – Here's Why** According to likely to continue. Consumers may soon see the cost passed on to them.

By **Stacey Leasca** | Published on January 29, 2025



PHOTO: FOOD & WINE / GETTY IMAGES

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SIP SMARTER
SPEND LESS

Eco
Latte



MEET THE TEAM



VENUS KAJANGU
Chief Technology Officer



BIANCA DESAI
Chief Executive Officer



VANESSA DEJESUS
Chief Financial Officer



- HSP70
- HSP90
- SOD

Customer Discovery Plan

EcoLatté has spent the past month conducting surveys.



Customers want a low price point and an expert's approval

What We Found

Age Range: 20-30



What people want most from coffee: Taste



**Favorite Coffee Places:
Starbucks, Dunkin Donuts,
Local Coffee Chain**



**Price range for 16oz
of coffee beans: \$10-15**



Business TimeLine

Company
Structure

Financial
Milestones

Product
Development



3-4 Months



2 Months



6 Months

Product Release: February 2026

Our Budget

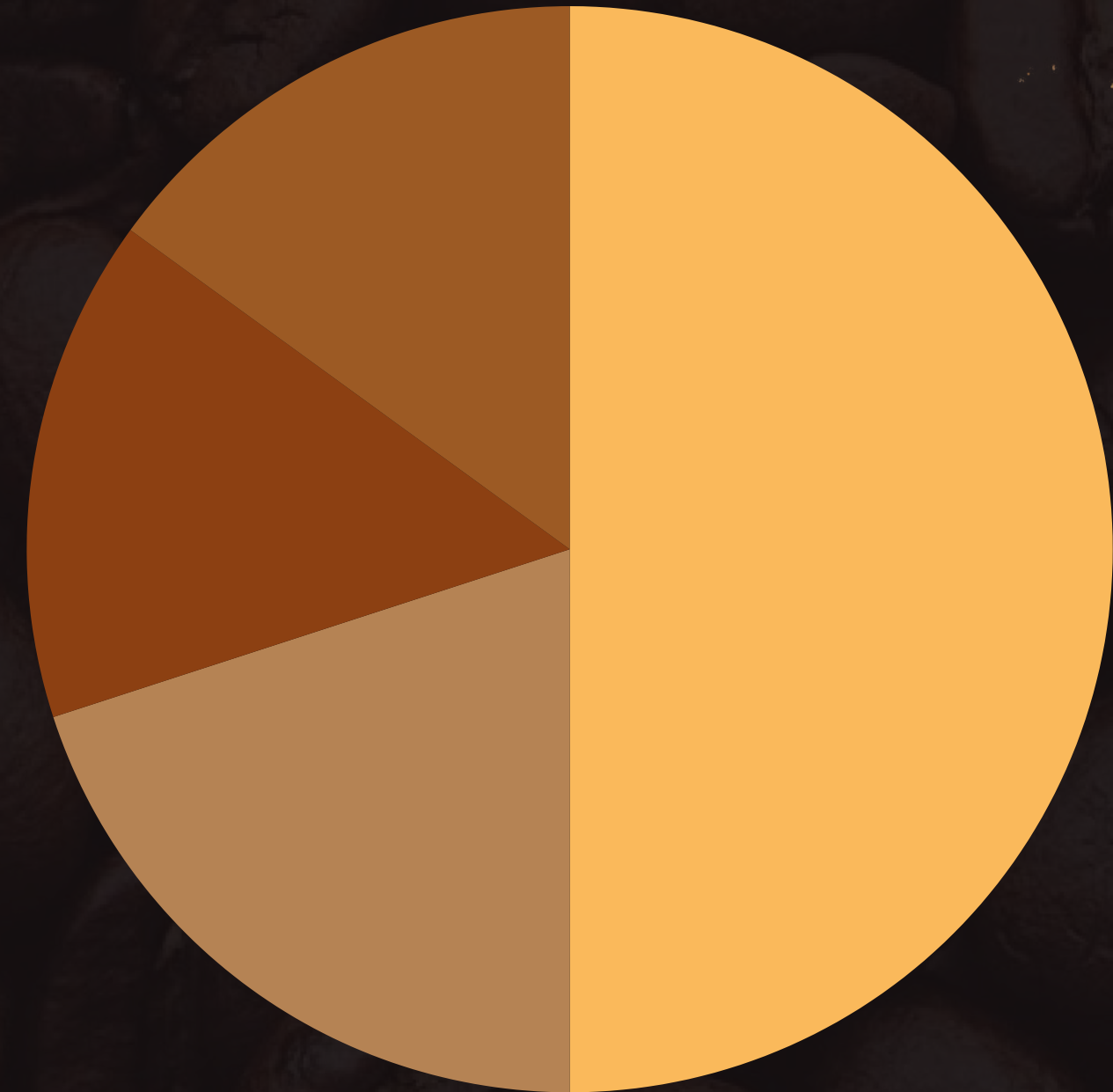
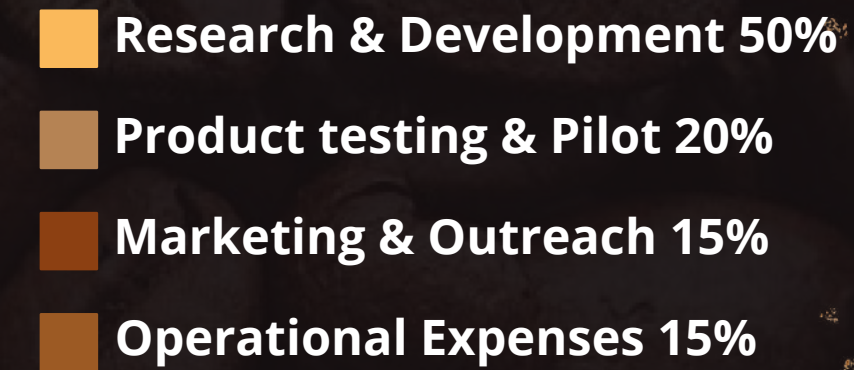
To bring EcoLatte's vision to life, we are seeking **\$10 million in funding.**

Research & Development: For genetic modification and plant development, including lab equipment, biotechnology tools, and personnel.

Product Testing & Pilot Programs: To fund field trials, gather data from farmers, and refine the product.

Marketing & Outreach: For customer acquisition, brand development, and market penetration.

Operational Expenses: Including staffing, administrative costs, and scaling our core business operations.



A top-down view of a white ceramic cup filled with a frothy, light brown coffee beverage, topped with numerous small bubbles. The cup is centered on a dark brown background densely packed with coffee beans. The text "THANK YOU" is written in a large, white, serif font across the middle of the image, partially overlapping the cup. In the top-left and bottom-right corners, there are decorative clusters of small, golden-brown coffee granules or dust.

THANK YOU