Pre-reads should mirror your pitch deck:

1. Start with the problem slide (elevator pitch) – 5 secs!

2. Your vision and value proposition

3. Target market and opportunity

4. The solution

5. Revenue model or business model

6. Traction and validation/roadmap

7. Marketing and sales strategy

8. Financials

9. Competition

10. Investment and use of funds

1. “What if your coffee could help save the planet?” (grabs attention)
2. Introducing EcoLatté: Sip smarter, Spend less
3. In regions like Brazil, the world’s largest coffee producer, the rising temperatures and erratic weather patterns are creating ideal conditions for pests like the coffee borer beetle and diseases such as the coffee leaf rusts.
4. We wanted to make a coffee bean that could withstand the effects of climate change.  
   Our genetically modified coffee beans are engineered to resist pests, pathogens, and heat stress

The soil and taste were just added benefits.

Climate change continues to take so much from us, let’s not let it take our beloved coffee too.

**What if your coffee could help save the planet?!**

Introducing EcoLatté: Sip Smarter, Spend less.

According to Yale Environment, climate anxiety is affecting those born between 1997 and 2012, also known as Gen Z, who are constantly burdened with news of climate disaster on social media.

(add NC State statistic of 75% of students on the slide)

Climate anxiety is characterized by the psychological distress and fear associated with climate change.

Climate change is not a new phenomenon but are you aware of how it is affecting your coffee?  
In regions like Brazil, the world’s largest coffee producer, the rising temperatures and erratic weather patterns are creating ideal conditions for pests like the coffee borer beetle and diseases such as the coffee leaf rusts. These threats have already led to a 190% increase in pesticide use over the past decade, with millions of kilograms of toxic chemicals applied to combat infestations. This not only drives up production costs but also puts the safety and quality of the coffee at risk.

At EcoLatte, we offer a solution: our genetically modified coffee beans are engineered to resist pests, pathogens, and heat stress. By reducing reliance on harmful pesticides and ensuring a more stable, higher-quality product, our beans provide a sustainable, long-term solution for coffee producers facing the pressures of a changing climate. With EcoLatte, you can offer your customers cleaner, more consistent coffee while protecting your supply chain from climate-induced disruptions.

More young Americans are drinking coffee.

<https://nationalcoffee.blog/2022/10/17/more-young-americans-drinking-coffee-than-ever-before/>

<https://apcoworldwide.com/blog/rising-temperatures-rising-stress-the-climate-anxiety-dilemma-and-its-impact-on-gen-z-in-the-workplace/>

<https://e360.yale.edu/features/for-gen-z-climate-change-is-a-heavy-emotional-burden>

<https://cnr.ncsu.edu/fer/news/2024/04/climate-crisis-stokes-gen-z-anxiety/>