

# SuperCoffeeXP

## Investor Summary (Consolidated)

**Purpose.** SuperCoffeeXP is a next-generation coffee and gaming concept designed to create an intentional third place where premium coffee, digital culture, and community converge. This summary consolidates investor prep discussions, market rationale, business model, technology strategy, and growth outlook.

### Market & Problem Fit

SuperCoffeeXP addresses a growing lack of intentional, community-driven spaces. It bridges coffee drinkers and gamers by offering a purpose-built environment focused on belonging, experience, and progression. The mobile app serves as the primary engagement layer.

### Why Coffee & Gaming

Coffee and gaming are both mature, resilient markets with overlapping demographics. Cultural shifts toward experiential retail, hybrid social venues, and digital-physical integration make this convergence timely and scalable.

### Core Consumer & Demand Signals

Primary consumers are adults aged 30–40 with high coffee consumption, strong technology adoption, and discretionary spending for premium experiences. Demand is reinforced by growth in specialty coffee, gaming cafés, and experiential retail.

### Business Model Overview

**Coffee:** Core pricing \$3.50–\$4.00, with limited exclusives, tea expansion, functional beverages, and sustainability positioning.

**Gaming:** Memberships, access fees, tournaments, streaming setups, and community events.

**Events:** Corporate bookings, private rentals, and branded experiences.

**Merchandise:** Apparel, drinkware, peripherals, beans, and limited collaboration drops.

### Unit Economics & Validation

Estimated margins: coffee 70–75%, gaming and memberships 60%+, with average order value \$8–\$15. A \$50K pop-up or mobile pilot is proposed to validate demand, pricing, and engagement before flagship rollout.

### Technology, Data & Differentiation

Differentiation is driven by a mobile-first platform enabling loyalty progression, personalization, gamification, and future gaming platform integrations. The technology layer is designed to scale independently and be licensable to other operators.

### Team, Execution & Operations

Currently founder-led, with planned additions including coffee operations leadership, technical leadership, and entertainment licensing advisors. Centralized systems, standardized training, and real-time feedback ensure consistency across locations.

## **Financials, Capital & Exit**

Flagship NYC build-out estimated up to \$5M with breakeven targeted in 1–3 years. Lean launch options (\$500K–\$700K) remain viable. Exit strategy supports lifestyle brand growth with optional acquisition, platform licensing, or strategic partnership.

## **Scalability & Risk Management**

Initial growth focuses on corporate-owned urban stores, with optional licensing or franchising later. Coworking spaces, campuses, and airports present strong secondary formats. Diversified revenue and tech-forward operations mitigate economic and trend risks.

## **Vision & Cultural Impact**

In five years, SuperCoffeeXP aims to represent leveled-up coffee culture—a place where digital life and physical community intersect daily. The brand is positioned as both a cultural hub and a scalable platform.