

## Middle Eastern professional coffee machine

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Type Klant	B2B
Gewenst Type Investeerder	Angel Investor, Venture Capital, Private-Equity, Strategische- Investeerder
Benodigd Kapitaal	€500.000,-
Reeds toegezegde financiering	€0,-

<b>Minimale Ticketsize</b>	€100.000,-
<b>Sector</b>	Food, Horeca, Consumentproducts, Production
<b>Bedrijfsfase</b>	Seed
<b>Land geregistreerd</b>	The Netherlands
<b>Aantal Founders</b>	1
<b>Aantal Huidige Werknemers</b>	4
<b>Maandelijke Omzet</b>	€0,-
<b>Omzet (prognose) komende 12 maanden</b>	€0,-
<b>Omzet (prognose) maand 13 - 24</b>	€1.000.000,-
<b>Huidige Kosten (maandelijks)</b>	€1.000,-

## Bedrijfsbeschrijving

With a history of over 500 years, coffee has become one of the most iconic beverages in the world. In 1450, the first coffeehouses opened in Istanbul, and since then, coffee has spread throughout the world. It may surprise you that the very first brewed coffee ever made was Turkish coffee, which is similar to Greek, Arab, Armenian, Israeli, and Balkan coffee.

Turkish coffee is still one of the most popular coffees in the world. Over 1 billion people in more than 60 countries enjoy a delicious cup of Turkish coffee daily. However, there is a notable aspect to the preparation of Turkish coffee. Although Turkish coffee is served in over 900,000 hospitality establishments worldwide, these locations currently use only consumer-grade coffee machines. This means they brew coffee with pre-ground and packaged coffee, whereas espresso uses freshly ground coffee. And that is one of the many innovative points that sets us apart.

We have developed the very first professional Turkish coffee machine that prepares Turkish coffee at a professional level, using freshly ground coffee and filtered water. Both coffee and water are delivered in the desired quantity. With the built-in scale, a consistent taste and quality level of coffee is achieved every time. This is a revolutionary step forward for the Turkish coffee industry, and we are confident that our innovation provides us with an unparalleled competitive position in the market.

We are currently seeking €500,000.- with an option up to €3,000,000 to execute the aforementioned next steps and enhance our market position.

## Business Model

Our objective is to develop and provide professional Turkish coffee machines and coffee grinders to hotels, cafes, and restaurants in more than 60 countries, including Turkey, Greece, Saudi Arabia, Qatar, Kuwait, the United Arab Emirates, Israel, Egypt, Cyprus, and the Balkans.

With the funding we have secured, we have planned to accomplish this goal within one year, as per the committed and calculated planning of our partners.

Furthermore, we are specifically targeting countries that have sizable populations of Turkish, Arab, Greek, Israeli, and Balkan communities, such as Northwestern Europe, Russia, and the United States.

## USP's

Our company does not have direct competitors in the field of professional Turkish coffee machines. While there are manufacturers producing consumer-grade Turkish coffee machines, we offer a unique product with our professional coffee machines. We are the first company to have developed a professional Turkish coffee machine that can compete with well-known commercial Italian espresso machine brands. This gives us a unique position in the market and provides opportunities to differentiate ourselves from other players in the coffee industry.

## Investeringsbehoefte

With this investment, our objective is to realize our ambitious plans of transforming the existing Minimum Viable Product (MVP) into a fully certified, market-ready product. This will enable us to initiate the assembly, testing, shipping, marketing, and sales processes for our company's professional coffee machines and product ranges.

Additionally, we will showcase and promote our brand at prominent trade shows, events, and across various social media platforms to enhance the visibility of our products and brand.

The provided funding will empower us to successfully launch our distinctive range of products in the market and strengthen our competitive position. Furthermore, through this investment, we aim to establish a solid foundation for future growth.

## Ervaring Founder(s)

Our founders both possess a unique set of skills and experience that will be invaluable to the success of our company.

One of our founders has extensive experience in IT, design, electronics, and marketing. Their versatile background enables them to conceive and execute innovative solutions in all areas of our business.

The co-founder will be responsible for marketing and sales. With over 6 years of experience as Head of Sales and Account Management at Dyson, they have a proven track record in building and maintaining customer relationships and leading successful sales teams. Their expertise will be instrumental in identifying and reaching new markets, as well as establishing strong sales channels for our products.

## Overige Relevante Informatie

In the past five years, we have invested €150,000 in our company and have worked diligently on developing the very first professional Turkish coffee machine ever.

We have dedicated over two years solely to the design to ensure it has a timeless, iconic, and unique design. This will not only provide an unforgettable launch but also allow for higher profit margins.

With no direct competitors outside of consumer-grade Turkish coffee machine manufacturers, we have the space, time, and opportunity to establish a strong market position. To achieve this, we have taken the following steps:

- Developed a timeless and iconic design
- Obtained a patent for the coffee machine
- Currently pursuing a patent for the coffee grinder
- Demonstrated a working prototype
- Created social media accounts and published content

To further strengthen our position, these are our next steps:

- Develop the MVP into a fully certified product for worldwide use to enable the market introduction
- Initiate strong and well-planned branding and marketing campaigns
- Participate in coffee festivals and events
- Develop a more affordable variant of the coffee machine for the broader mid-range segment in the hospitality industry
- Build compact and professional Turkish coffee grinders

Currently, we are seeking an investment of €3,000,000. With this funding, we will execute the aforementioned next steps and further strengthen our position in the market.

## Samenvatting

**Datum:** 22 June 2023

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## Contact & Site