

# INVESTMENT MEMORANDUM

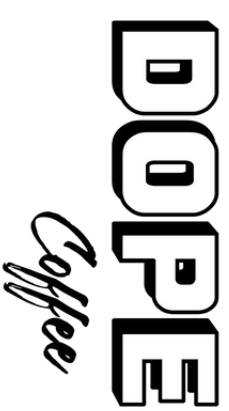


Michael Loyd, CEO  
Michael@realdope.coffee  
April 1, 2020



**DOPE**

*Coffee*



## **Vision**

Dope Coffee will pioneer a new era in specialty coffee where culture transcends product and communities are uplifted by the value they create for the world.

## **Mission**

Serve great coffee to great people.





# INDUSTRY LANDSCAPE

Prominent players in the specialty coffee market.



Dope Coffee doesn't seek to challenge these prominent players in their current markets initially. Instead, we target untapped, immediately addressable markets that these players ignore. These markets have purchasing power of over \$3 billion in the coffee industry.



# CHALLENGES IN SPECIALTY COFFEE

The specialty coffee industry does not see people of color as the customer

Current branding models don't speak to diverse groups

The Cafe environment can be unwelcoming and hostile

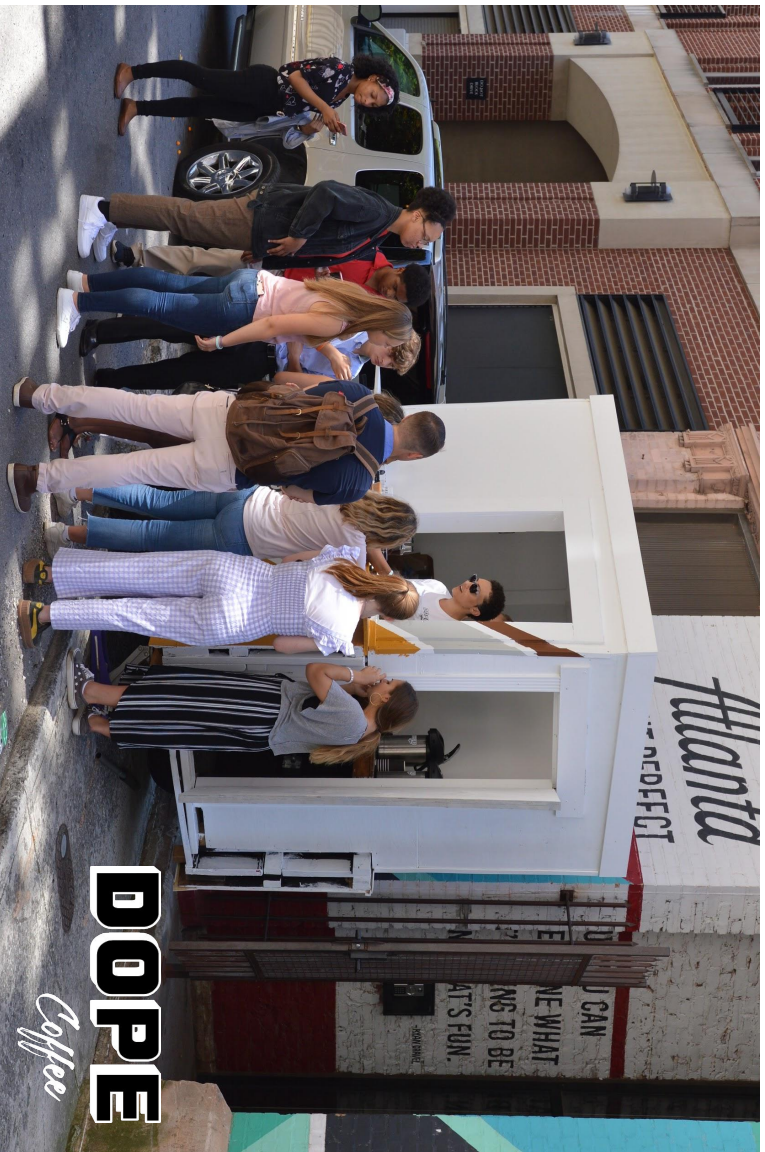
Flavors and Taste not well received



The data clearly reinforces the fact that people of color aren't major coffee consumers, and I believe the coffee industry is missing out on several fronts because of this lack of engagement.

Phyllis Johnson - BD Imports Atlanta, International Consultant | Leader in Building Gender Equity Coffee Value Chains

# A DOPE OPPORTUNITY



*Our brand is designed to reflect the experience of Black American culture, but it also resonates well with non-Black (White, Asian, Latino etc.) groups.*

*A large proportion of our sales come from non-Black customers. People immediately understand and get Dope Coffee across cultures.*



# BRANDING APPROACH

**Culturally  
Relatable**



**Culturally  
Curated**



**Culturally  
Accepted**





# PRODUCT INNOVATION

Dope Coffee has the internal capability to create consumer packaged goods with great product market fit.

In addition to our offerings, we've created a line of coffee additives and non consumables, in addition to a skin care line that are being testing for market acceptance and useability.

All products are vegan and are composed of a combination of natural and organic materials.



# MANUFACTURING & FULFILLMENT CAPABILITY

Dope Coffee has an intentional plan to upgrade our manufacturing & fulfillment capability in three phases based on funding level

## Phase 1 - (Preseed)

- B2C & B2B Internal Fulfillment
- Self Produce All Manufactured Products
- Third Party Coffee Roaster

Phase 2 - (Post Seed) Decrease reliance on 3PO and Co Packers. Increase roasting & bottling capacity. Begin K-Cup Manufacturing, Sourcing direct from China at large volume.

Phase 3 - Internal Production, Large Scale Roasting Operations, Large Scale Bottling, Large scale Fulfillment & Distribution Operations



**DOPE**  
*Coffee*

**DOPE SURPRISE**  
Special Blends

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*Coffee*

**TANZANIA PEABERRY**  
Chocolate Notes, No Aftertaste

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**DOPE**





# Business Model

Dope Coffee will operate a Click and Brick Business retail model serviced by a central headquarters in Atlanta, Ga. We will open flagship Micro Fulfillment centers in key urban markets that brings our online experience in person.

The Click and Brick model has been demonstrated to be successful in the specialty coffee industry by Blue Bottle Coffee company generating annual revenues of \$25M.

Our e-commerce strategy hinges around our website [www.realdope.coffee](http://www.realdope.coffee). At our current stage of growth, we utilize the micro fulfillment center concept.

## Click and Brick Advantages

- Boost offline (in-store) sales by leveraging online data
- Enhance the customer experience by giving sales associates access to their online account information (purchase history, product recommendations)
- Integrate inventory and fulfillment, which allows shoppers to buy online and pick up in the store, or have items shipped to their home.

# Marketing & Sales Strategy

## Addressable Market

- Untapped Markets in Communities of Color
- Emerging Market of Urban Millennial coffee drinkers
- Coffee drinkers who align with company values

## Digital & Content Marketing (B2B & B2C)

- Core team are professional content producers
- Content Marketing Lineup: Feature articles & tutorials, Drip Tips - Coffee Tutorials Collaborative
- Public Relations effort targeting our niche audience

## Digital Advertising Online Research, Advertising, and Outreach

*Leveraging the power of data, research, and smart search technology to identify coffee customers and other groups that our brand can resonate with and to reach those customers online with targeted advertising.*



FPS



# Traction

- Raised \$33K in Convertible Notes via Friends and Family
- Won Populus Group PG Shark Tank Pitch Competition and was awarded \$7,500.
- Established new headquarters at Team RWB Firebase in Midtown Atlanta Ga.
- Completed The Guild/Invest Atlanta Community Wealth Building Business Accelerator
- Completed 19B Bunker Labs / We Work Veteran In Residence Incubator.
- Press Features: Forbes, Voyage Magazine, Grey, Revolution of 1 Podcast
- 11K + Dope Coffee Landing page Hits
- 635 total orders
- 14k in Ecommerce sales
- 3.8% online store conversion rate
- 4k+ social media followers
- 1000+ email list

# FINANCIAL PROJECTIONS

Operating Summary					
Year		2020	2021	2022	2023
Revenue					
Service		\$77,500.00	\$109,500.00	\$127,500.00	\$144,000.00
Products		\$232,817.00	\$491,275.00	\$1,064,315.00	\$1,569,190.00
Total		\$310,317.00	\$600,775.00	\$1,191,815.00	\$1,713,190.00
Expense					
COGS		\$110,529.51	\$190,229.98	\$294,427.50	\$467,412.58
Gross Profit %		64.38%	68.34%	75.30%	72.72%
Payroll/Benefits		\$158,466.67	\$302,736.67	\$340,440.00	\$340,440.00
Overhead		\$76,500.00	\$111,600.00	\$131,400.00	\$131,400.00
Taxes and Fees		\$14,877.78	\$42,958.38	\$91,666.78	\$134,581.15
Total		\$366,485.62	\$647,525.02	\$857,934.28	\$1,073,833.73
Earnings					
Net Profit %		-\$56,168.62	-\$46,750.02	\$333,880.73	\$639,356.27
		-18.10%	-7.78%	28.01%	37.32%
Cumulative Earnings					
		-\$56,168.62	-\$102,918.64	\$230,962.08	\$870,318.35

To achieve our revenue projections through 2022, we need to raise approximately \$117,000 in addition to the \$33,000 we have already raised through our private offering of convertible notes..

We plan to raise \$107,000 of that goal through this offering, and the balance (approximately \$10,000) through our next round of financing (which we expect to be a preferred equity round).

To achieve our projections for 2023 and beyond, we will need to raise additional capital. We plan to secure most of this capital through our next round of financing.



## TARGET EXIT

Dope Coffee will position the firm first and foremost for solid financial growth with a goal of achieving an exit through merger or acquisition within 5 years.

The ideal situation is to align with a firm that understands and seeks to align with the company's values and vision.





## INVESTMENT OFFER

### Raise Details:

Target: 107k

Minimum: 27k

Mechanism: Convertible Note

### Convertible Note Details

- 24mo maturation period
- 10% Discount on Equity at conversion
- 10% Interest Per Annum

# Investor Benefits

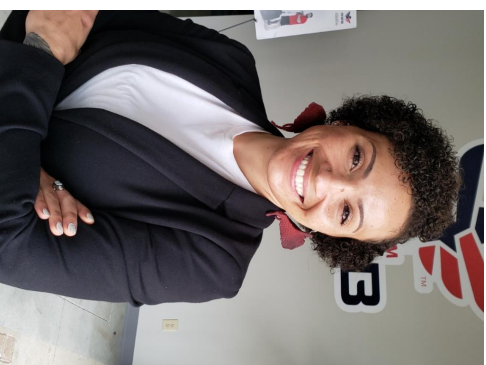
BENEFITS	INVESTMENT (in 1000s)			
	\$3	\$5	\$7	\$10
Dope Coffee Classic White T (All Investor will receive a Dope Coffee T)	x	x	x	x
Big Dope Box of Coffee Gift Set	x	x	x	x
Complimentary Annual Coffee Subscription		x	x	x
Two tickets to Annual Dope Coffee Party			x	x
Private guided tastings and sampling on appointment (2x/year)			x	x
Collaborate on a new product offering (name, style), join us on production days, & receive a set of products you create.				x



## Mike

*Marketing & Operations*

*Marine Officer, Coffee  
Executive, Creative Design,  
Hip Hop Artist*



## Chel

*Product Development  
& Logistics*

*Coffee Expert,  
Flavorist, Chef and  
Registered Dietitian*



## Stace

*Operations & Creative  
Director*

*Music Producer, Change  
Maker*





THANK YOU

## Contact Information

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CPO	Michelle@realdope.coffee
COO	Stace@realdope.coffee

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