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Coffee

Genesis Café

Coffee Shop

255 Winthrop Ave. #110

Indianapolis, IN 46220

Get directions

Coming Soon

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Profile

Data Room

Discussion

This is a preview. It will become public when you start accepting investment.

Early Investor Bonus: The investment multiple is increased to 1.6x for the next \$20,000 invested.

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THE PITCH

Genesis Café is seeking investment to purchase a coffee cart and other equipment to start selling day-cafe to customers who want access to the collaborative workspace.

First LocationOperating Pop-ups

This is a preview. It will become public when you start accepting investment.

OUR MISSION

The Speak Easy has a well-established brand and membership base. It also leverages its location on the pedestrian highway of foot traffic south of Broad Ripple. Genesis Cafe plans on capitalizing on this by not only sell coffee to visitors but also operate the point of sales system where people can purchase day-cafe collaborative workspace.

In 2012 it was Indy's first co-working space in central Indiana.

It is a hub in Indianapolis for entrepreneurs, freelancers, business owners, students, and remote worker. It has a strong community of members who are already excited about the potential of a coffee shop location. The space contains 4 separate meeting rooms.

Our hope is to have a permanent espresso bar located within The Speak Easy by the end of year one into acting as an event catering service serving at other locations.

Year one: Consists of a moveable coffee cart within the co-working space which will also be used to meetups.

Year one continued: After the permanent fixed setup is established, we will begin reallocating portions of nonprofits in Indianapolis with capital funding needs.

Year two: By the end of year one we will build out a permanent fixed setup in the co-working space. This is a preview. It will become public when you start accepting investment.

Previous

Next

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THE TEAM

Hascall Shaffer II

Founder - CEO

Hascall, a Navy Veteran, began his entrepreneurial journey four years ago when he risked his stable, passion. This journey began at The Speak Easy, where he surrounded himself with entrepreneurs by Through a relationship with a local coffee roaster, he began to delve into the world of coffee, realizing have to affect change and cultivate community. Hascall took the last two years to learn about roasting coffee roaster, and crafting his skills as a barista. The past four years have culminated to this point-coffee shop.

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Data Room

Intended Use of Funds

Target Raise

Maximum Raise

One time purchases (Equipment) \$14,000

Overhead Expenses For 3 Months \$9,500

Mainvest Compensation \$1,500

Total \$25,000

Financial Forecasts

Year 1 Year 2 Year 3 Year 4 Year 5

Gross Sales \$72,453 \$172,989 \$193,402 \$208,487 \$223,081

Cost of Goods Sold \$15,457 \$36,904 \$41,259 \$44,477 \$47,591

Gross Profit \$56,996 \$136,085 \$152,143 \$164,010 \$175,490

EXPENSES

Salaries \$35,405 \$84,533 \$94,508 \$101,879 \$109,010

Insurance \$456 \$467 \$478 \$489 \$501

Repayment Schedule Quarterly

Securitization None

Maturity Date October 1, 2028

Financial Condition

No operating history

Genesis Café was established in February, 2021. Accordingly, there are limited financial statements :
When evaluating this investment opportunity, investors should consider factors outlined in the risk s

No other outstanding debt or equity

The capital raised through Mainvest will make up the entirety of the Genesis Café's fundraising. How
additional funds from alternate sources at a later date.

Other challenges

Genesis Café has had the following other challenges that are not otherwise captured in the Financia
or the Financial Statements:

Does the unique location of a co-working space allow for viability?

Close proximity of at least 2 coffee shops within a 5 minute drive.

Unique operating hours on weekends due to private events being hosted in the co-working/event sp

Risk Factors

You Might Lose Your Money

When you buy a certificate of deposit from a bank, the Federal government (through the FDIC) guar:
Buying a Note is not like that at all. The ability of Genesis Café to make the payments you expect, an
back, depends on a number of factors, including many beyond our control.

Competition

The market in which we operate is highly competitive and could become increasingly competitive wi
Café competes with many other businesses, both large and small, on the basis of quality, price, loca
Changes in customer preference away from Genesis Café's core business or the inability to compete
competitors could negatively affect Genesis Café's financial performance.

Lack of Guaranty

The Notes are not personally guaranteed by any of the founders or any other person

Financial Forecasts Risks

The financial forecasts provided by us herein are reasonable forecasts by us based upon assumption other various assumptions regarding operations. The validity and accuracy of these assumptions will over which Genesis Café and the key persons will have no control. Changes in assumptions or their affect the forecasts. To the extent that the assumed events do not occur, the outcome may vary significantly from the forecasted outcomes. Consequently, there can be no assurance that the actual operating results will correspond to the forecasted outcomes. Additionally, Genesis Café is a newly established entity and therefore has no operating history from which to compare with.

Inability to Sell Your Investment

The law prohibits you from selling your securities (except in certain very limited circumstances) for 1 year after that one-year period, a host of Federal and State securities laws may limit or restrict your ability to sell. If you are permitted to sell, you will likely have difficulty finding a buyer because there will be no established market for the securities. You should be prepared to hold your investment for its full term.

The Company Might Need More Capital

Genesis Café might need to raise more capital in the future to fund/expand operations, buy property, hire additional staff, market its services, pay overhead and general administrative expenses, or a variety of other expenses. There is no assurance that additional capital will be available when needed, or that it will be available on terms that are not adverse to Genesis Café. If Genesis Café is unable to obtain additional funding when needed, it could be forced to delay its business operations or cease operations altogether.

Changes in Economic Conditions Could Hurt Genesis Café

Factors like global or national economic recessions, changes in interest rates, changes in credit market conditions, declining employment, changes in real estate values, changes in tax policy, changes in prices of goods and services, among other factors are unpredictable and could negatively affect Genesis Café's financial performance. In the event Genesis Café ceases operations due to the foregoing factors, it can not guarantee that it will be able to continue its operations or generate revenue in the future.

No Registration Under Securities Laws

The Notes will not be registered with the SEC or the securities regulator of any State. Hence, neither the Notes nor the company will be subject to the same degree of regulation and scrutiny as if they were registered.

Incomplete Offering Information

Title III does not require us to provide you with all the information that would be required in some other public offering of securities. As a public offering of securities (for example, publicly-traded firms must generally provide investors with

Conflict of Interest With Companies and Their Management

In many ways, your interests and the interests of Genesis Café's management will coincide: you both successful as possible. However, your interests might be in conflict in other important areas, including to act conservative to make sure they are best equipped to repay the Note obligations, while Genesis aggressively to invest in the business. You would like to keep the compensation of managers low, while they as they can.

Future Investors Might Have Superior Rights

If Genesis Café needs more capital in the future and takes on additional debt or other sources of financing, rights superior to yours. For example, they might have the right to be paid before you are, to receive voice in management, or otherwise.

The Company is Not Subject to the Corporate Governance Requirements of the National Securities Exchange Act

Any company whose securities are listed on a national stock exchange (for example, the New York Stock Exchange) is subject to a set of rules about corporate governance that are intended to protect investors. For example, the major U.S. companies to have an audit committee made up entirely of independent members of the board of directors (no outside relationships with Genesis Café or management), which is responsible for monitoring Genesis Café's financial reporting. Genesis Café will not be required to implement these and other investor protections.

You Have a Limited Upside

Notes include a maximum amount you can receive. You cannot receive more than that even if Genesis Café performs better than your initial expectations.

You Do Have a Downside

Conversely, if Genesis Café fails to generate enough revenue, you could lose some or all of your money.

Payments and Return Are Unpredictable

Because your payments are based on the revenue of Genesis Café, and the revenue of Genesis Café (and the company's assets) disappear altogether) unpredictably, it is impossible to predict how much you will receive and when. Since the revenue is unpredictable, so is your ultimate return.

The Notes Are Unsecured and Uninsured

The Notes are not secured by any collateral, nor are they guaranteed or insured by the FDIC or any other entity.

Subordination

Investor Discussion

Genesis Café isn't accepting investments right now, but is trying to get a sense of how they should s need to provide any money, and we won't be accepting money or selling securities, until all of its for obligation to ultimately invest. All investments will must be done through Mainvest.com. Once the of if you so choose.

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