

COMING SOON

A DISRUPTIVE COMPANY EXCLUSIVE

COMING SOON



COFFEE DADDY.

A small, stylized black icon of a coffee bean with a white vein, positioned at the end of the word "DADDY."

WWW.THEDISRUPTIVETEAM.COM

BRAND DECK PRESENTATION

A BRAND GOING GLOBAL

AN EXCLUSIVE BRAND BY THE

AWARD WINNING CREATIVES

AT THE DISRUPTIVE COMPANY

WWW.THEDISRUPTIVETEAM.COM

COMING SOON

COFFEE DADDY.

COMING SOON

[@COFFEEDADDY.CO](https://www.coffeedaddy.co)

NICE TO MEET YOU

COFFEE DADDY IS MORE THAN JUST A QUICK CUP OF JOE. YOU SEE, WE AREN'T HERE TO SELL COFFEE, WE ARE HERE TO SELL EXPERIENCE. THAT'S WHY OUR EXPERTLY-CRAFTED SIGNATURE DRINKS AND VIRAL HOUSE-MADE CINNAMON ROLLS ARE GOING TO MAKE A BIG SPLASH IN THE MARKET. OUR GOAL IS TO CREATE CAFFEINATED HAPPINESS FOR EVERY PERSON AROUND THE GLOBE.

**COFFEE
DADDY.** 

COFFEE DADDY

CAFFEINE & FOOD



COCO COLD BREW

24hr cold brew, organic coconut cream, brown sugar

(S) \$4.50 (M) \$5.50 (L) \$7.00



HONEY HONEY

24hr cold brew, creamy oat milk, honeycomb

(S) \$4.50 (M) \$5.50 (L) \$7.00



GINGERSNAP

creamy oat milk iced coffee, cinnamon, clove, nutmeg

(S) \$4.50 (M) \$5.50 (L) \$7.00



DADDYS CINNAMON ROLL

rich, decadent, and made just for you

\$9.00



CARAMEL CREME BRULEE

hot coffee, steamed creamy milk caramel, creme brulee

(S) \$4.50 (M) \$5.50 (L) \$7.00



BISCOFF HOT COFFEE

hot coffee, steamed creamy milk, biscoff

(S) \$4.50 (M) \$5.50 (L) \$7.00



DADDYS HOT CHOCOLATE

our signature rich hot chocolate

(S) \$4.50 (M) \$5.50 (L) \$7.00



BREAKFAST SANDO

brioche, bacon, egg, sausage, aioli

\$7.50

ESPRESSO \$3.50 | DRIP COFFEE \$3.00 | ICED COFFEE \$4.00 | MATCHA \$5.00



FRESH

GO FRESH READY



DELISH

COFFEE

DADDY
DADDY
DADDY



COFFEE





**COFFEE
DADDY.** 



COFFEE

**DADDY
DADDY
DADDY**

COFFEE

ORDER ONLINE



COFFEE ☕ DADDY



BRAUN NOTES

OPENING HOURS

M/T/R	8/19
9/10	9/20

BRUNCH

Menu updated

with a new

brunch

menu

LIMITED MENU = EASY TO OPERATE

NO KITCHEN EQUIPMENT | NO HOODS & EXHAUST | SIMPLE SET-UP

A LIMITED MENU MAKES BOTH SMALL AND LARGE LOCATIONS EASY TO OPERATE, WHICH MEANS LOW LABOR COSTS. A LIMITED MENU ALSO MEANS LIMITED INVENTORY, WHICH MEANS LOW COST OF GOODS. THIS APPROACH DOESN'T JUST MAXIMIZE PROFITABILITY, IT STAYS TRUE TO WHO COFFEE DADDY IS AND THAT IS BEING REALLY GOOD AT WHAT WE DO. OUR FOCUS IS NOT TO HAVE A SINGLE "BAD" THING ON THE MENU AND TO KEEP IT SIMPLE. THIS IS A MODEL PROVEN SUCCESSFUL FOR DECADES AT IN-N-OUT.

CINNAMON ROLLS & BREAKFAST SANDWICHES PREPARED OFF-SITE AT A COMMERCARY KITCHEN AND DELIVERED FRESH DAILY. THIS ALLOWS COFFEE DADDY TO OPERATE IN AN ARRAY OF DIFFERENT SPACES WITHOUT A KITCHEN

**COFFEE
DADDY** 

BEING BUILT TO SCALE

THIS IS AN INVESTMENT IN TO A GLOBAL BRAND

COFFEE DADDY ISN'T HERE AS A "MOM-AND-POP" START-UP. WE AREN'T HERE TO JUST "SEE HOW THIS THING GOES". COFFEE DADDY IS BEING BUILT LIKE A BRAND FROM DAY 1. THAT MEANS OUR OPERATING SYSTEMS, RECIPES, EQUIPMENT SPECS, AND OF COURSE OUR ENTIRE BRAND IDENTITY AND MARKETING STRATEGY IS ALL BEING DESIGNED TO SCALE OUR BRAND AND FRANCHISE. INVESTING IN TO COFFEE DADDY MEANS AN INVESTMENT IN TO WHAT WE ARE DESIGNING TO BE A PUBLICLY TRADED COMPANY.

**COFFEE
DADDY** 

WHY BRANDS ARE SUCCESSFUL

BRANDS ARE LIKE PEOPLE AND HAVE IDENTITY

SAY IT WITH US: "COFFEE DADDY" (SAY IT 3 TIMES). SOUNDS GOOD, RIGHT?

THE APPLE LOGO, THE NIKE SWOOSH, THE GOLDEN ARCHES. THESE ARE EXAMPLES OF BUYING IN TO A BRAND. BRANDS GO PUBLIC, BRANDS GO GLOBAL. DUTCH BROS AND STARBUCKS ARE GREAT EXAMPLES OF COFFEE THAT SELLS EXPERIENCES. COFFEE DADDY INTENDS TO BECOME THE NEXT GLOBALLY RECOGNIZED BRAND. OPERATING IN AIRPORTS, BUSY CITY MALLS, AND MORE.

**COFFEE
DADDY** 



COFFEE DADDY BRINGS YOU

CAFFEINATED HAPPINESS

AND THAT'S WHY WE ARE SPECIAL

A GREAT INVESTMENT

WHAT WE NEED

\$200,000 TO BUILD THE FIRST LOCATION

WHAT YOU GET

25% OWNERSHIP EQUITY AS A FULLY INVESTED PARTNER

HOW YOU GET IT BACK

YOU GET 50% OF PROFITS UNTIL INVESTMENT IS RETURNED

INVESTMENT SATISFIED

ONCE INVESTMENT IS RETURNED PROFIT SHARE RETURNS TO 25%

COFFEE DADDY

BY THE NUMBERS

FIRST LOCATION NUMBERS WITH NO DRIVE-THRU. WE DON'T INFLATE OUR PROJECTIONS TO MAKE IT MORE APPEALING. THESE ARE EXPECTED AVERAGES AS WE ONLY GROW FROM HERE

\$76K

**MONTHLY
REVENUE**

\$200K

**BUILD
COSTS**

30%

**MONTHLY
PROFIT
MARGIN**

\$22K

**PER UNIT
MONTHLY
PROFIT**

OUR GOAL IS TO BEGIN RETURNING PROFITS TO INVESTORS WITH CHECKS GOING OUT BY 90 DAYS OR LESS. WE PLAN TO ONLY BRING ON A LIMITED AMOUNT OF INVESTORS.

COFFEE DADDY BUSINESS PLAN

PHASE 1 ✓ (4 WEEKS)

- BRAND VISION & IDEA
- BRAND LOGO
- BRAND IDENTITY
- BRAND TYPE
- BRAND OFFERING

PHASE 2 ✓ (8-12 WEEKS)

- PITCH DECK
- BUSINESS OFFERING
- FURNITURE & FIXTURES
- FOOD & BEVERAGE VISION
- CAPITAL RAISE DETAILS
- REVENUE PROJECTIONS
- COST PROJECTIONS
- DEVELOP BUSINESS PLAN
- LAUNCH SOCIAL & WEB

PHASE 3 (30 WEEKS)

- RAISE CAPITAL (50%)
- SECURE LOCATION
- DESIGN SPACE
- ELEVATIONS
- FF&E SELECTIONS
- OS&E SELECTIONS
- PURCHASE EQUIPMENT
- WE ARE CURRENTLY HERE**

PHASE 4 (24 WEEKS)

- RAISE CAPITAL (50%)
- HIRE STAFF
- OPENING PLAN
- ORDER SUPPLIES
- ORDER UNIFORMS
- COMPLETE BUILD
- VIP NIGHTS
- GRAND OPENING



**COFFEE
DADDY.** 



**COFFEE
DADDY.** 

TARGETED CITIES FOR FIRST 4 LOCATIONS

SALT LAKE CITY

LOS ANGELES

ORANGE COUNTY


PARIS

THESE ARE AREAS WE HAVE ALREADY ESTABLISHED BUSINESSES AND KNOW THE AREAS VERY WELL. WE HAVE SUCCESSFULLY OPERATED FULL-SERVICE RESTAURANTS IN THESE AREAS FOR THE LAST 10+ YEARS

CONTACT

NICO@THEDISRUPTIVETEAM.COM

FOR INVESTMENT OPPORTUNITIES OR GENERAL QUESTIONS

**COFFEE
DADDY.** 

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THANK YOU,
NICO, CEO & FOUNDER
THE DISRUPTIVE COMPANY