

@CREAMCOFFEE.CO

A DISRUPTIVE FOOD GROUP EXCLUSIVE

CAFFEINATED HAPPINESS

CREAM

coffee & cookies

WWW.THEDISRUPTIVETEAM.COM

BRAND DECK PRESENTATION

A BRAND GOING GLOBAL

AN EXCLUSIVE BRAND BY THE

AWARD WINNING CREATIVES

AT DISRUPTIVE FOOD GROUP

WWW.THEDISRUPTIVETEAM.COM

COMING SOON

CREAM

COMING SOON

@CREAMCOFFEE.CO

NICE TO MEET YOU

CREAM 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 COOKIE BOXES ARE GOING TO MAKE A BIG SPLASH IN THE MARKET. OUR GOAL IS TO CREATE CAFFEINATED HAPPINESS FOR EVERY PERSON AROUND THE GLOBE.



CAFFEINATED



HAPPINESS

CAFFEINE CO

CREAM

The word 'CREAM' is rendered in a very bold, black, sans-serif font. The letters are thick and have a slightly rounded top. The word is centered horizontally. Scattered around the bottom of the letters, particularly under 'A', 'M', and the final 'M', are several brown, irregular splatters of varying sizes, resembling coffee stains or coffee granules. The largest splatter is a circular, textured brown mass located at the bottom right of the second 'M'.

CAFFEINE CO



CREAM

ORDER ONLINE









CREAM



COCO COLD BREW

24hr cold brew, 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, spices
(S) \$4.50 (M) \$5.50 (L) \$7.00



COOKIE BOX

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



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

CREAM

CREAM

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%

CREAM

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

\$64K

**MONTHLY
REVENUE**

\$200K

**BUILD
COSTS**

20%

**MONTHLY
PROFIT
MARGIN**

\$13K

**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.

OUR 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

LIMITED MENU & EASY TO OPERATE

NO BIG EQUIPMENT, NO HOODS & EXHAUST, LIMITED BUILD COST

BEING BUILT TO SCALE GLOBALLY

VIGOROUS OPERATING SYSTEMS AND PROCEDURES FOR SCALABILITY

THIS ISN'T JUST A COFFEE SHOP

WE DON'T SELL COFFEE WE SELL EXPERIENCES WHICH IS WHAT GREAT BRANDS DO





CREAM

A COFFEE BRAND GOING GLOBAL





CREAM

CONTACT

NICO@THEDISRUPTIVETEAM.COM
FOR INVESTMENT OPPORTUNITIES OR GENERAL QUESTIONS
WWW.THEDISRUPTIVETEAM.COM



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THANK YOU,
DISRUPTIVE FOOD GROUP