



# Newsroom Cafe

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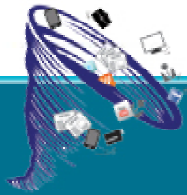
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# Turning Coffee into Community

- Key Idea – building young community of people who care about comm’y and world
- Value:
  - Feeds passion
  - Intellectual stimulation
  - Provides social capital
  - Personal image/brand
- Current Coffee and Donut Shop Mkt - \$13 billion
- Key Revenue streams – franchising, food, events



## Business, Technology and the Media: Charting a Course Through Chaos



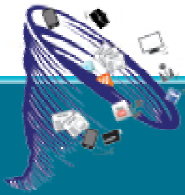
Creative  
Brief



# Coffeehouse & Donut Shop Market

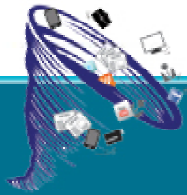
Total Market - \$13.2 Billion  
70% of adults drink coffee

Segments	Size	Target Audience (s)
18-34 year olds	72 million (32% of pop)	Civic minded, social



# Key Milestones

1. Receive Venture Capital Money and \$10 Starbucks gift certificate.
2. Scout locations Establish a brick and mortar shop, interior design and raw materials
3. Program scheduling (what is Newsroom Cafe's monthly routine/events)
4. Event/opening
5. Run our program schedule for 6 months
6. Scout a second location.
7. Meet expected revenue goals.
8. Upon achieving goals open up a 2nd location
9. Open up second location.Four months meet expected revenue



# Revenue Projection

- Franchising (5%)
- Food and Drink (19% margin/\$500-1,000k per shop)
- Events
- Media Products
- Co-working rent



# Business Management Team

Team Members	Critical Skills
Franchise Business Manager	Maintain relationships with franchisees Manage franchisee actions and practices
Coffee shop business manager	Has relationships with coffee sources Buys and oversees distribution of supplies Oversees the development of menu items
Community Engagement Officer	Identify potential events/tie-ins and partnerships Determine price and financial goals of events Develop event content/themes/topics Work with community thought leaders and develop relationships





# Business Management Team

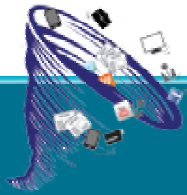
Team Members	Critical Skills
Journalistic Advisor	Ensure necessary resources available to journalists Create initial relationships with news organizations Should have well-known name to establish integrity
Marketing Manager	Develop campaigns, primarily word of mouth, to develop awareness and trial Determine brand voice Work with necessary marketing partners to achieve marketing objectives





# Competition

Main Competitors	Their Offerings	How your product will compete
Starbucks	11,600 stores, Variety of different coffees and drinks, sandwiches and food available	Participatory, open environment for coffee drinkers that seek intellectual stimulation and sense of community
Dunkin Donuts	Largest coffee/baked goods chain, limited coffee choice, large choice of donuts	Participatory, open environment for coffee drinkers that seek intellectual stimulation and sense of community
Intelligentsia	NYC, Venice, CA, Unique coffee experience customized by baristas	Baristas who blogs, participate in community discussion
Bridgeport coffee	Chicago, Own coffee roasted and blended daily, teas, sandwiches, ice creams, shakes, Jazz music, bake sales, PTA meetings, the work of local artists	A greater variety of community participations and sub-communities beyond bake sales and PTA meetings



# Challenges and risks

- 1 Highly competitive market
- 2 Partnerships with news outlets may be resisted
- 3 Special employees and culture to ensure return visits
- 4 Need to attract youth