



Bright Path Coffee

Fueling Communities with Every Cup

A community-centered approach to specialty coffee that transforms neighborhoods through affordable quality and dedicated gathering spaces.

The Problem



- **Access Gap**

Local neighborhoods lack affordable, quality coffee options that don't compromise on taste or ethics

- **Disappearing "Third Places"**

Community spaces where people connect outside of home and work are vanishing from urban landscapes

- **Chain Domination**

National chains prioritize efficiency and standardization over community connection and local economic impact



The Coffee Market Opportunity

\$50B

U.S. Coffee Market

With consistent year-over-year growth even through economic downturns

62%

Daily Coffee Drinkers

Americans who consume coffee daily, averaging 3 cups per person

79%

Prefer Local

Consumers who would rather support local coffee shops over national chains

The specialty coffee segment is growing at **7.5% annually**, outpacing the broader industry. Consumers increasingly value sustainability, community impact, and quality over convenience alone.

Our Solution: Bright Path Coffee

Locally Roasted

Small-batch coffee roasted in-house with direct trade relationships that ensure farmers receive fair compensation

Affordable Quality

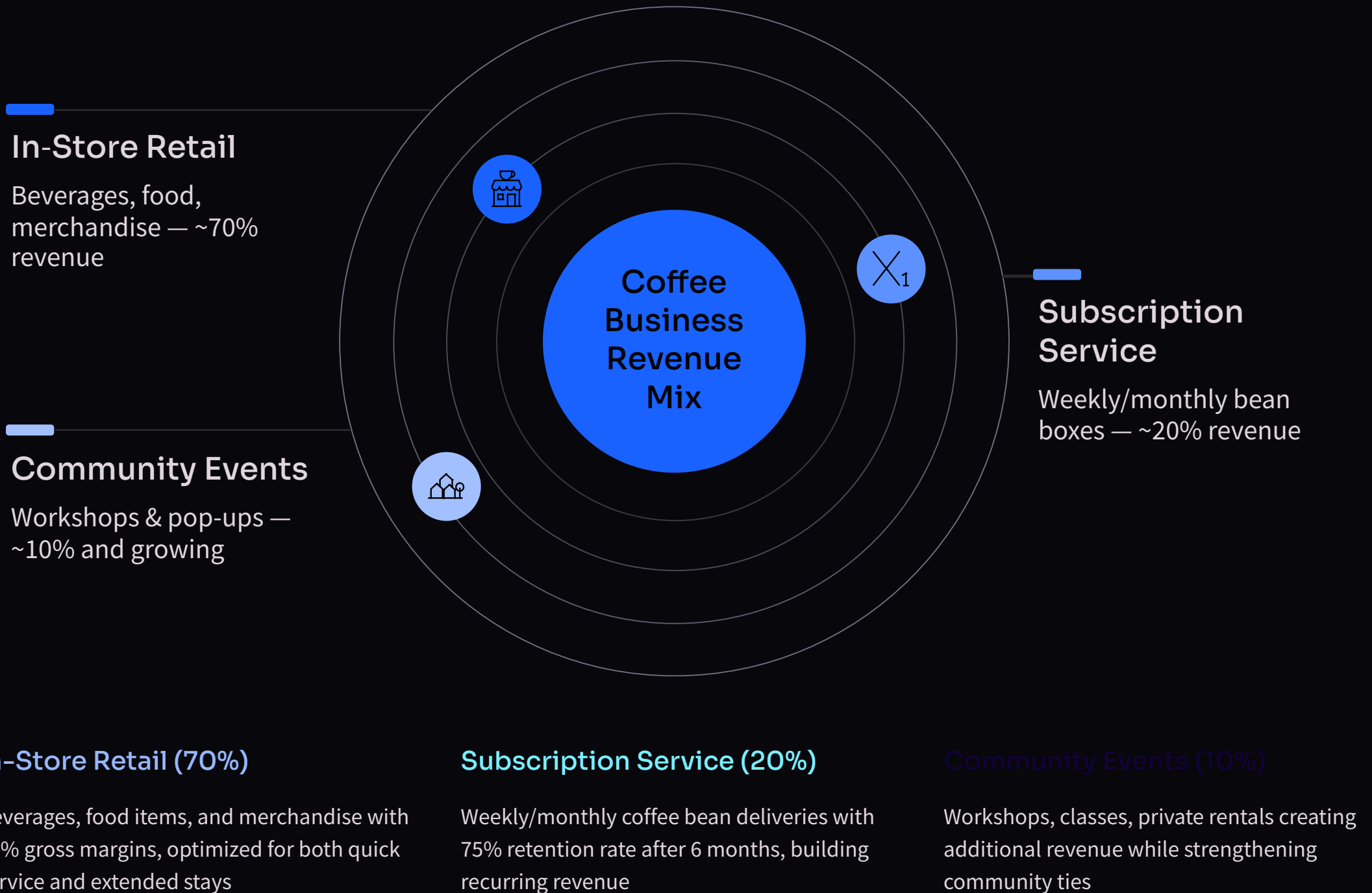
Premium coffee experiences at 15-20% lower prices than competitors through vertical integration and efficient operations

Community Hubs

Thoughtfully designed spaces with free community rooms, extended hours, and programming that fosters connection



Business Model: Multiple Revenue Streams



Traction & Early Validation



"Bright Path's pop-ups have become the highlight of our neighborhood weekends. The quality and affordability are unmatched."

- Local Customer Review

Meet Our Team



Maya Rodriguez

Co-Founder & CEO

- 10+ years in hospitality management
- Former Operations Director at Blue Bottle Coffee
- MBA, Cornell University



David Chen

Co-Founder & COO

- 8+ years in supply chain optimization
- Coffee Q-Grader certification
- Built direct trade relationships with 15+ farms



Aisha Washington

Community Director

- 15+ years in community organizing
- Former Event Director at local arts nonprofit
- Deep connections with local artists and organizations

Supported by a team of 12 passionate baristas and roasters, with an advisory board that includes coffee industry veterans and community development experts.



Competitive Advantage



Local Sourcing Network

Exclusive partnerships with 5 regional food producers and direct relationships with coffee farmers create supply chain advantages and unique offerings



Cultural Community Hub

Programming developed with neighborhood input creates deeper customer loyalty and transforms our spaces into essential community resources



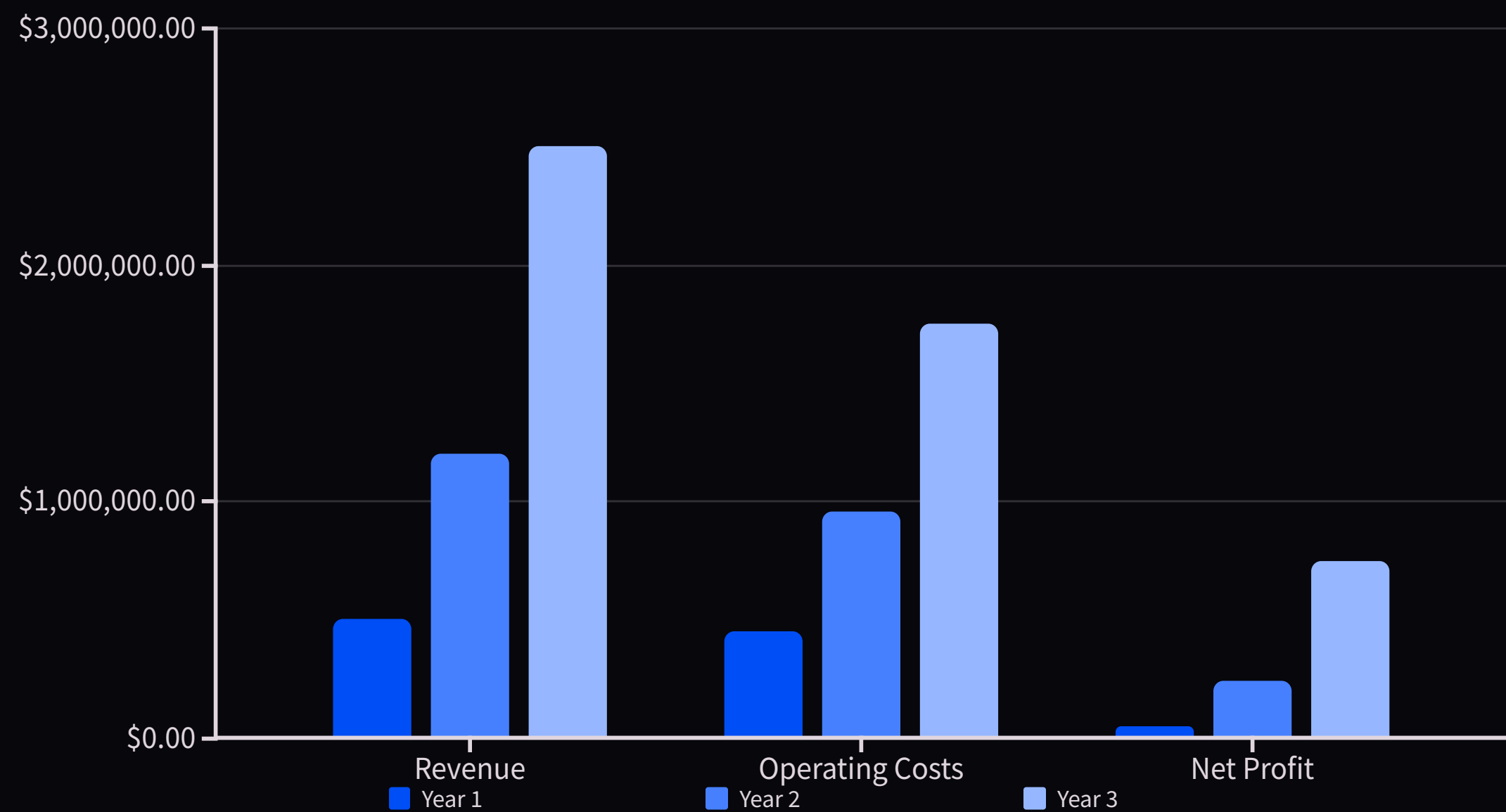
Inclusive Pricing Model

Tiered pricing structure allows accessibility while maintaining margins through optional premium add-ons and subscription conversions

Customer Acquisition Cost: \$4.75 vs. industry average of \$8.25

Customer Retention Rate: 78% vs. industry average of 65%

Financial Projections



Key Growth Drivers

- 3 permanent locations by end of Year 2
- Subscription service growing to 30% of revenue
- Event programming expanding to corporate partnerships
- Wholesale relationships with 10+ local restaurants

Capital Requirements

Seeking \$750,000 investment to fund:

- First permanent location build-out: \$350K
- Equipment & initial inventory: \$200K
- Marketing & community outreach: \$75K
- Operating runway: \$125K