



Espresso Yourself

Description

Our café is specifically aimed at members of the queer community.

The café would act as a safe space where members of the community could come to grab a bite, relax, mingle and be their true self.

Here, there will be a supportive environment where people can come as they are and feel free to express themselves.

The idea is that the café would be a fun, trendy, creative space. On a monthly basis there will be different informational events/talks that anybody could buy tickets to. For example, an event for LGBTQ+ families, a sparkle ball, workshops, etc.

This café will not just serve food and drinks, but serve as an information hub where anyone can be directed in how to find resources and support. 15% of profit made from the café would be split between different LGBTQ+ charities.

Summary

The LGBTQ+ community has come a long way over the years in Ireland, but there is still work to be done. We feel that in cork there is a lack of safe social spaces for the queer community. The solution is to open a café in Cork city. This café would be specifically aimed at members of the queer community.

This project will enable us to analyse if the café will be a viable business idea.

Team

Our team consists of Andrew Corkery, Aishling O' Connor, Olivia Moriarty & Shauna Courtney. We are all currently in final year, studying for Bachelor of Business (Honors) in Information Systems in Munster Technological University.

Team



Team Member

Andrew Corkery

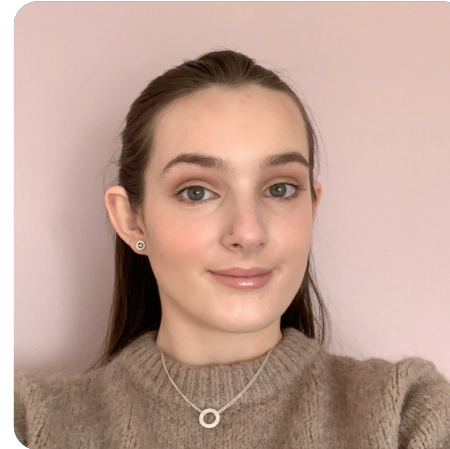
I am a 4th year Business Information Systems Student at Munster Technological University. I have also recently completed an 8-month internship at Musgrave as an IT Intern on their Electronic Point of Sales (EPOS) team. I am always eager to try new ventures and pursue different projects in an aim to keep myself busy. During my time at MTU Cork I have had the opportunity to be involved in many different societies, such as Music, Comedy & LGBT* (The latter of which I was Chairperson before stepping down to the role Treasurer for Final Year).



Team Member

Shauna Courtney

I am a hardworking individual with strong work ethic. Some of my skills and qualities include excellent communication, problem solving, teamwork and time management. Recently I completed an 8-month internship at Trend Micro, where I worked as an Escalation Specialist. I am currently working in Trend Micro part time as an Operations Specialist. In my free time, I like to volunteer within the community, practice my sewing and knitting skills, and go hiking.



Team Member

Olivia Moriarty

I am a 4th year Business Information Systems Student at Munster Technological University who has learnt a vast amount about the business and IT industry. My career interests lie in program/project management. In summer 2021, I have gained invaluable experience working as a project manager intern at Dell Technologies. At Dell Technologies, I gained real life experience in how to initiate, plan, execute, monitor and close multiple projects. I, also, learnt about the importance of being flexible and ready for change. Outside of college/work, I have a passion for animals and in my free time I'll often be found out walking



Team Member

Aishling O' Connor

Completed my internship remotely for Dell where I expanded my knowledge of Programming, Analytics and Team communication, during my time in Dell I learnt the importance of team communication in a remote environment & volunteered with the Peer Language Coaching Program and Dell's STEM Aspire program. Currently I am working part time as a Lifeguard and Swim Teacher as I have keen interest in water activities and water safety. I grew up on a farm in Cork and have a strong passion for both dairy and beef farming.

Business Model Canvas

Our Business Model Canvas gives us a strategic overview for developing our new business model, Espresso Yourself.



Key Partners

- Website design agency to help create website for Espresso Yourself.
- High quality catering suppliers to provide food/beverages.
- Charities supporting the LGBTQ+ community.
- Local suppliers to provide crafts/books for Espresso Yourself to sell to customers.
- Marketing agency to develop and grow the brand
- Local colleges such as MTU & UCC



Key Activity

Step 1 Raise the necessary funds for leasing a location for Espresso Yourself. Raise funds to renovate and purchase equipment for Espresso Yourself. E.g. coffee machine, computer, cash register, food display, industry standard kitchen equipment.

Step 2 Find an ideal location for Espresso Yourself in Cork City. Ideal location would be near the epicentre of Cork with good foot fall, create social media pages and create content to build brand identity and Create a job description for hiring employees.

Step 3 Form relationships with local sustainable suppliers to source coffee, ingredients, coffee cups, etc.



Key Resources

- A serving team with expertise in customers experience & A culinary team creating fresh homemade desserts/pastries and hot meals.
- Strong, socially driven brand that customers recognize easily.
- A business unit in which to run Espresso Yourself from.
- Strong relationship with suppliers.
- Equipment & raw materials
-



Value Proposition

Espresso Yourself creates a space where members of the LGBTQ+ community can relax and mingle while knowing they are accepted and appreciated for being their true selves. There will be open collaborative spaces and more private hubs where people can comfortably chat with one another. This is a USP in comparison to other cafés as our amenities and purpose are to benefit and help the LGBTQ+ community thrive.

Espresso Yourself will be a sustainable café. Espresso Yourself will use sustainably sourced coffee, recyclable or re-usable cups, sourcing all products locally and any other steps that can be taken to make the café as sustainable as possible. This is a USP and customers will choose Espresso Yourself over competitors as customers are becoming increasingly aware of our affects on the planet and being sustainable results in customers being able to enjoy a cup of coffee, guilt free.

Espresso Yourself won't just act as a café but as an information centre. It will be a place where people can come and find information for



Get Keep Grow

- Get**
- Advertising in Gay organisation e.g. Gay Project
 - Social Media
 - Word of Mouth
- Keep**
- Entertainment
 - Loyalty Program
 - Safe Space
- Grow**
- Entertainment
 - Flash deals
- Referrals**
- Customer reviews
 - Loyalty Card



Channel

- Direct Sales
- Online Sales
- Pop Up Cafe



Customer Segment

Segment name:
LGBTQ+ Community

Company size:
16 - 25

Type of Segment:
Business to Consumer (B2C)

Segment name:
LGBTQ+ Allies

Company size:
16 - 25

Type of Segment:
Business to Consumer (B2C)



Cost

Annual Fixed Costs
0

Annual Variable Costs
0



Sustainability

Sustainability Development Goals 10: Reduced Inequalities

Sustainability Development Goals 12: Responsible Consumption and Production



Revenue

Annual Unit Sold
0

Annual Revenue
0

Testing

Used both primary and secondary methods of research. Primary: Survey Interview Secondary: Competitor Analysis Statistics

Status: Incomplete

Research

BMC Block

Assumption

Here we added screenshots of the P&L account, Balance Sheet, CashFlow Forecast and Sales projections for each year, added the detailed overview of the input figures used and added the References to this section.

Test Plan

Test Results

Testing

Used both primary and secondary methods of research. Primary: Survey Interview Secondary: Competitor Analysis Statistics

Status: Valid

Research

BMC Block



Assumption

The LGBTQ+ community experience inequality and discrimination in our society.

Test Plan

We used secondary research to obtain information about the discrimination received by members of the LGBTQ+ members. We aim to observe data and statistics from the CSO's website where we can educate ourselves about the level of discrimination obtained by LGBTQ+ members. Our aim is to provide a safe place for all, while enforcing a strict anti-harassment policy.

[discrimination.PNG](#)

Test Results

We can see from the data found that there is a significant amount (33.2%) of discrimination towards LGBTQ+ members. This tells us that there is a strong need for our cafe to act as a safe place for LGBTQ+ members.

[discrimination.PNG](#)

Testing

Status: Invalid

Research

BMC Block



Assumption

There is no LGBTQ+ café's in the world

Test Plan

We will look at other cafés around the world to determine if there are any cafés like the Espresso Yourself Café. This will help us determine the market and possibility of expanding globally if it took off well in Ireland.

Test Result

From researching other cafés in the world it is evident there are other LGBTQ+ cafés that offer a safe space to members of the community. Going forward Sol Café can be a benchmark for Espresso Yourself and can use the café to see what Sol Café did and what Espresso Yourself can do better. Whilst examining a café in Canada called Glitter Bean, we have analysed what is working for them and what is not based on the information available to us. Glitter Bean operates as a basic café with no frills where as in Espresso Yourself we aim to offers more events and amenities where it will act as support for the LGBTQ+ community as well as a café. We also researched if there were any LGBTQ+ cafes in America. We found one called Mutiny in Denver. Although this café states it is tailored for the LGBTQ+ community, we found that it does not hold any specific events for the community. Overall, our initial assumption was not validated. We have learnt that there are a range of LGBTQ+ cafes in the world. From our research it is evident that each café is distinct in how they operate and how they cater themselves for the community, each café having advantages and disadvantages in their operations.

[Competitor_analysis_NVP_Glitter_Bean.docx](#)

[Competitor_analysis_NVP_Sol_Cafe.docx](#)

[Competitive_Analysis_Mutiny.docx](#)

Testing

Status: Valid

BMC Block

Interview

CR

Assumption

We believe that members of the LGBT+ Community and their allies would be very supportive of the Idea of a Safe Space Café

Test Plan

We aim to talk to 8 individuals both directly within the LGBT+ Community and Allies. Asking them a range of questions from their opinions of LGBTQ+ Safe Spaces in Cork City, the proposal of a Safe Space Café for members of the community and allies, and what they would expect to avail of this Café as well as additional information. The interview will be very open-ended and the questions aim to prompt discussion between the interviewer and interviewee with the aim of gaining a deeper insight on opinions on our idea.

[NVP_One-On-One_Interview_Questions.docx](#)

Test Result

From the 8 interviews we conducted, our assumption was proven to be valid. Members of the LGBT+ Community and their allies would be very supportive of the Idea of a Safe Space Café. 100% of interviewees agreed that there are not enough safe spaces in Cork City. Chambers was mentioned by majority of people but was said to be not accessible for everyone as it is age restricted and promotes drinking alcohol. All participants agreed that a café was a great idea - it is inclusive, as it is suitable for all ages. Many people mentioned that a café is a great idea for our target age group (16-25), as people can come here to study and meet with friends. From the 8 interviews conducted, we received positive feedback for our business idea, along with great suggestions for amenities and services we could make available. Some participants had great ideas, such as gender neutral bathrooms, computers, printing spaces, resource board for numbers and housing, book service, community development schemes, mutual aid, talks, music nights, themed nights, Wi-Fi, stage area for events, information sessions and many others. Overall this gave us a broader view on how we can run the café, allowing us to hone in suggestions that came up more often than others. From these interviews, we will be able to evaluate each suggestion in the next steps in further detail, in order to decide what will be viable for us as a start-up business.

[Interviews_Answers.docx](#)

Testing

Status: Valid

Survey

BMC Block



Assumption

If a LGBTQ+ Safe Space Cafe opened in Cork City, it would be a good asset to the Queer Community and would be used by them

Test Plan

We surveyed 39 individuals on their opinions on LGBT* Safe Spaces in Cork and their thoughts on a potential LGBT* Safe Space Café in Cork City

Test Result

The results from this Survey gave us key insights on how people felt about LGBT* Safe Spaces in Cork. In short their answers were that there are either not as many as needed, or that they do not know if there are any currently available. It also showed that a potential new Safe Space would be well received if opened in Cork City. We also used this survey to gain an insight on how our café would operate and what people expected from us, from facilities & amenities, to what we would serve in this café and what time ranges the café would operate. This survey gives us a lot to analyze to support our assumption that opening an LGBT* Safe Space Café in Cork City would be well received by the community. Stats on results are located in the Word Document. Dashboard of Survey Results:

<https://www.surveymonkey.com/stories/SM-6DS52QWQ/>

[New_Venture_Planning_Group_O_Survey_Analysis.docx](#)

Testing

Status: Valid

BMC Block

Research



Assumption

No competitor has the same service/amenities that Espresso Yourself has in Cork City.

Test Plan

We will complete a competitive analysis. This will help us understand who else we are competing with, what can we can learn about them through additional research and if they growing, investing, or struggling. We want to learn if they will pose any threat to our business.

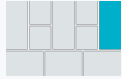
Test Result

From the competitive analysis it is clear to see that the assumption is valid - No competitor has the same service/amenities that Espresso Yourself has, in Cork City. Although there are a range of cafes in Cork City, none of them are specifically tailored for the LGBTQ+ community. On the other hand, Chambers, a bar/nightclub, caters for the LGBTQ+ community, however it does not offer a continuous safe space for the community on a casual basis. From an in depth analysis of Chambers, we have concluded that they differ immensely from our proposed business idea. Chambers caters for the age range 21+ and promotes late night drinking and entertainment. Whereas, Espresso Yourself will target primarily ages 16-25 and will be open all day from 7am-7pm.

[Competitive Analysis Chambers.docx](#)

Desirability

This section describes how we will create value for our customers at Espresso Yourself.



Customer Segment

Our customer segment consists of members of the LGBTQ+ community and LGBTQ+ allies.

LGBTQ+ Community



Age range

16 - 25

Type of Segment

Business to Consumer (B2C)

Description

LGBTQ+ Community: We aim to provide a safe inclusive and diverse environment for all members of the LGBTQ+ Community based in Cork. Our initial target market would be younger members of the LGBTQ+ community based in Cork especially those in school and college who may be unsure of their sexual orientation or need a space to think in peace. Sixteen year olds to late twenties is our main target market due to their courageous, resilient and authentic nature. This minority needs a safe place and we aim to provide this safe place. There is a lack of safe space in Cork City where members of the LGBTQ+ community can feel safe while expressing themselves. In Ireland there is still a stigma about being a member of the LGBTQ+ community which leads to hate crimes, bullying, harassment. This type of abuse and discrimination needs to be mitigated. We believe that creating a safe place will help with this issue in our society.

What are their goals?

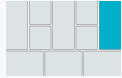
We feel that Members of the LGBTQ+ Community want a space for them to go and feel that they can be themselves. A safe space is defined as "a place or environment in which a person or category of people can feel confident that they will not be exposed to discrimination, criticism, harassment, or any other emotional or physical harm". (seinglasgow.org.uk). The need for safe spaces we feel is absolutely vital for the community and we would align this need as one of their goals. <https://seinglasgow.org.uk/2021/06/28/why-its-so-important-to-create-lgbtqi-safe-spaces-and-how-to-do-it/>

What frustrates them?

If we are to look at members of the LGBTQ+ Community in Ireland, we can assess certain issues that affect them on a daily basis. For example, in 2021 it was reported that 'Up to 4,000 LGBT+ teachers 'hiding their sexuality' over discrimination fears' (O'Brien 2021) <https://www.irishtimes.com/news/education/up-to-4-000-lgbt-teachers-hiding-their-sexuality-over-discrimination-fears-1.4531361>

What problem are you solving for them?

Our aim is to provide members of the LGBTQ+ community with a safe space in the form of our inclusive café "Espresso Yourself" This café will act as a hub for any member of the LGBT+ Community and LGTQ+ Allies to be themselves, learn more about the community & meet people just like them in Cork City, whilst also providing a fun atmosphere with entertaining events and services. It was difficult to find an exact number on how many LGBTQ+ members there are in Ireland. However, according to Oireachtas Library & Research Service there are between 187,700-262,800. <https://data.oireachtas.ie/ie/oireachtas/librariResearch/2019/2019-06-28-l-rs-infoaraphic-labt-community-in-ireland-a->



Customer Segment

Our customer segment consists of members of the LGBTQ+ community and LGBTQ+ allies.

LGBTQ+ Community



on another study by LGBT.ie, over 2,000 calls to their helpline were made in 2020 with around 120,000 people visiting their website for information on things like sexual orientation, Gender Identity, Family and Friends, violence, health and isolation. <https://lgbt.ie/wp-content/uploads/2021/05/LGBT-Ireland-Annual-Report-2020.pdf> From these two studies, it is clear that there is a need for a support space for the LGBTQ+ community and we want to provide that through Espresso Yourself.



Customer Segment

LGBTQ+ Allies



Age range

16 - 25

Type of Segment

Business to Consumer (B2C)

Description

LGBTQ+ Allies are friends of member of the LGBTQ+ community. This target market will be aged eighteen to late twenties, who will be supporting and showing solidarity for friends or family. Allies aim to support their friends in a positive environment giving this cafe will give them a safe space to do this.

What are their goals?

LGBTQ+ Allies aim to uplift the community without being directly within the community, aiding in the elements of activism for those in the community by speaking against the prejudices and discrimination against LGBTQ+ people and educating themselves on LGBTQ+ issues. They also aim to be someone that LGBT+ people can confide in, acting as support

What frustrates them?

There are some people that question the necessity of LGBTQ+ Allies, deeming their support as unnecessary or unwanted. This would deter people who aren't directly a part of the community from acting as active allies.

What problem are you solving for them?

Our café would allow allies to learn more about the importance of LGBTQ+ Safe Spaces, and also allow them to learn more about the community by those around them. We aim to hold informational events on different LGBTQ+ topics and issues that allies could use as a learning experience so that they can be more of a benefit as an LGBTQ+ Ally. We were unable to find a definitive number on how many allies would attend a café. However, according to a study conducted by UCC and reported by The Irish Times, One in three Irish people now buys a coffee at least once a day. Seventy per cent of Irish people now drink more than one cup a day. And we're spending more too – consumers surveyed by UCC said they were willing to spend €3.08 on a great cup of coffee, up 21 per cent since 2013. One in ten would be happy to pay more than €5 on a single cup. According to this study, specialist cafés are on the rise and there is an increasing need. Our café will be serving this need. <https://www.irishtimes.com/life-and-style/food-and-drink/caffeine-hit-the-rise-and-rise-of-irish-coffee-culture-1.3432851>



Value Proposition

Espresso Yourself's value proposition is to provide members of the LGBTQ+ community a safe space where they can be themselves in a safe, welcoming environment.



Value Proposition



Solution

Espresso Yourself is a café, tailored for the LGBTQ+ community. The café would act as a safe space where members of the community could come to meet new people, catch up with friends, grab a coffee, or sit down for a meal.

Key Features

1. Information Hub for the queer community, where anyone can be directed in how to find resources and support. Also will host events regularly. For example an event for LGBTQ+ families, a sparkle ball, workshops, etc. 15% of profits will be donated to different LGBTQ+ charities. 2. Fun, trendy, creative space. Attention grabbing and instagrammable. Different seating layouts ranging from open spaces with couches and private booths. 3. Sustainable - 100% recycled coffee cups and takeaway packaging. Fair trade coffee and other foods.

Unique Selling Point 1

Espresso Yourself creates a space where members of the LGBTQ+ community can relax and mingle while knowing they are accepted and appreciated for being their true selves. There will be open collaborative spaces and more private hubs where people can comfortably chat with one another. This is a USP in comparison to other cafés as our amenities and purpose are to benefit and help the LGBTQ+ community thrive.

Unique Selling Point 2

Espresso Yourself won't just act as a café but as an information centre. It will be a place where people can come and find information for necessary services without judgement, or to use the café's free Wi-Fi and tablets to do something they are passionate about and much more. This is a USP and competitors only act as a place to chat, drink and eat but Espresso Yourself will have a section dedicated to tablets, books and pamphlets for every person's needs. This is important to Espresso Yourself and it is key each customer feels safe and knows where to get help, if needed.

Unique Selling Point 3

Espresso Yourself will be a sustainable café. Espresso





Value Proposition



will use sustainably sourced coffee, recyclable or re-usable cups, sourcing all products locally and any other steps that can be taken to make the café as sustainable as possible. This is a USP and customers will choose Espresso Yourself over competitors as customers are becoming increasingly aware of our affects on the planet and being sustainable results in customers being able to enjoy a cup of coffee, guilt free.





Analyse Competitors

We completed a competitor analysis on a range of businesses in Cork City including Chambers, Bean & Leaf, Lab 82, and Tara's Tea Room.

Competitors

What they do well?

What they do badly?



Chambers

Evening/Night LGBTQ+ venue with a DJ playing every Wednesday to Sunday night inclusive. Hosts a variety of events for example Drags do Dinner, Bingo Sunday's, Game Show Night, etc. Collaborates with colleges such as MTU. Recently helped to create a documentary with LGBTQ+ society. (Chambers, 2021) We were unable to locate any stats on the market share of our competitors. However, for Chambers as they are the only LGBTQ+ nightclub in Cork we are making the assumption they have 100% market share.

Cover charge of about €8-10 for people to enter. Open from 5pm in the evening only. Promotes alcohol consumption. Age restricted - over 18's only. Bad customer service - people have complained about the rude staff. (Clark, Google, 2021)



Bean & Leaf

Good quality coffee and food. Food is prepared fresh daily. Caters for gluten free diets. Warm and inviting atmosphere. Comfortable seating for customers to avail of. Good location. Located on Grand Parade in Cork city centre. Ideal place to stop for a coffee or lunch for people out shopping or people working in the city. Overlooks one of Cork's most recognizable features, the Berwick Fountain. (Bean&Leaf, 2021) We were unable to locate any stats on the market share of our competitors. However, customers usually spend 30 minutes per seat in a café. <https://www.quora.com/What-is-the-average-time-spent-in-the-coffee-shop-by-a-customer>

No unique selling point - similar to Starbucks or Costa. Uses a lot of plastic - customers have complained that they would prefer their coffee served in a cup/glass when sitting in the cafe, not in a plastic cup/single use coffee cup. (TripAdvisor, 2021)



Lab 82

Lab 82 is a hotspot for the diverse people of Cork City that is vibrant and expanding. Lab 82 have great coffee, amazing food and friendly staff. The food caters for all dietary requirements and it is served quickly and hot. There is a wide variety of food from sweet to savoury. Lab 82 specialises in breakfast, brunch and lunch. It is a quirky and bright café that has brought life to a forgotten part of the city. They also have an online store for their coffee and bakery. "Food was 10/10. The staff were very friendly and chatty. The owner made us feel very welcome and was very accommodating with our seating. Will definitely be back to try other dishes from the menu. (Tripadvisor, 2021) We were unable to locate any stats on the market share of our competitors. However, customers usually spend 30 minutes per seat in a café. <https://www.quora.com/What-is-the-average-time-spent-in-the-coffee-shop-by-a-customer>

Long wait time for a seat/poor system - customers complained that there is an exceptionally long wait when coming to Lab 82. Customers were left waiting for over 15 minutes with no contact from employees, resulting in losing customers. (TripAdvisor 2021)



Customer Relationships

This section describes how we will Get customers, Keep customers, Grow customers and create Referrals.



Get

Advertising in Gay organisation e.g. Gay Project

We aim to provide a safe haven for LGBTQ+ Members, therefore, advertising directly to our target market is key as we intend to give a portion of our profits to LGBTQ+ charities. As we build up our business creating a strong link with these charities will work as a direct advertising method.

Social Media

Using Social media to promote attractive pictures of our service will entice customers to explore this new inclusive cafe with friends and family. To build our following on social media we will promote discounted food or 'Buy one get one free' offers to encourage people to tag their friends and share throughout their social media platforms.

Word of Mouth

Create a positive experience for all users as satisfied customers means positive reviews to their friends, leading to increased footfall due to word of mouth



Customer Relationships

This section describes how we will Get customers, Keep customers, Grow customers and create Referrals.



Keep

Entertainment

We aim to offer different entertainment and social events throughout the week e.g Drag Shows. These entertainment events will increase foot flow to our cafe during off peak times.

Loyalty Program

We aim to run a loyalty card program i.e when a customer achieves 100 points they earn a free hot drink and dessert. Running a loyalty program will retain the customers we have and encourage new customers to attend our cafe regularly.

Safe Space

Our cafe will be run as a safe place, this will encourage people to continue to visit due to the inclusive, anti-harassment nature of the venue.



Customer Relationships

This section describes how we will Get customers, Keep customers, Grow customers and create Referrals.



Grow

Entertainment

We aim to offer entertainment at a minimal cost to the customer. Due to it being low cost it will entice people into our cafe, the entertainment of offer will vary from week to week to ensure that there is something for all potential customers e.g Drag Shows, Comedy, Live music of new artists etc

Flash deals

We will offer flash deals and advertise these via social media and on our shop front. On a random day the cafe will do random deals i.e. 2 for 1, double points on the loyalty card, free entry to the entertainment on offer that night. These flash deals will be completely random with the goal being to attract new customers



Customer Relationships

This section describes how we will Get customers, Keep customers, Grow customers and create Referrals.



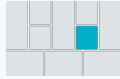
Referrals

Customer reviews

Customer reviews are written daily on trip advisor, companies personal social media and review pages. Reviews give first hand positive and negative feedback on customers personal experience. We aim to please all customers meaning the majority if not all our reviews will be positive and encourage people to visit our cafe. Customer reviews can also be used as constructive criticism to improve the service we offer.

Loyalty Card

We aim to run a loyalty card program that will entice customers to return to our cafe. This program will work by offering regular customers free rewards once they have collected a specific number of loyalty points.



Channels

Espresso Yourself's main channel will be through Direct Sales, Online Sales & Pop Ups.



Direct Sales

Channel Strategy

As we will have a physical shop front we will work at creating an attractive presence on the streets of Cork to stand out from competitors enticing new customers and generating direct sales. Working with LGBTQ+ charities we aim to attract the LGBTQ+ community to our cafe, we aim to have a positive relationship with these charities by donating a percent of our profits to these organisations, thus encouraging direct sales.



Online Sales

Channel Strategy

Our target market is young adults and teenagers who are identifying as a LGBTQ+ member or want access to more information about the LGBTQ+ community. Thus, we aim to expand online, where we will sell merchandise aimed directly at the LGBTQ+ community for example books on understanding sexual orientation or gender identity. Our aim is to offer informative material for all to increase their understanding and awareness of gender identity, sexual orientation among other topics relating to the LGBTQ+ community.



Channels



Pop Up Cafe

Channel Strategy

With our target market being teenagers and young adults we hope to market ourselves on college campuses e.g Munster Technological University, University College Cork, Cork College of Commerce etc. Having a pop up cafe on college campuses in our community will offer students coffee, chats and information brochures while working as a marketing strategy to encourage students to visit our physical cafe in Cork City center.



Key Activities, Resources & Partners

Key activities of Espresso Yourself are

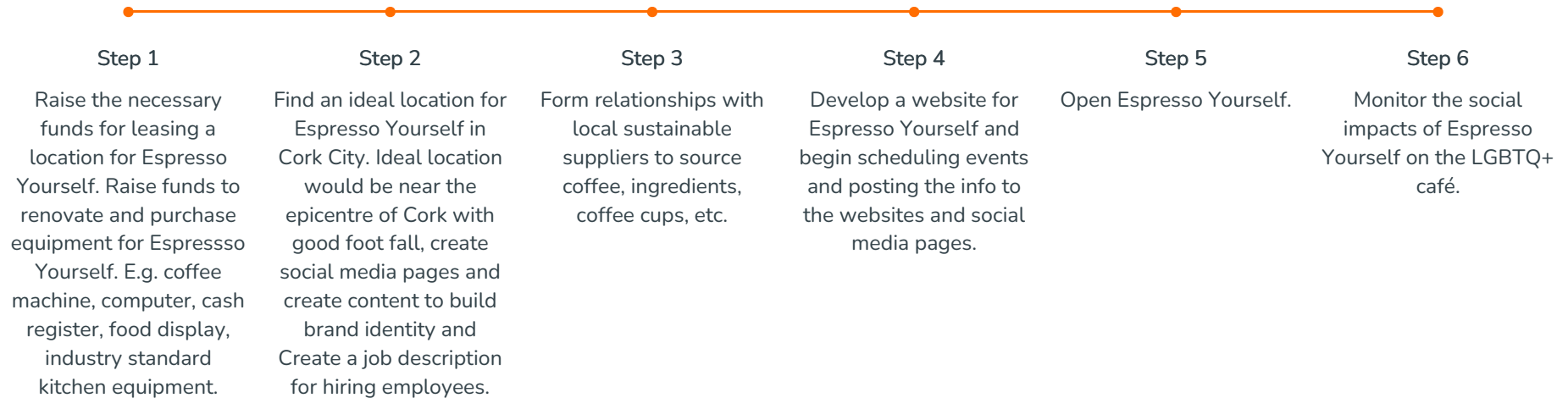
Key resources that are needed by Espresso Yourself can be divided into two; tangible resources such as the building, equipment, raw materials, staff and intangible resources that includes the brand, relationships with suppliers/partners and innovation.

Key partners of Espresso Yourself include catering suppliers, local craft/book suppliers, charities, marketing agency, local colleges and website agency.



Key Activities, Resources & Partners

Key Activities





Key Activities, Resources & Partners

Key Resources

- A serving team with expertise in customers experience & A culinary team creating fresh homemade desserts/pastries and hot meals.
- Strong, socially driven brand that customers recognize easily.
- A business unit in which to run Espresso Yourself from.
- Strong relationship with suppliers.
- Equipment & raw materials
-

Key Partners

- Website design agency to help create website for Espresso Yourself.
- High quality catering suppliers to provide food/beverages.
- Charities supporting the LGBTQ+ community.
- Local suppliers to provide crafts/books for Espresso Yourself to sell to customers.
- Marketing agency to develop and grow the brand
- Local colleges such as MTU & UCC

Viability

Added screenshots of the P&L account, Balance Sheet, CashFlow Forecast and Sales projections for each year, added the detailed overview of the input figures used and added the References to this section.



Finance

Financial Model

Revenue Strategy

Unit Economics

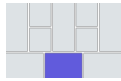
Product Name	Unit	Unit Cost	Sale Price	Gross Profit	Gross Margin
				0	0%



Finance

Financial Forecasts

Cash In	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	0	0	0	0	0	0	0	0	0	0	0	0
Cash Out	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Fixed Cost	0	0	0	0	0	0	0	0	0	0	0	0
Variable Cost	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash Out	0	0	0	0	0	0	0	0	0	0	0	0
Balance	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Monthly Cash In/Out	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Balance	0	0	0	0	0	0	0	0	0	0	0	0



Sustainability

Espresso Yourself will focus on achieving Sustainable Development Goals 10 & 12.



Reduced Inequalities

Reduce inequality within and among countries



Responsible Consumption and Production

Ensure sustainable consumption and production patterns

SDG

Social/Environmental Problem

Social/Environmental Value



Our Business idea fits into the Sustainable Development Goal number 10, Reduced Inequality. The LGBTQ+ community in Ireland are considered a minority that face large inequality compared to the rest of the population.

Our aim is to reduce the inequality experienced by the LGBTQ+ community, we aim to educate the wider community, provide a safe haven for all regardless of their sexual and gender identity. This café will not just serve food and drinks but serve as an information hub where anyone can be directed in how to find resources and support. 15% of profit made from the café would be split between different LGBTQ+ charities. We aim to promote this cafe highly throughout the community of Cork and aim to expand into other cities like Dublin, Limerick & Galway to help the wider communities understand and broaden their knowledge of the LGBTQ+ community to reduce the inequality and discrimination received by this minority group.



Our Business idea fits into the Sustainable Development Goal number 12, Responsible consumption and production. With the rising climate change, we all need to help reduce our carbon footprint by changing the way we produce and consume goods and resources.

Espresso Yourself will be a sustainable café. Espresso Yourself will use sustainably sourced coffee, recyclable or re-usable cups, sourcing all products locally and any other steps that can be taken to make the café as sustainable as possible. This is a USP and customers will choose Espresso Yourself over competitors as customers are becoming increasingly aware of our affects on the planet and being sustainable results in customers being able to enjoy a cup of coffee, guilt free.

Contact us

Say Hello!

Address -
Oliver Plunkett Street, Cork

Email - info@espressoyourself.ie

Phone - (021) 234 5678

Opening Hours -

Monday: 7.30am - 7.30pm
Tuesday: 7.30am - 7.30pm
Wednesday: 7.30am - 7.30pm
Thursday: 7.30am - 7.30pm
Friday: 7.30am - Late
Saturday: 7.30am - Late
Sunday: 7.30am - Late

Can't find what you need? Our team is here to help!
Feel free to contact us by email or telephone and we will be sure to get back to you as soon as possible.