



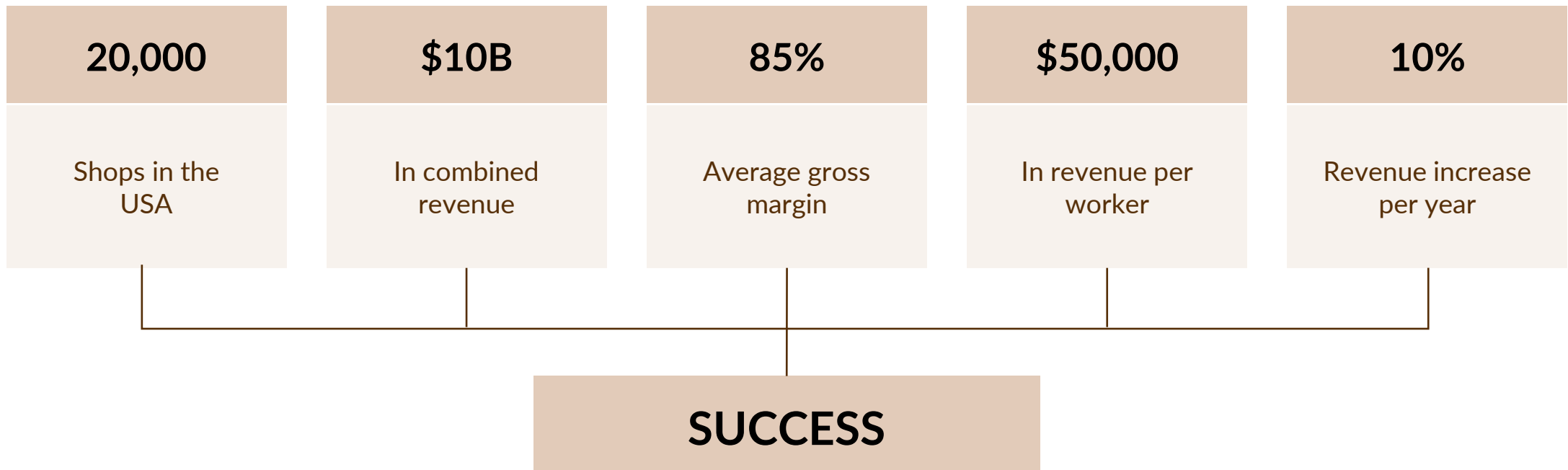
INVESTOR OPPORTUNITY

THE BIG BUZZ



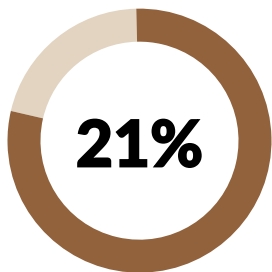
Fourth Coffee's mission is to become a recognized leader in our target market for providing outstanding premium bagged coffees and specialty coffee beverages.

INDUSTRY OUTLOOK

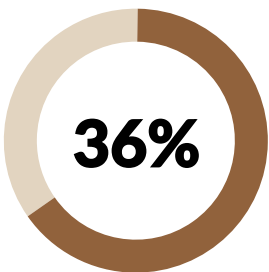


THE MARKET

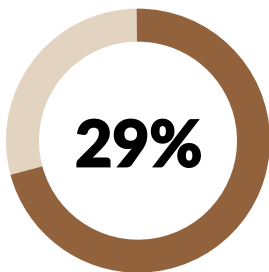
CUSTOMER SEGMENTATION



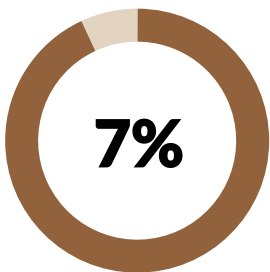
Local residents



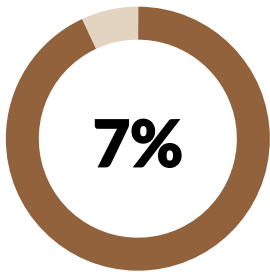
Tourists



Passing travelers



Students



Local businesses

CUSTOMERS	GROWTH	YR1	YR2	YR3
Local residents	2%	\$15,000	\$15,300	\$15,606
Tourist	5%	\$25,000	\$26,250	\$27,563
Passing travelers	5%	\$20,000	\$21,000	\$22,050
Students	1%	\$5,000	\$5,050	\$5,101
Local businesses	1%	\$5,000	\$5,050	\$5,101
TOTAL	2.8%	\$70,000	\$72,650	\$75,420

REVENUE MODEL



Gourmet coffee beans



Signature coffee beverages



100% fair-trade guaranteed



Gourmet coffee beans

- 35 to 40 different varieties
- Differing flavors, brew strengths, and from different regions
- Specialized by the pound
- Ranging \$4.00 to \$40.00 per pound
- Average \$15.00 per pound
- Customers can choose beans or freshly ground



100% fair trade guaranteed

- Direct sale of food products
- Locally sourced
- Reputable and recognizable vendor and/or chefs
- May include sandwiches, bagels, burritos, pastries, and cookies

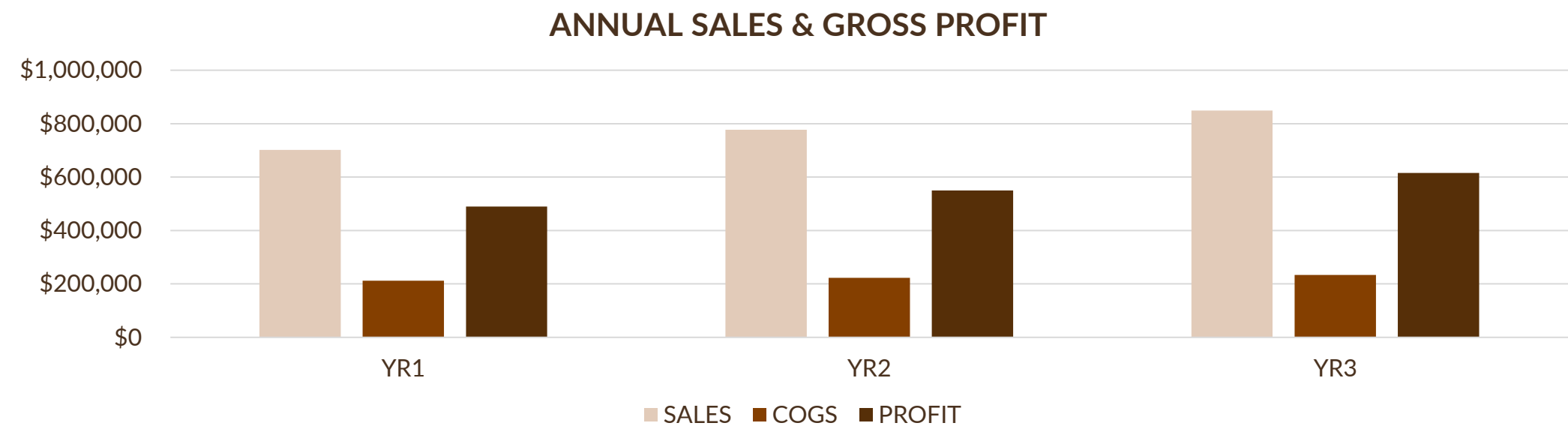
Signature coffee beverages

- Variety of coffee beverages
- Three different size cups
- Priced from \$2.50 for a 12-ounce drip coffee to \$5.75 for a 20-ounce latte
- Provides a steady and reliable source of income
- Highly predictable and high margin








SALES FORECAST

3 YEAR SALES SUMMARY	YR1	YR2	YR3
TOTAL SALES	\$702,000	\$772,200	\$849,420
TOTAL COGS	\$212,000	\$222,600	\$233,730
NET PROFIT	\$490,000	\$549,600	\$615,690



KEY TIMELINE GOALS

	2/1/XX	5/12/XX	8/20/XX	11/28/XX
Business / Marketing Plan				
Secure funding				
Build Out				
Grand opening				
Achieve 700+ daily customers				

THE TEAM



MANAGER

Remy Morris



OWNER

Sonu Jain



KEY EMPLOYEE

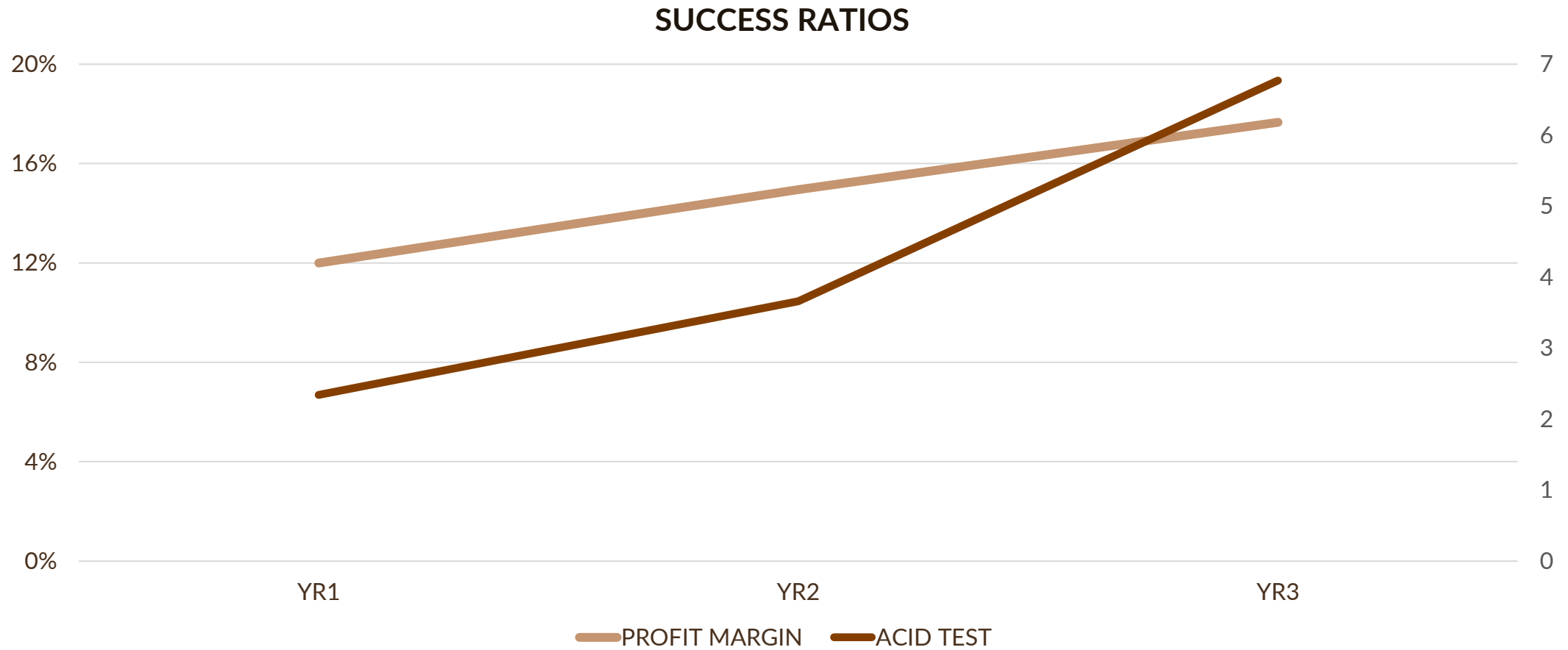
Noa Vidal

BUSINESS RATIOS

FINANCIAL RATIOS	YR1	YR2	YR3
Profit margin	12.07%	14.95%	17.66%
Assets to liabilities	2.83	4.24	7.44
Equity to liabilities	1.83	3.24	6.44
Assets to equity	1.55	1.31	1.16

LIQUIDITY RATIOS	YR1	YR2	YR3
Acid test	2.34	3.66	6.67
Cash to assets	0.83	0.86	0.90

BUSINESS RATIOS



MAJOR COMPETITORS

Rocket Boy Coffee – 1 mile

Started the specialty coffee chain phenomena in America in 1982. 99% are company owned. Revenues exceeded \$6 billion in 2002. Average store gross revenue is \$805,000. Now in 30 countries. Same store sales increased by 10% in 2002.

Hyperwarp Coffee – 2 miles

Second largest all company-owned chains. Founded in 1992 in Minneapolis.

Express Espresso – 400 feet

The third largest company-owned chain. Another Seattle-born company. The only coffeehouse chain that has not experienced excellent growth every year; business.com cites poor management as the reason. New management seems to be leading a turnaround.





THANK YOU

CONTACT US AT

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