

Exercise 3.2: From our clients' point of view, what are they **gaining** when buying coffee?

Good taste Unpleasant
or pleasant experience
Energy

Refreshment, caffeine hit,
new connections/people
meetings, positive attitude

Delicious coffee, great
atmosphere, on my way to
work/home, service, meet
someone new...

relaxgood moodnice
approachgood coffee

socialization, energizing,
good looking barista...

time to relax

Interactions, coffe

body and soul relaxation

Exercise 3.2: From our clients' point of view, what are they **gaining** when buying coffee?

pleasure, taste

satisfaction

Satisfaction, happiness,
socializing, new energy,
new ideas

community in long term

Satisfaction, good mood

boost, habit fulfillment,
socialization, short break
from work, relax, change of
environment

self-indulgencehuman
interaction and smilegood
smell, good taste, good
feelingenergizing impulse

Good mood, nice place to
meet or work

Exercise 3.2: From our clients' point of view, what are they **gaining** when buying coffee?

taste

Relax, recharge, pleasant
experience, free wifi,
meeting new ppl

Pleasant experience.
Enjoyment. Energy boost.



Pains & Gains (chosen answers)

- (Pain) Long waiting times
- (Pain) Overcrowded
- (Gain) Great atmosphere
- (Gain) Relax/Recharge



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(Pain Reliever) Quicker service
(Pain Reliever) Simple process
(Gain) Good ambience

– *Our attempt*

Exercise 4: Who can we **exclude** as the target customer of our coffee shop?

Non drinkers of
coffee
Children
People with
high blood pressure

Allergists, children, or people
who don't like coffee in the
first place (weirdos 🤔)

tea-drinkers

kids

People who don't drink
coffee.

children

People with social anxiety

sick people

Exercise 4: Who can we **exclude** as the target customer of our coffee shop?

Out of 5km radius

people outside the
region, most of the tea
drinkers, low income

tea drinkers, beer
drinkers, kids

Seniors

"Kerens", people who
don't drink coffee

severely allergic to coffee

Students, Tea drinkers,
infants, clients with loyalty
cards of other Big coffee
chains

People earning a little money,
high society, people in rush,
people living or working too
far from coffee shop

Exercise 4: Who can we **exclude** as the target customer of our coffee shop?

C-level executives, people who make coffee at home, low-income working class

People who don't live anywhere near

people who prefer tea

Those living outside of the vicinity of the coffee shop.

- kids- cardinals- tea drinkers- those who drink coffee at home

Kids, books readers

TAM/SAM/SOM (chosen answers)

- People who don't drink coffee (e.g., tea drinkers)
- People outside the region
- Kids, sick people, ...



People who don't like coffee
People with heart diseases
People who can't afford it

– *Our attempt*

Exercise 5: What are the main **costs** associated with running a coffee shop?

13 responses

the material and goods
rent
rental
logistics
rental costs
coffee beans
shipping
goods
equipment
salaries
personnel
lawsuit-hopefully not



Cost Structure

- Rent
- Material and goods
- Equipment
- Salaries



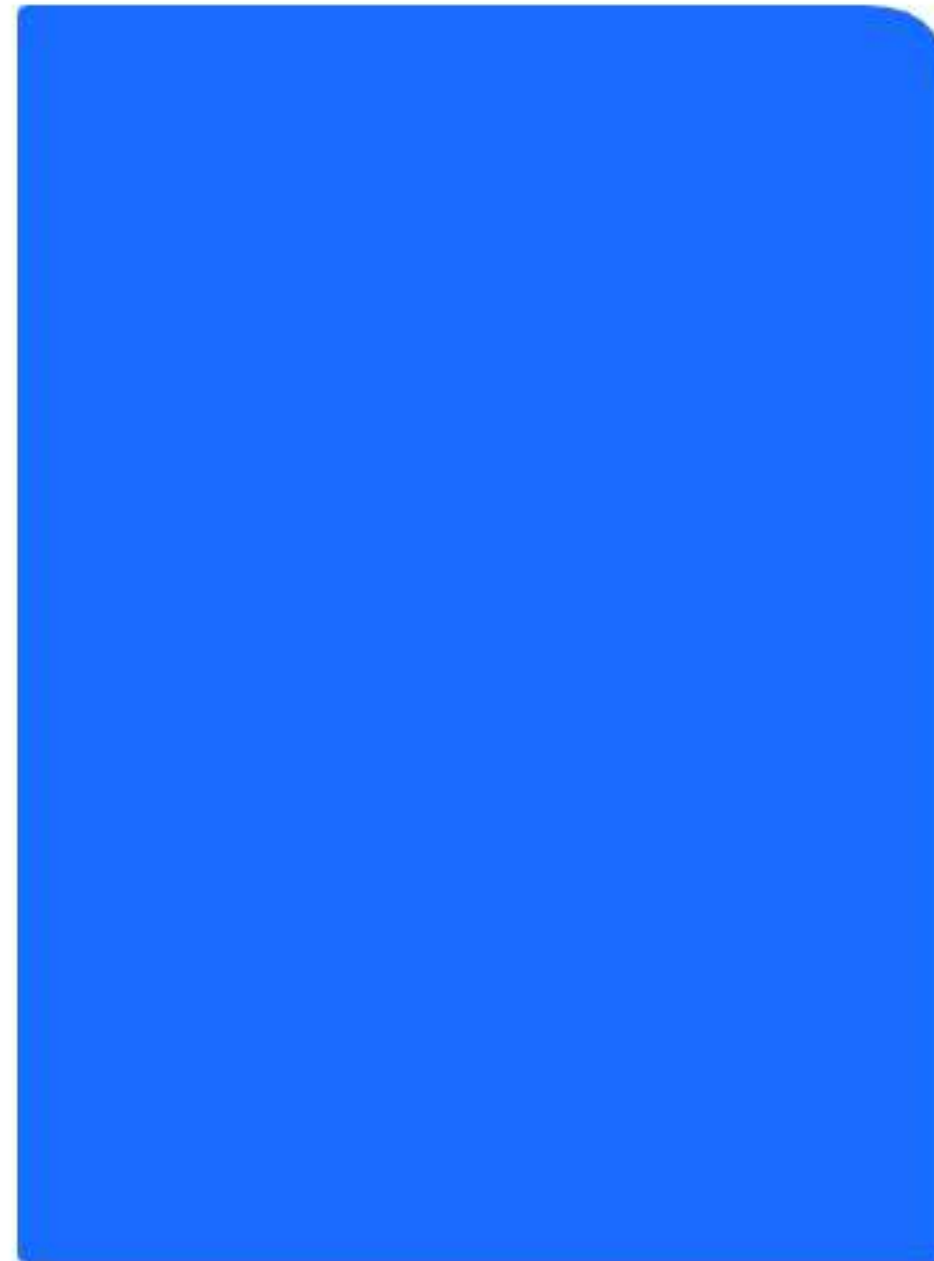
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HR,
Facilities,
Equipment,
Rent & Utilities,

...

– *Our attempt*

Final Exercise - Who would you fund?

1



1 Optical Ltd

0

2 Lenses Inc

0

3 Mirrors&Sons

Thank you for your participation



Please provide your feedback!