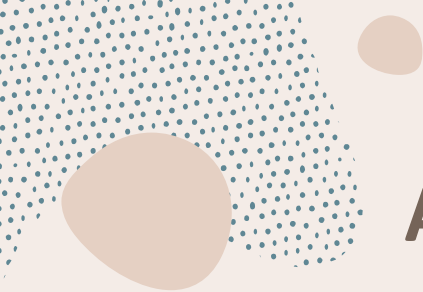




Connecting Bridge Cafe

Business model for zero waste café, aim for people
who live in developing state



All this idea start from where?

When I was working in café, leftover coffee grounds are wasted everyday and I got the idea to make coffee scrub with residue coffee grounds. It turns out amazing result as good skincare and I want to share my idea to everyone but one problem is that I don't know so much about making scrub and how to make it longer shelf life. For home usage is convenient but I would like to keep learning forward to draw zero waste project for all café.



How can we innovate the things those impact nicely on the livelihoods of a community?

- First of all, we can recycle the coffee grounds , residue from brewing coffee, like coffee scrubs, soaps, making fertilizer, coffee compost and so much more.
- Leftover coffee grounds are wasted in every coffee shops. It seems to be sad that while we can recycle and innovate into useful products.



A woman with a towel on her head is smiling with a coffee scrub on her face. In the foreground, there is a small potted plant with green leaves, a bowl of coffee grounds, and a piece of coffee filter. The background is a light gray wall with some abstract orange shapes.

Coffee scrub & Coffee Compost

- ✓ Reuse of leftover coffee ground from café could be go green.
- ✓ Going green leads to more environmentally friendly and ecologically responsible decisions and lifestyles, which can help protect the environment and sustain its natural resources for current and future generations.

What things mainly impact the livelihood of a community and how it can help?

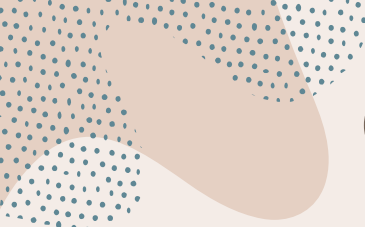


- ❖ Apart from local vendors and dairy products from local farmers, we can also support gardeners, too. They are facing many issues like down warding in exporting local fruits during these years
- ❖ Especially pineapple farms and avocado farms need more local demand .
- ❖ We can show that with low cost of local raw materials, high quality drinks can occur. Recipe and how do we brew the drinks is main key.

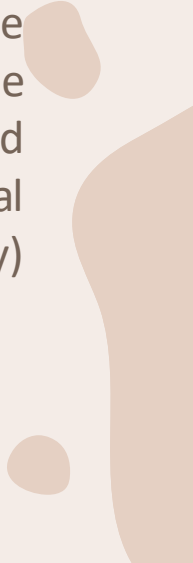
Avocado Coffee & Pineapple Mojito

- ✓ Combination of local avocado fruits and local coffee beans could be the best avocado coffee
- ✓ Pineapple mojito basically contain pineapple, lime, kina alcohol . So we can replace Htan Yay(juice from palm tree) as the 2 version, alcoholic mojito and non alcoholic.
- ✓ And Also as complementary desserts like pineapple jam, avocado desserts, etc.





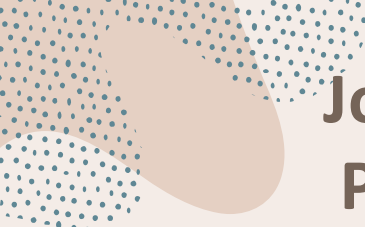
Complementary goods and unique drinks

- Most of coffee farms exist in Shan state and we can get supplies like local fruit and wine, too. Apart from fruit jams, fruit desserts, cocktail with local fruit wine and so much more of complementary menus can create.
 - Decaf coffee for pregnant women and those who cannot drink coffee but want to taste the flavor of coffee is unique idea . Decaf means no caffeine coffee so it's taste like coffee but suitable for all. Tokyo Coffee is the combination of wine and coffee, Irish coffee is brew with whiskey and coffee. In that so we can inspire those drinks and recreate with local ingredients. Or else something unique recipe like Palm juice (Htan Yay) mocktail, etc.
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Upward the living standard of people in developing states

- Having professional barista training class with café is a complementary business project and could be a win-win situation for all. Not only for young students but also for those who want to have skill for living. Wherever in local or abroad, basic part-time jobs mostly contain food and beverage fields. Being professional in some kind of skill like barista could be a hit in anytime. Also for the people who live in small towns, developing state conditions can get more knowledge about new things concerning the hospitality field. With low cost of local products, standard quality outcomes can occur and the living standard of those who live in developing states will be greater, too.
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Job opportunity for students and Part-time culture

- According to the current situation in Myanmar, students need more job opportunities than before. But most of organization want qualify staffs like graduate and having 2 or 3 years in experiences. Undergraduate students are very passionate to work but the hiring rate is less than demand. To solve this problem, undergraduate students need to learn skills require to make living. Those who have additional skill are more likely to get opportunities than others who don't have. In our café project, we can hire part time students and giving them both work experience and life skills like barista training , management , maintaining process, etc.
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Building Bridge Between Local Merchants And Students

Local Merchants



Connecting Bridge Cafe Project



Undergraduate Students



Upgrade Local Farm products to standard quality goods

Supporting local fruits makes more local demand to those farmers too.

Zero waste & Go Green products like coffee scrubs, soaps, compost producing from leftover coffee grounds

Creating unique drinks menus with local supplies.

Building part time culture for undergraduate students

Giving the chance to learn skills require to make living

Business Model Canvas

Designed for:

Connecting Bridge Cafe

Designed by:

SuMyat Htwe

Date:

14 Feb/2022

Version:

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Key Partners  - Vendors from local - Coffee Bean suppliers from locals eg, Shan, Mogok, Pyin Oo Lwin, Yawr Ngan, etc - Social Media - Bloggers - Material Suppliers - Diary from local farmers - Utility service providers	Key Activities  - Ensure quality of ingredients used - Attractive interior - Marketing (branding, PR, etc) - Community for students, trainee - Feedback loop Key Resources  - Human(design, technology, customer acquisition expertise) - Business relationships between local suppliers and vendors, farmers - Recycled paper cups and straws, materials	Value Propositions  - Taste, quality - Cozy atmosphere - Monthly subscription to my products, offered at a discounted rate - Self service to customers who want uniquely brewed coffee - Menu based coffee products to customers with changing tastes and preferences - Meeting the needs of customers with changing tastes and preferences while at the same time meaning each client's individual coffee consumption needs	Customer Relationships  - Customize service, recipe - Word of mouth - for those who made repeat purchase can have gift cards and foc drinks promotion - Specific theme interior design according to seasonal changes - Also specific theme design like anime theme, game theme according to regional favorite Channels  - Best way to reach customers is through social media and word of mouth - Special orders for office e vents, birthday events, celebration, etc.	Customer Segments  - People cannot drink coffee - Dessert with local fruits for kids - Skincare product with recycle coffee ground for girls - Local fruit alcohol drinks for boys - Professional barista class for teenagers - Convenience travelers, business travelers and tourists - Segments consist of families, the community of hobbies and social and also those people who are happy for leisure with family and friends, dating,etc.
Cost Structure  - Raw material coffee and others - Shop preparation costs - Staff salaries - Other costs; Electricity,water,gas,etc.			Revenue Streams  - Additional income f rom selling snacks - Sales of complementary local products - Main income of drinks and barista class fees	