**Team D**

 **The Proposal
Company Name:** **The Drip
Project Name: Fill The Cup**

In the US the total economic impact of the coffee industry is over $200 billion, coffee related economic activity accounted for almost 2% of the total US gross domestic product. In 2015 consumers in the US spent over $70 billion on coffee with at least 83% of adults drinking coffee. Of that number one-third of adults drink gourmet coffee. Coffee houses have been considered the third space between home and office. Along with quality beans and skilled baristas coffee shops offer a place to meet friends, conduct meetings, work on the computer or read. The Drip is a newly formed for profit business that is looking to take the coffee house to another level.

The Drip is looking to fuse a coffee shop with a community center. Our goal over the next 12 months is to acquire a 6,000 to 8,000 square feet location that will serve gourmet coffee and provide space for the community. The purpose of this organization will be not only to be a profitable entity but to give back to the community that it serves with a focus on the homeless and youth.

As a newly formed organization it is vital that we generate income and invest in our community. Service is the heart of our business it will be expressed in the way that we interact with our customers and community. Using principles deeply rooted in service we intend to provide both our customers and the community that we serve with the highest levels of commitment. The Drip is looking to achieve that with specialized training programs, job programs specifically designed to utilize the community, providing meals to the homeless and serving the youth with a center designed to engage and assist.

**Timeframe:** 12 months

**Projected Cost**

Space $500K
Inventory $50K
Manpower $100K
Marketing $100K
**Total $750K**