

FREE TOOL REPORT

# AI One-Page Business Plan Generator

Prepared for Ground Floor Coffee

# Ground Floor Coffee

*Specialty coffee and a true study home two blocks from campus.*

## OVERVIEW

### PROBLEM

Students near a large university campus have nowhere reliable for good coffee and a comfortable place to study. Existing options are either low-quality, crowded, or not designed for sustained studying and community use.

### SOLUTION

We offer specialty coffee, freshly baked goods, and a dedicated community-friendly study space two blocks from campus where students can work, meet, and relax between classes.

### TARGET MARKET

Primary customers are undergraduate and graduate students who need reliable coffee and study space; secondary customers include nearby faculty, campus staff, and local residents who want specialty coffee and a neighborhood gathering spot.

### COMPETITION

Direct competition includes on-campus dining and study spaces, national and regional coffee chains within walking distance, and a few independent neighborhood cafés; none focus exclusively on combining specialty coffee with a study-first community environment.

## GO-TO-MARKET

### MARKETING STRATEGY

Targeted campus marketing including student organization partnerships, on-campus flyers and tabling, social media (Instagram/TikTok) featuring study-hours and specials, and a student ambassador/loyalty program to drive word-of-mouth and repeat visits.

### SALES CHANNELS

Walk-in and to-go sales at the storefront, mobile pre-orders through a simple app or POS, pop-up stalls at campus events, and small catering or coffee service for student group meetings and events.

## EXECUTION

### MILESTONES

- Secure 1,000–1,200 sq ft lease two blocks from campus — Q1
- Complete build-out and install equipment (espresso machine, ovens, seating) — Q2
- Soft open with student preview nights and loyalty launch — Q3
- Reach monthly break-even and regular campus event partnerships — Month 12

#### TEAM

Founding team of an owner/operator with barista/coffee experience, a pastry lead for baked goods, and a community manager/shift lead; supplemented by part-time student baristas and event staff.

#### PARTNERS & RESOURCES

Local coffee roaster partnership for specialty beans, a small local bakery supplier for incremental production support, POS and mobile-ordering provider, and partnerships with student organizations and campus event coordinators.

## FINANCIALS

#### REVENUE MODEL

Primary revenue from retail sales of specialty coffee and baked goods, with supplementary revenue from study-space add-ons (reserved seating during peak hours), campus pop-ups, and small catering for student events.

#### EXPENSES

Major costs include lease and utilities, espresso and kitchen equipment plus build-out, labor (baristas and bakers), ingredient and supply costs, and marketing/point-of-sale expenses.

#### FUNDING REQUIRED

Seed funding of approximately \$95,000 to cover leasehold improvements, equipment purchase, initial inventory, hiring and training, and six months of operating cashflow.

## SWOT SNAPSHOT

### Strengths

Prime location two blocks from campus

Specialty coffee plus dedicated study/community space

Lean team with student labor flexibility

### Weaknesses

Initial brand awareness is low among busy students

High upfront equipment and build-out costs

Revenue may be seasonal around academic calendar

## ● Opportunities

Partnerships with student orgs and campus events

Subscription/meal plans and evening study programming

Pop-ups and catering for campus meetings

## ● Threats

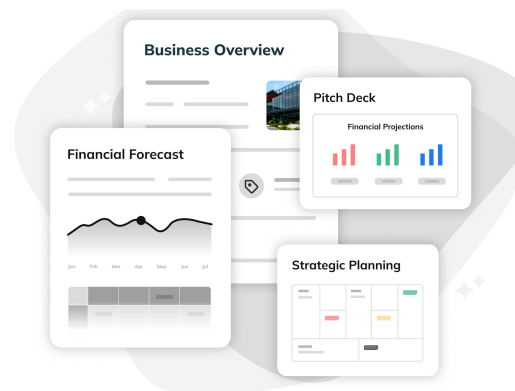
Nearby chains and on-campus vendors reducing foot traffic

Changes to campus policies or class schedules

Local rent increases or rising supplier costs

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### Mariia Yevlash

Student, Sumy State University - Ukraine



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