



Smart Espresso

A fully automatic espresso machine that uses smart technology to increase usability and taste. Unlike other machines, our product is easier to use, easier to clean, and more customizable.

Market Segmentation

Segment	College Students	Stay at home parents	Coffee Aficionados	Technology Early Adopters	Restaurants	High End Retail Stores	Freelancers / Those who work from home	Coffee Shops	Hotels	Offices
End User	-College Students	-Stay at home parents	-Coffee Aficionados	-Technology Early Adopters	-Dining Guests	-Shopping Customers	-Freelancers / Those who work from home	-Coffee Customer	-Hotel Guests	-Company Employees
Benefits	-Save Money -Save Time	-Save Time -Stay at home	-Better Tasting Coffee	-Smart Integration -Save Time	-Ease of Use -Drink Customization	-Save Time -Drink Customization	-Convenience -Save Money	-Ease of use	-Guests can use it themselves	-Low Upkeep -Save Money
Lead Customers	-Kids w/ money	-"Mommy Bloggers"		-Socialites	-High end restaurants	-Botiques		-Small Local Shops	-Local high end hotels	-Startups
Market Characteristics	-Little Money -Busy	-Busy -Don't want to leave house	-Very particular about their coffee -Willing to try new coffee things	-Like new technology -Don't necessarily care as much about coffee	-Busy Environment -Customer Choice Driven	-Customer Choice Driven -Can afford "the best"	-Transient -Little Money	-High volume	-Durability over quality -High Volume	-Durability over quality
Partners/Players	-Student Parents	-Working Spouse		-Other smart devices makers	-The restaurants	-The retail stores			-Management	-Management
Size of Market	Millions	Millions	Millions	Millions	Millions	X0,00	Millions	X00,000	X0,00	X00,00
Competition / Hindrances	-Starbucks -Local Coffee Shops	-Starbucks -Drip Coffee	-Manual Espresso Machines -Other coffee methods	-Desire to drink coffee	-Trained Barista	-Trained Barista	-Local Coffee Shops -Other coffee methods	-The most competition -Quick turnaround imperative	-Want a "proven" product	-Who upkeep? -End user vs customer



Beachhead Market

BHM

Technology Early Adopters (that like coffee)

- » Interested in the smart technology
 - » Affluent enough to be an early adopter
 - » Access product information heavily through online stores
 - » Very vocal, like to show off new products to others
 - » Sets product apart from most coffee products
 - » Pushes original concept goal
- 



Beachhead Market

Other Choices

Hotels

- » Many hotels are upgrading coffee equipment and have the money to do so
- » Hotel management inaccessible

Restaurants

- » Not many options for fully automatic espresso machines in a professional environment
 - » Hard to expand into other markets as end user will never see product
- 

A person is shown from the chest down, wearing a white patterned shirt. They are holding a white coffee cup with a gold rim in their right hand and a black smartphone in their left hand. The background is blurred, showing a wooden table and a white plate. The text is overlaid on the left side of the image.

End User

Trend Setters

Users who want to be the first in line to own the coolest products.



Defining the **TREND SETTER**

- » Respondents aged 25 - 35y/o were the most socially influential
 - » Financially self-sufficient
 - » Socialites, spending a majority of their time around many people
 - » Tech-savvy, uses smart technology as an integral and necessary part of life
- 



Defining the **TREND SETTER** pt. 2

Motivations

The ideal end user seeks to try **new things** and be the first to do so. Trend setters also tend to “**spread the word**” as well, bringing awareness to the product.

Fears

A Trend Setter’s biggest fear is **stagnation**. Discovering new ways of being different keeps this demographic satisfied.

Influences

Trend setters are influenced by their **social surroundings**. They seek out things that will set them apart from others in the pursuit of **individuality**.



A photograph of a coffee shop counter. In the foreground, a black cup filled with a latte featuring a white leaf-shaped latte art sits on a matching saucer. To the right of the cup is a shiny brass bell. Further right, a stack of coffee receipts is held together by a metal pin. The receipts are white with black text, including the date '8/7/2014', the time '10:54 AM', and the location 'Denise Yard 8'. One receipt clearly shows 'Flat White' and 'COFFEE BAR Yard 8'. The background is softly blurred, showing more of the counter and a person's arm in a white uniform. The overall lighting is warm and focused on the coffee.

T.A.M.

Total Addressable Market



Total Addressable Market

The “Top-Down” Approach

COMPANY & NUMBER OF STORES

- Williams Sonoma [612]
- Crate & Barrel [83]
- Kitchen Collection [233]
- Kitchen & Company [8]
- The Restaurant Store [8]
- Sur La Table [121]
- Bed, Bath & Beyond [1504]
- Target [1803]
- Best Buy [1915]
- Sears [702]

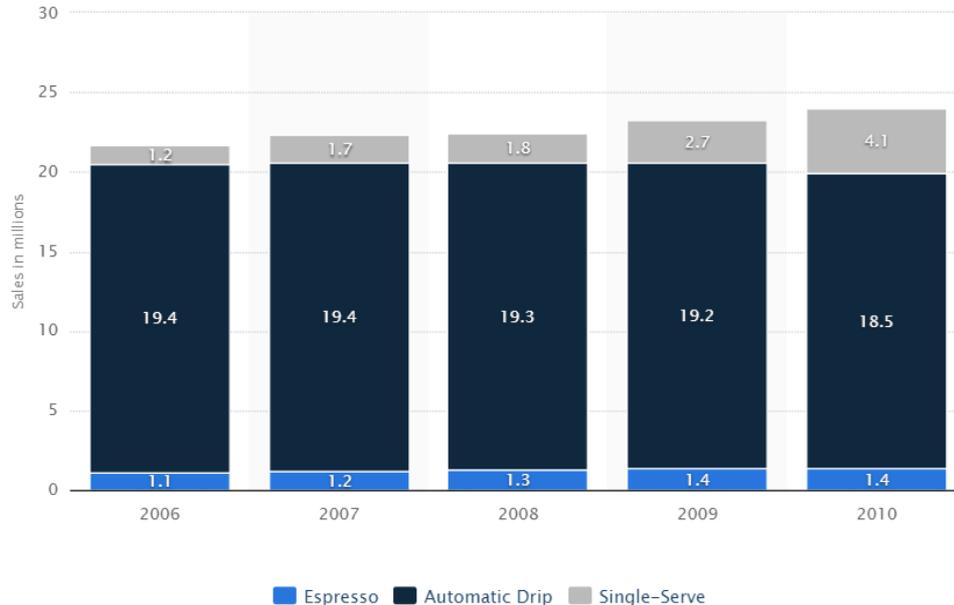
Total Stores: **6,989**



Total Addressable Market

The “Top-Down” Approach

Retail sales of coffee makers in the United States from 2006 to 2010, by product type (in million units)



Approximately **1.4M** units sold annually, across **6,989** stores

~**200** Espresso Machines sold per Store every Year



Total Addressable Market

The “Top-Down” Approach

There are roughly 2 types of Automatic Espresso machines for every 20 standard, or roughly **10%**.

If **1.4M** units are sold per year, an estimated **140,000** would be Automatic Espresso Machines.

With price averaged to about **\$500**, the expected T.A.M. would be

\$70,000,000 / Year



Total Addressable Market

The “Top-Down” Approach

44.1 mi.

41% drink espresso 18 mil.

25% will connect to kitchen smart appliance 4.5 mil.

30% in upper middle class 1.35 mil.

Product Cost \$200

270 Million



Subset of “tech savvy” 34 yr olds who drink coffee
Age: 25-34
Nationality: American
Residency: USA
Hobby: Smart Technology and coffee





Persona

Meet Wes

This is Wesley

Wes is a technology enthusiast that loves coffee! He is upper middle class, involved in many social groups, and has a smart integrated townhome.



Personal:

- » Born in Wisconsin
- » Raised on a dairy farm
- » Has 1 brother and 2 sisters
- » 34 years old
- » Moved to Houston 8 yrs ago
- » Lives with his partner in Washington Heights

Career:

- » Management Information Systems Degree
- » Works as a Database Administrator For a Boston hospital
- » Took a 30% pay bonus to travel 50% for work
- » \$120,000 a year



Who is Wes Really?

Information

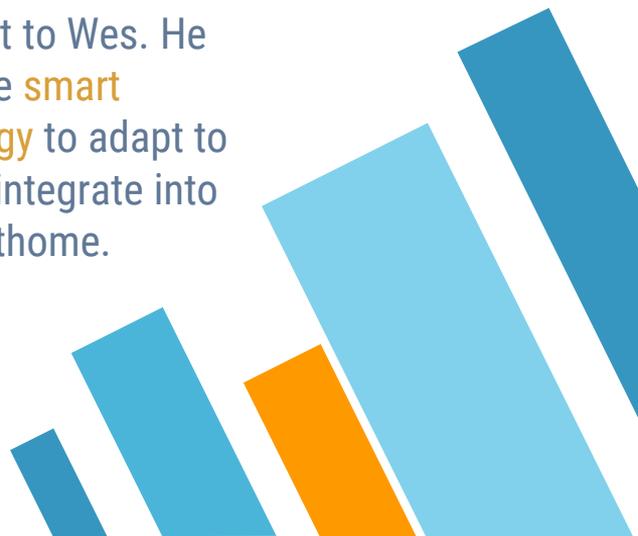
Wes strikes a dichotomy between online and real world interactions. He always reads **online reviews**, but also listens to the **word-of-mouth** advice of other techies.

Fears

He has a **fear of missing out** and being **alone**. He wants to be known as the **expert of new technology** among friends and hosts people at his house as often as he can.

Coffee

The **convenience** of espresso is most important to Wes. He wants the **smart technology** to adapt to him and integrate into his smarthome.



Full Life Cycle Use Case



1. NEED

User wants espresso in the morning before work, but does not have time to craft an espresso beverage or go to a local shop

Through internet search and social media



3. RESEARCH

Reviews online and through Smart espresso website

2. DISCOVERY



Full Life Cycle Use Case



4. PURCHASE

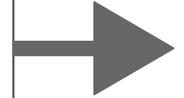
Order product online

Download and install app

5. SETUP



- Power on machine
- Connect app to machine
- Add coffee beans and water to machine
- Program favorite coffee beverages



Full Life Cycle Use Case



6. USE

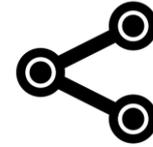
Steps 1-3

- Place mug under brewer at night
- App detects you waking up and brews espresso
- Enjoy fresh coffee without wasting precious time in the morning

FAQ and Live Chat through the app.

Automatic order options and purchasing online.

7. SUPPORT + SUPPLY



8. SHARE

By showing off new gadget to friends and leaving reviews.

BROCHURE:

High Level Product Specification

HOW IT WORKS



- Reacts to triggers
 - Alarm
 - Smartwatch
 - Your schedule
- Customize Drinks



- Can hold a travel size mug
- Holds a week's worth of coffee and water
- Design reduces cleaning time

WHY BUY

Saves Time!

Smart Espresso helps you save time during your morning rush.

Saves Money!

Save over \$1000.00 a year by using Smart Espresso!

Timeless Design!

Smart Espresso's clean, stainless steel aesthetic seamlessly blends in with any kitchen environment, without taking up any more space than a conventional coffee machine.



Smart espresso machine that leverages smart technology to automatically brew customized coffee.

Quantified Value Proposition: A.M Routine

Without Up

Wake Up

Get Ready
15 min

Eat
5 min

Brew Espresso
15 min

**Morning
Routine**

 SMART
PRESSO

Wake Up

Get Ready
15 min

Eat
5 min

Save time in
the morning
by having your
espresso brewed
automatically

Quantified Value Proposition: Money Saved



Espresso



Americano



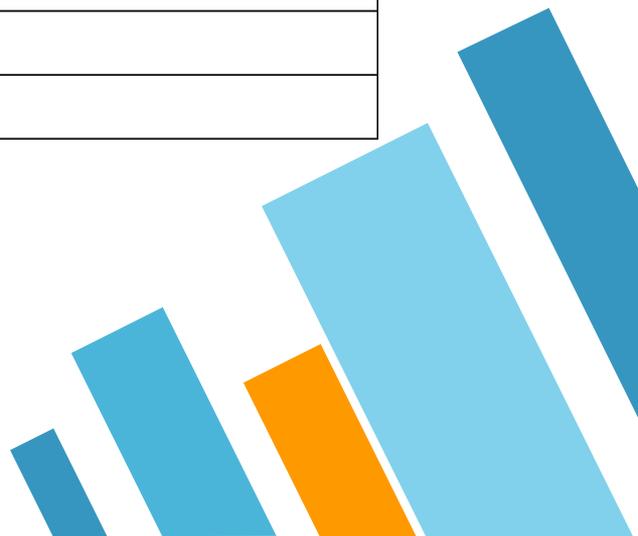
Latte

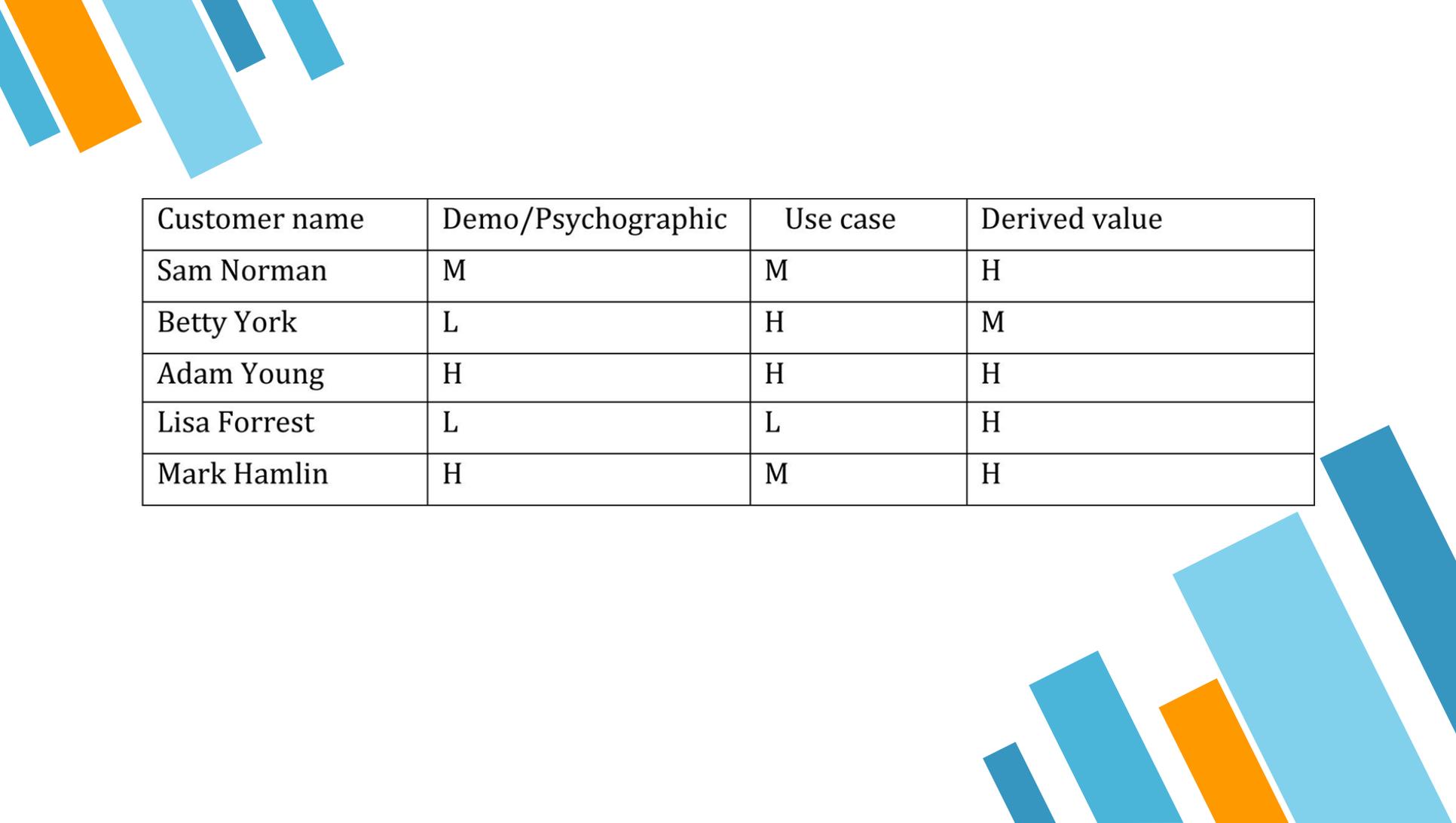
	Espresso	Americano	Latte
Retail	\$1.25	\$1.50	\$2.95
Smart Espresso	\$0.14	\$0.14	\$0.30
Yearly Savings (1 cup /day)	\$405.15	\$495.40	\$967.25
Yearly Savings (3 cups /day)	\$1,215.45	\$1,489.20	\$2,901.75



Next 10 Customers...

Customer name	Demo/Psychographic	Use case	Derived value
Teresa Sanchez	L	H	M
Oliver Pope	L	H	H
Logan Smith	M	M	L
John Smith	M	H	H
Lily Banke	H	H	H





Customer name	Demo/Psychographic	Use case	Derived value
Sam Norman	M	M	H
Betty York	L	H	M
Adam Young	H	H	H
Lisa Forrest	L	L	H
Mark Hamlin	H	M	H



Defining Our Core

UX

The core of Smart Espresso focuses on the integration of **complex** tasks into a **simple, convenient interface**.

The majority of the **interaction** between the user and the device is through the application. By **minimizing** the amount of **work required** to gain the **reward** (a nice, bold cup of espresso), we can guarantee the **satisfaction** of our consumers.

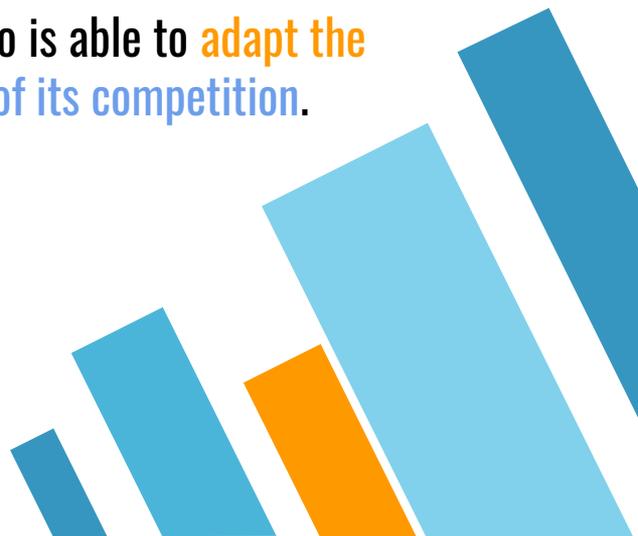




Core Defense & Survival

In order to keep Smart Espresso competitive in the market, the application will periodically **gather data** from users to determine how it must evolve to better meet their needs.

Because the interaction is application based, Smart Espresso is able to **adapt the software** or even overhaul it entirely in order to stay **ahead of its competition**.



Our Competition





THANKS!