



GOJO
COFFEE POUCHES

Problem

01

Accessibility

Not being able to have coffee with you wherever you go

02

Bulk

Thermos' are bulky and heavy and annoying to carry

03

Spills

Traditional coffee cups spill or leak when not held correctly

04

Transportation

Coffee cannot be stored in a pocket or bag, and thermos' take up too much space

Company Purpose



The purpose of GoJo is to serve people on the go

Features of our GoJo Coffee Pouch

- Anti-Spill
- Lightweight and compact
- Durable
- Insulated
- Delicious and caffeinated!



Business Model

First-Year Revenue

Gross Profit

\$45,883.80/month

Gross Margin

48.83%

Gross Revenue

\$116,978.09/month

Cost of Goods

\$48,076.20

Pricing

\$3.91

Cost to make an individual coffee pouch

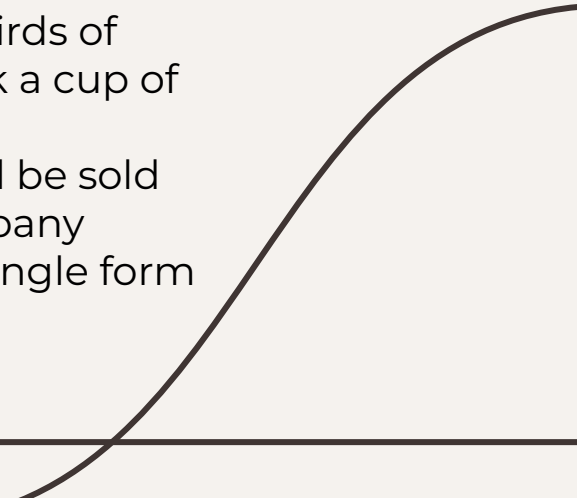
\$6

Price per coffee pouch

Market Size

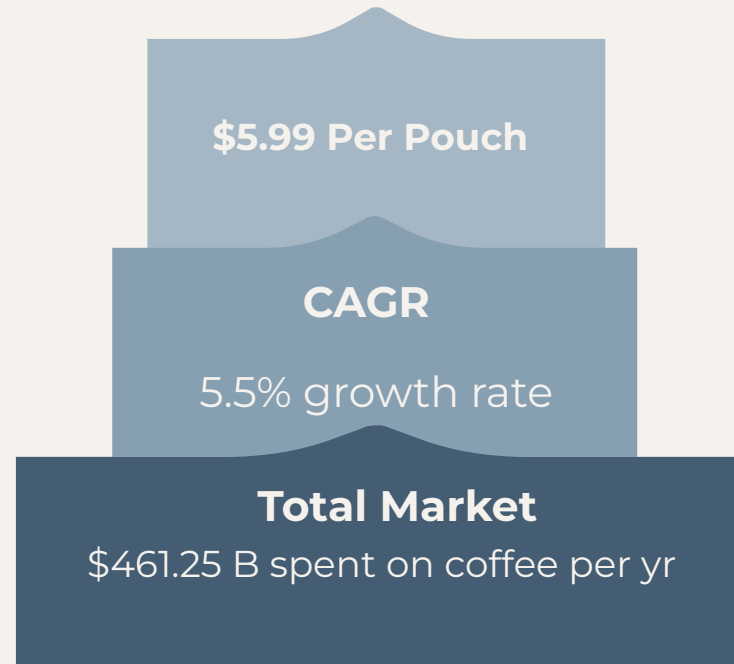
Estimated amount of \$ spent on coffee annually in the U.S: \$461.25 Billion

Customer / Pipeline

- Over two-thirds of people drink a cup of coffee a day
 - Pouches will be sold on our company website in single form or bulk
- 

Market

Our target market is people on the go. Whether it be busy parents with no extra hands, or an avid outdoor enthusiast. GoJo takes the convenience of coffee on the go to the next level with the innovative technology of our portable, insulated, leak proof pouch.



Market

5.5%

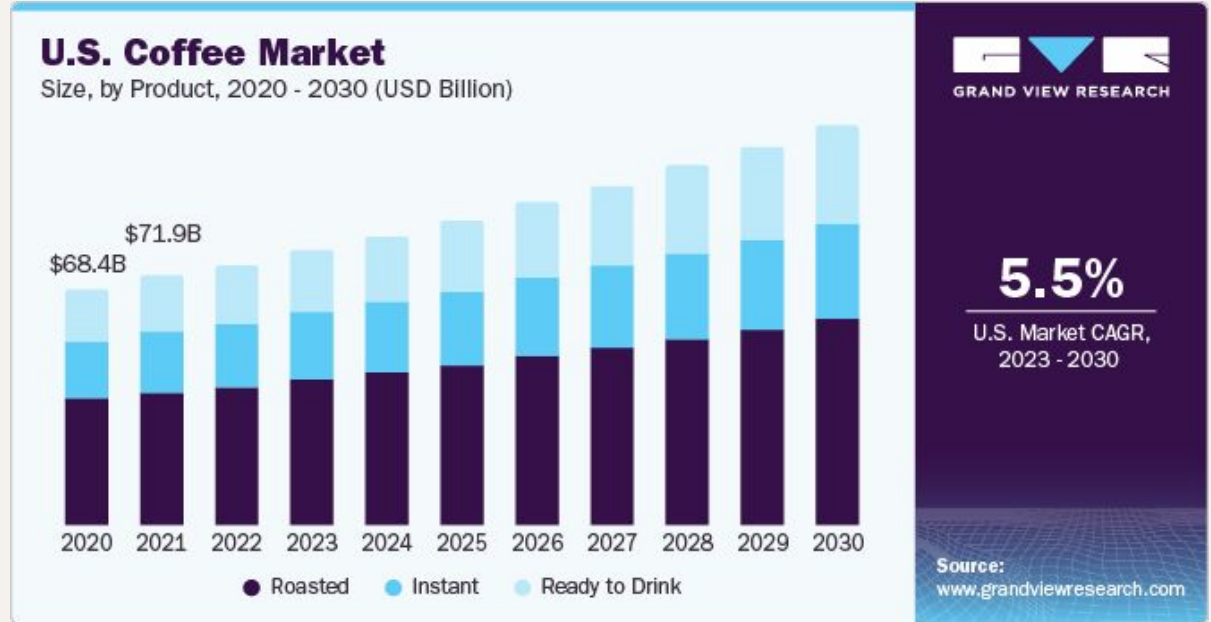
Compound Annual
Growth Rate from
2023 - 2030

\$3.5 Billion

Increase from 2020
through 2021

Ready to Drink

Prepared coffee
market has
continued to grow



Competition



Coffee Shops

Starbucks, Dunkin' Donuts, Tim Hortons, and local shops are all GOJO competitors.



Coffee at home

People with extra time in the morning or early risers will likely make coffee at home.



Pre-packaged Coffee

Already prepared coffee cans/bottles in-stores that give people access to coffee.

The Team

Emma O

CEO: Emma is an outdoor coffee addict who wanted to create a product to make coffee more accessible for her adventures

Matthew K

COO: Matthew is an avid coffee drinker who wanted to help create an easy transportable coffee product

Emma C

CPO: Emma is a busy mom that is focused on creating the perfect product design.

Sunny R

CFO: Sunny is a runner who lives a busy lifestyle and is constantly on the go

Cristina K

Marketing Chair: Cristina enjoys spending time outdoors and thrives off of caffeine



\$461.25 B

Spent on Coffee Yearly in the U.S.

Financial Milestones

**11,621
pouches**

Break Even Point

Projected to be on
Feb. 17 of Year 1,
Month 2

\$15,867.84

Avg. Operating Profit

Per Month, using
Year 1+2 Estimates

**After 8
months**

**Projected First \$100k
in Profit**

*Operating Profit,
not Gross Profit

Thanks!

ShopGoJo.com



@GoJo
