

www.CardoneCoffeeClub.com

10X your day from the start!



Caleb@CalebKoke.com

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Opportunity

A report estimates that the average American worker spends nearly

\$2.05 per day on coffee,

NOT INCLUDING the cost of drinking coffee at home.

Data is shown to indicate that the average worker spends around \$1,100 annually on coffee.

8/6/12, Source:

<http://abcnews.go.com/GMA/american-coffee-habits-spend-coffee/story?id=16923079>

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Today, one third of Americans drink K-Cup coffee due to Convenience.

They consumed **25 billion pods in 2016.**

500 or so players in the k-cup market on average sold 50 million pods last year.

12/28/17 Source: <https://ifillcup.com/beverages-and-equipment/filling-machines/i800/>

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Solution

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Is the answer!

Subscription models create MRR, just like rents.

“Cha-Ching Cash Flow!!!”

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Product

The Cardone “K-Cup”, offering multiple coffee roasts and even teas.

Options Include:

Custom packaging options of 12, 24, 48, 96, 100 cups.

Organic, Fair Trade, Kosher, Recyclable, Compostable.

Additional products include:

Coffee Brewers, French Press, Coffee Mugs Etc.



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Target Market

Of course anyone who drinks coffee could be our customer, but our target market is going to be:

1. Immediate followers/fans of Grant Cardone.
2. Small/Medium size business owners and their offices. (Insurance, Real Estate, lawyers, Accountants, all blue collar etc.)
3. Big businesses. (Fortune 500)
4. Auto Dealerships

Business Model

We have identified and selected several top grade production facilities in the U.S. with fulfillment services allowing us to grow our market base before investing into an in house production.

With a minimal start up investment, we can build the product line on a 100% dropship model with **MRR margins of net 35-50%**.

Coffee subscriptions allow daily/top of mind branding, while cross promoting additional products/services.

Marketing Rollout

Launch at GrowthCon in Las Vegas February 22, 23, 24 ,25.

1. Free coffee for every attendee Day 1 & Day 4; after the first day \$1/cup promotion.
2. Sign up on IG using a GC post and tag 3 friends #GC/ #GrowthCon2018/ #10Xcoffee, 10% off first order.
3. 1st 1,000 annual members will received a 10x book signed and addressed.
4. 1st 10,000 members will be entered to win free coffee for 1 year. (100 winners)
5. Rollout to followers after the conference.
6. IG ads targeted to every small and medium size business to supply their Office Kitchen with 10xCoffee delivered.
7. Have sales teams follow up on every lead generated.

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Start up Costs

\$5k Insurance and Legal

\$5k website integration, SIGN UP funnels, logo and packaging design,

\$10-20k GrowthCon 2018 Free Coffee on the 1st and 4th day. (Sales on days 2&3)

Total Test Launch: \$20-30k

Quarterly Operating costs on forward is:

1. \$35k per (100,000 cups or 1,000 customers) @ 3 month supply.
2. Up to \$10k for shipping in the lower 48 states of the U.S.

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ROI

\$79/qtr. Or \$.86/day
(35% margin)

\$99/qtr. Or \$1.08/day
(50%Margin)

1,000 quarterly members =

\$27k/qtr. Net

\$50k/qtr. Net

5,000 quarterly members =

\$138k/qtr. Net

\$200k/qtr. Net

10,000 quarterly members =

\$277k/qtr. Net

\$500k/qtr. Net

(Proof: GaryVee wine club presold \$100k/mo. Gross in 36 hours.)

1. Compared to alcohol, Coffee is consumed daily and it's legal for all ages.
2. 1/5th of IG followers, **CCC is projected to gross \$20k / net \$8k in 36 hours.**

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Ready to Jet???? WHEELS UP LET'S GO!



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Team



Grant Cardone

Co-Founder

50% equity



Caleb Koke

Co-Founder

50% equity

Fund 100% start up costs

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