

Kopi Robusta®

New Taste, New Experience



Every morning is a good morning



Kopi Robusta®
Business Plan 2009
Queen's University

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Executive Summary

Kopi Robusta®

Kopi Robusta® is a new business committed to providing the finest and highest quality in naturally-derived and cost-effective Robusta coffees and espressos to the consumers. Kopi Robusta has added tints of Kopi Luwak and secret recipes to meet the market need for premium coffees.

Our innovative processing technology will enhance the flavour and reduce bitterness in Robusta coffee while stimulating natural and exotic taste similar to Kopi Luwak coffee. Distinguishing characteristics of our business will be the combination of high-quality products, effective management, marketing strategies, and exceptional customer service. In addition, Kopi Robusta will introduce a new age coffee beverage that will increase the consumption and production of Robusta Coffee worldwide.

Our goals are to satisfy the consumers' demand for premium coffees and identify our competitors in the coffee industry and establish a safe and strong scientific production and research organization. This unique processing technology and product will have great potential to meet the demand for a growing market for coffee and will be adaptable for future expansion.

We have verbal commitments from independent retailers throughout the North America market to carry our product. Kopi Robusta® is seeking for partnerships that will be rewarding for investors and consumers. Kopi Robusta® will be introduced internationally and adjusted to the accommodate interests of global markets.

Kopi Robusta®

Mission Statement



“Taste the fresh and exotic and experience the unique and memorable moments anytime and anywhere in the world”

Objectives

Kopi Robusta®

- ❖ To provide the finest and highest quality of Robusta Coffee through our innovative processing technology, service and values.
- ❖ To satisfy and delight our customer with a new, fresh and exotic taste of Robusta Coffee
- ❖ To increase the production and consumption of cost-effective Robusta Coffee worldwide.
- ❖ To promote the long-term expansion of business to international markets

Kopi Robusta®

Keys to Success

Kopi Robusta Coffee has identified several keys which will be instrumental in the success of the company:

- Produce the finest and innovative quality product
- Creative marketing and sales strategies
- develop positive partnerships
- Exceed customer expectations



Kopi Robusta®

Company Summary

Kopi Robusta is a coffee processing company, combining the current biotechnology and processing facilities. Established in 2009, Kopi Robusta has the vision to extend the cost-effective Robusta coffee into an international known coffee of the century. The company will be the first to combine modern technological innovations and Kopi Luwak processing found in nature.

Business Vision



Short Term Goals

- establish Kopi Robusta processing technology
- Implement adjustment components and customized controls on this technology
- Promote and increase consumption of Robusta coffee
- Create partnerships with coffee importers, roasters, and investors.

Long Term Goals

- Promote and establish Kopi Robusta coffee processing in North America.
- Introduce business to international market
- Increase worldwide production of Robusta coffee
- Expand this technology to other food products such as chocolate, soy beans etc.



Locations and Facilities

Kopi Robusta headquarters will be located in Toronto, Ontario, the heart of Canada. This is a prime location to service both the Canadian and American market.

The facilities will include:

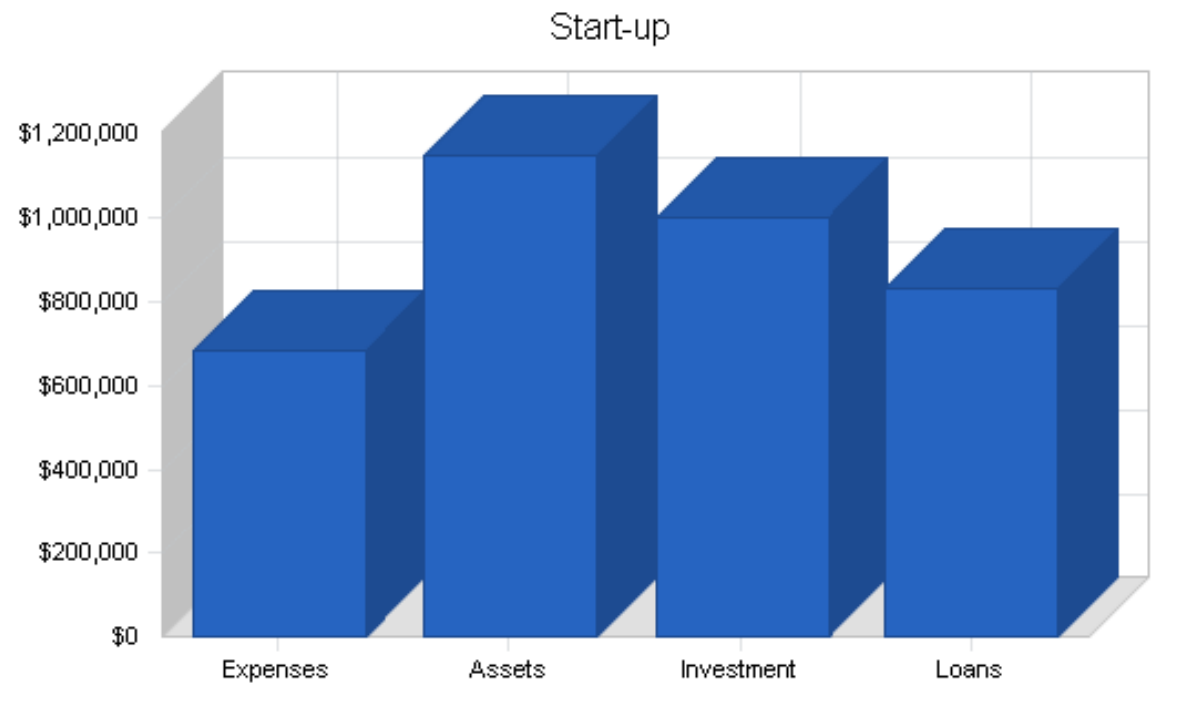
- Coffee processing and treatment facilities and equipments
- 5000 square feet of warehouse space
- Filters, water treatment devices
- Backwash facilities
- Business office building



Start-up Summary

Kopi Robusta®

Start-up expenses for the Kopi Robusta Coffee total around \$750,000, and include expenses such as production equipments, patent costs, food safety assessment, legal, marketing, lease deposits, computer systems, etc. Start-up assets include 10,000 in initial cash requirements, \$20,000 in short term assets (office furniture, refrigeration equipment), and \$100,000 in starting inventory. These start-up costs will be financed through investments and small-business loans. The details of the start-up summary are included in the following table.





Product Summary



- Kopi Robusta offers a wide range of specialty coffees, in addition to our classic and original Kopi Robusta coffee.
- Our products will be using luwak-style processing techniques to enhance the flavour and reduce the bitterness in Robusta coffee beans.
- Kopi Robusta will produce the best in its respective product category based on quality and taste.
- Kopi Robusta will be available in the following varieties of flavours:
 - French Roast
 - Italian Roast
 - Columbian Roast
 - African Roast
 - Espresso

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Background: Introduction

Coffee Origin

- indigenous to Ethiopia and was discovered as a food before it became a drink.

Coffee Belt

- only grows in tropical and sub-tropical regions
- About 80 countries involved in cultivation
- requires an average temperature ranges 17-23° C with abundant precipitation and good fertile soil conditions
- three major growing regions are:
 - i) Central + South America
 - ii) Africa + Arabian Peninsula
 - iii) Indonesia + New Guinea

+ Coffee Varieties

- Various types distinguished by variety, origin, flavour and aroma
- Highland coffees-fine aroma and more superior quality



Background: Comparative Analysis

- Two economically significant coffee varieties: Coffee Robusta and Coffee Arabica
- Both produced and consumed worldwide

Coffee Robusta

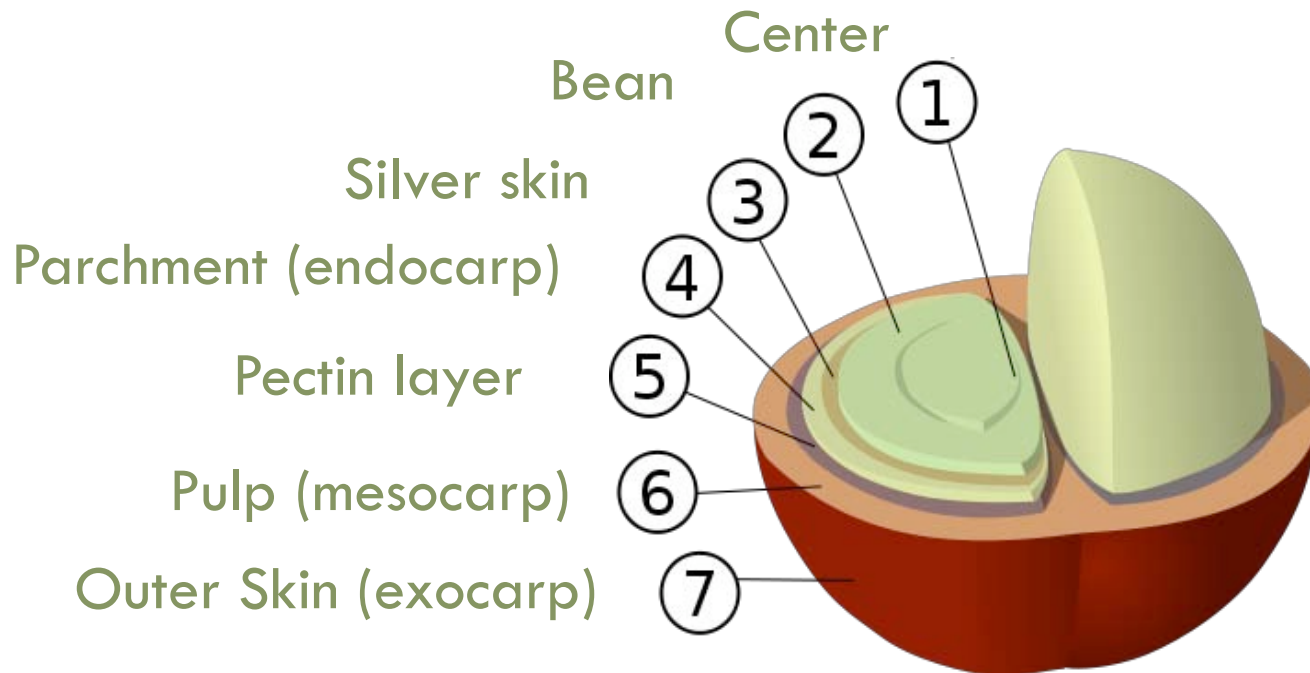
- Contains 40-50% more caffeine
- Less flavour and more bitter
- grown at much lower altitudes (sea level-3000 feet) in an area 10° North and South of the equator
- more cold- and moisture-tolerant and disease-resistant than Arabica
- Matures in about half of time of Arabica and yields twice as much
- Ripened Robusta do not fall off tree

Coffee Arabica

- More suitable for drinking
- Contributes to $\frac{3}{4}$ of all coffee produced worldwide
- Well-flavoured, aromatic coffee
- Grown at high altitudes-require more labour and thus more expensive
- Risks of high-grown coffee
 - Frost damage
 - Fall to ground after ripened
 - Extensive care
 - prefer hand-pick

Background: Anatomy of Coffee Cherry

- Each coffee cherry contains two coffee beans
- The coffee processing will remove five layers of coverings

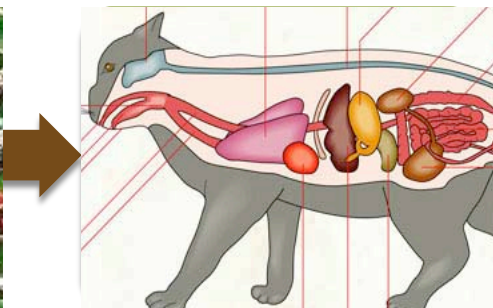


Background:



Kopi Luwak Coffee

- Coffee cherries eaten and passed through the digestive tract of Asian palm civet cat native to Indonesia
- Its stomach enzymes and acids break down proteins and lower the overall protein content in coffee beans, thereby enhance the taste
- Earthy, syrupy, rich with both jungle and chocolate undertones



Kopi Luwak Production



- Native in southeast Asia, particularly Jawa, Sumatra and Sunda Lesser Islands (in green areas above)
- Kopi Luwak from Sumatra, Java and Bali are mostly Robusta however from Mandheling region of north produced a mixed.
- Kopi Robusta will import Robusta coffee beans from Indonesia and Brazil primarily to stimulate two types of luwak-style robusta coffee

Background: Benefits of Coffee

Improving your overall well-being

1. Health-Disease Prevention:
 - Antioxidant sources and cancer-fighting properties
 - Reduce risks for Parkinson's and Alzheimer's Disease
 - Decreased type II diabetes risks
2. Psychological:
 - Increased cognitive ability
 - Increased dopamine in bloodstream = happiness
 - Boost on short term memory
3. Overall Performance:
 - Increases cooperation and sociability



*Based on moderate coffee drinking on regular basis
Two cups a day is considered an acceptable amount

Production Value Chain

- Kopi Robusta will create a processing technology that pertain to the early stage of coffee processing
- The cost of coffee processing increases and becomes cumulative through the stages
- Our company will use the cost-effective Robusta coffee beans to decrease the import prices

Arabica: High Aroma, Medium Price
Robusta: High Yield, Low Price



Farming
Picking



Processing



Exports



Roasting



Extraction



Coffee

Liquid to Instant

Solid to liquid

Starch to Sugar

\$



Coffee Concerns



1. Coffee Bean Quality

- The overall quality of coffee beans depend on each processing stage and the regulation put on the coffee, depending on its initial conditions from the coffee trees

2. Taste and Aroma

- A cup of coffee contains over 30 chemicals that confer its taste, aroma, and acidity

3. Bitterness

- Robusta coffee contains higher levels of both caffeine and chlorogenic acids, which are partly responsible for bitterness and astringency in coffee.

4. Low Caffeine Content

- Robusta coffee contains about 40–50% more caffeine than arabica, which is currently the most consumed coffee

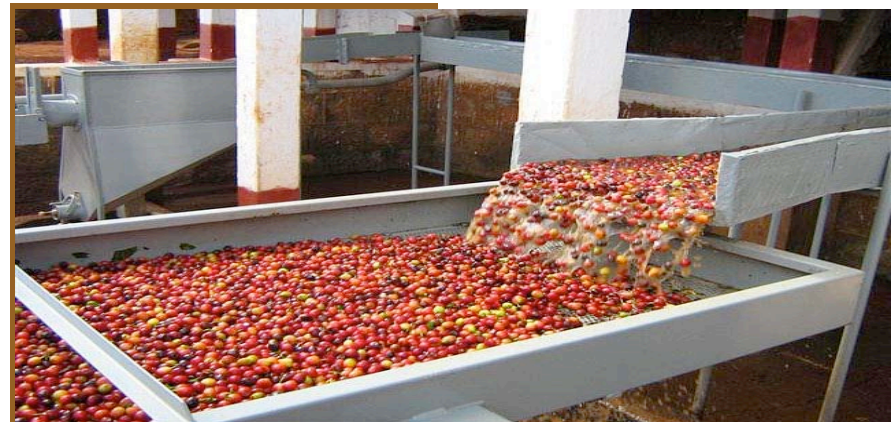
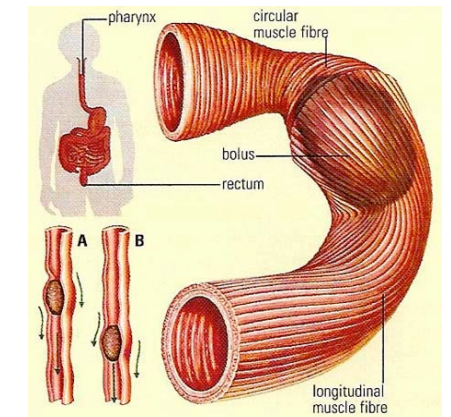
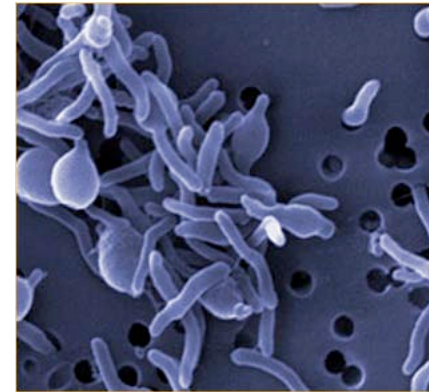
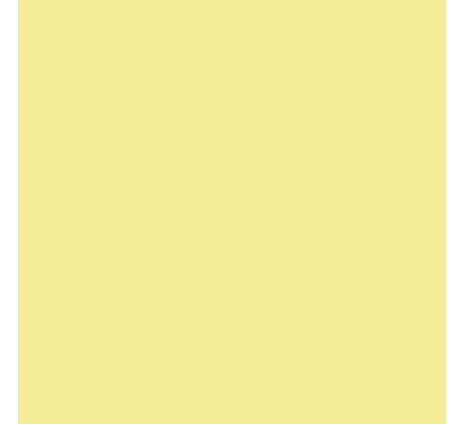
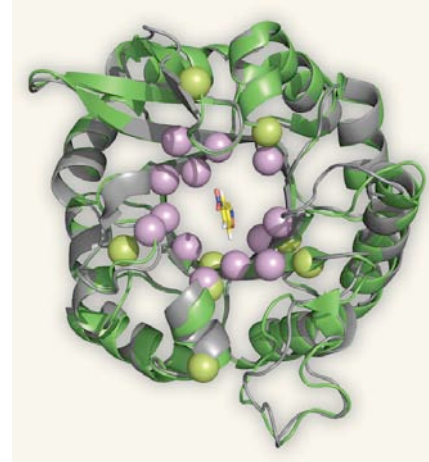
5. Environmental Impact

- Coffee wastewater-massive production of both solid and liquid waste during coffee processing
- The amount of water used in processing depends strongly on the type of processing. Wet fully washed processing of the coffee cherries requires the most fresh water



The Technology

Luwak-Style Coffee Processing



Kopi Robusta®

What is Coffee Processing?

- conversion of raw coffee cherries into the commodity green coffee beans that can be sent to roasters
- Methods used vary and have significant effects on overall quality and taste of coffee

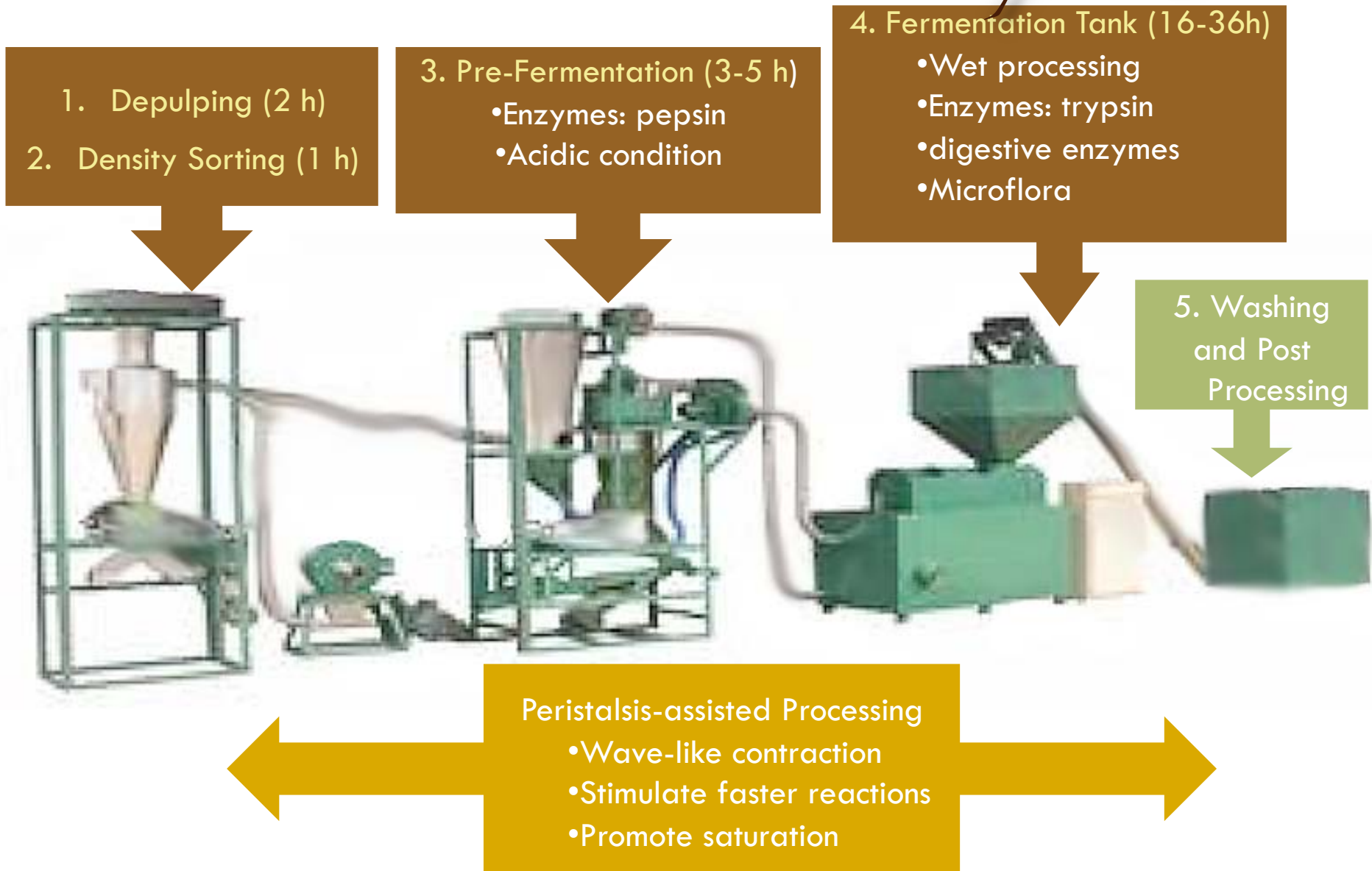
Kopi Robusta®

Our Technology Overview

- Kopi Robusta is processed through a technology by which acids, enzymes, microflora and other flavour components are added in a way that augment flavour, acidity, aftertaste, bitterness and body of the coffee as desired by the roaster and customer
- Natural, safe and innovative style of processing
- It includes seven stages in total with substages
- Strong science background and safety testings

Our Technology and Facility

Kopi Robusta®



Mechanical Processing

Introduction: Natural Peristalsis forces

- a type of motility found in the gastrointestinal tract of organisms and is characterized by a distinctive radially symmetrical pattern of smooth muscle contractions that propels food downwards in a wave-like motion

Benefits of Peristalsis in Coffee Processing

1. Provide natural removal of skin layers through scrubbing and contractions
2. Speed up reaction time of enzymes
3. Increase surface area and allow improved penetration of enzymes to break down proteins
4. Mimic the digestive system of civet cat

Mechanical Unit

- Addition of peristalsis forces will be achieved through modifications on processing equipment to provide motion during each stage of processing and insert a regulatory mechanism to modulate the effects accordingly

Biochemical Processing



Introduction:

The addition of biochemical mixture with digestive enzymes will be similar to the composition of the gastric juices found in the civet cat. This mixture will be able to penetrate into the beans and change the micro-structural properties of beans and lower protein content through proteolytic breakdown.

Enzymatic Composition:

- Trypsin (pH 8; 37°C)-protease that cleaves proteins into amino acids
- pepsin (pH 1.5-2; 37-42°C)-main gastric enzyme and breaks proteins into smaller peptides; hydrochloric acid required

Regulations include:

- 1) Optimal temperature for enzyme activity
- 2) Concentration of each enzyme
- 3) Reaction time

Microbiological Processing

Introduction:

The coffee fermentation process consists of various microflora to degrade a hygroscopic mucilaginous layer (inner mesocarp). These microflora resembles the natural intestinal microflora from civet cats, thereby mimicing the microbiological environment of coffee processing in Kopi Luwak

Microorganisms:

- Lactic acid bacteria, yeast, aerobic bacteria and pectolytic microflora

Mechanism:

- Degradation of mucilaginous layer with activities of microbes
- Must be washed to eliminate alcohol, acetic acid and other acids remaining on processed coffee beans
- Optimal fermentation time should be closely paired with digestive time of civet cat and monitored accordingly

Microflora Composition

Lactic Acid bacteria

- *Leuconostoc mesenteroides*, *Lactobacillus plantarum*, and *Lactobacillus brevis*
- Major colonizing bacteria in digestive tract of civet
- Important in wet processing
- Heterofermentative with production of acetic and lactic acids.

Pectolytic microflora

- *Erwinia herbicola* and *Klebsiella pneumoniae*
- A relative frequency from 31-46%

Yeast

- Includes strains such as *Kloeckera*, *Candida*, and *Cryptococcus*
- Good fermentative capacity

Aerobic bacteria

- Gram-negative bacilli
- *Klebsiella* and *Erwinia*-having a respiratory and fermentative metabolism with production of a low level of organic acids

Basic Procedures I

Legend (Processing Technique):

*Mechanical-peristalsis

*Biochemical-enzymes

*Microbiological-microbes

Step 1: Depulping Process (~2 hours) **

- 1) Coffee cherry outer skin and pulp separated from bean
- 2) Separation of ripen and green coffee cherries by centrifugal force and a barrel screen system upon depulping
 - monitored internal pressure used to push coffee against a screen with holes where only coffee beans can pass through. Since ripened cherries are soft and they break, coffee beans are released through screen.

Step 2: Density Sorting (~1 hour) *

- Highest quality coffees are the densest and are separated and fermented in a different tank with different properties and compositions of enzymes and microbes

Step 3: Pre-Fermentation (~3-5 hours) **

- Pepsin-main gastric enzyme that breaks proteins into smaller peptides, commonly released by the stomach of organisms
- Acidic environment needed: the active form of pepsin, pepsinogen, is activated by hydrochloric acid (HCl)

Avallone *et al.* 2001; Roussos *et al.* 1995

Basic Procedures II

Legend (Processing Technique):

*Mechanical-peristalsis

*Biochemical-enzymes

*Microbiological-microbes

Step 4: Fermentation (~16-36 hours) ***

Goal: When correctly fermented the mucilage comes off easily and the parchment does not stick to the hand after washing. The beans feel rough and gritty when squeezed by hand. The Kopi Robusta derived a technology to degrade all five layers outside the beans and penetrate into beans. Our ultimate goal is to effectively change the chemistry and particularly lower the protein content inside beans.

2) Peristalsis-assisted Demucilaging

- Stimulated peristalsis contractions in demucilaging, which involves scrubbing the surface of the beans and aid in:
 - removal of additional layers of skins
 - Expose an increased surface area for enzyme penetration and microbe activity
- Benefits: more predictable outcome, easier for wet processing, decrease coffee wastewater by degrading the layers
- This process will be followed by fermentation stage immediately and delay in time may affect quality of coffee beans

Avallone *et al.* 2001

Basic Procedures III

Legend (Processing Technique):

*Mechanical-peristalsis

*Biochemical-enzymes

*Microbiological-microbes

Step 4: Fermentation (~16-36 hours) ***

2) Wet Processing Technique

- Two Immediate goals:
 - Penetrate to lower protein content through proteolysis
 - Remove four layers surrounding coffee beans
- Mechanism: Enzymes, microbes and peristalsis
- Conditions: warm water ($>20^{\circ}\text{C}$), neutral conditions (pH 7-8) and abundant dissolved oxygen supply
- Trypsin (pH 8; 37°C)-a protease that cleaves proteins into smaller amino acids and alter overall protein content in coffee beans
- Fermentation time: depends on factors: climate conditions, water temperature, humidity, quality and quantity of beans
 - Low altitudes-short while high altitude-long
- Benefits: less damage, intrinsic qualities preserved and results in a coffee that is cleaner, brighter, and fruitier
- Used to produce premium and gourmet coffees

Avallone et al. 2001; Marcone et al. 2004; Roussos et al. 1995

Basic Processing IV

Legend (Processing Technique):

*Mechanical-peristalsis

*Biochemical-enzymes

*Microbiological-microbes

Post-Processing Techniques

Step 5: Washing (~2-3 hours)*

- Beans washed upon completion of fermentation process
- Clear clean spring water used to eliminate all residues (optimal results)
- Prevents second fermentation

Step 6: Drying the beans (Depends on conditions and climate)

Step 7: Milling the beans (Depends)

- Hulling-remove all residues from the wet processed coffee
- Remove entire dried husk (exocarp, mesocarp and endocarp)
- Polishing-silver skins remaining removed in polishing machine
- Polished beans superior to unpolished ones.

Competitive Edge

Kopi Robusta®

Strengths

- Generates a similar Kopi Luwak taste in a natural and innovative processing that takes the advantage of the increasing demands of coffee and specialty beverage supplies because we focus on exclusively high-quality and exotic flavours
- Increase production of disease-resistant and high caffeine Robusta Coffee
- Product not currently available in our market by any other roasters and suppliers

Weakness

- a new business competing largely against established suppliers and roasters
- To significantly build sales, we must not just find new customers, we must take customers away from existing suppliers
- However by offering a superior selection of supplies, new groundbreaking products to the market, and focusing on high-quality service, we feel we can quickly establish accounts and build strong relationships.



Patent and Licence

- Patents have been filed in Canada for:
 1. Innovative Kopi Robusta processing technology pathway
 2. Ingredients and composition of each stage in the processing
- Kopi Robusta will sign the rights and patents for the processing design and will license this technology to Tim Hortons, Second Cup and Starbucks Coffee for:
 - \$500 000 each to cover the initial research and development stages

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Related and Future Uses

This technology can be applied to other products, including:

1. Other types of coffee beans such as Coffee Arabica, organic coffee

- Coffee Arabica contributes to 75% of all coffee produced and presents an enormous market, even though they are more expensive to produce than Coffee Robusta. There are other types, including organic coffees and minor coffee species

2. Cocoa beans

- Cocoa beans are fatty seeds from cocoa trees, from which chocolate, hot chocolate to cocoa powder are made.
- About an average of 3 million tonnes of cocoa is produced each year. Global cumulative growth rate is 2.8%. (Source: FAO)



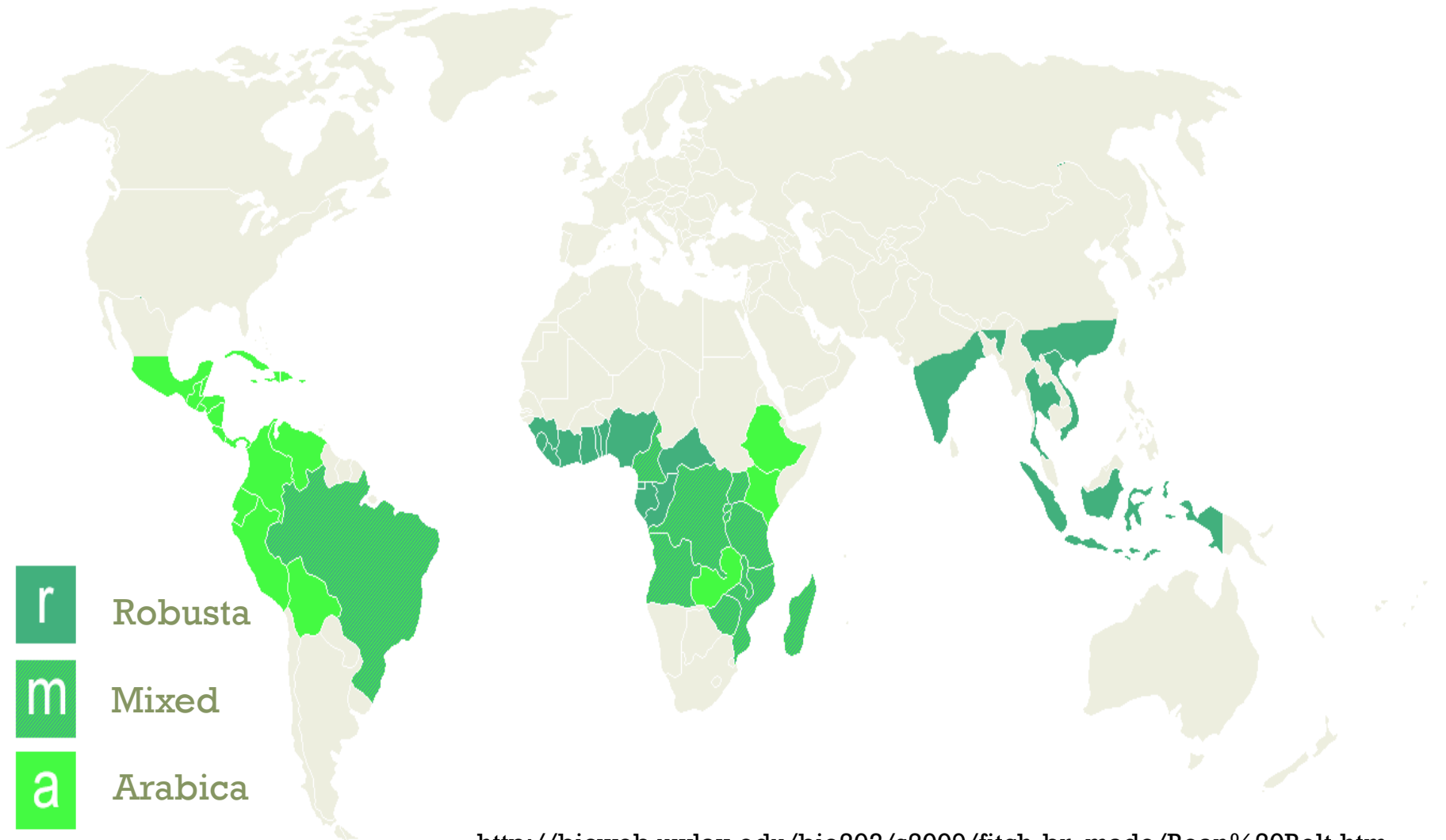


Market Analysis: Introduction

Coffee is the second largest commodity market next to oil, and growth is expected to continue at a strong pace for the foreseeable future. The specialty beverage industry is growing at an equally strong pace, with sales growth in some categories projected to grow at rates of 40% per year.

This growth offers excellent opportunities for new companies to enter this market, and we are excited about the possibilities of what Kopi Robusta can accomplish in the North American market.

Worldwide Coffee Production



http://bioweb.uwlax.edu/bio203/s2009/fitch-br_made/Bean%20Belt.htm



Market Analysis: Production Values

Coffee Production

- global annual sales exceeding \$70 billion
- More than 10 billion pounds of coffee grown per year, providing more than 20 million jobs
- Largest coffee producing region likely to continue to be Latin America and the Caribbean

Production statistics 2007

Country	Production (Tonnes)	% of World
Brazil	2,249,010	29.0
Vietnam	961,200	12.4
Colombia	697,377	9.0
Indonesia	676,475	8.7
Ethiopia	325,800	4.2
World	7,742,675	

<http://en.wikipedia.org/wiki/Coffee>



Market Analysis: Production Growth

Worldwide:

- Projected to grow by 0.5% annually from 2000-2010

North America:

- North America growth rate increases by 2.5% annually

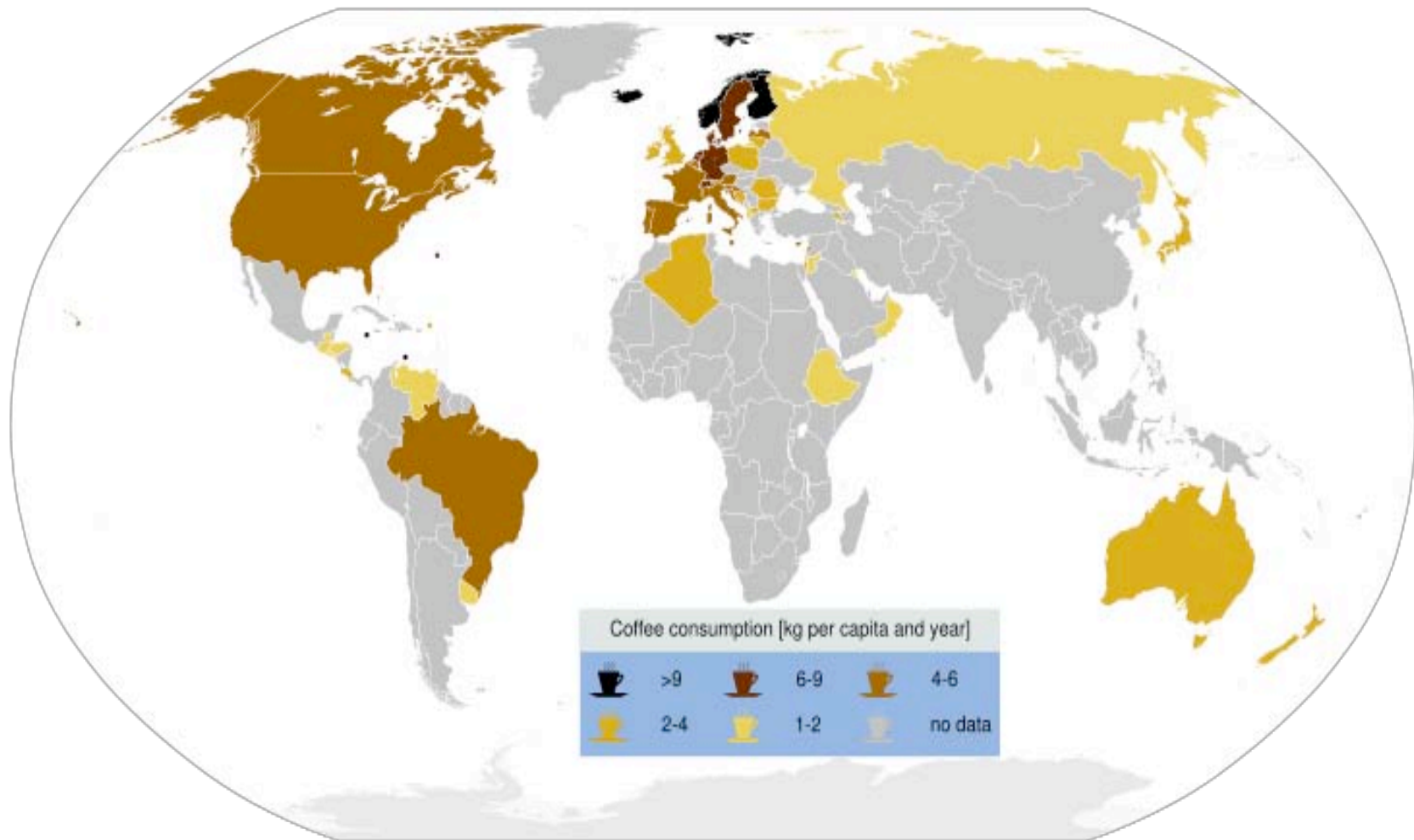
Latin America:

- 0.4% growth rate annually
- Brazil: second largest producer of Robusta coffee
- Brazil: expected to be 1.3 million tonnes (22 million bags) in 2010

Asia:

- Projected to grow by 2.1% annually to reach 1.7 million tonnes by 2010 and much of expansion expected to occur in Indonesia (the largest producing country in the region)
- Growth rate of 1.7% annually to 2010 reaching an output of 654 000 tonnes

Worldwide Coffee Consumption



http://commons.wikimedia.org/wiki/File:Coffee_consumption_map-en.svg



Market Values: Consumption

Worldwide

- Most popular beverage-2.5 billion cups of coffee consumed daily
- >400 billion cups consumed each year (2009)
- Growth rate of 1-1.5% per year

Canada

- >63% over age 18 drink coffee on a daily basis
- Average 2.6 cups per day

United States

- 54% Americans drink coffee on a daily basis
- Average 3.1 cups per day

Competition & Buying Patterns

While there are a handful of coffee and specialty beverage roasters and suppliers providing product in our market, there is still a great deal of room for new business. Most importantly, there is room for new business that understands the need for high-quality service and sales support.

In this industry, customers choose their suppliers based on available product, price, and service. While one supplier may offer the product at the right price, they may not provide the level of service that the customer demands.

- + Our positioning ourselves in the market with in-demand, quality product at competitive prices, with a consistent high level of customer service. We are confident that we will see customers and their business continue to increase.

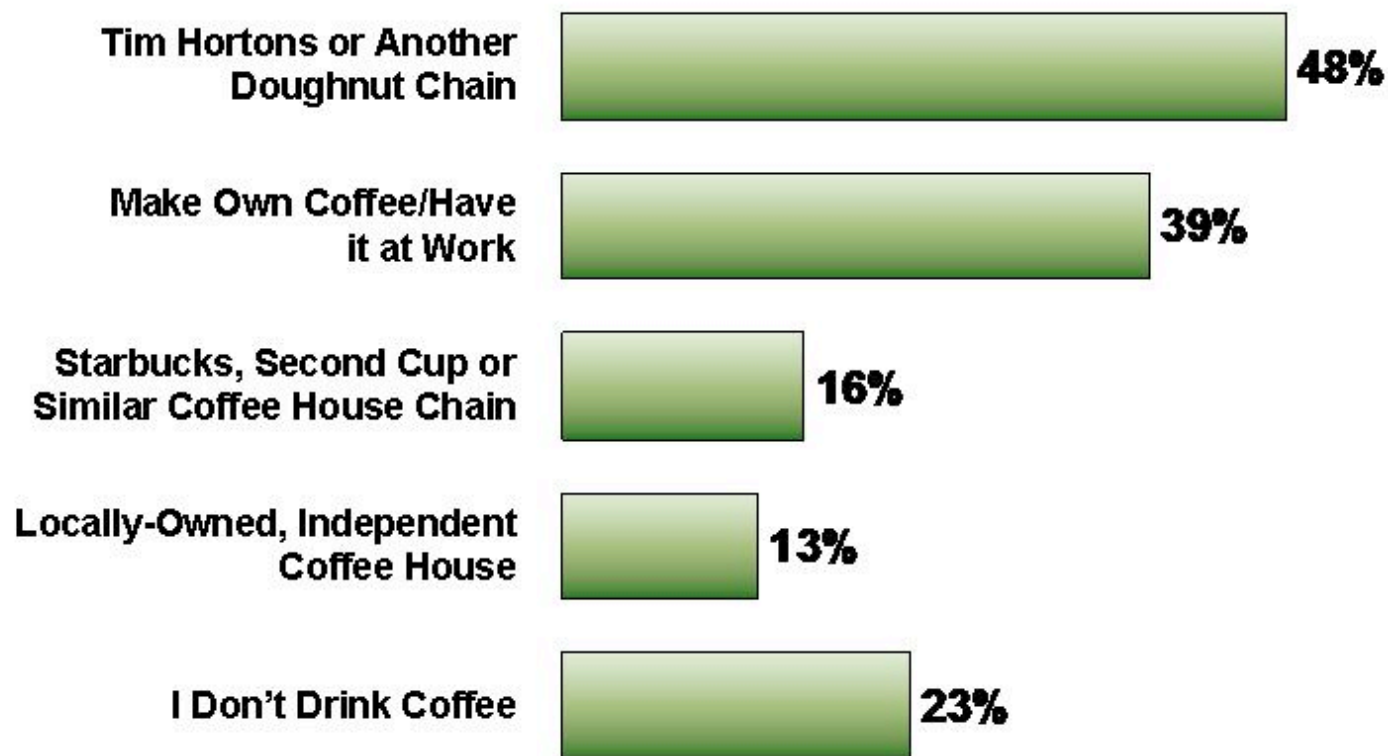


Consumer Analysis

1. 48% of Canadians were found to get their coffee from Tim Horton's or another doughnut chain
 - Our product will be marketed in Time Hortons and other popular doughnut chains, as well as different specialty coffees in Starbucks and Second Cup
2. 50% of adult Canadians consumed a 'specialty' coffee beverage
 - Showed a significant amount of interest for 'specialty' coffee and this can be beneficial for promotion of Kopi Robusta
3. Medium roast coffees dominated the market with 56% of coffee consumed per day
 - Kopi Robusta will fulfill the interest of coffee drinkers by producing a proportionately higher amount of medium roast coffees

Where Canadians are most likely to get their Coffee

"When you purchase your coffee, where are you most likely to buy it?"



Base: Respondents who drink coffee (n=922)
Source: Canada Voyageur Omni (September 2009)

Strategy and Implementation

Kopi Robusta®



Kopi Robusta will focus on the promotion of the highest quality and unique flavoured product to quickly gain market penetration. This will be sustainable because it is based on the natural and safe processing techniques of Kopi Luwak coffees. Kopi Robusta's marketing effort will be based on the communications that assert that Kopi Robusta has by far the best products. Kopi Robusta will voice the message that while its coffee may cost a bit more, the variance is not material but the difference in quality is immeasurable.

Marketing Strategy

- Our basic marketing strategy is to work with distributors and customers on a one-to-one basis to ensure their supply needs are being met and help develop unique marketing programs

- We intend to prioritize customer service and make it a key component of our marketing program. We believe that providing our customers with what they want, when and how they want it, is the key to repeat business. Because we want to develop close relationships with our distributors and customers, we want to emphasize in-person sales to build accounts.

- We will closely integrate all of our marketing and sales efforts to project a consistent image of our company and positioning of our products and services. We will build this image around our name “Kopi Robusta” and emphasize to customers the high-quality coffee product and service behind this name.

- To support our marketing initiatives and product knowledge, we will attend as many area conventions and trade shows as possible to ensure we are offering the most up-to-date market trend information and customer needs.





Promotion Strategy



- Relationships with our distributors and coffee vendor and coffee shops are the key to success in this business. Providing the high-quality and exotic flavour that can be customized to accommodate the special needs of customers in the particular geographical region will be our most important means of promotion.
- Our business will send news releases to local media and press, as well as food magazines to try to get our product and company feature coverage in front of the eyes of our customers.
- We will have monthly newsletters for current potential customers. This newsletter will highlight new and current trends in the industry, offer promotions and special deals, and provide new recipes.
- As more straight forward advertising effort, we will have samplings at various coffee shops and provide a promotion period at discounted prices. In addition, we will feature ads in newspapers, display boards of coffee shops, as well as participation in networking, local food shows and personal word-of-mouth advertising.

Sales Strategy

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- The sale strategy recognizes the need for the company as a whole to back up its superior product offerings with excellent service
- We will focus on customer support and making the customer's experience with Kopi Robusta as positive as possible. This will require customer feedback and improvement on the products.



Your Needs Satisfied



- ✓ **Morning Boost**
 - more caffeine content
- ✓ **New and Exotic Experience**
 - improved taste
 - reduced bitterness
- ✓ **Highest Quality:**
 - Innovative and fine-tuned technology employed
- ✓ **Health Benefits:**
 - Mental and physical
- ✓ **Food Safety**
 - submitted to Health Canada and CFIA for assessment



We Excel
Your Needs



Kopi Robusta®

- ✧ **Genetic Stability**
 - No genetic modification
 - Natural and pure
- ✧ **Long-Term Solution**
 - Faster and more coffee available and produced
 - Meet world's demands
- ✧ **Reduce Environmental Impact**
 - Sustainable better future
- ✧ **Processed with Care and Passion**
- ✧ **Exceptional Customer Service**

Kopi Robusta®

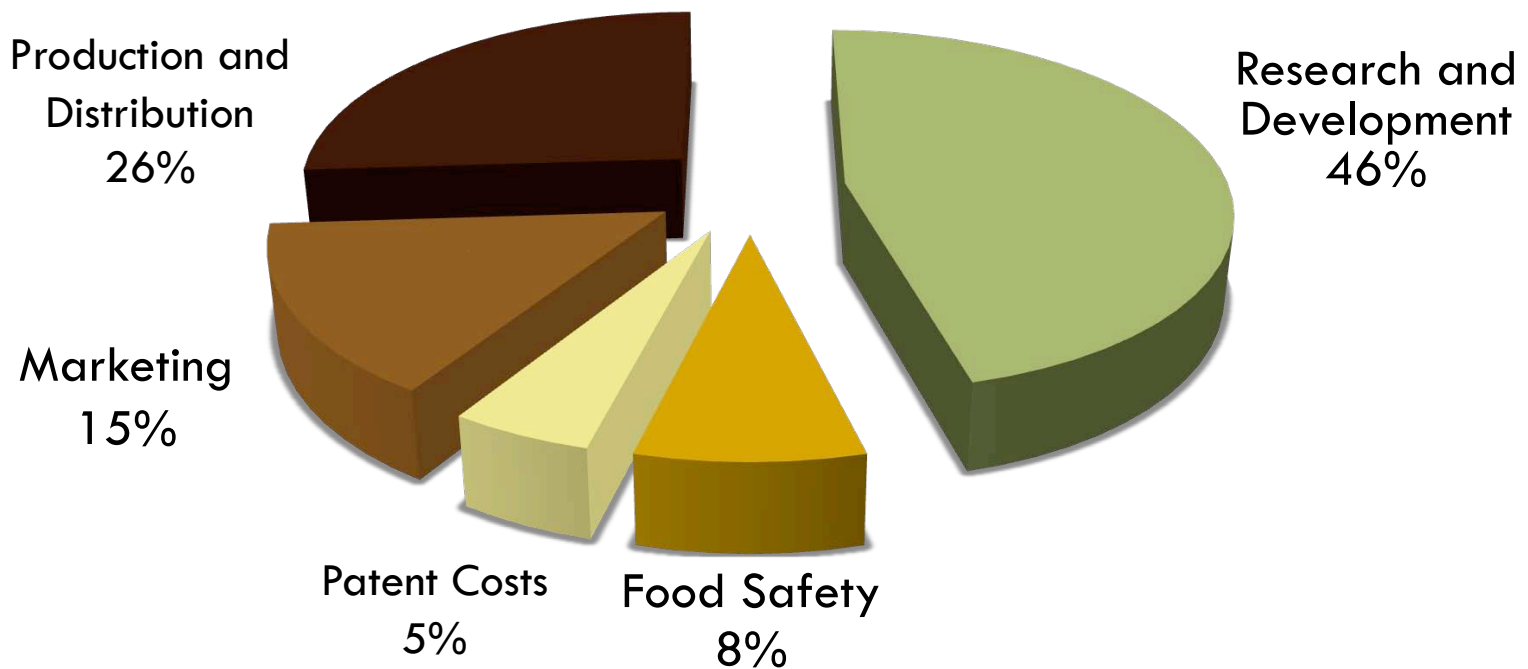
Financial Summary

A ten year financial plan is proposed to take the company through patenting, research, food safety testing, production and marketing. The first two years will be contributed to patent approval and research on the technology development. The next four years, the company will mainly focus on production and food safety. Marketing will start after products successfully produced and tested. Marketing and distribution will be planned for last three years of the ten year plan. The company expects to expand the product from North America to the international market, mainly Brazil and Europe, at the tenth year.

Detailed Funding Plan

Kopi Robusta®

- Kopi Robusta requires 2.55 million from investors for the research, development and production in the next ten years. This will be used as described below. Investments are needed to introduce the product to the market.



Financial Projections and Status

2009 Patent Application-Submitted and Pending (\$125,000)

2010-2012 Research and Laboratory- (\$950,000)
Trials and Testing

2012-2013 Technology Development (\$650,000)
Food Safety and Regulations

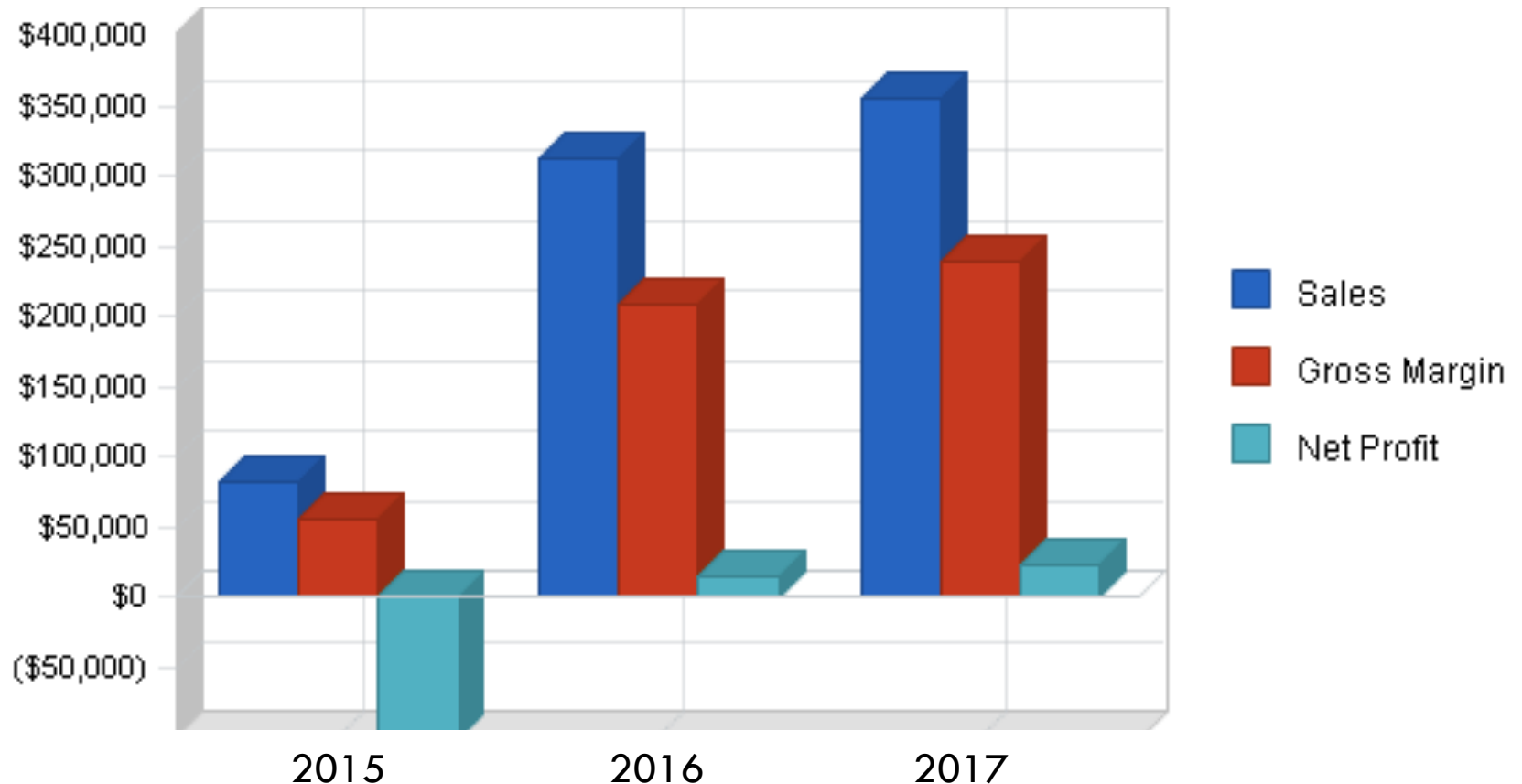
2013-2017 Marketing (\$825,000)
Production & Distribution

2018-2019 International Markets

Business Projections

Kopi Robusta®

- Sales from year two are forecasted to be \$312,000 rising to \$355,000 in year three. Net profit is projected to be 7.58% for year two and will increase to 9.58% in year three.





Partnerships and Relations

- Gain support from coffee exporters, roasters and distributors
- Market in coffee shops, restaurants and supermarket

Our Support: Import and Wholesale

1.



- Specialized in roasting and wholesale distribution to specialty coffee house, retail grocery, foodservice
- Imported green coffee and sold in Canada and exported to US and Asia

2.



- leading roaster and distributor of high quality coffee varieties and services in North America with cutting-edge brewing equipments

3.



- leading Indonesian coffee exporter of finest quality Indonesian coffee and from Sumatera, Toraja and Java

4. **Contacto Trading Brazil**

- One of Brazil's biggest coffee producers and exporters
- annual USD10 million exports
- Brazilian green beans, Santos, Robusta etc.

Our Support: Retail and Services

1. *Tim Hortons*[®]

- Canada's Focus on top quality, always fresh product, value and great service
- Specialized in always fresh coffee, baked goods and lunches across Canada and United States

2.



- Canada's largest specialty coffee café franchisor from simple whole bean coffee to more than 30 premium coffees and specialty beverages.

3.



- leading retailer, roaster and brand of specialty coffees in North America

4.



- Canada's largest food distributor, with operations across the country.



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Customer Perceptions

1. Public Concerns
2. Consumer Vision
3. Regulatory Considerations

Public Concerns

We have confidence in the food safety and security of Kopi Robusta and its production impacts on the environment and society

- **Environmental Issues**-wastewaters of coffee processing will be collected and disposed according to the waste management of Canada. Kopi Robusta has developed waste control protocols. With the reuse and newly improved washing techniques, up to 6 m³ water per tonne of fresh coffee cherry is used compared to traditional average water use of 20m³/tonne.
- **Microorganism Release**-any microbiological organisms used in the processing of the coffee beans will be thoroughly eliminated from the final products. These organisms will be either recycled or confined to the production district and will not be released into the environment.
- **Genetic Stability**-Kopi Robusta focuses on the enzymatic and microbiological modification of protein content, physiology of the coffee beans. Its genetic safety is ensured due to no alteration of the genetic materials. It was only subjected to natural processing after harvest to ensure its quality, flavour and safety. Thus fears and discomfort of transgenic plants can be eliminated.

Consumer Vision

- **Long Term Solution**-Through the use of natural and sustainable coffee processing technology, Kopi Robusta, will provide the ultimate solution to many issues concerning the processing industry. Quality, taste and has been altered through the application of biochemistry, microbiology and mechanical forces to ensure its quality, flavour and safety. Its genetic safety is ensured due to no modification of the genetic materials of the coffee beans. Thus fears and discomfort of transgenic plants can be eliminated.
- **Health and Safety**-Kopi Robusta was inspired from the production of Kopi Luwak to increase its food safety by regulating the luwak-style processing in controlled setting, instead of relying on the animal's digestive system to process. Fears of consuming coffee beans released through excretion are completely eliminated
- **Exotic and Energizing Taste**-Our products use an innovative, unique and traditional processing method to develop a natural, and socially acceptable coffee choice. High caffeine content and exotic flavours are generated from this technology to serve your morning needs. Customized adjustments are available to create different Kopi Robusta varieties to support a broader market and your favourites.

Regulatory Considerations

Quality and Purity

- Fine-tuned controls and regulations will be developed to monitor the temperature, pH, moisture and concentration of enzymes, microorganisms and peristalsis forces to ensure the overall quality and taste of coffee beans.
- Cleaning and sanitary steps will ensure the purity of beans and eliminate contaminations in the processing apparatus and post contaminations in coffee beans.

Safety and Health

- The coffee product will be tested for food safety and healthy impact prior to marketing and distribution.
- Safety testing will be done by our company in the labs prior to submission to Health Canada.
- The products will be examined by both Health Canada and Canadian Food and Inspection Agency.

Summary: Our Product, Your Future

As the demand for a higher quality cup of coffee increases, it is only natural that consumers begin looking for a fresher product. Kopi Robusta is a cost-effective and innovative coffee, that will provide you with a lasting taste and experience. Kopi Robusta has developed the coffee of the century with improved taste and reduced bitterness in Robusta coffee while using a unique coffee processing technique inspired by Kopi Luwak coffee. With the continual global demand for coffees, this product will be able to reach out to more markets and accommodate their needs. The future is in Kopi Robusta!





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Kopi Robusta®

Thank You!

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Kopi Robusta®

New Taste, New Experience



A Brighter Future: Together We Can