



# Business Plan for TechBrew

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## Executive Summary

**Business Name:** TechBrew

**Mission:** To combine a premium coffee shop experience with a tech workshop and gaming hub, fostering a community of innovation, creativity, and collaboration.

**Vision:** To be the go-to destination in Nashville for tech enthusiasts, gamers, and coffee lovers, blending productivity and leisure in a modern, tech-forward environment.

**Objectives:**

- Launch TechBrew in a high-traffic area of Nashville by the end of the first year.
- Achieve monthly profitability within 20 months.
- Build a loyal customer base by hosting regular events, workshops, and eSports tournaments.
- Develop a scalable model for future locations.

By addressing the needs of a thriving market in Nashville, TechBrew is not just a café—it's a community hub where people can connect, innovate, and grow. Customers will benefit from an engaging, tech-forward experience, while investors can look forward to a business model with diverse revenue streams, including café sales, subscriptions, and events, ensuring financial stability and growth potential.

TechBrew is more than a business—it's a destination for inspiration, collaboration, and innovation. With your support, we can turn this vision into a thriving success that benefits both our customers and investors for years to come.

## About the Company

TechBrew is a tech-forward coffee shop and workshop located in Nashville, TN. We provide a unique space where customers can enjoy premium coffee, engage in DIY tech projects, and participate in gaming and eSports events. With Nashville's growing tech and gaming culture, TechBrew is poised to fill a niche market that combines productivity, innovation, and entertainment.

### Key Features:

- **Café:** Specialty coffee, smoothies, and tech-themed snacks.
- **Tech Workshop:** Workstations for PC building, IoT projects, and guided repairs.
- **Gaming Hub:** eSports tournaments, gaming nights, and live-streamed events.
- **Smart Inventory System:** Vending machines for tech parts, IoT kits, and tools.
- **Smart Rewards and identity system:** Using facial recognition and keycards for access to the workshop while also using the same system to provide rewards points for purchases.
- **Security:** We will have a no tolerance privacy policy and only use local networks for secure authentication.
- **Subscription Model:** For \$35 per month, members receive:
  - Unlimited high-speed internet access.
  - 30% off all coffee purchases.
  - 15% off tool rentals.
  - Free workspace rentals. (First Come, First Serve)
  - Additional exclusive perks.

# Market Analysis

## Industry Trends:

- There has been a 12% year-over-year increase in Computer Science graduates.
- Computer and Mathematical Occupations have experienced an annual growth rate of 5.5%.
- In Nashville, there is an average of 74 daily searches for coffee and 71 for smoothies.
- Interest in eSports and gaming has notably increased, with 71 and 59 daily searches respectively.

## Target Market:

- **Tech Professionals:** Computer and Mathematical Occupations account for 3.5% of the job market in Nashville.
- **Gamers:** There is a growing local interest in gaming and eSports.
- **Students and DIY Enthusiasts:** The number of Computer Science graduates and IoT hobbyists is on the rise.
- **Coffee Lovers:** There is a broad demographic appeal for specialty coffee and healthy beverages.

## Competitor Analysis:

- **Local coffee shops:** These establishments focus on premium beverages and creating a pleasant atmosphere.
- **Tech repair shops and makerspaces:** These businesses have a limited focus on DIY projects or community engagement.
- **eSports venues:** Few spaces are dedicated to gaming and hosting tournaments in Nashville.

# The Problem

As technology becomes an integral part of daily life, tech-savvy individuals and hobbyists face challenges in accessing spaces that combine a collaborative environment, hands-on learning, and high-quality services. Simultaneously, coffee shops, while popular, often fail to cater to the unique needs of tech enthusiasts and gamers.

## Our Solution

### **Café Offerings:**

- Premium coffee, espresso drinks, and cold brews.
- Healthy smoothies and protein shakes.
- Tech-themed snacks and small bites.

### **Tech Workshop:**

- Workstations for PC building, IoT projects, and gadget repairs.
- Guided repair systems and interactive tutorials.
- Vending machines for screws, parts, and consumable kits.

### **Gaming Hub:**

- eSports tournaments and viewing parties.
- Gaming PC rentals for casual and competitive play.
- Community-driven events and meetups.

### **Subscription Model:**

- \$27 per month membership includes:
  - 10% of all beverages
  - 10% of event entry
  - Free Wifi

- \$39 per month membership includes:
  - Unlimited high-speed internet access.
  - 15% off all coffee purchases.
  - 15% off tool rentals.
  - 15% off Event Entry
  - Free workspace rentals. (First Come, First Serve)
  - Guest Pass
  - Access to exclusive member events and promotions.
- \$99 per month membership includes:
  - Unlimited drip coffee
  - 25% off crafted drinks
  - 75% off event entry
  - Guest pass
  - Free Monthly tech consultation

## Organizational Structure

### 1. Founder & CEO – Gibson Marshall

- **Role:** As the visionary behind TechBrew, Gibson oversees all aspects of the business, including strategy, branding, partnerships, and overall operations. He ensures the alignment of TechBrew’s mission with market demands, fostering a community-driven culture that blends technology and coffee.
- **Education:** Currently pursuing a degree in Sports Marketing & Media at Full Sail University, with a focus on business and technology integration.
- **Experience:**
  - Founded **Dable Technologies LLC**, gaining experience in launching a tech-focused business.

- Worked as a **Dispatcher at Western Express**, honing customer service and operations management skills.
- Previous roles as a **Server Trainer at Cracker Barrel** and **Warehouse Manager at FED Environmental**, developing leadership and organizational expertise.
- Built a successful high school graduation video that gained recognition among peers, showcasing creative and technical capabilities.
- **Skills:**
  - Strong leadership and organizational skills.
  - Experience in marketing, branding, and event planning.
  - Technical proficiency in building PC systems and DIY tech projects.

## 2. General Manager (To Be Hired)

- **Role:** The General Manager will handle day-to-day operations, supervising both the café and tech workshop teams. This individual will manage inventory, ensure quality control, and oversee customer satisfaction.
- **Qualifications (Planned Hire):**
  - Experience managing a café, co-working space, or similar business.
  - Strong organizational skills and leadership abilities.
  - Background in customer service or retail management.

## 3. Marketing Manager (To Be Hired Part-Time)

- **Role:** Responsible for developing and executing marketing strategies, including social media campaigns, local partnerships, and event promotions. This role will also focus on driving awareness for the subscription model and hosting engaging events like eSports tournaments.
- **Qualifications (Planned Hire):**
  - Background in digital marketing or event planning.
  - Experience in social media management and content creation.

- Passion for tech, gaming, and community-building activities.

#### 4. Event Coordinator (To Be Hired)

- **Role:** The Event Coordinator will oversee the planning and execution of engaging events such as tech workshops, eSports tournaments, and gaming nights, while also organizing community outreach initiatives. They will ensure TechBrew builds a positive reputation as a hub for innovation and local engagement.
- **Responsibilities:**
  - Plan and execute regular events, including tech repair workshops, coding classes, and gaming tournaments.
  - Coordinate with the Marketing Manager to promote events and increase community engagement.
  - Organize community-focused events, such as neighborhood tech repair days or volunteer programs to help local residents with their technology needs.
  - Manage logistics for all events, including scheduling, space setup, and technical requirements.
  - Build and maintain relationships with local organizations, schools, and community groups to foster partnerships and increase event participation.
- **Qualifications:**
  - Proven experience in event planning, community outreach, or program coordination.
  - Strong communication and collaboration skills to work effectively with the marketing team and local stakeholders.
  - Passion for creating a positive impact in the local community and fostering connections.

# Sales and Marketing Strategy

## Brand Identity:

- Clean, modern design with tech-inspired aesthetics.
- RGB lighting and sleek interiors for a gamer-friendly yet professional atmosphere.

## Promotion Channels:

- Social Media: Instagram, YouTube, Twitch, and Discord.
- Partnerships: Collaborate with universities, tech clubs, and gaming communities.
- Events: Host workshops, coding bootcamps, and gaming tournaments.

## Loyalty Programs:

- Rewards for frequent coffee purchases.
- Discounts for workshop participants and event attendees.
- Enhanced loyalty benefits for subscribers.

## Justification of Choices

### 1. Location

- **Justification:**
  - **Proximity to Customer Base:** The chosen location will be in Nashville, strategically near universities, tech companies, and areas frequented by young professionals, gamers, and tech enthusiasts. This ensures easy access to TechBrew's primary target audience.
  - **Visibility and Foot Traffic:** By selecting a space with high visibility and foot traffic, we can attract walk-ins, especially coffee lovers, who may discover the tech workshop and events organically.

- **Cost Savings:** While downtown Nashville might offer the most visibility, we'll aim for a slightly outside-the-core location to balance affordability and accessibility. Leasing in such areas can reduce rental costs by 10-20% while still drawing significant traffic.
- **Community Connection:** Being in a local neighborhood encourages community engagement and positions TechBrew as a hub for nearby residents, fostering loyalty and repeat customers.

## 2. Pricing Strategy

- **Justification:**
  - **Competitive yet Value-Driven Pricing:**
    - Coffee prices will align with market standards but offer a 30% discount for subscribers, creating loyalty and recurring revenue.
    - Tool and workspace rentals will be priced lower than traditional co-working or makerspaces, making them more accessible for casual users and hobbyists.
  - **Subscription Model:**
    - For \$39/month, the subscription provides significant value: 15% off coffee, 15% off tool rentals, Free workspace rentals, and more. This encourages frequent visits and builds consistent monthly income.
  - **Profitability:**
    - Coffee and food sales will have a high-profit margin (typically 65-70%), helping cover fixed costs.
    - Tool and workspace rentals are additional revenue streams with minimal ongoing costs once the initial setup is complete.
    - Events (e.g., eSports tournaments) will generate supplementary income through entry fees, sponsorships, and merchandise sales.

### 3. Promotion Plan

- **Justification:**
  - **Primary Channels:**
    - **Social Media:** Platforms like Instagram, YouTube, and Twitch will be the main focus, given their popularity among gamers, tech enthusiasts, and young professionals. Content will include behind-the-scenes footage, event highlights, and promotions.
    - **Community Outreach:** Hosting free or low-cost community events will create goodwill and word-of-mouth marketing.
    - **Digital Ads:** Google Ads and Facebook Ads will target local users searching for "coffee," "gaming," and "makerspaces."
  - **Marketing Manager:**
    - Hiring a Marketing Manager ensures a dedicated professional is focused on growing brand awareness and engagement, coordinating campaigns, and managing partnerships.
  - **Budget:**
    - Initial marketing budget: \$10,000 (to cover launch campaigns, social media ads, and event promotions).
    - Ongoing monthly marketing budget: \$2,000–\$3,000 for ads, content creation, and event promotion.
  - **Funding:**
    - Marketing costs will be covered through initial funding of \$250,000. This includes setting aside \$10,000 for the launch and \$36,000 for the first year of operations.

# Financial Plan

## 1. Investment Needs

**Amount Required:** \$250,000

### **Breakdown of Investment Usage:**

- **Renovation Costs:** \$60,000–\$80,000
  - Full build-out of the building to create a modern, tech-inspired interior.
  - Custom installations to support café operations and tech workstations.
  - Wiring and setup for high-speed internet and smart systems.
- **Custom System Development:** \$25,000
  - Development of a proprietary system for subscription management, smart inventory tracking, and guided workshop tools.
- **Equipment and Inventory:** \$50,000
  - Coffee shop equipment (espresso machines, grinders, refrigerators): \$25,000.
  - Tech tools and workshop inventory (PC parts, IoT kits, repair equipment): \$25,000.
- **Operating Costs:** \$50,000
  - Covers payroll, utilities, and marketing for the first three months of operation.
- **Marketing and Launch:** \$10,000
  - Digital and local campaigns to build brand awareness.
- **Overhead Reserve:** \$35,000
  - Set aside for unexpected expenses or delays.

## 2. Revised Revenue Streams

1. **Café Sales:** 40–45% of revenue.
2. **Tech Workshop Services:** 25–30% of revenue.
3. **Events and Sponsorships:** 15–20% of revenue.

4. **Subscriptions:** 10–15% of revenue.

### 3. Revised Cash Flow Projection

#### Year 1 Estimates:

- **Monthly Revenue:** \$41,500–\$44,000
  - Daily coffee sales: ~\$900/day (\$27,000/month).
  - Bakery sales: ~\$2,500/month
  - Tool/workspace rentals and small part sales: \$3,500–\$5,000/month
  - Events: \$3,000/Month
  - Subscriptions: ~\$6,000/month, scaling as more members join.
- **Monthly Expenses:** \$36,000–\$39,000
  - Fixed costs (rent, payroll, utilities): ~\$33,500.
    - Rent: \$8,000
    - Utilities: \$1,500
    - Payroll: \$22,000
    - Business Insurance: \$500
    - POS/Systems fee: \$500
  - Marketing, loan repayment, and inventory.
    - Marketing: \$~2,000
    - Loan repayment: \$1,000
    - Inventory: ~\$6,000

#### Year 2 Growth:

- Revenue grows 20–25% with increased subscriptions and event attendance.
- Monthly revenue: \$47,000–\$50,000.
- Monthly expenses: \$37,000–\$40,000.

## 4. Break-Even Analysis

### Fixed Costs:

- Monthly: ~\$31,500 (rent, payroll, utilities, loan repayment).

### Variable Costs:

- Cost of goods sold (COGS) for coffee: ~30%.
- Subscription and event-related costs: ~10% of total revenue.

### Break-Even Calculation:

- Fixed Costs ÷ Contribution Margin
- Contribution Margin: 60% (after variable costs).
- Break-even revenue:  $\$20,000 \div 0.60 = \mathbf{\$33,333/month}$ .

### Timeline:

- Anticipated break-even: Month 16–20, depending on subscription growth and event success.

## Timeline and Key Steps

### Phase 1: Planning and Preparation (Months 1–2)

- **Finalize Business Plan (Week 1–2):**
  - Complete all sections of the business plan, including financials and marketing.
  - Incorporate key statistics, market research, and revenue projections.
- **Establish Partnerships (Week 2-4)**
  - Identify Possible Partners
  - Establish and Solidify selected partnerships
- **Choose a Location (Week 4–6):**

- Identify and tour potential properties in Nashville.
- Finalize lease agreement for a location that balances visibility and cost.

## Phase 2: Building the Foundation (Months 3–4)

- **Secure Funding** (*Week 6–9*):
  - Present the business plan to potential investors and secure \$250,000 in funding.
  - Apply for necessary small business loans (if applicable).
- **Renovations and Build-Out** (*Week 9–16*):
  - Hire contractors and begin renovations, focusing on the café and tech workshop layout.
  - Install custom wiring, smart systems, and workstation setups.
- **Custom System Development** (*Week 10–16*):
  - Work with a development team to create the proprietary subscription and inventory system.
  - Begin integrating smart tools for tech workstations.
- **Permits and Licenses** (*Week 9–12*):
  - Apply for and secure food and beverage permits, zoning clearance, and business licenses.
- **Initial Marketing Launch** (*Week 12–16*):
  - Build a pre-launch social media presence on Instagram, TikTok, and Facebook.
  - Create hype around TechBrew with teaser posts and announcements.

## Phase 3: Team Building and Training (Months 5–6)

- **Hiring** (*Week 17–20*):
  - Recruit key staff: Café Manager, Workshop Manager, Event Coordinator, and baristas/tech specialists.
  - Conduct interviews and finalize hiring decisions.
- **Staff Training** (*Week 21–24*):

- Train café staff on menu preparation, customer service, and POS systems.
- Train tech specialists on workstation usage, repair tools, and workshops.
- **Marketing Campaign (Week 17–24):**
  - Launch a full-scale digital marketing campaign, including paid ads, partnerships with local influencers, and content creation.

## Phase 4: Pre-Launch Activities (Month 6)

- **Soft Opening (Week 25):**
  - Host a soft opening for friends, family, and local partners to test operations and gather feedback.
- **Community Outreach (Week 26):**
  - Organize a free workshop or gaming night to engage with the local community and promote subscriptions.
- **System Testing (Week 25–26):**
  - Test subscription and inventory systems, ensuring smooth operations and customer experience.

## Phase 5: Grand Opening (Month 7)

- **Launch Day (Week 28):**
  - Host a grand opening event with promotions, giveaways, and live demos of tech workshops.
  - Begin regular café and tech workshop operations.
- **Monitor and Adjust (Ongoing):**
  - Gather customer feedback and refine services based on early operations.
  - Analyze subscription sign-ups, café sales, and event attendance to identify areas for improvement

## Key Milestones

1. **Month 1:** Business plan finalized, and partnerships secured.
2. **Month 3:** Location secured, Funding Secured, and renovations begin.
3. **Month 5:** Hiring completed, and staff training begins.
4. **Month 6:** Soft opening and community engagement events.
5. **Month 7:** Grand opening and full operations commence.

## Conclusion

TechBrew represents a unique and innovative business opportunity that merges the growing demand for specialty coffee with the thriving tech and gaming communities in Nashville. By offering a space where people can enjoy high-quality beverages, engage in hands-on tech projects, and participate in dynamic events, TechBrew is positioned to become a community hub for innovation, learning, and entertainment. With a well-researched business plan, a clear path to profitability, and a strong commitment to community engagement, TechBrew is a financially viable and exciting venture.

The next steps include securing the necessary funding to begin renovations, build the custom systems, and bring this vision to life. We invite you to partner with us in creating a business that not only generates financial returns but also fosters creativity, learning, and connection in our community.

### Contact Information:

**Gibson Marshall** – Founder & CEO

**Email:** [gibson.marshall@techbrewlab.com](mailto:gibson.marshall@techbrewlab.com)

**Phone:** (270) 703-5234

**Business Address:** (To be updated after securing location)

Let's make TechBrew a reality—your support can turn this vision into a thriving business. Please feel free to reach out for more information or to discuss partnership opportunities.

## Appendices

TBM (To be made)