

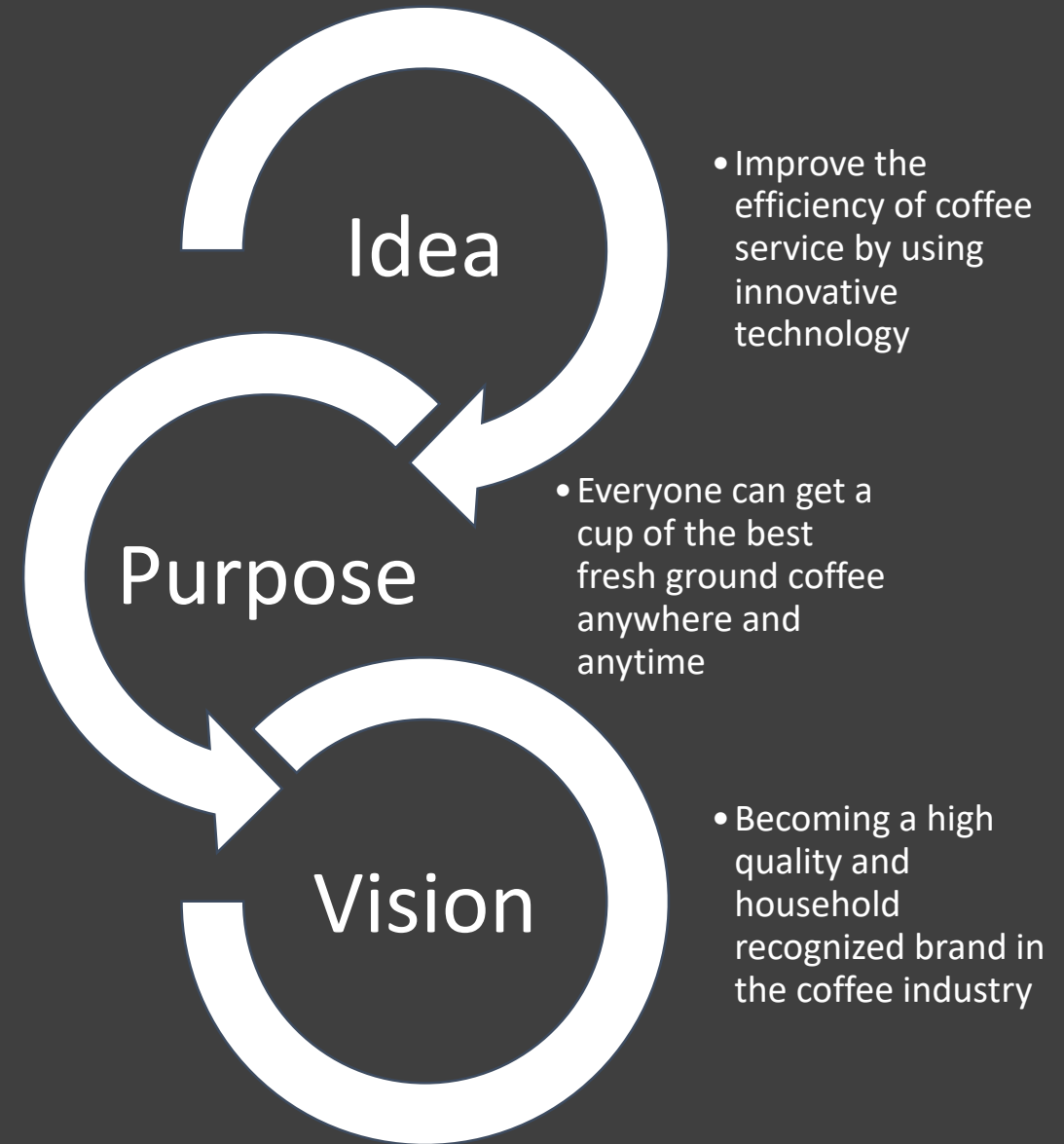


Coffee go

Aim Smart Corp.

Aim Smart Corp.

- Aim Smart Corp. found in Winnipeg on May 18th, 2018.
- A technology company focusing on an innovating new way to deliver high-quality coffee to the consumer. Connecting face recognition, QR code scanning, & cashless payment within world-class coffee equipment.
- O2O Business Model lead company to success



Traditional Coffee Shop Problem

Efficiency Problem

Less Convenient

- ❖ Line up for more than 10 to 30 minutes during peak hours (Universities)

Lost Revenue

- ❖ Customers who are unwilling to wait long periods of time will go to another coffee store

Lower Quality

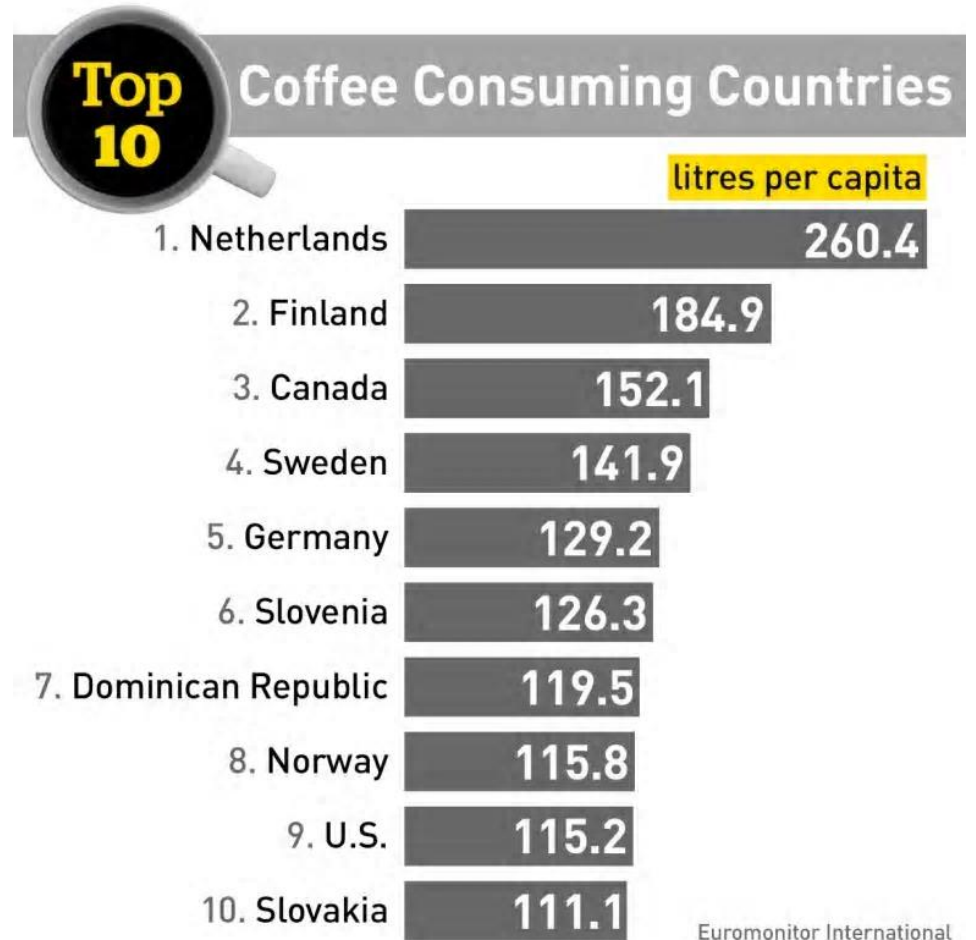
- ❖ Hard to maintain high quality coffee under rush hour pressure

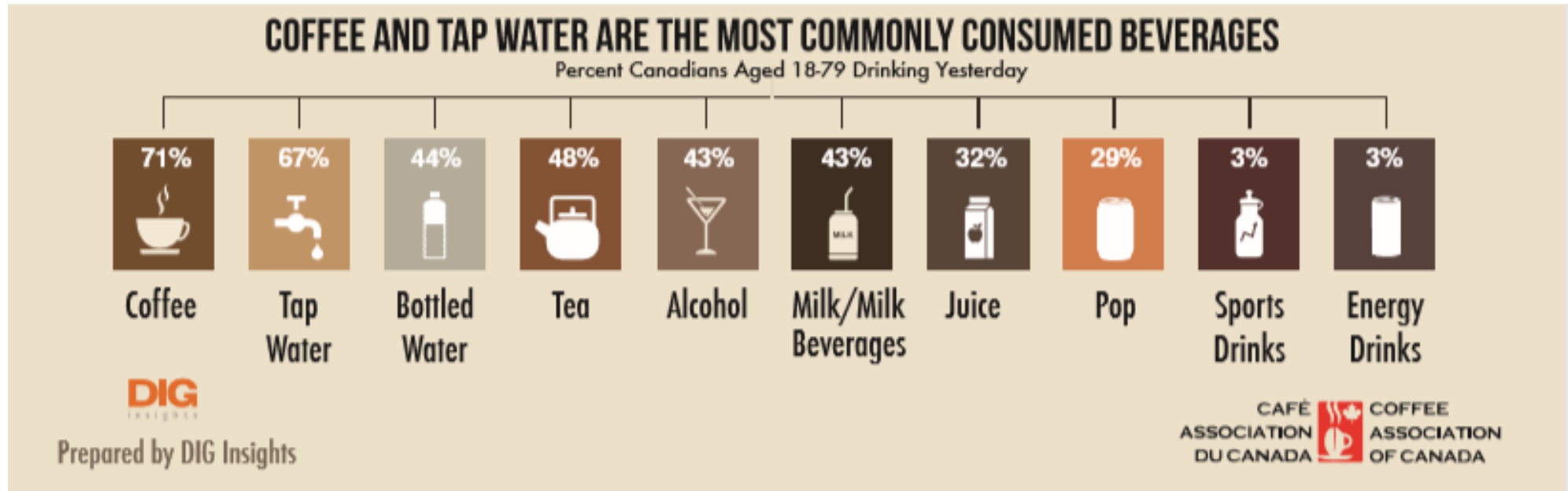
High Labor Cost

- ❖ Hire more staff is necessary to improve rush hour efficiency, but minimum wages are keep increasing

Canadian Coffee Market

- According to Coffee Association of Canada, in 2017, Canada's coffee industry created \$6.2 billion, which included \$4.8 billion sales in foodservice and \$1.4 billion sales in Grocery or retail sales.
- According to CBC News,
 - Canada reached top 1 position in coffee consumption in 2015
 - total amount of brewed coffee consumption is about 152 litres per person





Beverages Consumption

- According to Coffee Association of Canada, coffee is the highest beverages consumption in Canada, which is about 71%.

Target market



Coffee lover



Students (70,000 at U of M, U of W, Red river college)



workers(90,000 ~ 100,000)



Anyone who need Beverages

Opportunity



Office workers and students need coffee to enhance mental performance and work efficiency



Long line-up = time waste



Customers demand high-quality coffee during peak hours



Growing demand with Smart ordering technology (skip the dishes, McDonald's App)

Automatic Bean to Cup Coffee Machine

- Mobile App (QR code for pick up)
- No face to face communication
- Only 45 seconds to get a freshly ground coffee
- Operates as a 24 hrs
- Cheaper price
- Taste is the same as that of the ordinary coffee shop
- Small area space (<math><1\text{m}^2</math>)

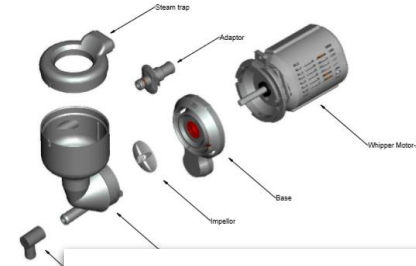


Automatic Bean to Cup Coffee Machine



Small footprint, convenient to put it anywhere

MIXING SYSTEMS



Hydraulic System from Italy Componenti



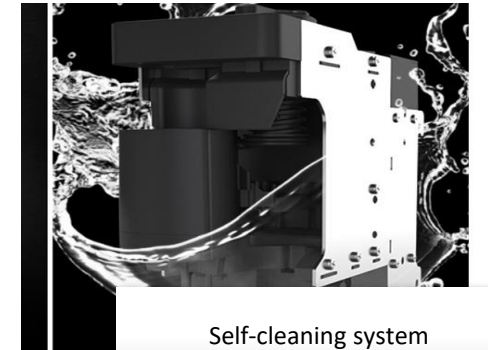
High-Pressure Espresso Coffee Brewer (19 Bar)



Italian high-quality coffee grinder



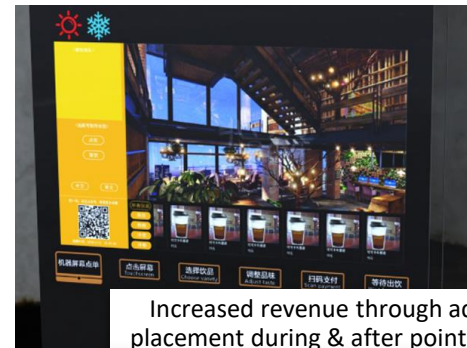
45 second bean to cup



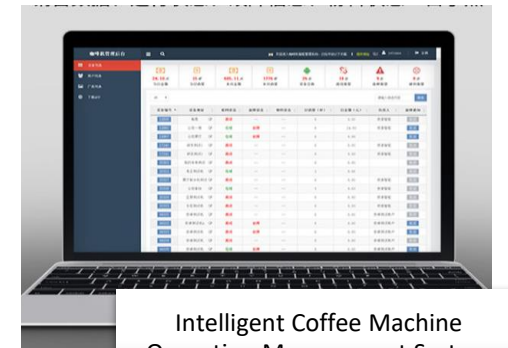
Self-cleaning system



more than 40 types of beverages



Increased revenue through ad placement during & after point of purchase



Intelligent Coffee Machine Operation Management System

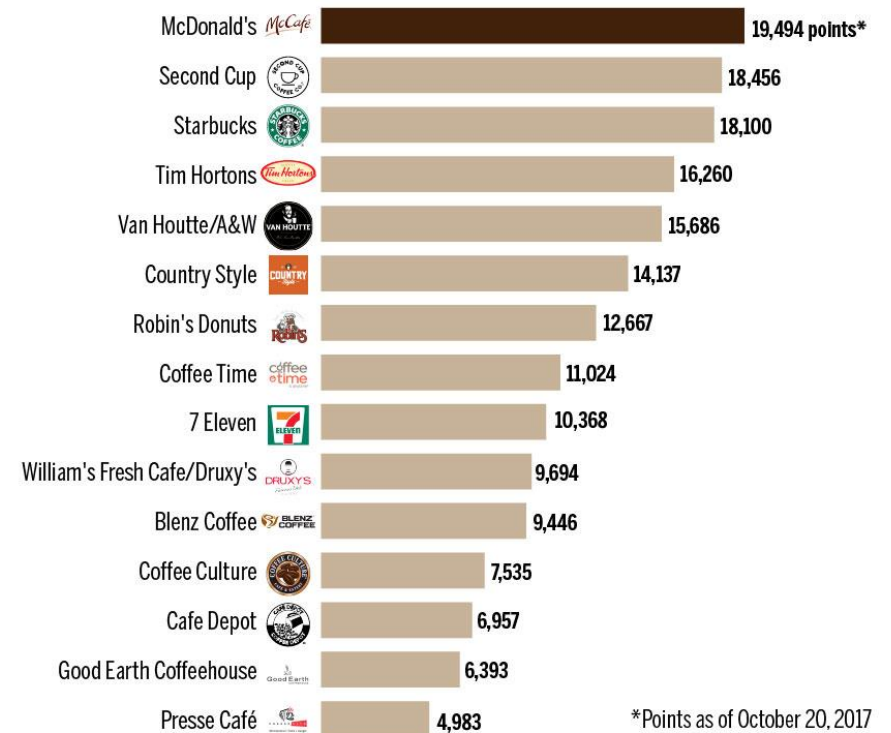
Automatic Bean to Cup Coffee Machine

Dimension	820*1000*1900(mm)
Weight	220 – 280 KG
Location	Universities, libraries, parks, gyms, shopping malls, business buildings, bus stations, airports, hospitals, and other public places
Display screen	43" capacitive touch screen (customized user interface, multiple language)
Communicate port	USB, WIFI, 4G, RS232
Payment	QR code/cashless/card reader/NFC/VISA/Mastercard/Apple Pay/Android Pay/Google Pay
Water supply	Water pump
Machine speed	Instant drinks:25S/espresso drinks:45S
Certificate	CE/ROHS/ETL
Product list	Espresso, Americano, Cappuccino, Latte, Mocha, Macchiato, Hot Chocolate, French Vanilla, Black Tea, Green Tea, Milk Tea, Iced coffee, Iced Cappuccino, etc.

Competitors – Traditional Coffee Shop

- Canada's most popular coffee brand: McDonald's, Second Cup, Starbucks, Tim Hortons, Van Houtte/A&W.
- According to the statistic data from Maclean's Coffee Ranker, in 2017, McDonald's coffee score the highest points.

CANADA'S FAVOURITE COFFEE CHAIN



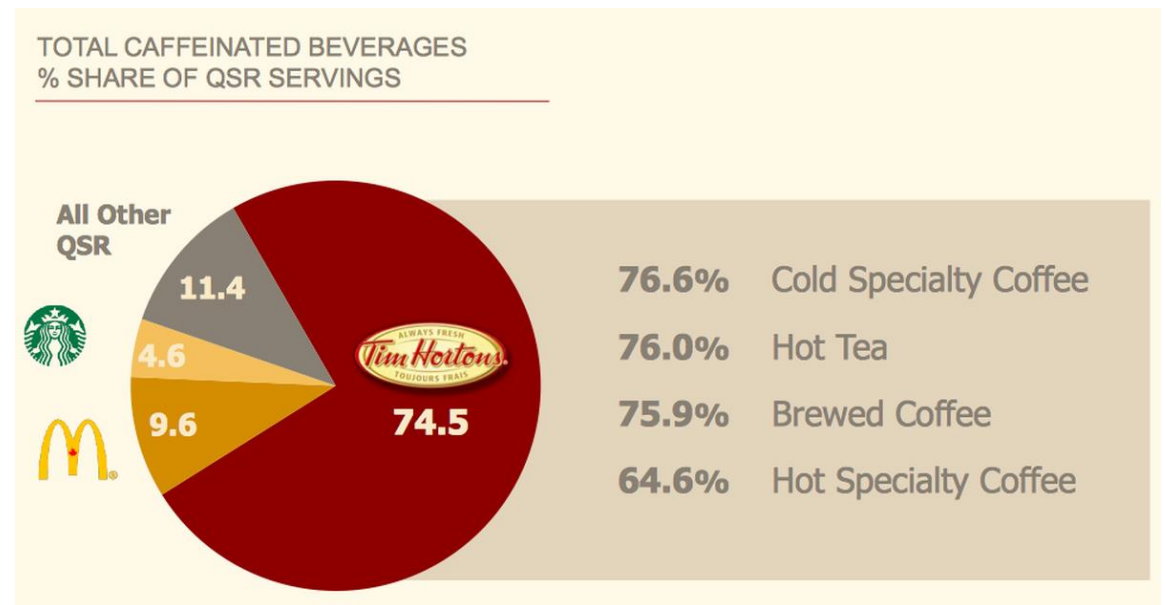
SOURCE: MACLEAN'S COFFEE RANKINGS

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*Points as of October 20, 2017

Competitors-Traditional Coffee Shop

- According to Coffee Market Share Canada Tim Hortons, the statistics in Quick Service Restaurant Servings shows that the percentage of total caffeinated drinks of Tim Hortons, McDonalds, and Starbucks are 74.5%, 9.6 %, and 4.6 % respectively.



Source: <http://market.fodo.us/coffee-market-share-canada-tim-hortons/>

Our Advantages -Traditional Coffee Shop



No face to face communication with customers



Avoids communication mistakes (failing to listen to the correct order)



Cashless payment method decreases the time for cashier to make change



Ordering from any place at any time



Multiple ways to pay



Consistency with taste and quality



99.7% success rate

Competitors-Traditional Coffee Vending Company



Van Houtte

- Focus on coffee vending at business workplaces



Second Cup

- Coffee vending is not the business they concentrated in Canada



Marley Coffee

- Only located in a few locations such as casino

Our Advantages – Traditional Coffee Vending Company



Better Quality Coffee



fresh milk instead of milk powder



Brews and grinds same taste as the traditional coffee shop



100% Arabica Coffee Beans



Significant parts of machine are manufacturing and engineering from German and Italy



40 types + of hot and cold beverages

Our Advantages



- Cane Sugar Syrup — dissolve better
- Our coffee is “made-to-order”

What makes
us different!



Face Recognition System, store
customer preferences



QR Code scanning & Cashless
payment Methods



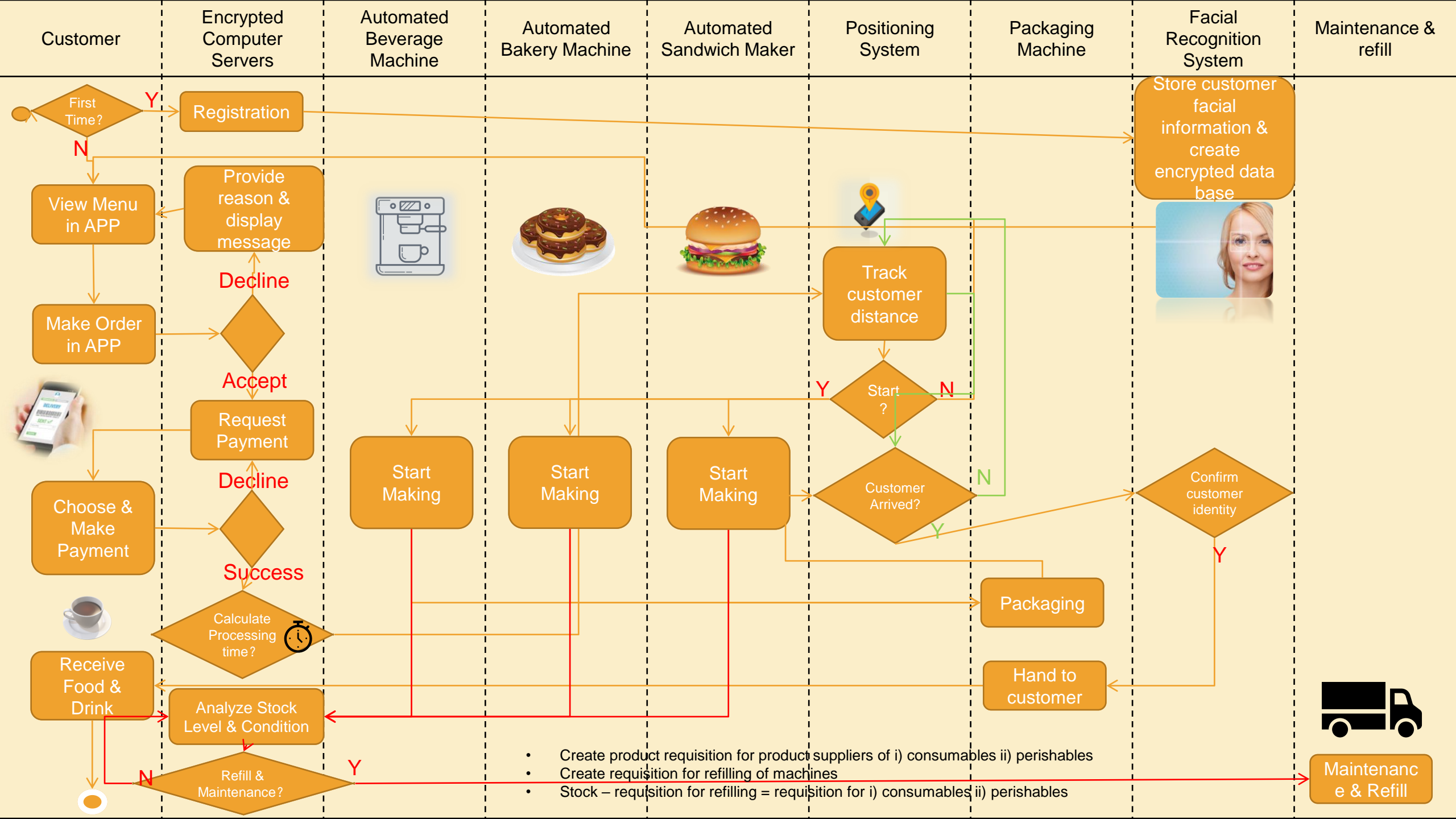
Insulated. Protects hands from
steaming hot or ice cold beverages.



Ice Beverages, Summer Drinks



Refrigeration System for Fresh Milk,
high-quality milk foam



SWOT Analysis

Strengths

- New coffee serving style
- High quality coffee on demand
- High efficiency, short wait time
- Online ordering, cashless payment, convenience & popular locations
- Low labor costs & space rental fees
- Different sources of revenue, ads & product
- Intelligence operating system lower operating cost

Weaknesses

- Traveling cost between different location for maintenance \$ refill
- Limited types of products compared to traditional coffee shop (food)
- Required high cost on machine purchasing
- No enough related experience in coffee industry

Opportunities

- High coffee demand in Canada
- Smart Coffee vending and cashier-free coffee shops are in it's "infancy period" in Canada
- Online food ordering and App ordering are getting more popular (eg, skip the dishes, uber eats)
- Becoming the first innovator has more advantages in the future for growth & expansion

Threats

- High competition in coffee market
- Hard to replace traditional coffee shops
- Coffee health issue
- A long-term project for building a well-known quality coffee brand may lead to imitation through low barriers of entry into the market

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Suppliers: <ul style="list-style-type: none"> Coffee Machine Coffee Beans & ingredients Cups & lips Water Face recognition System Cashless Payment System Other Partners: <ul style="list-style-type: none"> Rental space providers Investors Advertisers Media 	<ul style="list-style-type: none"> Building quality coffee brand Creating best customer service Purchasing Product R&D Marketing and Advertisement Rental space negotiations 	<ul style="list-style-type: none"> Best Quality, Best Value, Best interactive Experience, High Speed, High Efficiency, Get the best coffee anytime and anywhere Improving traditional coffee shop serving: <ul style="list-style-type: none"> APP and online ordering is more convenient High-quality coffee, always ground fresh Convenient Cashless payment None to very short waiting time Better coffee servicing experience Good feeling of value through APP cost & efficiency of product with rewards for returning customers 	<ul style="list-style-type: none"> Customer feedback system Long-term Brand Loyalty Customer Promotion Facebook, Instagram, Twitter, and other social media E-membership 	<ul style="list-style-type: none"> Coffee Lover Student White collar worker Anyone who need refresh
KEY RESOURCES			CHANNELS	
<ul style="list-style-type: none"> Improving efficiency Ensuring coffee quality O2O model Low operating cost Intelligent data analysis 			<ul style="list-style-type: none"> APP Website 	

COST STRUCTURE		REVENUE STREAMS	
<ul style="list-style-type: none"> Coffee Machine Coffee Beans Ingredients (milk, water and cream) Other Drinks ingredients (tea, ice) Packaging (cups & lips) Custom. brokerage & Duty fees Space rental cost Office rental for management Equipment maintenance Market research 	<ul style="list-style-type: none"> Product design for new add on technology Human Resource Promotion cost & Advertisements Developing Cost: <ul style="list-style-type: none"> Programing Face recognition Payment system App Website 	<ul style="list-style-type: none"> Sales revenue from Coffee & other drinks Advertisements Franchise income for future stores Machine leasing income 	

Coffee Go Business Model Canvas

O2O (Online-to-Offline)

Offline To Online

Intelligent Operation Management System

Online To Offline

Customer feedback system

Customer preference data

Brand Awareness

E-membership

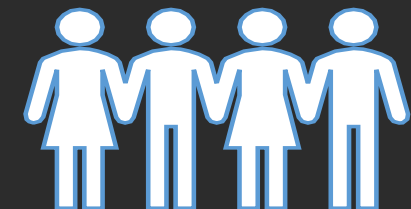
Maintenance
Refill
Quality Control
Inventory



Build a loyal customer network



Development potential new customer
online



Marketing Strategy

New Customers



1st time download the App will get 1 coffee for free.



Refer to a friend, enter 5-digit code, he or she can get another free coffee, also his or her friend can get a free coffee since 1st time downloading.



Follow us on Facebook, Instagram, Twitter, and other social media, share and post coffee shopping experiences and tag #Best coffee for free#Coffee Go# , on any two social medias, will get a free coffee.

Three Steps





Robotic Barista in Shopping Center

- Cashier-free, robotic arms replacing barista
- Placing at high traffic areas in shopping center
- Machine surrounded with clear glass to catch attention of the potential customers
- Able to produce different types of drinks
- App online ordering system, face recognition and QR Scanning for pick up, cashless payment systems. Has the option for typical card payment systems
- Intelligent Operation Management System for maintenance and inventory



Cashier-free coffee shop with Drive-thru

- Open 24/7
- Face recognition for entry or scan mobile device
- Touch screen Smart ordering table design
- Robotic arms to handle all food-serving (drinks, desserts, sandwich)
- High speed WIFI, table with cup warmer, fast charge, relax music work & study environment, cleaning robot
- Intelligent Drive-thru system can recognize car and licence plate number for quicken order placement if customer is regular
- will ask before making order to ensure correct product is produced.



Team Members

CEO

Qichun Y.

- Graduated from University of Manitoba, Accounting & Finance Majors, degree of Bachelor of Commerce-Honours
- Experience: 2 years in E-commerce, 3 years in e-cigarette manufacture industry, 3 years in restaurant

Programmer

Dian

- Graduated from University of Manitoba, Major in Computer Science

Barista

Summer L.

- Barista Certification
- Studying for Master's degree in University of Manitoba
- Graduated from University of Manitoba, Marketing & Finance Majors, degree of Bachelor of Commerce-Honours

Senior
Mechanic

Jorion S.

- Couple of years experience in machine and hardware maintenance, five years experience as production manager

Advisors

Marketing

W.

- MBA, graduated from University of Manitoba , major in Marketing and Supply chain

Finance

Tracy L.

- The Chartered Professional Accountant (CPA)
- The Chartered Financial Analyst (CFA) Level 1
- 4 years experience as Investment Reporting Analyst at Great-West Life

Accounting

Niki L.

- Graduated from University of Manitoba, Accounting & Finance Majors, degree of Bachelor of Commerce-Honours
- Accountant at a local accounting firm

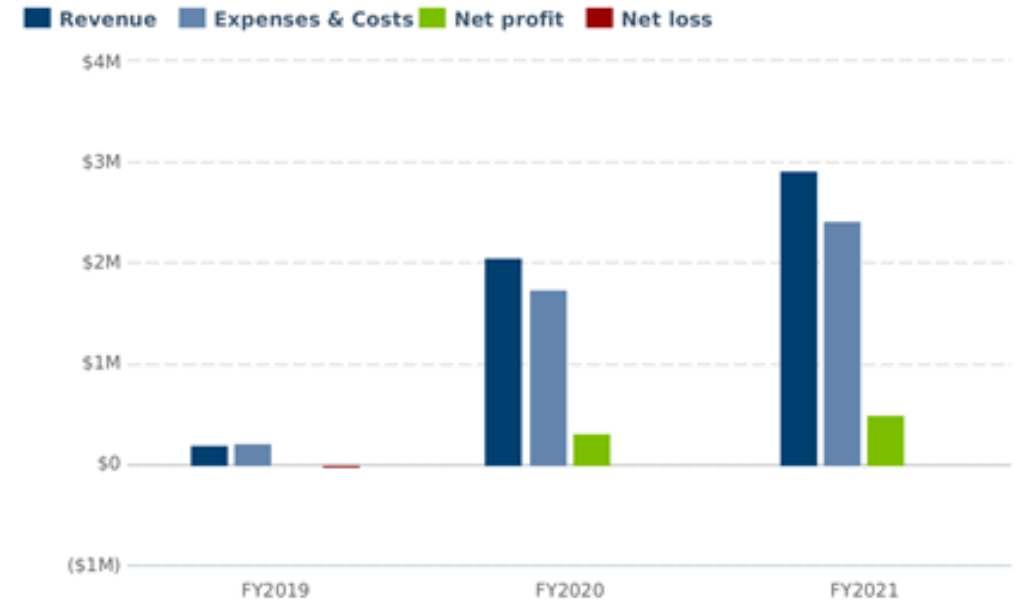
Senior
Programmer

Yulin T.

- Graduated from University of Manitoba, Major in Computer Science
- Five years experience as a senior program developer in Bold, which is a tech company that specializes in eCommerce websites and app development

Forecast

Year	Projection (cups per day/machine)	Sales	Profit Margins
2019	60	\$190,512	47%
2020	80	\$2,060,796	47%
2021	100	\$2,912,370	47%



Financing Needed

- 1. \$100,000~\$200,000  10%~20% share of company

- 2.

First Bulk Purchase (14 Machines)	\$105,000
Second Bulk Purchase (14 Machines)	\$105,000
Operating expenses (1 st year)	\$100,000

- 3. Operating Goal (1st year)

Registered Users	25,000
Cup Sales (per day per machine)	100
Machine Locations	28

Five years plan

2018

- Focus on R&D
- Testing Machine & beans, other drinks ingredients
- Marketing strategy
- Company set up

2019

- First volume purchase (1 container) in Winnipeg
- Product analysis
- Collecting feedbacks
- R&D on robotic barista complete

2020

- New product design and volume purchase for other main cities in Canada
- 1st robotic barista set up

2021

- Expansion on other cities in Canada
- R&D on Cashier-free coffee shop with Drive-thru

2022

- 1st Cashier-free coffee shop with Drive-thru



Contact Information

- Qichun Yu (Jackson)
- jacksonyu@aimsmartcorp.com
- (+1) 204-899-2862