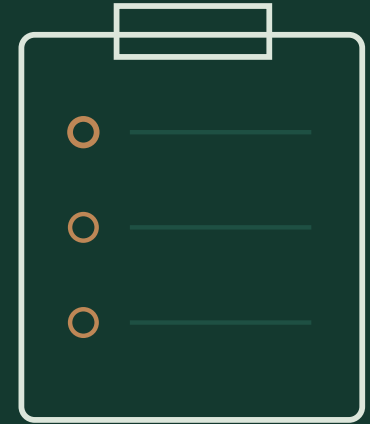


Juniper Cup

Prepared drinks. A paid counter team.



Fictional prelaunch

A quiet counter still carries the full paid shift.

Demand → completed work → collected fees



Demand and completion are assumptions.

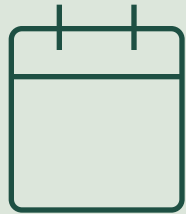
Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Neighborhood residents

A daily prepared drink

Nearby workers

A takeaway coffee break

Schematic; buyers and area to validate.

Defined billing units. One shared service mix.



Brewed coffee 25%	3.25
Hot espresso 35%	5.25
Iced espresso 20%	5.50
Cold brew 12%	4.75
Tea and cocoa 8%	4.50

USD / drink.

Compete on the job and the commercial terms.

Possible alternatives

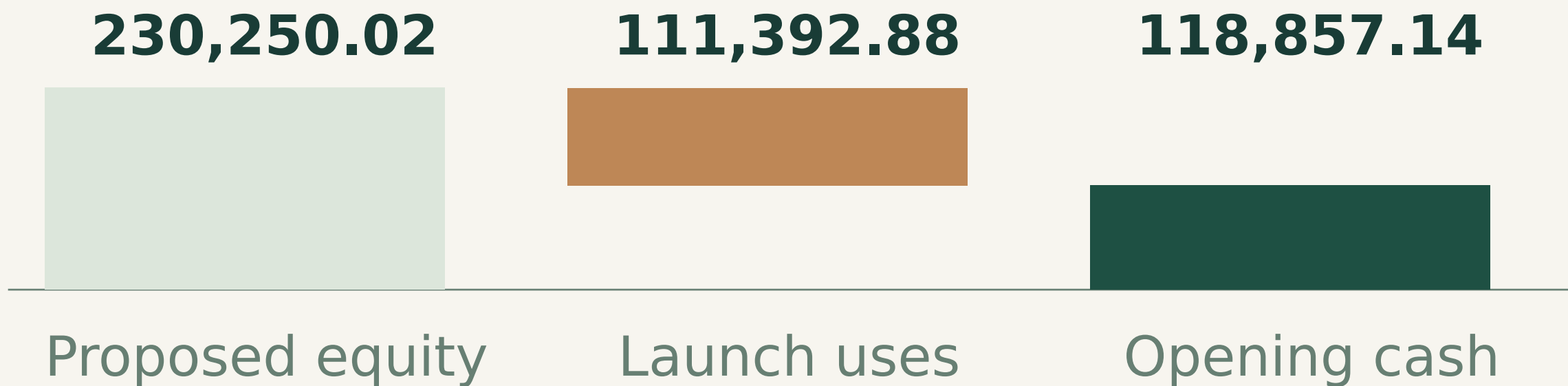
Other coffee counters
Convenience beverages
Coffee prepared at home

Check before booking

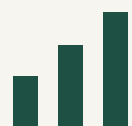
Daypart purchases
Drink waste and queues
Collected contribution

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net loss: USD -52,740.19



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Baristas

8,750.01

Store manager

5,416.67

Baristas and a working manager receive base pay.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed owner equity.

USD 230,250.02

External equity requested: USD 0.00

Terms and funding remain uncommitted.

Project payback: not reached within 36 months