

Greenleaf Coffee Co.

Business Plan 2026–2028

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1. EXECUTIVE SUMMARY

Greenleaf Coffee Co. is a specialty coffee shop and roastery opening in East Austin in March 2026. We will serve locally roasted, ethically sourced coffee to young professionals and remote workers, and sell roasted beans online and to local offices. We are seeking \$250,000 to fit out the shop and buy roasting equipment, and expect to reach profitability in month 14.

2. COMPANY DESCRIPTION

Greenleaf is a Texas LLC founded by Maria Lopez, a former head barista with 9 years of experience. Our mission is to make specialty coffee part of people's daily routine, with a welcoming space built for working and meeting.

3. MARKET ANALYSIS

East Austin has 38,000 residents within a 1-mile radius, 62% aged 22–40. Three coffee shops operate nearby, but none roast on-site or offer dedicated workspace. Our target customers spend an average of \$28 per week on coffee.

4. PRODUCTS AND SERVICES

- Espresso drinks, pour-over and cold brew, plus pastries from a local bakery.
- Roasted beans sold in-store, online and by subscription.
- Wholesale coffee for local offices and restaurants.

5. MARKETING AND SALES STRATEGY

Pre-opening Instagram campaign and soft launch for 200 local residents; loyalty app with every 10th drink free; partnerships with 5 nearby coworking spaces; monthly cupping events to build community.

6. OPERATIONS

Open 7am–6pm daily with 6 staff (2 full-time, 4 part-time). Roasting 3 mornings per week. Point of sale and inventory managed through Square.

7. MANAGEMENT TEAM

Maria Lopez, Founder & CEO – 9 years in specialty coffee, former head barista at Ritual Coffee. **David Kim, Operations Advisor** – opened 4 cafes in Texas.

8. FINANCIAL PROJECTIONS

Item	Year 1	Year 2	Year 3
Revenue	\$420,000	\$610,000	\$780,000

Operating costs	\$445,000	\$520,000	\$600,000
Net profit	−\$25,000	\$90,000	\$180,000

9. FUNDING REQUEST

We are requesting \$250,000: \$140,000 for shop fit-out, \$60,000 for roasting equipment and \$50,000 for working capital. Repayment from operating profit begins in year 2.