



INTELLIGENT COFFEE KIOSKS
“Artisan Coffee Made Smart”

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Charles Studor background

- Left Semiconductor design in 2005 after 24 years
 - Managed design organization for \$1B business within Motorola
- I wasn't looking for Mini-Trends
- 3 years on non-profit boards
 - Non-profit work in Honduras introduced me to the coffee culture at origin.
- Studied the restaurant business
 - learned from tradeshow contacts the key issues with the business.
- Began to ponder the Redbox model
 - Saw Self-Service applied to other businesses
- Smart phones were coming on line
- Chipotle was growing fast with a simplified model and ethical Supply chain
- Spent a lot of time in coffee shops, saw the same issues as restaurants.

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“Panel 2 Taking the Plunge: What you can learn from those who have initiated or helped initiate new ventures.”
Presentation by Charles Studor, *MiniTrends 2012*, October 17-18, 2012, Austin, Texas
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Aha moment

- I determined that I could:
 - Automate the production process of a Specialty Coffee shop,
 - Tie in Redbox model,
 - Connect it to the iPhone and social networking,
 - And grow the brand on supply chain ethics
 - And create a disruptive technology in a large market.

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Mini-Trends driving the Creation of Briggo

- Increasing Consumer demand for Quality:
 - Demand for authentic, higher quality foods
 - Whole Foods to fast-food chains.
 - Demand for ethical supply chain
 - Chipotle, Fair Trade movement
 - Specialty Coffee outlets becoming ubiquitous
- Increasing Consumer demand for Convenience:
 - Familiarity with internet purchases
 - Broad range of selection, payment methods, ease of purchase, control over the experience
 - Use of Mobile technology
 - Smartphone as computer. Infinite number of "order Here" locations
 - Acceptance of Self Service
 - Redbox, Airlines, Retail Check-out, Minute-key, Internet is a form of Self-service
 - Use of Social Media and reduced focus on Product/Place association

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Specialty Coffee Opportunity

- Large Attractive Market:
 - 150 Million cups sold daily out of home
 - Market acceptance of a higher price-point for Coffee
 - Habitual purchase model
- Issues with Current Business model of a coffee shop
 - High fixed Capital cost
 - High operating costs
 - Inconsistent espresso process and results
 - Espresso is a very sensitive process
 - Requires extreme focus to get it right
 - High turnover
 - Inconstant customer experience: Wait times, ordering process
- Briggo: create a disruptive technology and experience that is a more efficient channel to a large repeat purchase market.

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BRiGGO

Smart Ritual

- Your perfect coffee **experience** every time
- **Quality** – the robot is a champion and always gets it right
 - High quality ingredients – fresh ground organic coffee, natural & gourmet milk and flavors
 - Robotic precision & consistency: calibrated to replicate champion barista
- **Convenience** – we see you coming from a mile away, 24/7
 - Customer sees the wait time for specialty and brewed coffees through the web app
 - Customer orders remotely through smartphone
 - Customer personalizes and stores coffee preferences for easy retrieval and sharing
 - Customer receives text or email notification of completed order
- Leveraging large shifts in consumer behavior
 - Mobile
 - Self service
 - Social networking
- Significantly reduce coffee capital and operating cost
- Allows for rapid scaling of the business

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Scalable Growth

- Capital and operating price point allows the units to be placed in locations that would not otherwise support a coffee shop
- Contract manufacturing relationship to scale rapid growth
- Remote monitoring via internet connections
- Installation, service and restocking provided by established national logistics firms
- Examples of targeted locations:
 - Universities
 - Hospitals
 - Airports
 - High-end Grocery
 - Office tower lobbies
 - Big Box Retailers
 - Military bases
 - Corporate campuses
 - Shopping malls
 - Large apartment complexes
 - Hotel - Resort

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BRiGGO @ The University of Texas



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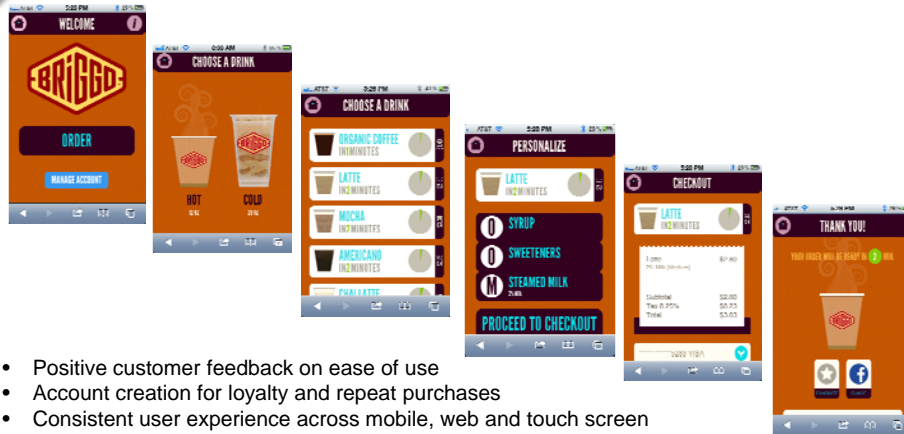
BRiGGO Products



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BRiGGO Mobile User Interface



- Positive customer feedback on ease of use
- Account creation for loyalty and repeat purchases
- Consistent user experience across mobile, web and touch screen
- Integrated payment gateway
- HTML5 mobile interface – smartphone agnostic
- Investigating benefits of native apps

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The BRiGGO Team – Experienced and Austin Based

- **Charles Studor:** Founder & CTO - Formerly with Motorola
- **Kevin Nater:** President & CEO - Formerly with Citigroup & Dell
- **John Craparo:** CIO - Formerly with GE, Dell & HP
- **Steve Miller:** VP Manufacturing & Engineering - Formerly with J&J
- **Patrick Pierce:** Dir. Coffee & Kiosk Ops - Formerly with Café Medici
- **Michael Burniston:** VP Marketing - co-founder of SUP ATX
- **Steve Smith:** VP, Finance - formerly with Dell
- **Andrew Preston:** Consultant - Formerly CEO/CFO DVD Play and Minute Key
- **Lynxs Group:** Transportation Infrastructure Development - Austin, TX
- **John Zapp:** Lead investor and board member - Chuy's Founder
- **Nav Sooch:** investor and board member- Silicon labs Founder
- **Al Schuele:** investor and board member -General Partner, Sevin Rosen
- **ID: Yves Behar, Fuse Project** – San Francisco and NY
- **Engineering:** Deaton Engineering, Inc. - Austin
- **Software:** Mutual Mobile - Austin
- **Architect:** William Barbee - Barbee, Inc. - Austin
- **Marketing/PR:** Guerilla Suit/Giant Noise - Austin
- **Marketing:** Dr. Wayne Hoyer, McCombs Marketing Dept. Chair, University of Texas
- **Coffee Roaster:** Third Coast Coffee Roasters - Austin
- **Accounting/Tax:** Maxwell Locke & Ritter – Austin
- **Legal:** Graves Dougherty Heron & Moody, Andrews Kurth, Meyertons Hood

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Summary

- Mini Trends are all around you
- Using just a few to solve real problems can lead to real business opportunity
- It's a very fun, energizing, and creative process
- It's easier to build a team and investment when you have a real back-story.

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Thank You

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