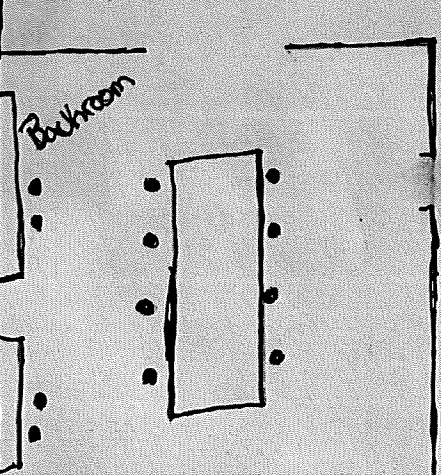
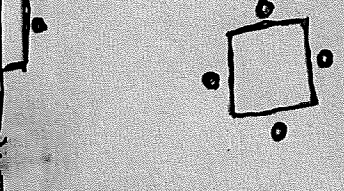
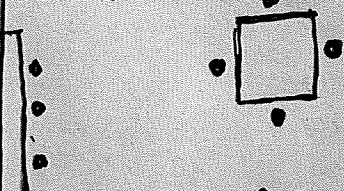
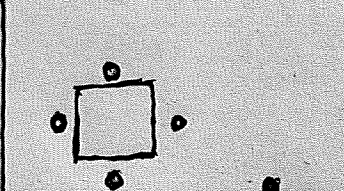
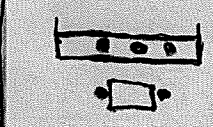
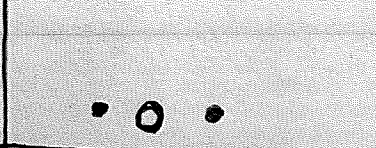
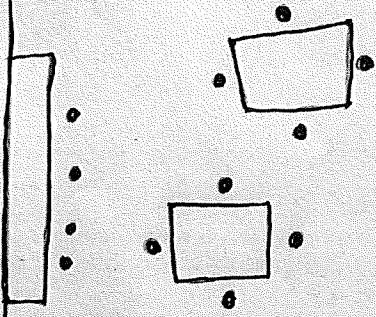
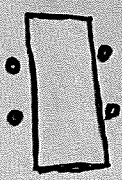
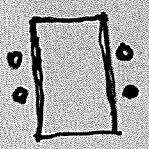
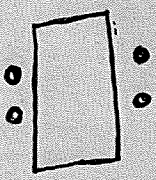
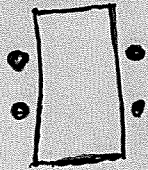
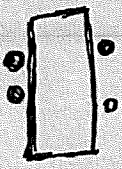


Force

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Door

Bathroom

Entrance

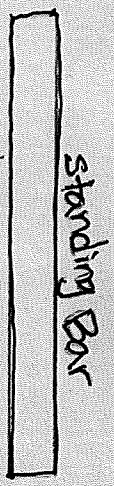
Window

Kids Area

Register

Cooler

Espresso



Prep area

Prep Fridge

Prep area

Kitchen

Prep area



# Mercies Coffee

## BUSINESS OVERVIEW

**Owner Name:** Mallory Orr

**Legal Name of Business** - Mercies Coffee

**Proposed business Address** - 1748 Eagan Rd, Madison, WI 53704

**Phone Number** - (608) 467-8017

**Structure of Business** - LLC

**Nature of Business** - Coffee Shop / cafe / community engagement

**Email** - [merciescoffee@gmail.com](mailto:merciescoffee@gmail.com)

**Website** – [merciescoffeewi.com](http://merciescoffeewi.com)

**Social Media** - Instagram, Facebook

## CONCEPT OVERVIEW

Mercies Coffee exists to provide quality coffee and food items to the East Madison community while also supporting the anti-human trafficking efforts in Dane County and the greater Wisconsin area. We will do this by discretely employing women (and potentially men) that are seeking to rebuild their lives after being trafficked. We will also do this by publicly promoting the efforts of local organizations such as Zeteo Community, Every Daughter, Damascus Road, and others. Our desire is to create a warm and welcoming space that builds community and provides a sense of purpose for our customers.

## WHO WE ARE

We are a private, female-owned, and community driven company. Mallory Orr is the sole owner of Mercies and is supported and assisted by her close community of friends and family. Mallory is single, lives on her own and is currently pursuing a bachelor's degree in leadership studies and will go on to earn a master's degree in human services focused in

trauma and crisis counseling. It is her life's mission to fight human trafficking through her business by providing employment and advocacy for trafficking survivors in an understanding and grace-filled environment.

## **SHORT TERM GOALS**

In our first year of business, our goal is to build a loyal customer base, grow our online presence and presence within the local community, and build excellent relationships with local suppliers and businesses. It is also our goal to establish a strong customer base in the afternoon/evenings through offering beer, wine, and appetizers.

## **MENU & SERVICES**

Mercies will offer a variety of specialty coffee beverages as well as tea and other non-coffee beverages. We will offer a diverse food menu that caters to the nearby gym clientele as well as treats to satisfy the sweet tooth. We will focus primarily on breakfast and lunch with quick, on-the-go items and will eventually offer small plates to go with our beer and wine selection.

## **MARKETPLACE SUMMARY**

In the wake of Covid-19, we believe it is a great time to focus on building the community around us back up. We will be catering to the customer base that frequents the current business by offering similar menu items to start and gradually remodeling in order to ease people into the transition. With the gym close by we believe it is the perfect opportunity to expand the healthy and on-the-go options as well as offer an online ordering system. We anticipate the building of a multi-million dollar apartment complex down the street which will increase the flow of traffic through our area.

We will be making some changes in order to increase revenue. Changes such as, adding beer and wine to the menu and will be open 7 days a week unlike the previous business. We will increase prices to match competitors and reflect the quality of our products.

## **BUSINESS OPERATIONS SUMMARY**

(To start) 6am-5pm, M-F; 8am-4pm S-S

2-4 employees at one time

On-site barista training for staff with coffee supplier/regular staff meetings

## **PROMOTION**

Banners indicating opening date (pre-open)

Begin social media Sept. 10th

## **FUNDING**

Silent Investor 1: \$20,000 lump sum

Silent Investor 2: Monthly Operations expenses for first 12 months

Silent Investor 3: (Needed) \$30,000 to cover emergency equipment replacement, initial labor costs, and any additional minor renovations

**INTERIOR CONCEPT**

White, black, gray, purples, greens (live plants), gold and light wood



## **SMOOTHIES: \$9**

**Sweet Green:** kale, spinach, pineapple, dates, green apple

**Berry Good:** blue/black/rasp mix, strawberry, banana, spinach, dates, pineapple

**Coffee Date:** cold brew, banana, peanut butter, maple syrup, vanilla, almond milk

**Midnight Snack:** berry mix, peanut butter, dates, banana, chocolate powder, almond milk

Extras: 0.50 (Cucumber/Greens/Banana/Berries)

0.75 (Peanut Butter)

1.00 (Whey, Plant Protein, Cold Brew)

## **ALCOHOL:**

**Wine: \$8-\$10/glass**

**Beer: \$ \$6-\$8/bottle**







**COFFEE:**

		6oz	8oz	12oz	16oz
Espresso (2oz)	2.00	---	---	---	---
Macchiato (2oz)	2.50	---	---	---	---
Cortado (4oz)	3.00	---	---	---	---
Cappuccino	3.50	---	---	---	---
Latte	---	3.00	4.00	5.00	---
Americano	---	3.00	3.00	4.00	---
Mocha	---	4.00	5.00	6.00	---
Cold brew	---	---	4.00	5.00	---
Brewed coffee	---	---	---	3.00	---

**NOT COFFEE:**

		8oz	12oz	16oz
Matcha Latte	4.00	5.00	6.00	---
Hot chocolate	3.00	4.00	5.00	---
Steamer	2.00	2.50	3.00	---
Chai	3.00	4.00	5.00	---

Add flavor + 0.75 (Vanilla, Brown Sugar-Nutmeg, Honey, Caramel, Chocolate,)  
Milk alternative + 0.75 (Almond, Oat)  
Extra espresso shot +1.00



## **BREAKFAST:**

**-Sunrise Breakfast Sandwich:** egg, bacon, cheddar cheese, tomato, and arugula on Stalzy's sourdough \$8 (Pro Tip: Upgrade to a croissant for \$1! YUM)

**-Signature Breakfast Sandwich:** egg, bacon, cheddar cheese, house jelly, on house garlic cheddar biscuit \$9

**-Breakfast burrito:** egg, pico de gallo, cheddar cheese, house chipotle mayo, spinach on tortilla \$7

**-Yogurt Bowl:** Vanilla greek yogurt, house granola, seasonal fruit, topped with honey (Pro tip: Sub yogurt for your milk of choice for a lighter breakfast option!)

## **LUNCH:** add word bubble ("Turn Your Sandwich Into A Salad!")

**-Egg Salad:** house egg salad, arugula, tomato, house pickled onions on Stalzy's sourdough \$7 (Pro Tip: Upgrade to a croissant for \$1! YUM)

**-Turkey Chipotle:** bacon, greens, Stalzy's turkey, tomato, and house chipotle mayo on Stalzy's sourdough \$10

**-Roast Beef:** Stalzy's roast beef, goat cheese-horse radish spread, balsamic glaze, pickled onions, arugula, tomato on Stalzy's sourdough \$12

## **TOAST:**

**Veggie:** goat cheese or hummus, roasted garlic beets, balsamic glaze, topped with micro greens, on Stalzy's sourdough

**Breakfast:** peanut butter, banana, house granola, honey, and cinnamon on Stalzy's sourdough \$6

**Dessert:** nutella, banana, house caramel, and coconut flakes on Stalzy's sourdough \$6