Aspire CoffeeWorks: The Perfect Blend

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Introduction

❖ Coffee is more than just a bean
❖ A passion for entrepreneurship and social justice
❖ Aspire CoffeeWorks
About Aspire CoffeeWorks
Objectives

❖ Evaluate
❖ Analyze
❖ Identify opportunities
❖ Outline best practices
❖ Ethical & environmental factors
Methods

❖ Expert interviews:
  ➢ Jerry Kallas, Managing Director at Aspire CoffeeWorks
  ➢ Tony Dreyfuss, Founder of Metropolis Coffee Company
  ➢ John McWain, VP of Advancement at Aspire
  ➢ Katie Welge, Director of Marketing & Public Relations at Aspire

❖ Literature review

❖ Qualitative analysis
Aspire CoffeeWorks Model

ASPIRE
- Refers employees to Metropolis Coffee
- Covers soft & hard costs

ASPIRE COFFEEWORKS

CANTEEN
- Distributes coffee at a specially negotiated rate

METROPOLIS COFFEE CO.
- Roasts coffee
- Employs Aspire members
- Sells coffee on website
## SWOT Analysis

<table>
<thead>
<tr>
<th>Internal Origin (attributes of the organization)</th>
<th>Helpful to achieving the objective</th>
<th>Harmful to achieving the objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Name recognition and branding</td>
<td></td>
<td>1. Aspire CoffeeWorks does not generate significant revenue.</td>
</tr>
<tr>
<td>2. Stakeholders and consumers identify with mission</td>
<td></td>
<td>2. Project is understaffed, with only three workers (all of which perform multiple job functions).</td>
</tr>
<tr>
<td>3. Partnership addresses more than one social problem: promoting workplace inclusion (Aspire) and working conditions for coffee farmers (Metropolis)</td>
<td></td>
<td>3. Aspire does not leverage the strong branding or the dedicated consumer-following.</td>
</tr>
<tr>
<td>4. All partners are passionate towards this social cause and are dedicated to working together.</td>
<td></td>
<td>4. Partnership does not measure social impact.</td>
</tr>
</tbody>
</table>

<table>
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<th>External Origin (attributes of the environment)</th>
<th>Helpful to achieving the objective</th>
<th>Harmful to achieving the objective</th>
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</thead>
<tbody>
<tr>
<td>1. Aspire is optimistic about finding new ways to grow the partnership.</td>
<td></td>
<td>1. Fair Trade is an imperfect system, with complex rules. It can be difficult for farmers to abide by.</td>
</tr>
<tr>
<td>2. As the brand continues to grow, so does more opportunities to sell.</td>
<td></td>
<td>2. Coffee prices could impact Metropolis’ ability to fund this project; right now the company is not sharing coffee costs.</td>
</tr>
<tr>
<td>3. Measuring the social impact of this project will open more doors to gaining new stakeholders.</td>
<td></td>
<td>3. Current market makes it difficult for small coffee roasters (IE Metropolis) to compete with competitive prices.</td>
</tr>
<tr>
<td>4. Diversifying revenue could allow Aspire CoffeeWorks to expand programming and add more staff</td>
<td></td>
<td></td>
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</tbody>
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Social Enterprise Growth Strategy

❖ Create development plan
❖ Design new marketing strategy
❖ Measure social impact
Bringing the Model to the Bay

❖ Philz Coffee
❖ Food 4 Farmers
Model Replication

❖ Mission alignment
❖ Research coffee industry
❖ Conduct market analysis
❖ Identify & leverage partnerships
❖ Create strategic business plan
Questions?
Thank you!
References

