



We believe the proposed strategy will give the small coffee farmers the long demanded opportunity to promote its livelihood and “bean of its labor” and compete fairly in the global market”

Oromia, Sidamo & Yergacheff
Small Coffee Farmers Cooperatives Unions

“I want to acknowledge some special guests who are in the audience for the hearing, Tebabu Assefa and his wife Sara Mussie, founders of Blessed Coffee, a diaspora small business and benefit corporation... It employes a holistic approach to development... I am very proud to have Tebabu and Sara and the example they are setting for socially responsibly business practices”

Senator Ben Cardin, at the Senate Foreign Relation Committee Hearing on Private Sector Engagement in International Development.

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“Blessed Coffee embodies everything a Benefit Corporation strives to be... It is a totally locally rooted business with an international conscientiousness devoted to community, but also devoted to the excellence of its product.”

Congressman Jamie Raskin, author of the Benefit Corporation Legislation.

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“Blessed Coffee stands at the intersection of profits & social responsibility”

Former Maryland Governor Martin O’Malley

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“I’m excited to be working with a company that has not only a world-class product...but a world-transformative vision. Blessed Coffee has the potential to revolutionize community economies where coffee is grown and where it is consumed.”

Michael H. Shuman, an economist, attorney, author, local economy expert and one of the architects of the “JOBS Act,”

Blessed Coffee Start-up & Growth Brief:

I. Development Brief and Progress Report:

Blessed Coffee is now adequately developed; its social brand is successfully promoted and has made tremendous accomplishments:

1. Its world’s finest coffee selections (Ultra-Premium, Single Origin coffee) are widely introduced and appreciated.
2. Its socially responsible model, geared towards development in the coffee growing regions in Ethiopia and in the U.S, is recognized and appreciated by policymakers and received citation and awards from state of Maryland, US Congress, and the White House.
3. Its status as the Nation’s Second Benefit Corporation and pioneering social model has attracted growing media coverage and acknowledgment from the increasing sustainable and local economy advancing community
4. Its community-based promotional strategy has a resulted a retail network with local partners, such as faith-based centers, non-profit community organizations and small business and established a distribution infrastructure.
5. Its coffee ceremony presentation/sales at farmer’s market & festival, speaking & participation at sustainable conference and social media engagement have produced a list of over 5,000 active supporters and followers. About 10 to 15 % of the list have expressed support and investment interest in Blessed Coffee.

II. Growth Strategy and Phases:

After a successful start-up, Blessed Coffee is now in transition to its three-phase implementation:

Phase One: December 2017 - To lease a small commercial real-estate at 47 Riverdale Rd. Riverdale, MD and build a small coffee roasting/café facility.

Phase Two: 2020 to 2023 - To open additional small coffee roasting/café facilities in Maryland, Washington, D.C. and Virginia.

Phase Three: 2020 to 2023 - To open the Blessed Coffee signature retail coffee shop at the planned development of a mixed use facility at the Takoma Park City’s Junction. The retail coffee shop will serve light Ethiopian meals, promote and sell community-produced crafts and cultural products, and serve as a cultural hub. Phase three will complete the Blessed Coffee business model in the Washington Metropolitan area. Over time, this business model will also expand to other regions of the US.

I met Tebabu & Sara through their company, Blessed Coffee that roasts single origin beans from small farming cooperatives in Ethiopia. 15 years ago I fell in love with Ethiopian coffee. I find the intense aroma of the newly opened bag and the robust earthy flavor deeply satisfying. The coffee is consistently delicious. I often go to Tebabu & Sara's home to purchase his coffee. I have met their family, shared food and become their friend.

Steven Younts
Blessed Coffee
Customer & Neighbor

I have known Tebabu and Sara, the founders of Blessed Coffee, for a long time. It was when each of their two children were in my fifth grade class that I first got to know them. Soon after that I started drinking their coffee. I find Blessed Coffee to be much smoother and less bitter than any other kind. I often buy extra bags to give to friends because it is that much better than any other brand. Congratulations to their son on his recent graduation from Blair High School

Ken Allen
Blessed Coffee
Customer & Neighbor

AWARDS:

1. "Champion of Change"
The White House, 2012
2. "Social Entrepreneurs of the Year"
Startup Africa, 2014
3. "Game Changers"
Edible DC, Magazine, 2012
4. "Green Business of the Year"
Bethesda Magazine 2016

NEWS COVERAGE:

1. The Washington Post
2. The Biltmore Sun
3. The Kojo Nnamdi Show
4. The Signal, NPR radio
5. CCTV – Chinese TV Broadcast
6. The Takoma Voice
7. The Gazette

III. Community Investment Strategy:

1. Private Share Offering:

Blessed Coffee is now scheduling investment-offering dinners for families, friends and supporters to present a private share-offering of Blessed Coffee's common stock. The investment will be utilized for the build-up of the small coffee roasting/café facility as well as the tasks listed below. This will increase Blessed Coffee's capacity to self-roast coffee, to scale-up the wholesale & retail market, and to offer brewed specialty coffee beverages.

- a. Sign a 5 to 10 -years lease with Pete & Sons Inc., the owner of the commercial real-estate in located at 4700 Riverdale Rd, Riverdale, MD.
- b. Payment for an Architect and MEP engineer for the designs, build-up plan for permitting application and construction.
- c. Hire a consultant to advice on investment documents and presentation.
- d. Purchase and install the small coffee roaster; set up the coffee bar.
- e. Furnish the store and stock the inventory.
- f. Hire two full-time and one part-time to commence the business.

2. Maryland Intrastate Small Business Exemption (MISBE)

Blessed Coffee is now working with Lorig Charkoudian, who championed the passing of MISBE – a Crowd-lending legislation that allows Maryland businesses to raise up to \$100,000 from Maryland residents. In the legislation process of MISBE, Blessed Coffee founders testified in favor for the passing. Blessed Coffee aims to utilize it to extend investment opportunities to many members of our community.

IV. Business Concept:

1. Community-based Sales Strategy:

Blessed Coffee's community-based sales strategy has identified community organizations (faith-based centers, PTAs, and neighborhood associations) that will promote and sell Blessed Coffee to their members and supporters. In return, the community organizations will retain 30% of the gross sales to fund their social programs. The sales commission usually passed to traditional big grocery stores will remain in the community, advancing the common good.

2. The wholesale operation:

The wholesale operation will supply freshly roasted, premium-grade, shade-grown, organic Ethiopian coffee selections to neighborhood cafés, restaurants, co-op stores, faith based centers and community organizations.

3. The retail operation:

The retail sales of roasted whole bean coffee will be in stores, farmers markets, festivals, and will be available for online purchase and delivery. In addition, health juices & beverages, pastries, and snacks sourced from women entrepreneurs using the Takoma Park community kitchen will be sold at the café.

4. Cultural products, Crafts and Art sale (passive income)

Blessed Coffee will promote and sell Ethiopian works of art, crafts, and cultural products produced in the coffee growing regions and by local artisans and craft makers.