



GMCE COFFEE ACCELERATOR



Market growth will **ACCELERATE** at a **CAGR** of over

13%

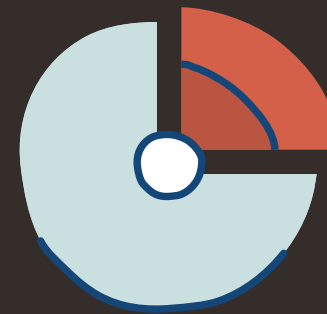


Incremental growth

340.40

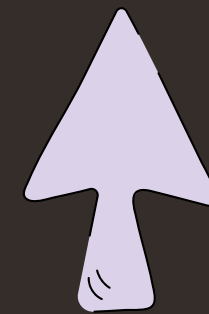


The market is **FRAGMENTED** with several players occupying the market



Growth Contributed by **EUROPE**

41%



Growth for **2020**

12.50%



Market impact **NEGATIVE**

MARKET SIZE

Estimated total branded coffee shop outlets

37,189
↓ 0,6%

MARKET VALUE

Estimated value of the branded coffee shop market

\$36
BILLON
↓ 24%

IMPACT OF COVID-19 ON STORE SALES

Estimated loss of annual store sales in 2020

-\$11,5
BILLON

MAJOR BRANDED CHAINGS

Allegra consumer study 2020

NEARLY

2/3

OF CONSUMERS PREFER TO
USE DRIVE THRU SERVICE

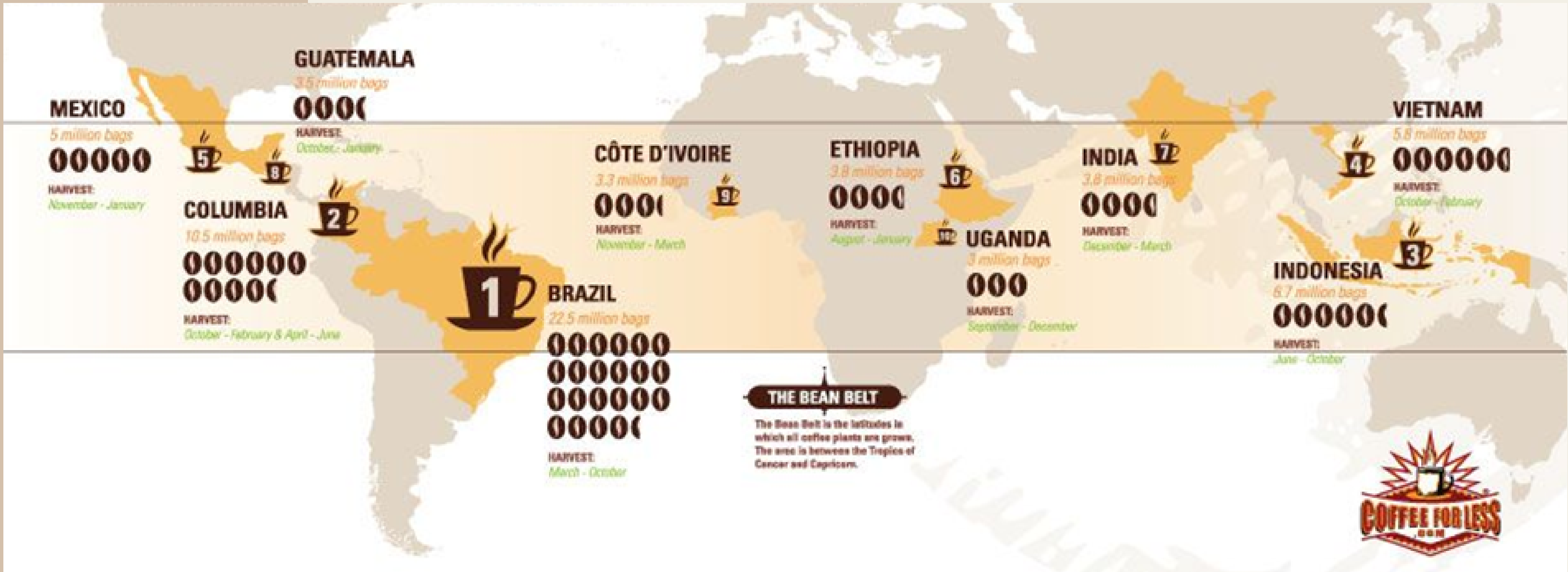
COFFEE DELIVERY

Allegra consumer study 2020

45%

OF CONSUMERS WOULD
REGULARY ORDER COFFEE
DELIVERY

TOP TEN: COFFEE PRODUCING COUNTRIES



WHY HAIFA



05

Coffee innovator

Hitech hub

Technion/Haifa U/and a cluster of colleges

All big tech are there - u name it!

Northern Israel - foodtech and agritech

Multicultural coffee loving city

WHY?



Accelerators are the most common ways to start innovative companies.

There are no accelerators only focussed on coffee innovation.

Innovation in coffee is slow and rare yet coffee 5.0 is already at \$10B. Delivery, cold, flavored, canned.

Coffee is complicated business, highly obscured and out of the sun.

Coffee innovation investment has crossed \$1B 2019 expand.

E.G Coffee innovation fund.

OUR FUNNEL

- 4 Week crush course for early stage innovation – a pitch (12 innovators)
- 8 Weeks for validation – a business idea. (6 graduates + 2 new teams).
- 12 Weeks for preparing for investability or POC – a viable project (4 + 2)
- 6 Month followup and market and investment – a startup (4+1)

Content contacts market data



Enterpranurial spirit

The trade of pitching to investors and clients

Building a winning business

Understanding business models

Running your own business - startup

Bootstraping - raising funds - all about money

.....

Owning your story

Owning your numbers

Owning your team

Understanding stakeholders

Understanding contracts

IP TMs and patents

09

Coffee professionals

Spin-offs (companies with coffee related technologies)

Coffee lovers with tech wings

City lovers small business lovers

Coffee culture people

Social entrepreneurs

Coffee experience

Beverage experience

Café and coffee logistics

Coffee trade

Ethics, fair-trade, Authenticity, local brands

Sustainability, AgTech

Coffee is the blood in the city spirit

Who innovators are and what they get



BUSINESS MODEL - INCOME

SUPPORT OR INVESTMENT FROM WORLD WIDE PLAYERS



The ASK



INITIATION
YEAR \$250K

First cohort

FULL
CURRICULUM

300 innovators > 50
Entrepreneurs > 10
starters > 5 graduates

INVESTMENT

3 followup investments

5 POC
PROJECTS

What you get



Israeli
innovation for
various
business units



innovative
brand



first see right



trends and
disruption
potential
analyses



tapping the
israeli vibrant
food tech
arena



influencing the
future of
coffee



Our vision



150 COMPANIES IN 10 YEARS

ACCE LOCATIONS:

3 in Africa

1 in Carribean

1 in Asia

1 in USA

HQ Israel