

loa

**PITCH
DECK**

ARABICA COFFEE CONCENTRATE

2 INTRO • 3 PROBLEM • 4 SOLUTION • 5 FLAVOURS • 6 HOW TO PREPARE LOA • 7 COMPETITION & ADVANTAGE • 8 WHY NOW •
9 COFFEE CONSUMPTION IN GERMANY • 10 UNIT ECONOMICS • 11 OUR ACHIEVEMENTS • 12 FOUNDER COMMITMENT • 13 LOA FOUNDERS
• 14 SCALING APPROACH • 15 SOCIAL ADS STRATEGY • 16 D2C FUNNEL INSIGHTS • 17 PRODUCT DIVERSIFICATION • 18 JOIN OUR MISSION •
19 CONTACT

THE FUTURE COFFEE

Loa, made from 100% Arabica beans, is a 30x concentrated coffee. Simply add 1-2 teaspoons to milk or water for a barista-quality coffee instantly.

Loa combines affordability, convenience, quality, and variety, positioning itself as an essential daily beverage choice. It enables consumers to create their everyday coffee and even Starbucks-like drinks effortlessly right in their homes or in the office at a fraction of the cost.

Loa caters to the dynamic lifestyles of modern coffee lovers with an attractive alternative to mainstream coffee options, presenting an exciting opportunity in the beverage market.



MADE IN GERMANY

PROBLEM

Traditional coffee options are **expensive, time-consuming, or wasteful**. Consumers face trade-offs between **convenience, quality, and affordability**. Capsule systems and coffee chains generate excessive waste and high costs. Current solutions (Starbucks, home espresso machines, pods) are:



Time-consuming
brewing, waiting in line



Expensive
€3–5 per cup



Environmentally harmful
capsule/paper waste

SOLUTION

Just 1–2 teaspoons of Loa + milk/water
= **premium coffee in seconds.**



Cost-effective

€0.53 per cup vs.
€5 at coffee chains



Eco-friendly

zero waste, no machines,
no plastic capsules



Portable

ideal for home, office,
travel, hotels and airlines



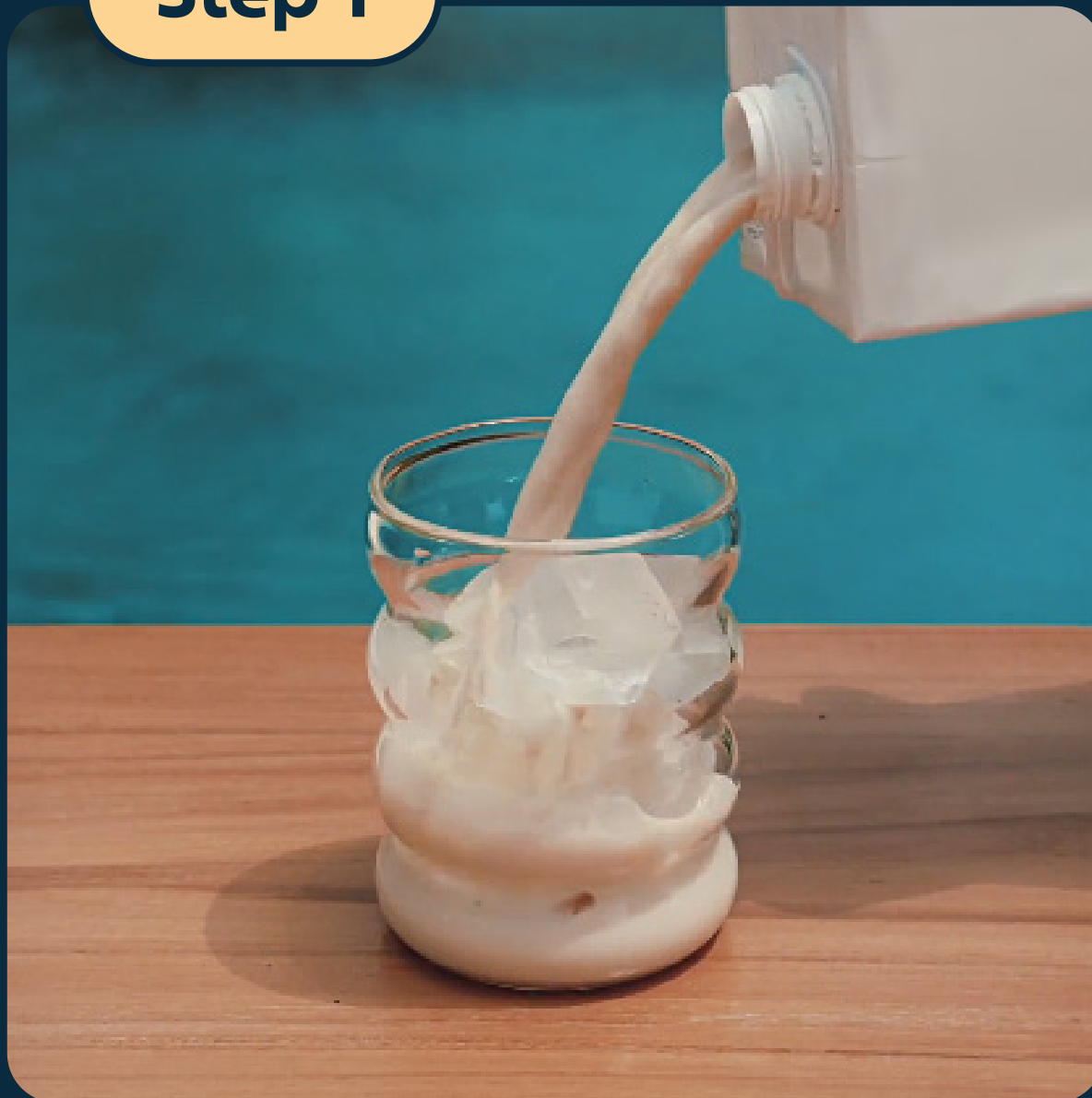
Customizable

Starbucks-like drinks
with zero effort

Loa provides the perfect balance of **quality, affordability and sustainability** for modern coffee lovers.

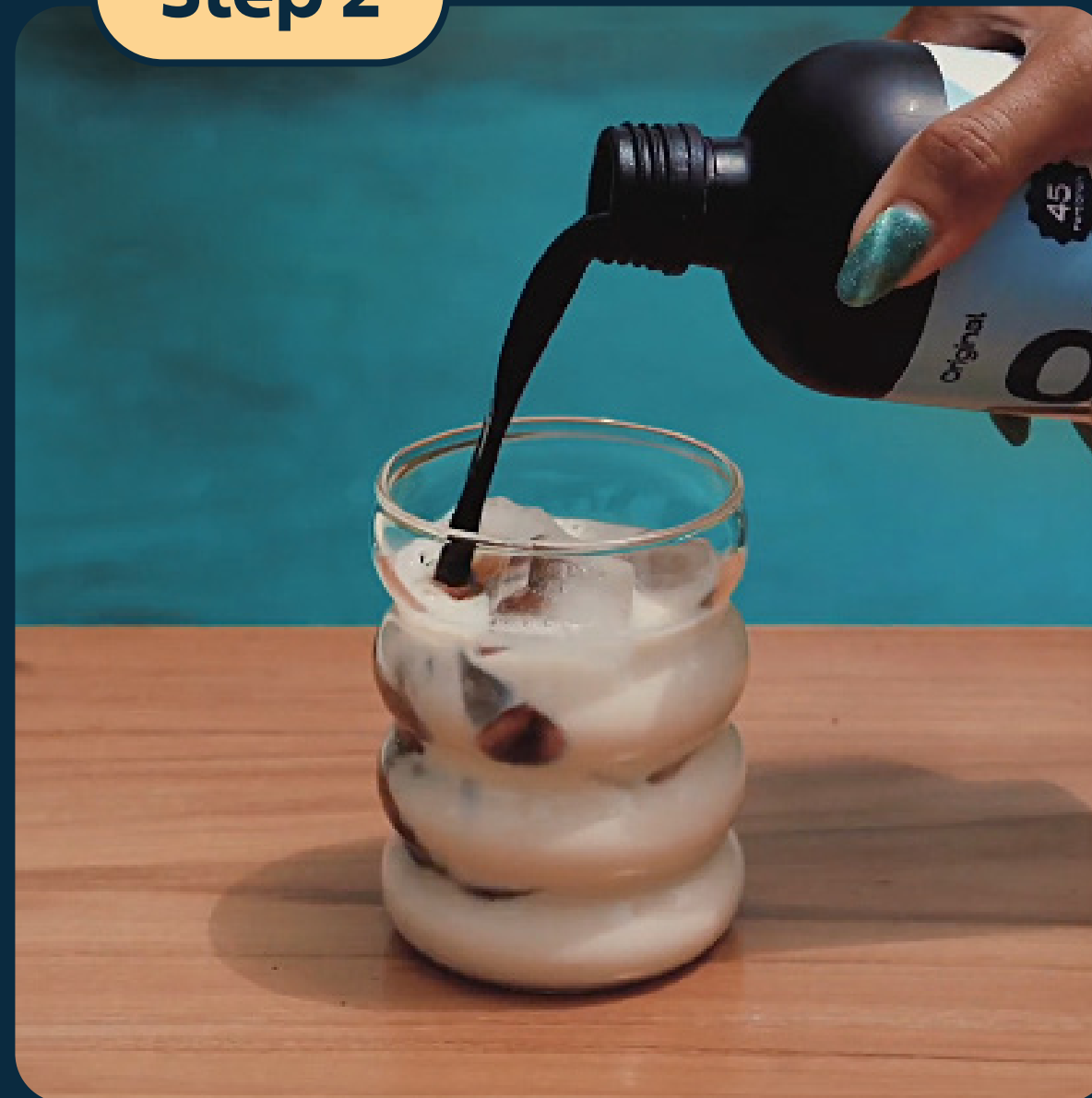
FAST. EASY. DELICIOUS.

Step 1



**Fill your glass with milk
or water, hot or cold.**

Step 2



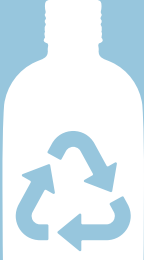
Add 1-2 teaspoons of Loa.

Step 3



Stir, done!

LOA COMES IN 6 EXCITING FLAVOURS

 **350ml
GLAS
BOTTLES**



ORIGINAL

Original



CINNAMON ROLL

Cinnamon Roll



KARAMELL

Caramel



VANILLE

Vanilla



HASELNUSS

Hazelnut



NUSS SCHOKO

Nut Chocolate

COMPETITION & ADVANTAGE

Feature		Starbucks	Nespresso	Instant Coffee
Cost per cup	€0.53	€5.00	€0.40 – €0.70	€0.30
Time to prepare	10 sec	10 min	2 min	1 min
Quality	100% Arabica	High	Medium	Low
Sustainability	Zero waste	Paper/plastic cups	Capsules	Plastic jars
Portability	Yes	No	No	Yes

Loa wins on **affordability, convenience and sustainability.**

WHY NOW

Bringing proven convenience coffee concepts to the german market

1

LIMITED COMPETITION IN GERMANY

Only one player in the German market – indicating low competition and high growth potential.

The market is unclaimed, leaving room for category leadership.

2

GLOBAL GIANTS ARE ALREADY MOVING

Nestlé and other major brands have launched similar coffee concentrate products in Australia & China.

Market validation: If big brands are investing, the trend is real and gaining traction.

Once global brands see success, they will expand into Europe.

3

GERMANY IS READY FOR DISRUPTION

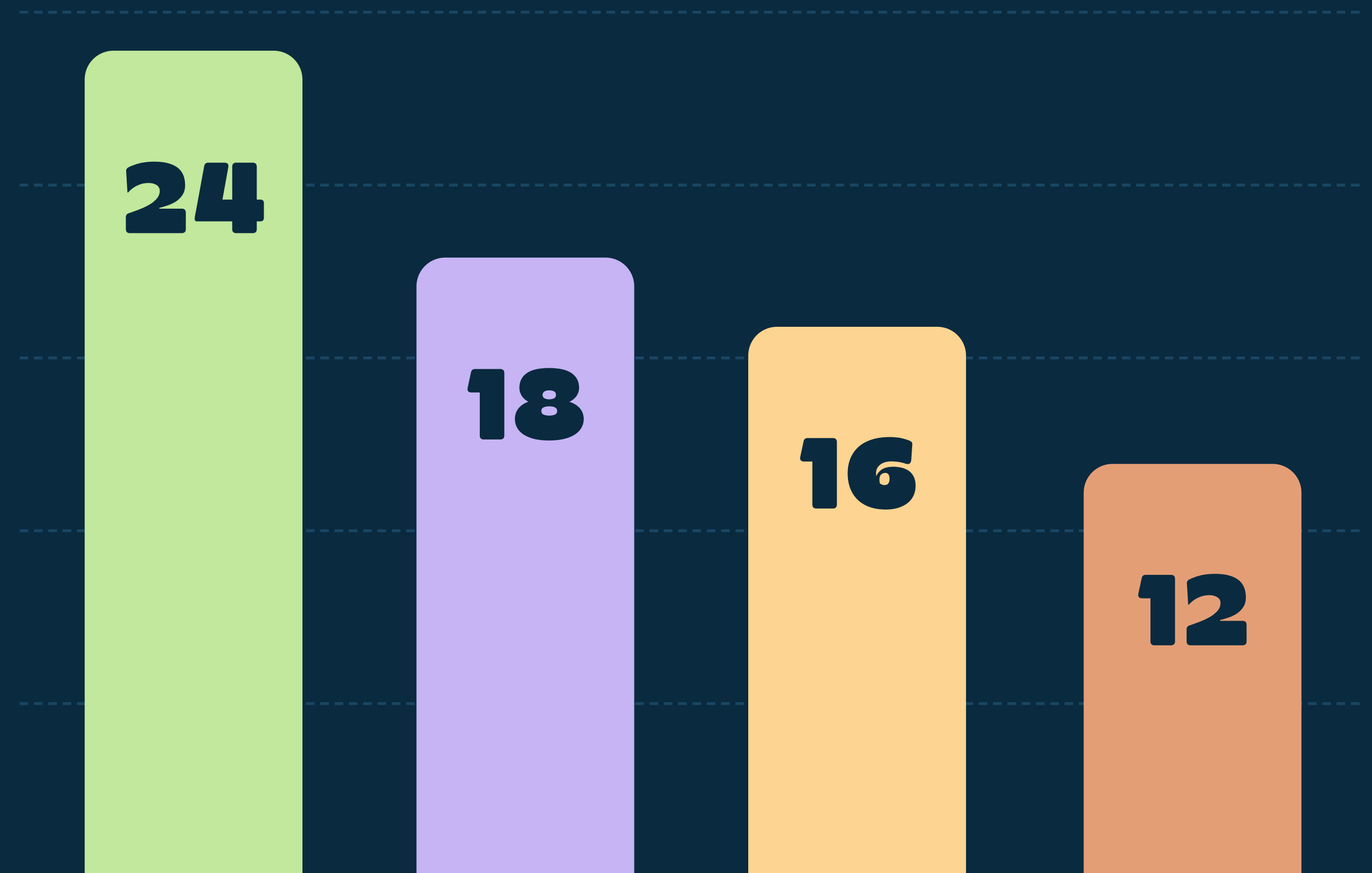
Germany has 58M+ coffee drinkers, but lacks premium coffee concentrate options.

Consumers are shifting towards convenience, sustainability and affordability.

The DTC coffee boom in the U.S. (brands raising \$85M+) shows a massive trend shift.

**58M PEOPLE
IN GERMANY
DRINK COFFEE
MORE THAN
ONCE A WEEK**

- More than once a day
- Once a day
- More than once a week
- Less than once a week



People consuming coffee in Germany (in M)

Source: Statista, Coffee Market in Germany 2021

UNIT ECONOMICS

MARGIN STRUCTURE IN EUR

Net AOV	65
COGS	-24
Gross Profit	40
Gross Margin	63%
Ship & Pack	-8.30
Transaction Fees	-1.5
Contribution	31
CM 2	47%

ASSUMPTION & UNIT ECONOMICS

RPR	3x
CLV (Gross Profit)	€120
CAC	€27
CLV / CAC	4.4x

CONTEXT

- RPR 2x indicates product market fit + subscription lock in
- CAC assumption is based on real marketing numbers – not reflecting organic traffic at all
- CLV / CAC ratio exceeding 3x indicates healthy economics



FRONT OFFER

OUR ACHIEVEMENTS

1

€90,000 PERSONAL INVESTMENT:

Fully funded our launch and early growth.

2

WEBSHOP & BRANDING:

Built a robust online store and strong brand identity from the ground up.

3

IN-HOUSE UGC MARKETING:

Established a self-sustaining marketing process.

4

€30,000 REVENUE 2ND MONTH OF LAUNCH:

Quick traction with strong early sales and early growth.

5

PROFITABILITY ON FIRST ORDER:

Proven product-market fit.

Online store sessions



14,248 ↗ 248%

Total sales

€30,732.51 ↗ 359%

Total orders

594 ↗ 258%

Conversion rate

3.47% ↗ 11%

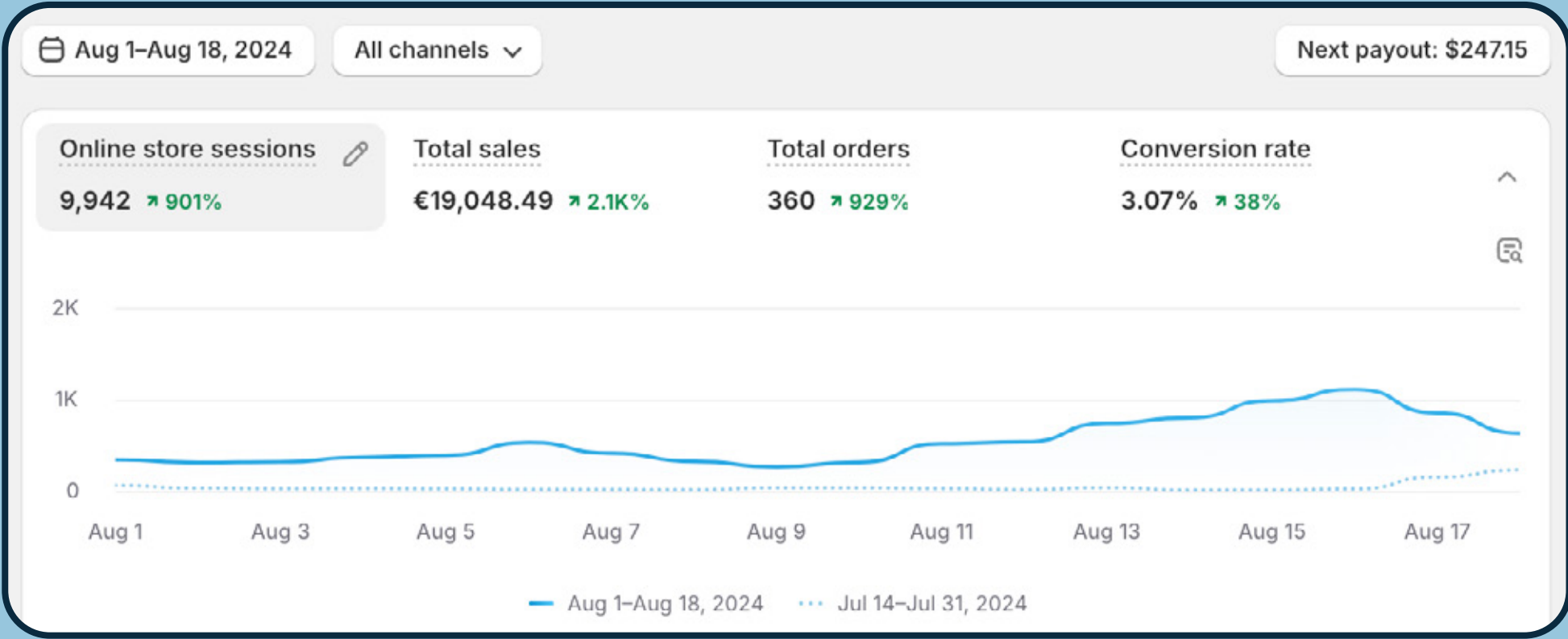
August 2024

We've achieved profitability on 1st order

Ad	Amount spent ↓	Budget Ad set	Result ↓	Cost per result ↓	Deliver ↓	Ends ↓	Purchase ROAS (return on ad spend) ↓	Website purchase ROAS (return... ↓	Purchases conversion value ↓	Website purchases conversion... ↓
24_06_2024_VideoAd_Mixvideo_V7	€1,985.43	€150.00 Daily	73 ^[2] Websi...	€27.20 ^[2] Per Purchase	Off	Ongoing	2.44 ^[2]	2.44 ^[2]	€4,847.32 ^[2]	€4,847.32 ^[2]
24_06_2024_VideoAd_Mixvideo_V5	€294.85	€150.00 Daily	3 ^[2] Websi...	€98.28 ^[2] Per Purchase	Off	Ongoing	0.42 ^[2]	0.42 ^[2]	€123.29 ^[2]	€123.29 ^[2]
01-08-2024_StaticAd_Image_V4	€162.91	€150.00 Daily	1 ^[2] Websi...	€162.91 ^[2] Per Purchase	Off	Ongoing	0.17 ^[2]	0.17 ^[2]	€27.89 ^[2]	€27.89 ^[2]
26_06_2024_VideoAd_Mixvideo_V4	€91.52	€150.00 Daily	3 ^[2] Websi...	€30.51 ^[2] Per Purchase	Off	Ongoing	1.32 ^[2]	1.32 ^[2]	€120.90 ^[2]	€120.90 ^[2]
30-07-2024_VideoAd_Pitchvideo_V5	€88.48	€150.00 Daily	3 ^[2] Websi...	€29.49 ^[2] Per Purchase	Off	Ongoing	2.37 ^[2]	2.37 ^[2]	€209.70 ^[2]	€209.70 ^[2]
30-07-2024_VideoAd_Pitchvideo_V2	€43.51	€150.00 Daily	— Website ...	— Per Purchase	Off	Ongoing	—	—	€0.00	€0.00
30-07-2024_VideoAd_Pitchvideo_V5	€37.90	€150.00 Daily	2 ^[2] Websi...	€18.95 ^[2] Per Purchase	Off	Ongoing	3.69 ^[2]	3.69 ^[2]	€139.80 ^[2]	€139.80 ^[2]
30-07-2024_VideoAd_Pitchvideo_V4	€21.83	€150.00 Daily	— Website ...	— Per Purchase	Off	Ongoing	—	—	€0.00	€0.00
Results from 8 ads	€2,726.43 Total spent		85 ^[2] Websi...	€32.08 ^[2] Per Purchase			2.01 ^[2] Average	2.01 ^[2] Average	€5,468.90 ^[2] Total	€5,468.90 ^[2] Total

CAC: €27.20
CM2: €35.02

BREAK-EVEN
ROAS: 1.9



PROJECTED MONTHLY
REVENUE 2024: €40–80K

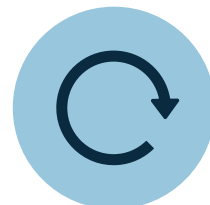
SCALING APPROACH

NET REVENUE



Increasing Average Order Value

Implementing up-/cross-selling strategies for additional products such as Straws, Pourers, Cups, Milk Frothers, and Heating Coffee Mugs.



Increasing Customer Lifetime Value

Introducing a Subscription Model where customers receive Loa Coffee automatically once a month.

MARGINS



Expanding Business

Scaling through Economy of Scale and Scope



Cutting Costs

Exploring cost-efficient options for Coffee Extract sourcing globally or considering in-house production.

MARKETING



Influencer Marketing

Collaborating with Instagram and TikTok Content Creators as brand ambassadors.



Affiliate Marketing

Launching the Loa Partner Program to encourage User-Generated Content and Micro Influencer Outreach on a variable remuneration model.



Gamified Marketing

Implementing incentive schemes for loyalty and retention.

SOCIAL ADS STRATEGY



PLAY
AD

FOUNDER ADS

- Builds **trust** and **personal connection**
- Showcases the founder's **passion and story**
- Humanizes and adds **credibility** to the brand



STREET SURVEYS

- Captures **authentic reactions** from everyday people
- Enhances **trust and social proof**
- Shows **genuine opinions** and endorsements



UGC ADS

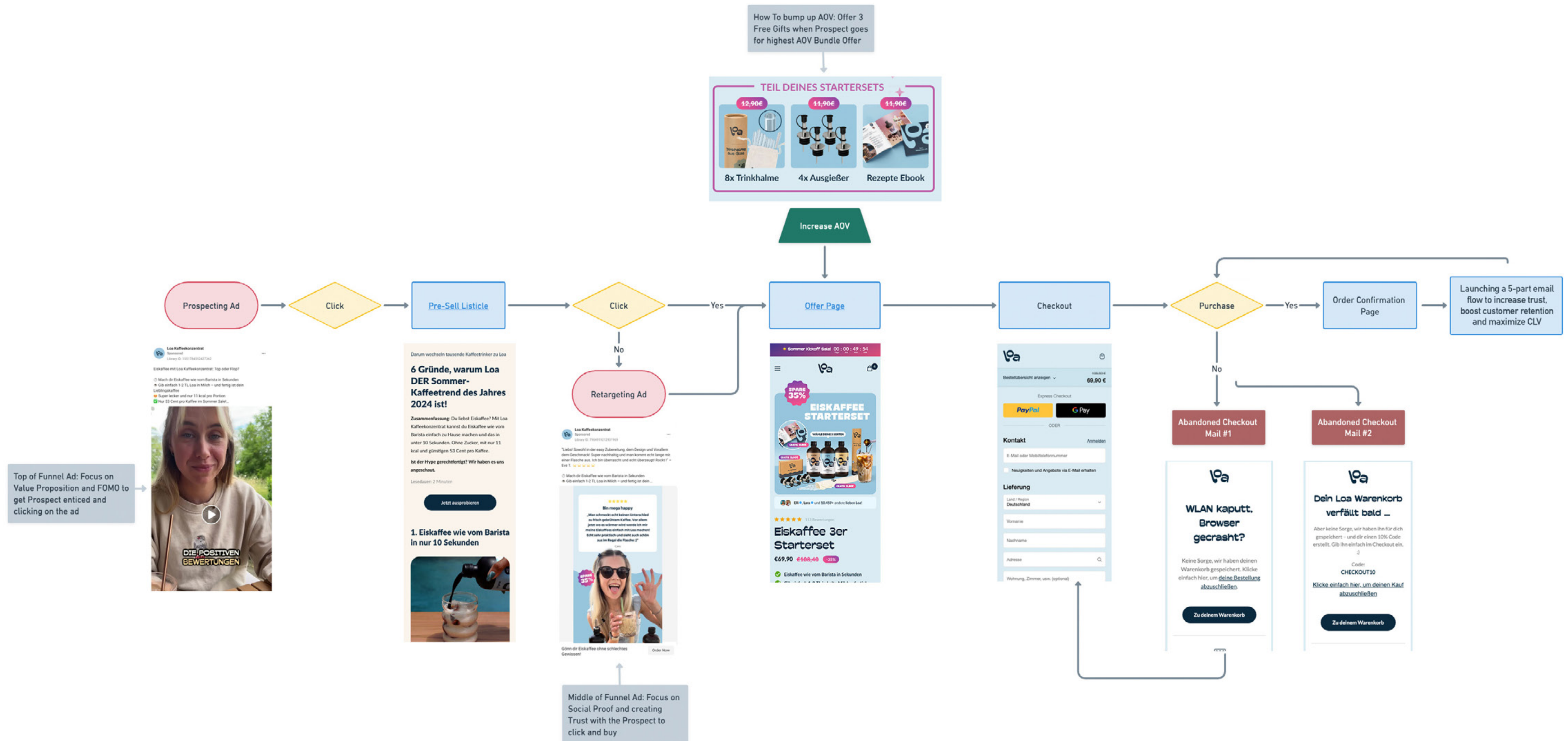
- Leverages **social proof** and relatability
- Features customers using the product
- Demonstrates **practical benefits** and effectiveness



STATICS

- Increases **touchpoints** and keeps the product **top-of-mind** throughout the customer journey
- Reinforces **brand recognition**

D2C FUNNEL INSIGHT



JOIN OUR MISSION TO DISRUPT THE COFFEE MARKET!

