

community pod
coffee that gives

CONTENTS

- A Social Enterprise 3
- Meet The Team 4
- Vision & Mission 5
- The Concept 6
- Recycling Program 7
- Charities & Not-For-Profits 8
- The Coffee Industry..... 9
- Community Engagement 10
- Get Involved 11

A SOCIAL ENTERPRISE



“Social enterprises use the power of the market place to solve the most pressing societal problems. They are businesses that exist primarily to benefit the public and the community, rather than their shareholders and owners. Social enterprises are commercially viable businesses with a purpose of generating social impact”

MEET THE TEAM



MARK GROGAN + MEGAN WATSON

- Co-founders
- Business owners
- Social entrepreneurs



DR. ROS WORTHINGTON OAM

- 2015/16 West Australian of the Year
- Philanthropist
- Motivational speaker
- Charity founder, ambassador & patron



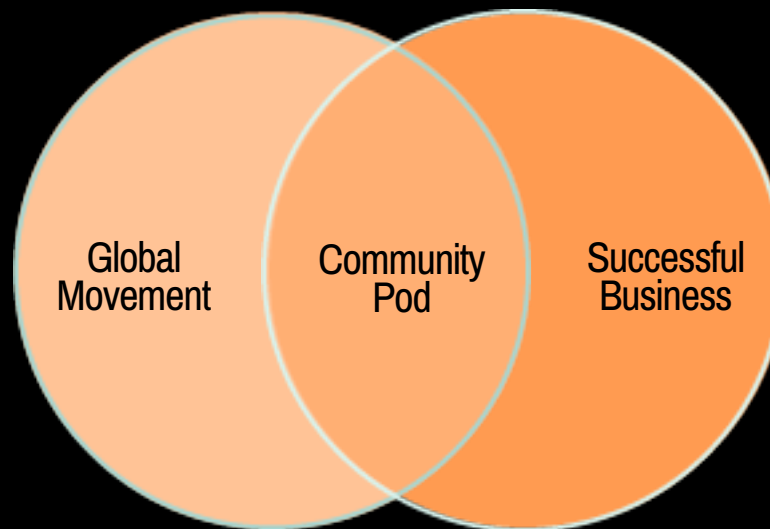
JAKE SMITH

- Hybrid professional
- Bachelor of Commerce
- Diploma in Financial Planning
- Master of Media & Communication
- Diploma in Social Media Marketing

VISION & MISSION

First and foremost, Community Pod's mission is to empower and enrich the lives of each and every person around the world. Our vision is to awaken a culture that embraces and thrives on the concept of 'paying it forward'. We draw inspiration from our friends at InPact who share a similar vision: "To change the world by putting purpose at the heart of every purchase".

Whilst the community will always be at the forefront of our decisions, it's essential that Community Pod's vision is supported by a pragmatic approach to business. Our ambition is to be a successful brand that is globally recognised for quality coffee and a powerful customer experience.



THE CONCEPT

Community Pod generates income by selling coffee pods and coffee beans via an e-commerce enabled website. Community Pod redirects up to 14% of every transaction to the various charities and NFP's listed on our website.

The unique and attractive element of this concept is that the buyer has the power to choose which charity or NFP they would like their money to go towards. This feature is part of Community Pod's movement to make individuals overtly conscious of the 'paying it forward' philosophy.



Shipping is scheduled and sent to customer

RECYCLING PROGRAM

Collaboration is one of Community Pod's core values which is why we have teamed up with fellow social enterprise **Life Cykel** - Australia's First Urban Mushroom Farm. Coffee and mushrooms may sound like an unusual combination, but in actual fact they make for a perfectly resourceful and recyclable recipe. Life Cykel will utilise Community Pod's waste products and use it to grow gourmet organic mushrooms.

Coffee grounds & used coffee pods are collected by Life Cykel



Grounds mixed with mushroom spores at the farm. Pods form part of various recycling projects

LIFE CYKEL

SMARTER LIVING IN THE MODERN WORLD

Left over compost returned to ground for more growth



Mushrooms eat the coffee ground, humans eat the mushrooms

CHARITIES + NFP'S

- There are approximately 600,000 Not-For-Profit (NFP) organisations in Australia. It's important to note that the term "NFP" encompass charities.
- 55,000 of those NFP's have registered with the "Australian Charities & Not-For-Profit Commission' (ACNC).
- Around 23,000 or 40% of those registered organisations have Deductible Gift Recipient (DGR) status and are able to receive tax deductible gifts and donations.
- The NFP sector has a combined total income of over \$103 billion.
- The largest 5% of charities receive 80% of the sector's income.
- Charities employ over 1 million staff.

There are many worthy causes in Australia and they all need as much help as they can get in order to reach their goals. Community Pod has the ability to play a major role in helping these NFP's and charities by providing an **additional source of income** in order to generate much needed funds as well as providing a **platform to build awareness**.

THE COFFEE INDUSTRY

- The single serve market is the fastest growing segment of the coffee industry.
- The pod market's estimated worth is more than \$10 billion a year globally.
- Australian's consume up to 3 million capsules per day or just over 1 billion pods each year.
- Our bean and pod supplier is based in Australia to ensure optimal quality and freshness.
- Our product range will feature standard and premium Nespresso-compatible pods, LavazzaBlue-compatible pods as well as Australian roasted coffee beans ready for brewing.
- After extensive research and endless samples, we are confident that we have created the perfect flavours and desired taste that everyone will love. We boast a range of flavours from mellow and mild through to rich and intense all of which are unique to Community Pod.
- A single Nespresso-compatible coffee pod retails for approx. 70 cents and Community Pod are committed to giving 10 cents (14%) per pod to a charity or NFP listed on our website.
- On average, the RRP for a quality bag of coffee beans is \$30 per kilogram. Using this example, Community Pod would donate \$4.20 (14%) from the sale of each bag of beans.

COMMUNITY ENGAGEMENT

#igiveashot



* IMAGES ARE FOR DEMONSTRATION PURPOSES ONLY

#igiveashot is our driving force to starting a *movement*.

Celebrity endorsement and social media will help us to engage, encourage and connect the Community Pod family. It's a challenge to everybody to think about giving through the unique platform Community Pod is providing. We want each and every person to share their experience and really embrace the concept in its entirety.

GET INVOLVED

We want everybody to be part of this global **movement**. We simply ask that you **pledge your support** and register your interest as we build towards a mid-2016 launch.

Your pledge is the first step to making a difference in the world. Getting involved costs nothing. Community Pod coffee is a premium product without any compromises yet doesn't cost any more than the available alternatives.

Consider purchasing your coffee from Community Pod and donating to a cause that is close to your heart.

It doesn't matter if you are a small family in a regional area or a major corporation; **individually we are one drop, together we are an ocean.**

By making a pledge you will be kept up-to-date on how you can **pre-order your coffee** and we will inform you of the various charities and NFP's that have registered with Community Pod so that you can start planning which organisations you will assist with your donations.

**"COMING TOGETHER IS A BEGINNING;
KEEPING TOGETHER IS PROGRESS;
WORKING TOGETHER IS SUCCESS"**

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inPACT™

lifecykel
Smarter living in the modern world