

Creating a go-to-market strategy for the circular start-up Caffe Inc.

Caffe Inc. creates oil and colourants from spent coffee grounds. They want to build the largest biorefinery of used coffee by 2025. They are not merely recycling coffee, they create value. They make products that fit your conscious life style.



Goal

Caffe Inc. can create beautiful product, however they do not yet know where their products are of value and how they should be positioned there. The final solution is a go-to-market strategy for the oil and colourants based on extensive market and context research and in line with Caffe Inc.'s synergies and interests.

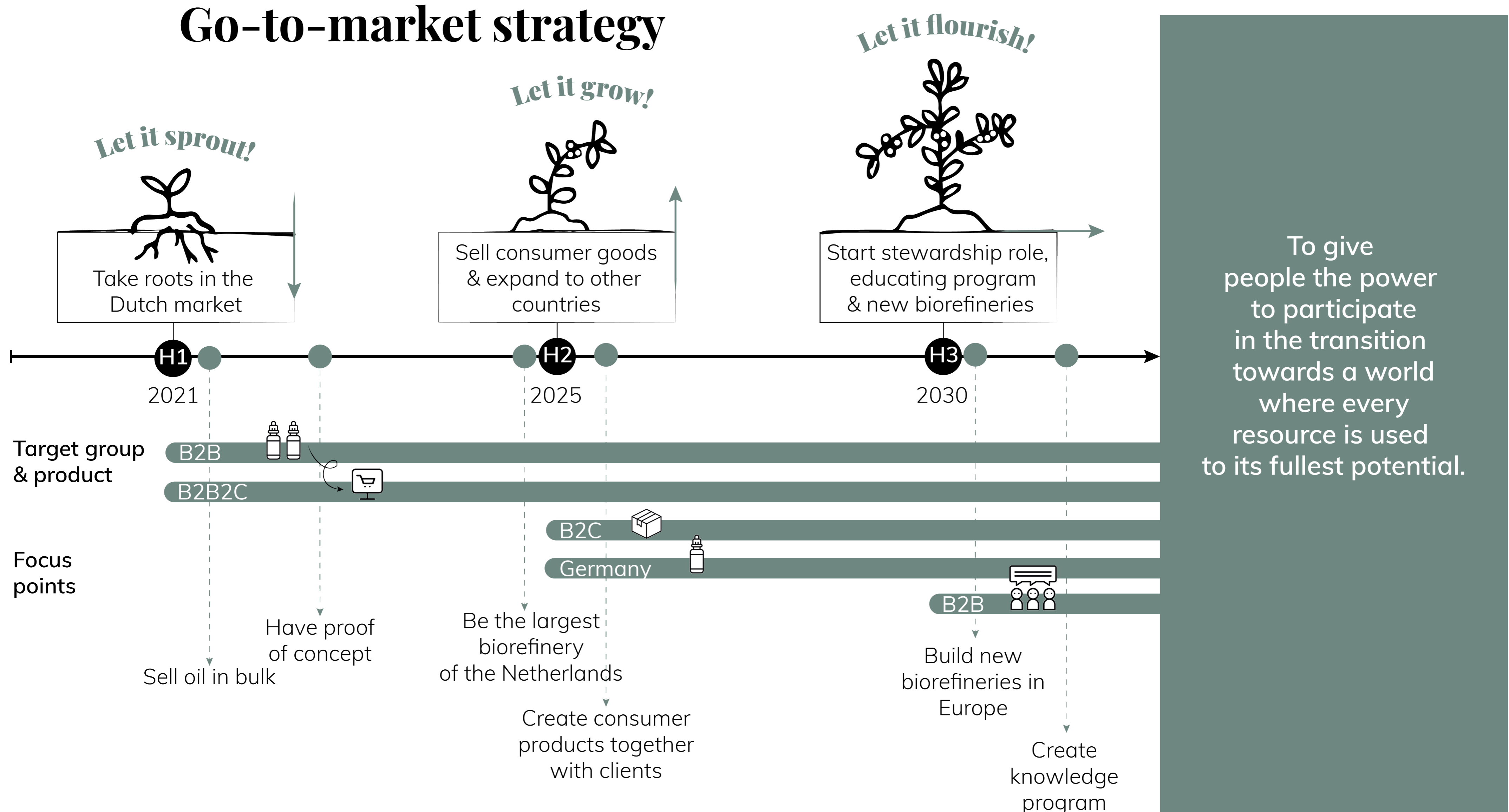
Research



Positioning

For businesses, Caffe Inc. offers bulk oil that is a sustainable, innovative and trustworthy alternative which delivers the opportunity to show that businesses care about people and the environment and gives companies the opportunity to be an inspiration to others.

Go-to-market strategy



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 Creating a go-to-market strategy for Caffe Inc.
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 Strategic Product Design

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