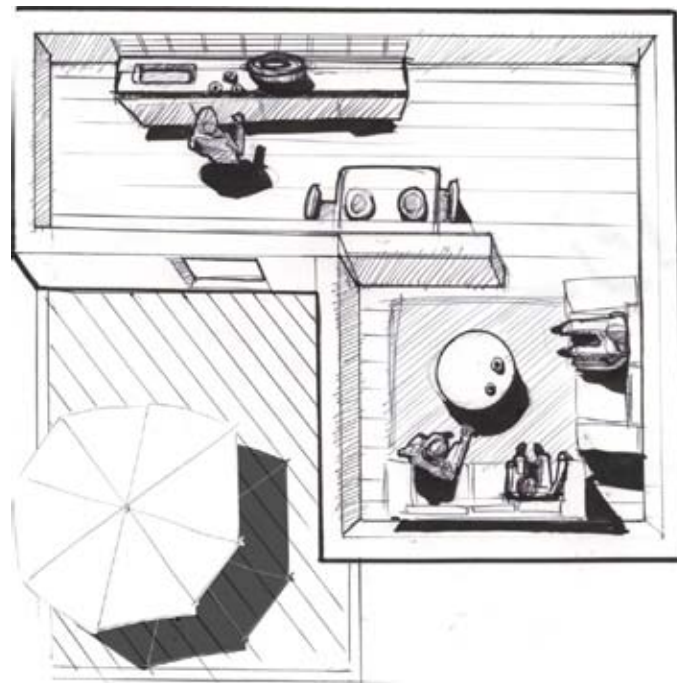


PROJECT SCOPE

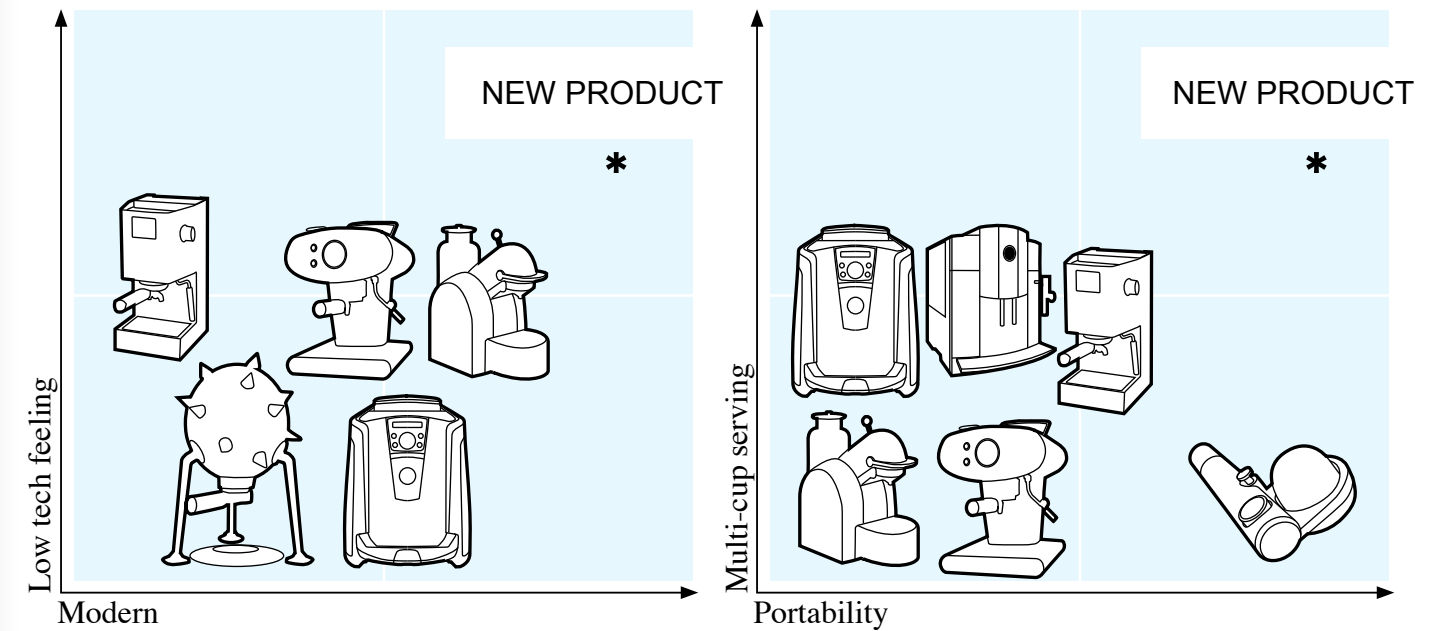
MAKING ESPRESSO COFFEE IS A ONE MANS JOB. THE HOST ENDS UP MAKING COFFEE RATHER THAN FOCUSING ON ITS GUESTS

- ESPRESSO CAN NOT BE MADE IN BULK
- REQUIRES SKILLS TO MAKE
- THE MACHINES LOCATION LIMITATE WHERE THE BEVERAGES CAN BE ENJOYED

■ HOST PREPARES COFFEE DRINKS FOR ITS GUESTS.



■ GUESTS ARE SOCIALIZING WHILE THE COFFEE IS BEING MADE.



MARKET ANALYSES

OPPORTUNITY TO CREATE A NEW ESPRESSO MACHINE THAT MAKES SEVERAL CUPS AT A TIME AND ALLOWS FLEXIBILITY IN TERMS OF MOBILITY WHERE THE DRINK CAN BE ENJOYED.