CHỢ CÀ PHÊ

B2B Data & FinTech Platform for the F&B Supply Chain

TRANSPARENT DATA – EXCLUSIVE TOOLS – GREEN TRANSFORMATION FOR THE COFFEE INDUSTRY

GET IT ON Google Play

Download on the App Store

COFFEE MARKET CO.,LTD
48 Hong Thai Str, Hoa Khanh ward, Da Nang city, Vietnam

THE PROBLEMS

"Vietnam's coffee supply chain faces low transparency, manual operations, and financial obstacles"

Farmers

600,000+ farmers lack transparent price data and predictive tools.

Declining income and dependence on middlemen

→ Needs free AI price forecasting to make smarter selling decisions

Roasters

20,000+ roasters operate manually and lack customer retention tools.

High labor costs and customer loss when sales staff leave

→ Needs a dedicated CRM to automate operations, reduce costs, and protect exclusive customer assets.

Coffee shop owners

Manual ordering via phone, no pricing standard, and cash flow pressure.

Pay 20–25% higher than market prices, with limited cash flow flexibility.

→ Needs transparent pricing standards to control costs and FinTech (BNPL) solutions for safe cash flow rotation

Millions of consumers face fake coffee, poor quality coffee

SOLUTION & CORE VALUE

Three integrated technology layers

- Data
- Tools (SaaS/CRM)
- Finance (BNPL/FinTech)

Farmers

Free AI coffee price forecasting + daily-updated data from the London and New York exchanges

Sell at the right time; aim to increase income by 10–15% per year.

Roasters

Personalized CRM app: manage customers, orders, and automated promotions

Reduce ~30% of operating costs; retain customers and prevent data loss when staff leave

Cafe shop owners

Transparent roasted-coffee pricing + FinTech BNPL (Buy Now, Pay Later) for stable cash flow

Save 20–25% on raw material costs; ensure safe and predictable capital rotation.

BUSINES MODEL & COMPETITIVE ADVANTAGES

BUSINESS MODEL

SaaS/CRM Fee (B2B)

- Base Plan: Free
- Pro Plan: 3,000,000 VND/month
- FinTech Elite Plan: 8,000,000 VND/month

B2B Transaction Fee

- Commission on each B2B order processed through the CRM app.
- Real-time pricing API and premium data reports.

FinTech B2B

- Interest and service fees for BNPL (Buy Now, Pay Later) and invoice/inventory financing

Competitive Advantages

Data Moat:

- Controls the "National Roasted Coffee Price Standard" — an exclusive, non-replicable data source.

Tool Moat:

- Personalized app for each roaster, enabling them to build their own customer ecosystem (zero-CAC)
- When they leave the platform, all data and tools lose effectiveness → a natural retention moat.

Core Technology:

- Microservices architecture (Next.js, Node, Laravel) – ready to scale FinTech regionally

Data → SaaS → Fintech

MARKET SIZE & EXPANSION POTENTIAL

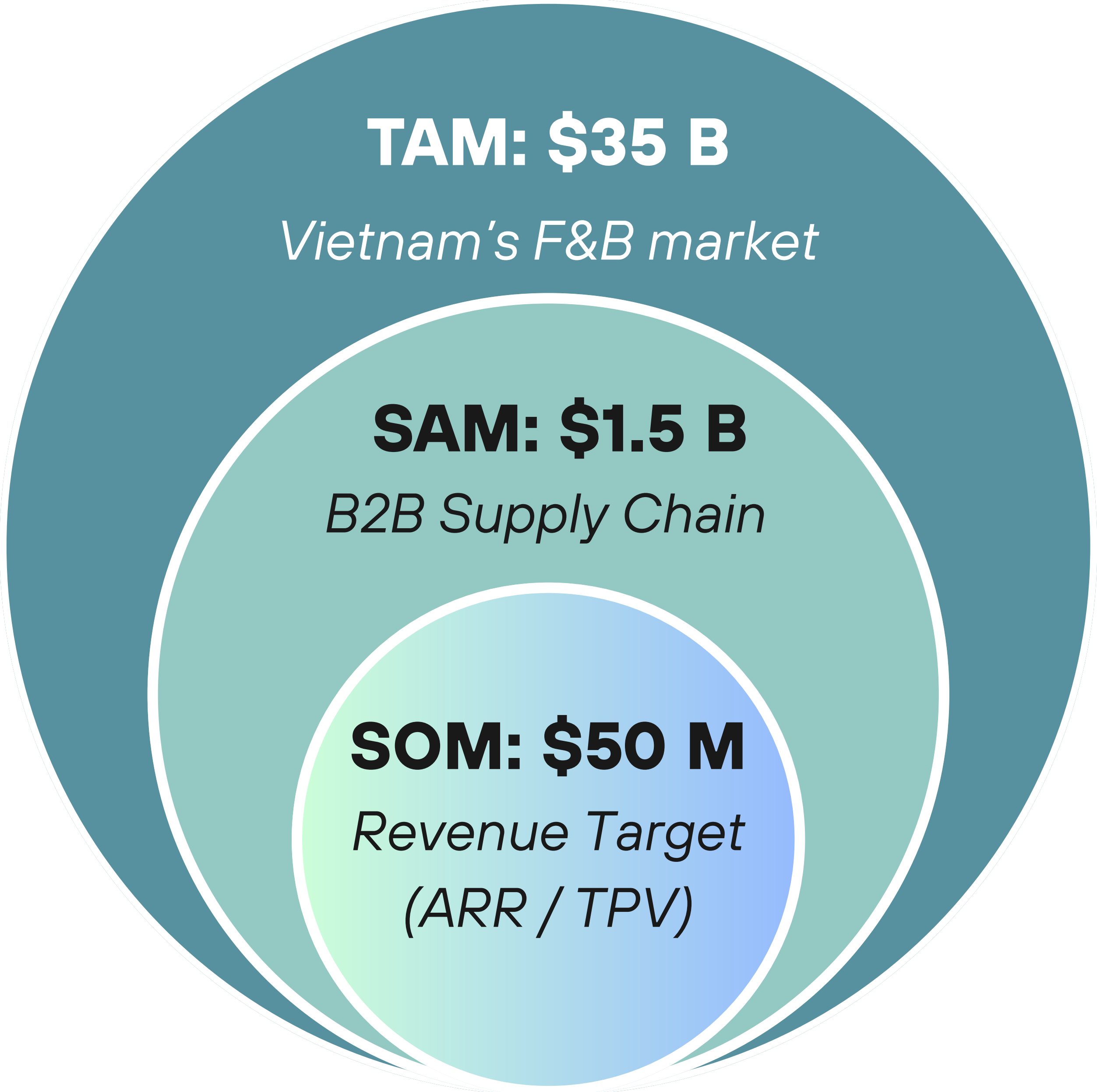
"Vietnam's F&B market is valued at USD 35 billion, growing at 16.6% annually"

20.000+
roasters & suppliers.

500.000+
active coffee shops

600.000+
coffee-farming households

Vision: Scale the **Zero-CAC model** across APAC (Indonesia, Thailand, and beyond)



SOCIAL IMPACT

"Green Growth, Equity & Access to Capital"

Income Equity

Farmers increase income by 10-15% , shop owners save 30% of costs

Green Growth & Digital Transformation

Digital transformation for tens of thousands of SMEs, reducing emissions **(ESG)**

Financial Risk Mitigation

Suppliers & shop owners gain safe access to capital ***(Fintech).***

Industry Standard, Eliminate Fake Goods

Reference Price Benchmark helps identify clean coffee

Savings >1,500 Billion VND annually, for social reinvestment

Coffee Farmer

increase income by 10-15%

Shop owners

save 36M VND/year/shop

Seller

Save > 100M vnd/year/seller

IMPACT MEASUREMENT FRAMEWORD

Design → Implementation → Reporting

Income ↑ 10–15% | Ops Cost ↓ ~30% | BNPL On-time ≥ 95% | CO_2e ↓ 5–10%

Design

Indicators & Baseline

- Define Outcomes/Outputs: income, cost, CO_2e, TPV.
- Baseline 2024 → 12–18 month target.
- Method: AI/CRM + ICE London/NY data.

Implementation

Tracking & Data Flow

- App/CRM monitors transparent orders, TPV, adoption.
- BNPL behavior → internal credit scoring.
- Daily/weekly dashboard, early alerts.

Reporting

ESG & Impact Reports

- 6-month Impact/ESG reports for investors.
- "Story of Change" for farmers, roasters, cafés.
- Data transparency & continuous improvement.

Key KPI	Definition	Target (12–18 months)
Farmer income increase	*Percentage of farmers with increased income due to transparent data and AI price forecasts.*	≥ 10–15% / year
Roaster cost reduction	*Reduction in operating costs from CRM automation and digital workflow optimization.*	~30%
BNPL on-time payment rate	*Percentage of timely payments in BNPL and invoice-financing transactions.*	≥ 95%
CO_2e emission reduction	*Reduction in carbon emissions achieved by optimizing logistics and reducing waste.*	5–10%

TRACTION

3000+
Active Users

20+
Suppliers onboarded for pilot testing

350+
self-service users

10.000+
orders processed

2000+
App downloads in 45 days

5
Japanese investors committed to funding

ROADMAP

"From SaaS Tool to FinTech Platform"

Phase 1: 0-6 months

Proof of Revenue & Moat

- Convert 100% of test partners to paid model. Reach 50 paid B2B Suppliers.
- Complete Core Technology. Start collecting internal credit score data.

Phase 2: 7-12 months

FinTech Validation & Scale

- Reached 200 Paid B2B Suppliers. Expanded to Tea/Milk Ingredients
- Deployed FinTech Pilot for 100 Shop Owners. Began Logistics Optimization (Reducing Emissions)

Phase 3: 13-18 months

Preparing for Series A

- Reach 500+ Paid B2B Suppliers.
- Comprehensive FinTech Expansion. Expand to 1-2 Southeast Asia (APAC) markets with similar agricultural structures to raise Series A funding

MARKET ENTRY STRATEGY

Using the "1 Partner = Hundreds of Users" approach through personalized apps

I. VIRAL B2B2C LAUNCH

Leverage a core B2B sales team to close contracts with the Top 50 roasters/suppliers, activating thousands of B2C users through unique partner codes.

II. PAID CONVERSION

Convert 100% of free trial partners into paid SaaS contracts, proving Proof of Revenue and strengthening long-term retention.

III. DATA MOAT DEVELOPMENT

Publish Market Reports (ICE API + AI Price Forecasting) as lead magnets to attract new B2B partners and establish the platform as an industry price authority.

IV. FINTECH PREPARATION

Build an internal credit scoring and data collection system, preparing for BNPL pilot testing in Q2/2026.

VISION & COMMITMENT

"From Chợ Cà Phê to the World's Coffee Bank"

VISION

To become the leading data and financial platform for Vietnam's coffee industry and the wider Southeast Asian region.

STRATEGY

Expand the ecosystem from SaaS → FinTech → Data Hub, creating a Dual Moat in tools and data

COMMITMENT

Build a transparent, sustainable, and fair infrastructure empowering millions of farmers, roasters, and coffee shop owners.

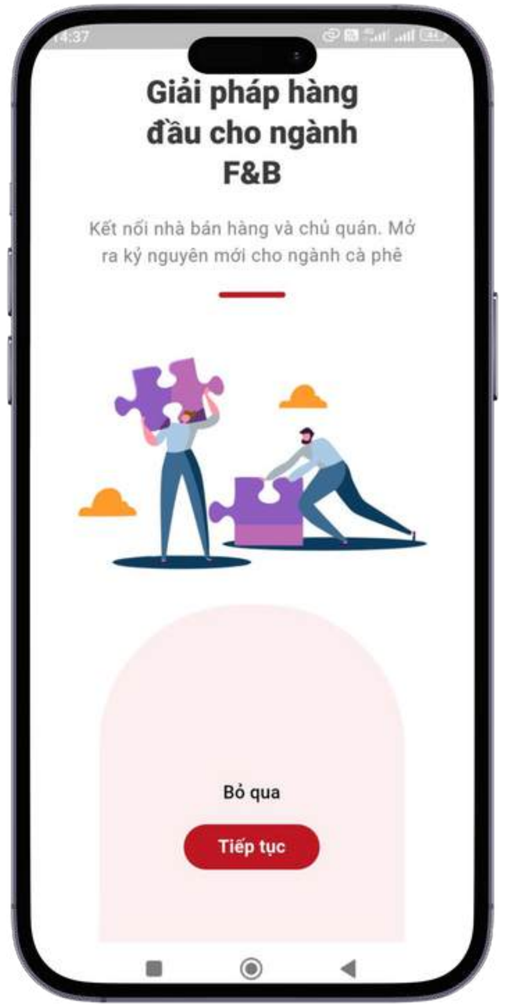
PERSONALIZED APP

“1 Partner = Hundreds of Users”

“Each Seller owns its own version of the app, using the code to install on existing customer files → **The Seller becomes a user distribution channel** for the entire platform”

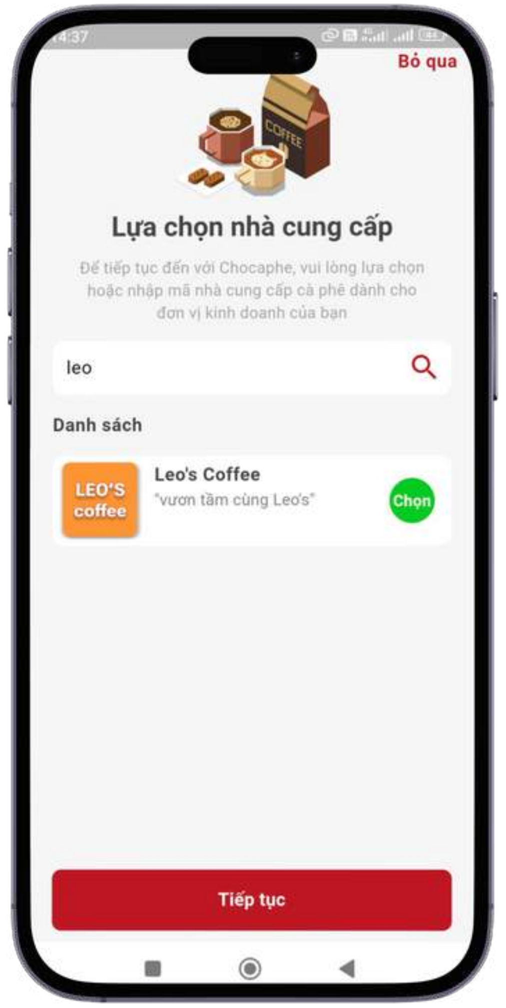
VIRAL B2B2C, ZERO - CAC

- Sellers can rest assured and not fear losing customers thanks to personalized app
- Take advantage of the seller's existing customer file, no need to buy traffic
- Distribution via code → Viral B2B2C
- Self-tracking, nurturing and upselling system using CRM/automation



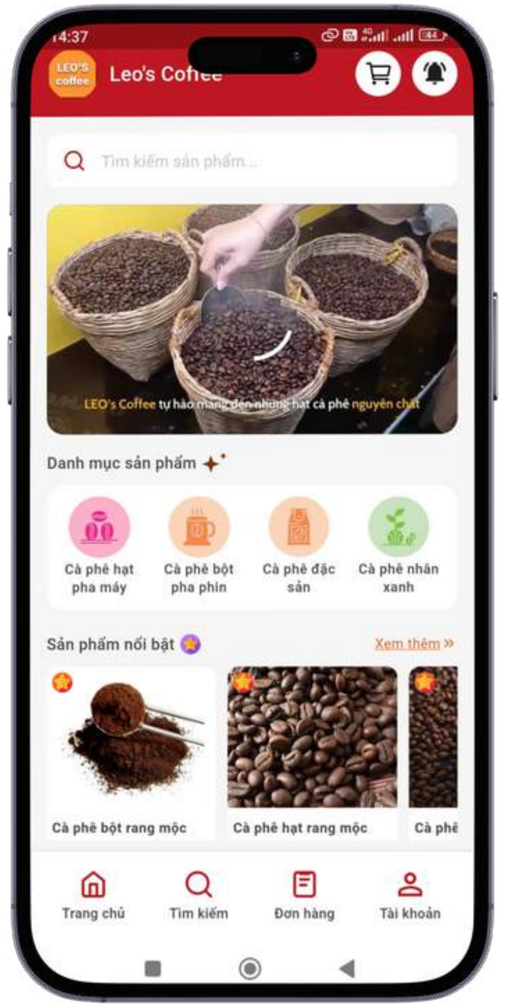
Step 1

Download & Install the App



Step 2

Enter the seller’s referral code when opening the app for the first time



Step 3

Enjoy a personalized experience tailored to your selected seller

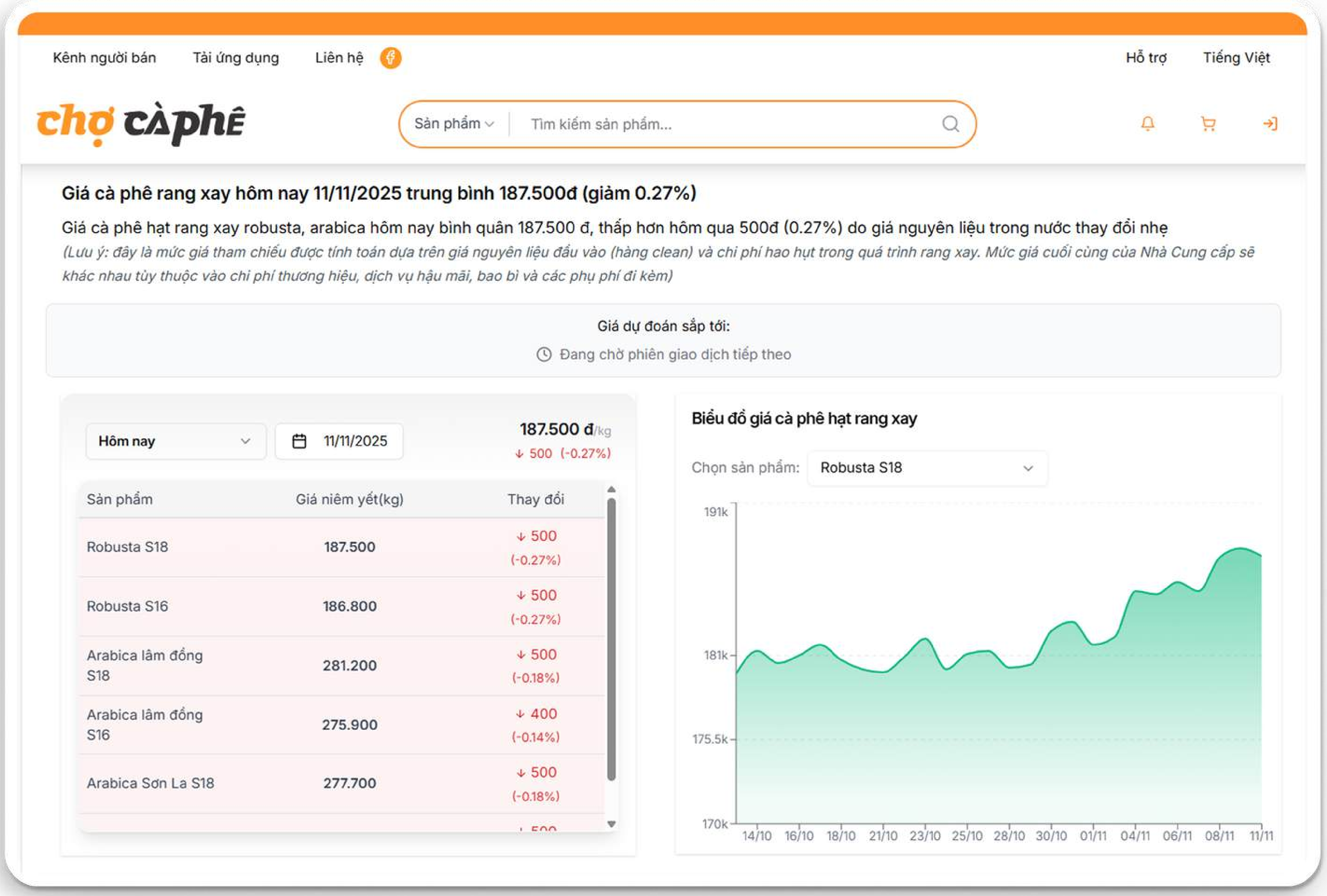
DAILY ROASTED COFFEE PRICES

"Using raw coffee price + processing cost + AI → create daily reference floor price"

Market transparency

National reference pricing

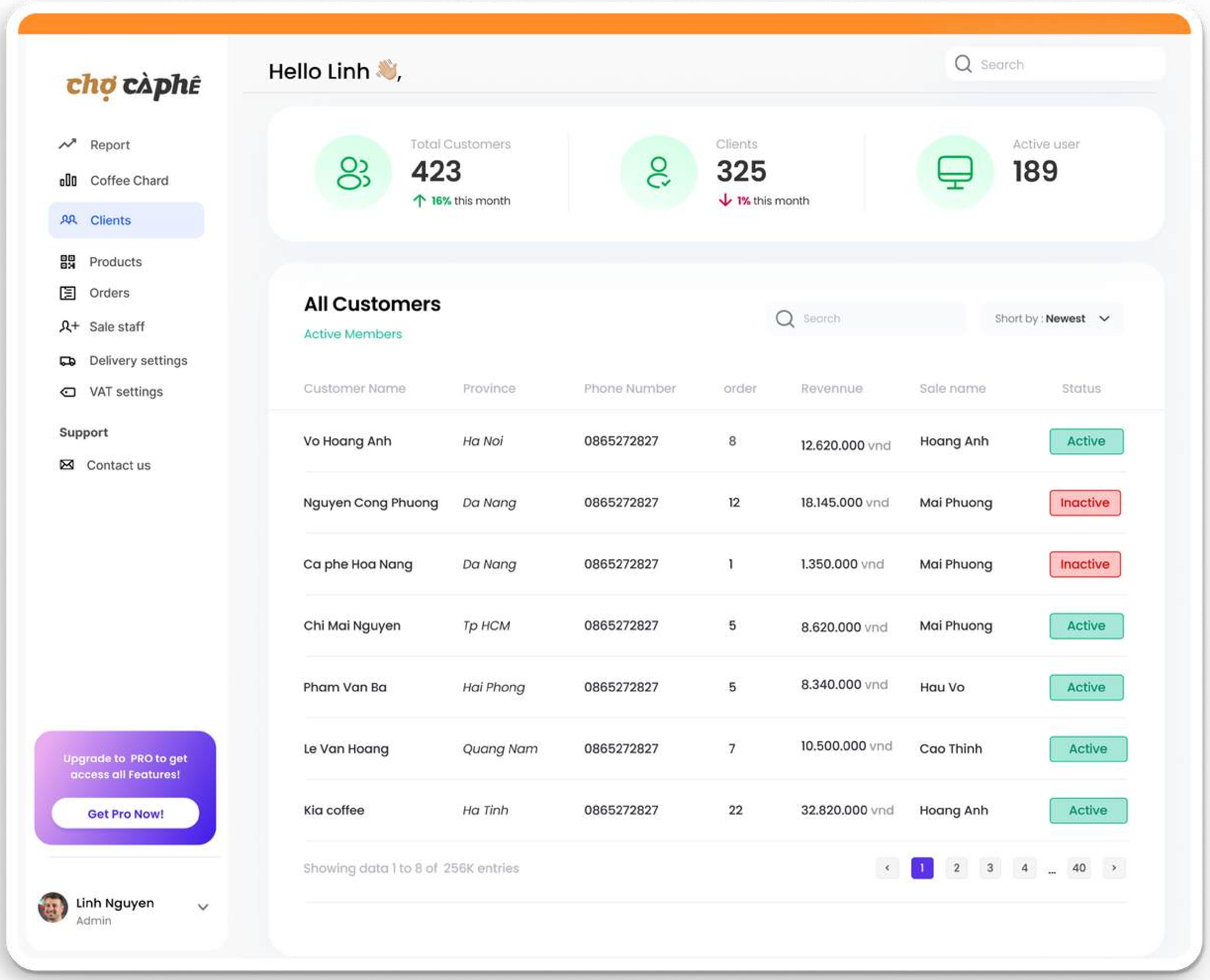
Eliminating counterfeits



SPECIALIZED CRM FOR F&B

"A CRM Platform Tailored for the Coffee & F&B Industry — Automating Operations, Personalizing Engagement, and Retaining Customers"

- Automatic customer identification and segmentation via code tracking
- Automatically recognizes and categorizes customers by region, purchase frequency, and revenue
- Track KPIs, revenue, and loyalty metrics → increase customer retention by 30%.
- Integrated logistics API for automated fulfillment and borderless B2B transactions across regions.

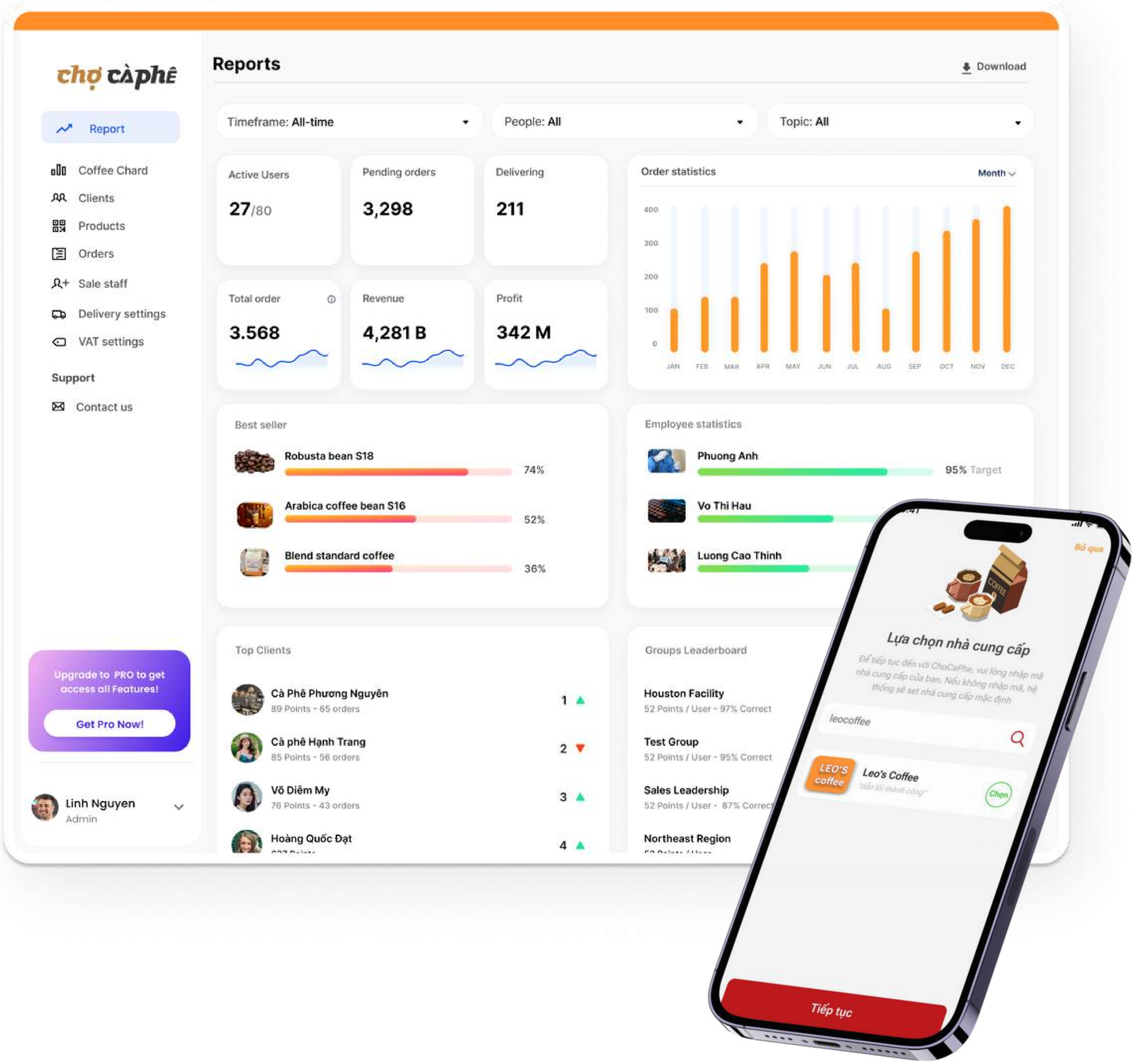


REPORTING & PROCESS AUTOMATION

“Digitally transforming tens of thousands of F&B SMEs through an industry-specific CRM”

- Comprehensive business reports
- KPI and performance tracking
- AI-powered coffee price forecasting
- Up to 70% reduction in HR costs

“From data to decision — empowering F&B businesses to grow sustainably through automation.”



CORE TEAM

Linh Nguyen Van
CEO & Founder
12 years: coffee, technology, retail

Thuy Vuong Thi
Tài chính - kế toán
20 years: finance, accounting

Canh Pham Tan
coffee expert
20 years: roaster and technician

Phuong Doan Quoc
Tech lead

Thinh Pham Tien
Backend

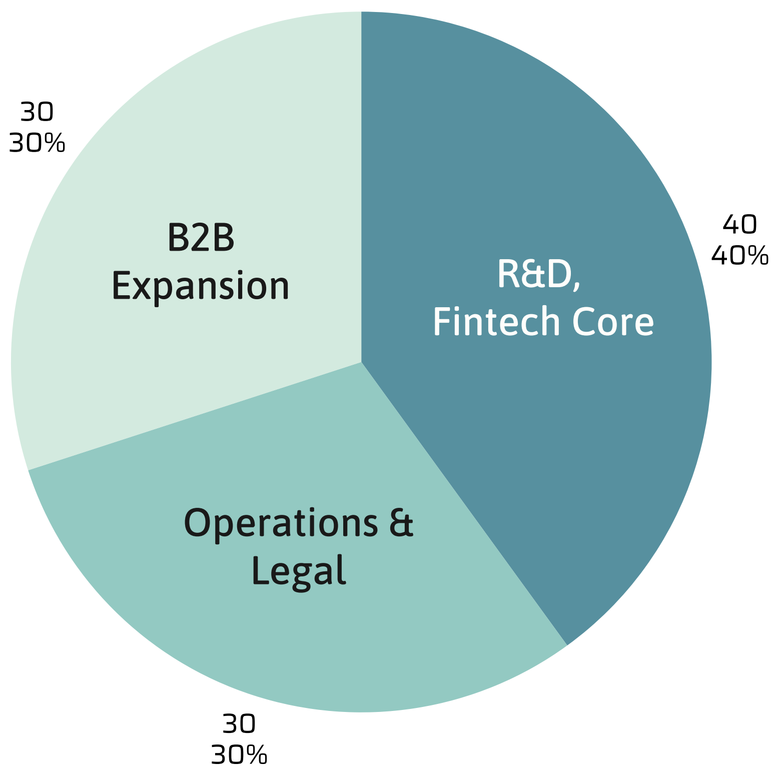
Thinh Luong Cao
Frontend

Toan Nguyen Van
Mobile app

Thuy Vo Thi Thu
Design & tester

INVESTMENT ASK

300,000 USD for 12% equity ($2.5M post-money valuation)



Investment Potential

Strong Moat

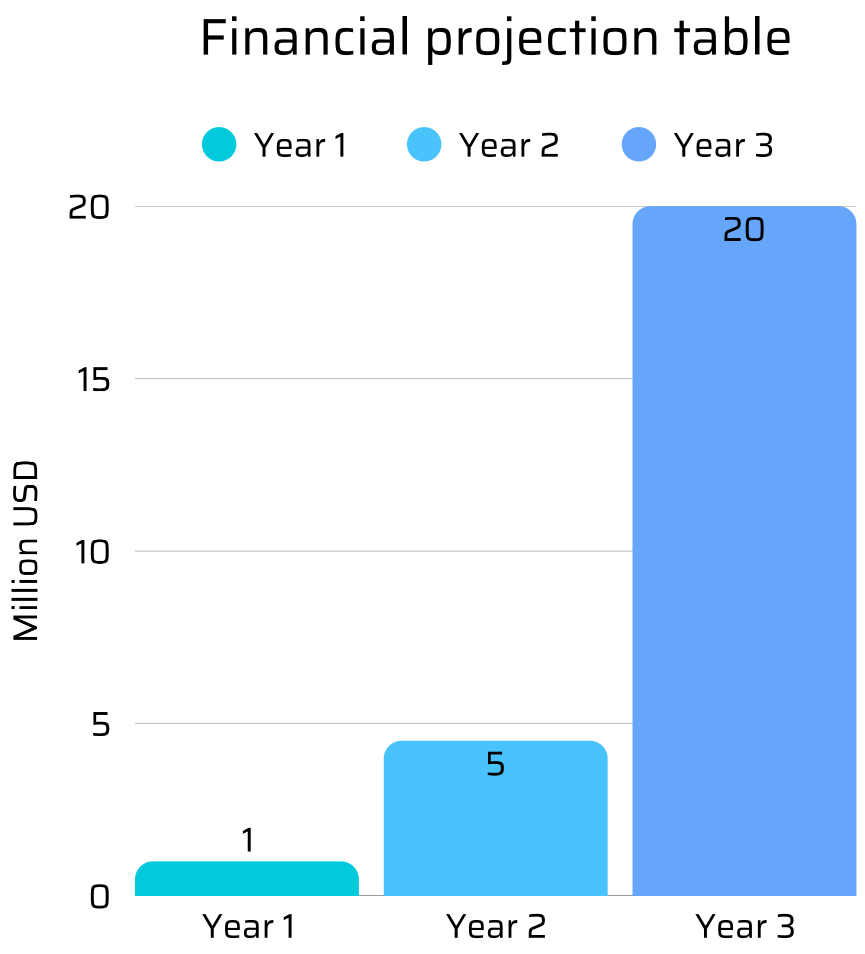
Control of National Coffee Pricing Data and a Zero-CAC model create a unique, non-replicable competitive barrier.

Exponential Profit Growth

Transitioning to B2B FinTech (BNPL / Lending) ensures high margins and rapid valuation growth.

Clear Exit Vision

Committed to enabling investor exit through Series A/B within 3-5 years, supported by scalable expansion across APAC.



CONTACT

COFFEE MARKET CO.,LTD

48 Hong Thai, Hoa Khanh ward, Da Nang City, Vietnam

Linh Nguyen Van

E : info@chocaphe.vn

P : (+84) 865 272827

CHOCAPHE.VN

Have a message or question?
Contact our team.