



The Need

Bevida Coffee sees homelessness as a pervasive problem in Seattle, with approximately 11,751 people experiencing homelessness in King County. As home to one of the largest homeless populations in the United States, it is clear that the need is immense but the supply of effective and sustainable solutions is lacking. In fact, Seattle has spent hundreds of millions of dollars primarily in the emergency response to homelessness, yet the number of people experiencing homelessness has increased from previous years and is predicted to continue to rise in light of the global pandemic ravaging our country putting even more people at risk for becoming homeless and threatening the lives of the current homeless population. Thus far, resources have been focused on emergency responses such as temporary shelters, hygiene, and outreach services. While important tools in combating homelessness, emergency response efforts are not sustainable and do not address the roots of the issue: financial insecurity and lack of access to permanent housing. Without proper housing and financial security, individuals experiencing homelessness are unable to actively participate in our society and meet their own needs. Bevida Coffee is committed to saving the lives of the homeless by providing job training, employment, and access to permanent housing, financial support, and other support services.

Solution

Bevida Coffee provides training, employment, and access to permanent housing to residents living in homeless shelters in Seattle to help them achieve financial and housing security for life. At Bevida Coffee, we strive to help our employees gain access to transitional housing through partnerships with Weld and Housing Connector. To qualify for employment and housing, our clients must be sober and committed to utilizing the support networks available to them. Through these partnerships, we are able to house our employees and provide them access to additional support services during the hiring process. Once placed in transitional housing, our new hires will undergo a ten-day intensive training to become a specialty barista with Bevida. As training is completed, the trainee will graduate to operating at one of our locations and begin working towards financial security.



Impact

For so many, homelessness is just one crisis away, especially amidst a global pandemic. Whether it be a bad car accident, a divorce, a hospital bill, etc. - so many do not have the financial stability or the support system to withstand a crisis. For Jane Doe, the pandemic left her without shelter, without a job, and living in the streets of Seattle. Fortunately, Jane sought shelter in one of our partner shelters that connected her to Bevida Coffee and another chance at independence. Through our services and that of our partner organizations, Jane was placed in permanent housing, connected to a network of support, and began to build towards financial security. In her first months with Bevida Coffee, Jane was equipped with the support and financial resources to put the pieces of her life back together.

Bevida Coffee's impact doesn't end with Jane. Bevida is prepared to provide these life-saving services and employment opportunities to more than thirty people experiencing homelessness in King County in the first year and hundreds of thousands more across the country. Through these employment opportunities and social services, Bevida is changing lives for the better while simultaneously providing effective and sustainable solutions to the homelessness crisis that reduce the burden on taxpayers in King County. Every year, millions of dollars of taxpayer money is sunk into providing emergency services to the homeless. For every person that Bevida employs and houses, the city will save \$30,000 and effectively reduce unemployment rates. In doing so, Bevida Coffee will be contributing to improving the lives of individuals and the overall living conditions in King County.

Financial Highlights

Bevida will operate as a socially and fiscally responsible company, initially funded by investment funds and a loan. We anticipate making approximately \$5.7 million in revenue and \$997,000 in profit in the first year. Revenue will be collected through beverage sales from fifteen eTuks and sales of Bevida Coffee merchandise.



Competitive Advantage

Bevida Coffee is well-positioned to succeed in providing an effective solution to the homelessness crisis while maximizing profits and ensuring financial stability for our employees. Our business model offers the convenience and mobility that our competition lacks, and allows us to meet and attract consumers throughout the city. The company is able to utilize economies of scale and produce products at a lower cost. Additionally, the business allows for further expansion and vast opportunities for improvements, allowing for significant growth of our impact, revenue, and thereby diversifying the risk through a fleet of eTuks. Furthermore, the company's network of partner organizations enable Bevida to vet and hire motivated individuals and provide essential services to our employees with limited associated costs.

We envision a world where no person experiences homelessness.