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Executive Summary

Mission

Our mission is to bridge community in one of the most ordinary spaces; not just to enjoy a cup of coffee but to address the incarcerated population that is constantly overlooked in our country. We plan to address the corrupt system and disproportionalities of incarcerated individuals by sharing single stories, one person at a time. The Shore Coffeehouse works to openly embrace people of different backgrounds and experiences. The business is sales of coffee beverages, resale of pastries, and sales of merchandise.

Partners

This company will be partnering with The **Coffee Oasis** Coffee Roasters for bean supply, **Macrina Bakery** for baked goods, **Hirocrew Designs** for our merchandise, and the **Freedom Education Project**.

Community Punch Card

We believe that we've taken the traditional "Buy 10, Get the Next One Free" concept and magnified its potential to not only better our business, but better the community. Our program won't punch holes in cards; we make a dent in the American Justice System. How is this possible? By tracking the monetary value of coffee beverages that would have been given to loyal customers, and instead creating a pool that is compiled at the end of each month and given to our partner program, the "**Freedom Education Project**" (FEPPS).

The FEPPS educates women in prison, which means that our partnership will pay for tuition and school supplies. Individuals who participate in any type of educational program are 43% less likely to return to prison, which means that our coffeehouse not only vocalizes these issues to customers, but actively engages in the solution.

The Name, "The Shore"

"Come and have breakfast", or in our case, coffee. There is power in these four words. They represent a haven. Open arms. Redemption. They speak love regardless of who they are directed at. They were initially offered to a fisherman. A man who could have been considered nothing, who was broken, confused, and still fully and completely welcomed. He was called to find rest on a shore. The Shore. The one wherein lies second chances. **The Shore Coffeehouse** signifies the dream in which anyone and everyone is welcomed into a house that invites every individual regardless of what they either have or haven't done, how much they have to offer, or how much they have to hide.