

# Bussiness Plan

\*TASK \* Use this canvas to structure your bussiness plans.  
Fill in each section with drawings, notes, or post-it



**5**

## Target Group

Who are your customers or users? (age, location, lifestyle)  
How does it solve their problems or needs better than existing options?

**6**

## Market Analysis

Who are your main competitors (direct or indirect)?  
How are you different or better (your unique selling points)?

**7**

## Marketing Plan

How will you reach and attract your customers (channels)?  
(social media, word of mouth, events, promotions)

**8**

## Operations Plan

Who will do what in your team (tasks and responsibilities)?  
What resources do you need (money, materials, skills)?  
Talents & strength of the management (brief description of the members of the board)

**9**

## Financial Plan

How much will it cost to start (your start-up expenses)?  
How much will you charge for your product or service (price)?  
Revenue Model

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## Strategic Planning

What's your company vision?  
What's your company mission?  
What are your values?

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## Positive Impact

How will your business make a positive impact on your community, society, or environment?

12



## Final Summary

Where you want this venture to be in 1-2 years

1



**Bussiness name,  
type and logo**



- **Recapsule**
- **Profitable**

2



## Brief Description

- **Refillable, reusable coffee capsules compatible with regular coffee machines.**
- **It targets coffee lovers who want convenience without harming the planet.**



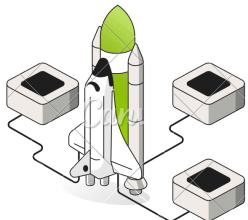
3



## The Problem

- **Single-use coffee capsules generate massive waste, over 60 billion single use capsules were used globally in 2024.**
- **That adds up to 600,000 tons of waste per year.**
- **Coffee consumption is rising, but sustainability is often ignored. Many of the capsules are made of plastic and aluminium, which is hard to recycle and they take hundreds of years to break down.**





## Your Solution (Products or Services)

- **Making reusable capsules for capsule coffee machines from recycled stainless steel.**
- **Exchanging the capsules with customers and refilling them with coffee.**
- **Reselling the refilled capsules to customers for lower prize.**
- **Making partnership with cafes and restaurants. People can bring their empty capsules there and we will refill them.**

5



## Target Group

- **Restaurants**
- **cafes**
- **households**
- **office workers**





## Market Analysis

- **Competitors: SealPod, WayCap, Ocean Caps - stainless steel caps**
- **How are we unique: Reduces waste, Saves money in the long term, comprehensive because produce appropriate for all brands, partnership with cafes**





## Marketing Plan

- We will reach and attract our customers through social media campaigns, partnerships with local cafes, promotional events, and eco-conscious community engagement.

**REFILLABLE COFFEE CAPSULES**

MAKE GOOD COFFEE. LESS WASTE.

SAVE MONEY

SHOP NOW



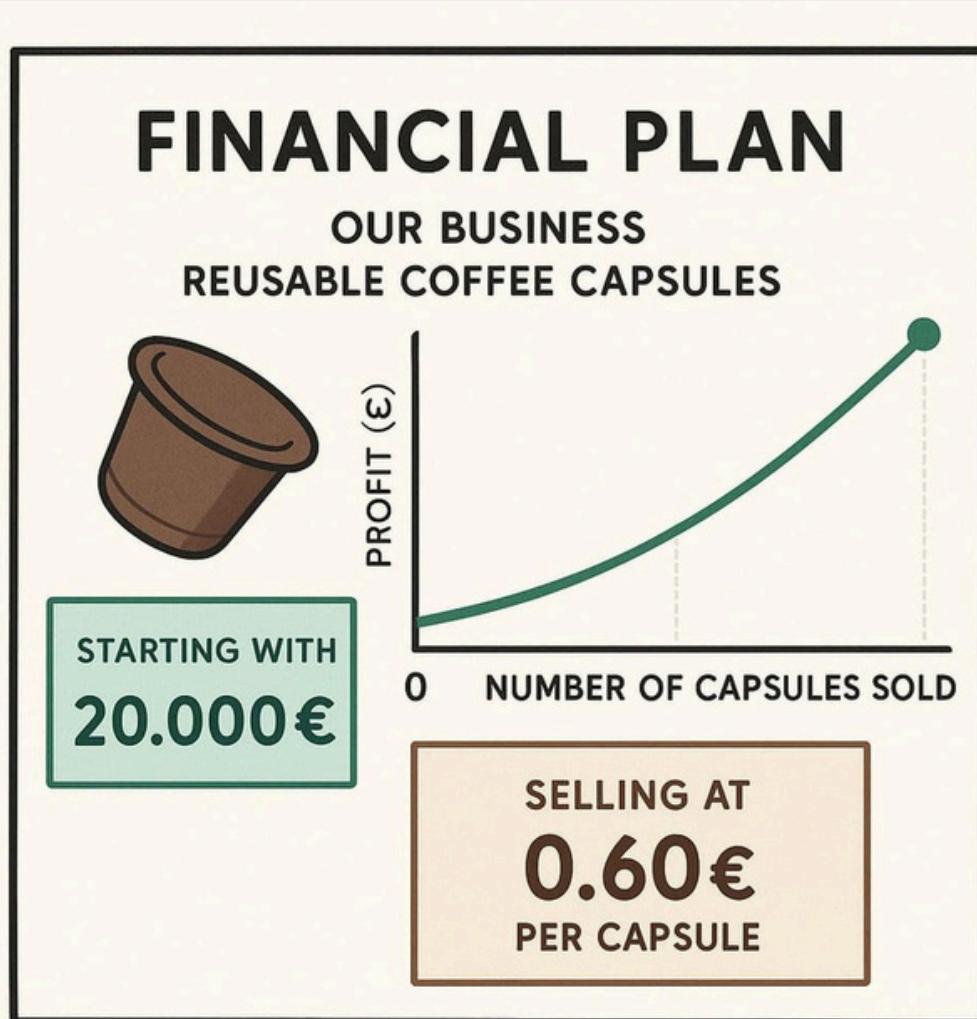
## Operations Plan

- **Recapsul's operations are designed around sustainability and simplicity.**
- **A product designer ensures our capsules are durable and eco-friendly, while customer service and partnership coordinators handle user support and café relations.**
- **Used capsules are collected from individuals or partner cafes, then cleaned, refilled with fresh coffee, and resealed. The refilled capsules are delivered back to customers or made available at refill points.**
- **We'll need initial funding for basic equipment, recycled materials, packaging, and transportation. A small workspace and reliable coffee supply are also essential. As we grow, we plan to expand our team and scale our refill network across more cities.**
- **Making a deal with a quality and sustainable coffee brand**



## Financial Plan

- We will start with an estimated \$20,000 in initial costs, charge a lower price for refilled capsules (e.g. \$0.40–\$0.60 each), and generate revenue through direct sales and café partnerships.
- Find investors or take loan for initial costs





## Strategic Planning

- Our vision is to make sustainable coffee consumption the norm
- Our mission is to reduce capsule waste by offering refillable solutions
- Our core values are sustainability, innovation, and community collaboration.





## Positive Impact

- Our business will make a positive impact on the community, society, and environment by reducing the massive waste caused by single-use coffee capsules.
- By offering a reusable and refillable alternative, we help decrease plastic pollution and encourage more sustainable coffee habits.
- We also support local cafes and small businesses by partnering with them as refill stations, creating a network that strengthens community ties.
- Additionally, by offering affordable refill options and indirectly we promote environmental responsibility and contribute to a more aware society.



## Final Summary

- **In 1–2 years, we aim for \*\*Recapsul\*\* to become a well-known and trusted brand in the sustainable coffee market.**
- **Our goal is to expand to national level and build a strong community of eco-aware coffee drinkers who regularly use and promote our product.**
- **We want to establish partnerships with at least 50 local cafes and restaurants, where customers can easily drop off and pick up their refilled capsules.**
- **We aim to reduce thousands of single-use capsules from entering landfills by encouraging a circular, low-waste system.**
- **We also want to grow our team, improve our capsule design and begin collaborating with environmental organizations to amplify our impact.**