



## **FindMeCoffee.com Backgrounder**

### **Overview:**

FindMeCoffee is a brand new website and mobile app that is revolutionizing how coffee shops connect with coffee lovers. The free, still-in-beta-testing service detects a user's location and serves up a map featuring every great coffee shop in the area. Everything from store hours and amenities (WIFI, a drive thru, late hours and more) to user-generated ratings and reviews, FindMeCoffee enables those in search of the perfect cup to find perfect café location and share it with the world.

### **The Market:**

After water, StatsCan reports, the second most popular drink for Canadians, is coffee. Everyday people take a coffee break from work, go to work from a coffee shop or do a "coffee run". Since 2008, over 100 new independently operated coffee shops opened in Toronto. This may explain why there over 20,000,000 searches documented every month for coffee – 5,000,000 alone in Toronto and 50,000,000 in the United States.

This is a coffee hungry marketplace overwhelmed by options and in need of some way to find the right coffee shop for the occasion, be it a first date, business meeting, or just the perfect cup of coffee while traveling. FindMeCoffee does that all while helping that tucked away mom and pop shop spread the word about their comfortable seating and special espresso blend to the audience that's searching for that exact place.

### **Product:**

Currently in beta-release, FindMeCoffee is the only combination of mobile app and website that can cut through the noise and deliver top-notch recommendations based on location, amenities and reviews. FindMeCoffee is available for free online, via Mobile Browser, iOS and Android.

FindMeCoffee's database is uniquely up-to-date. Search engines like Google may post listings for locations months after they close, move or rebrand. FindMeCoffee, however, will be much more current, a benefit of crowd sourcing amongst an invested consumer base.

FindMeCoffee's search can be location specific, allowing users to save their favourite locations, share maps with friends and, of course, add new coffee shops to the database – all for free to both the coffee shop owner and the consumer.

As millions look for information for the perfect cup, FindMeCoffee provides a way to connect them with the perfect shop and keep them coming back.

**Opportunity:**

Coffee Shops can reach their coffee loving target audience through FindMeCoffee. It starts by creating a basic listing for free and encouraging customers to post reviews on FindMeCoffee. The more active the profile, the more likely it is to attract additional customers.

For coffee shops and chains looking for a more robust marketing opportunity, FindMeCoffee offers a premium subscription service called Local Coffee Offers which provides the most access to FindMeCoffee users. Coffee shop owners can differentiate themselves from the pack and help build brand loyalty by using the easy-to-use interface to send regular updates such as push notifications of specials. They can then measure the program's success by tracking message delivery and redemption rates.

**About Triple Data**

The developers of FindMeCoffee, Triple Data is a small, coffee-loving, Toronto-based technology company that creates data and directory driven websites and accompanying user-friendly apps that build buzz for local and small businesses.

FindMeCoffee is a communication partner for coffee shops. For more information, please visit:

[www.findmecoffee.com](http://www.findmecoffee.com)

Website: <http://www.findmecoffee.com>

App Store: <http://itunes.apple.com/app/find-me-coffee-app/id544355193?mt=8>

Google Play: <https://play.google.com/store/apps/details?id=org.grexen.findmecoffee&hl=en>

Twitter: @FindMeCoffee

Facebook: <http://www.facebook.com/FindMeCoffee>