



ARTIZEN

WORKSPACE • COFFEE • CULTURE

BOKAGUÁ

Coffee, Clientele & Community II

A collaborative venture between BOKAGUÁ & Artizen NYC

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Executive Summary

This proposal outlines a collaborative venture designed to leverage BOKAGUÁ's prime location in front of the local bus stop during its morning closure, while simultaneously increasing revenue and community engagement for Artizen NYC.

By establishing a dedicated coffee and pastry cart outside BOKAGUÁ during morning rush hours, we aim to provide a convenient amenity for the community workforce and create a new revenue stream for both businesses.



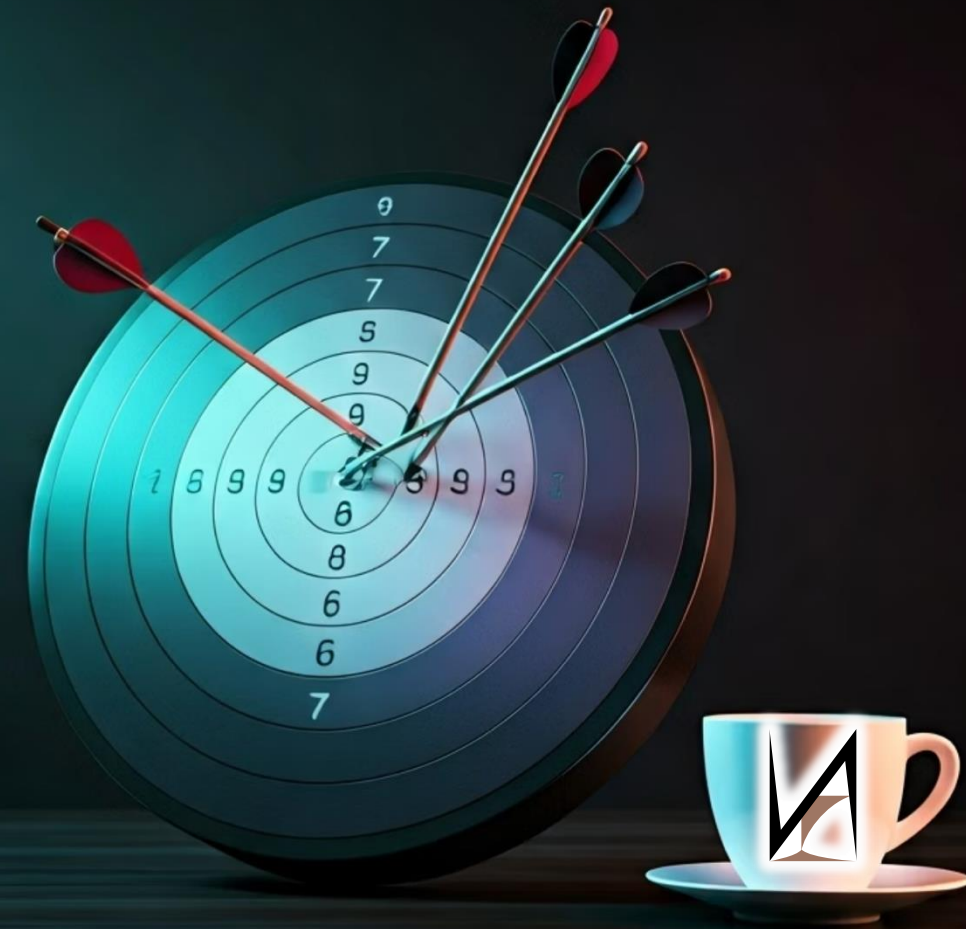
Project Goal & Objectives

Project Goal

Create a mutually beneficial partnership where Artizen NYC operates a coffee cart outside BOKAGUÁ during closed morning hours, improving community convenience and strengthening local ties.

Key Objectives

- Enhance community convenience for commuters
- Generate new revenue streams for both businesses
- Increase brand visibility and customer loyalty
- Foster local business collaboration



Proposed Collaboration Model

"Morning Coffee Rush"

Cart Operation

Artizen NYC operates a branded coffee cart outside BOKAGUÁ's entrance during morning hours (7:00-10:00 AM) when the restaurant is closed.

Curated Menu

Streamlined menu of hot/cold coffee beverages, freshly baked pastries, and grab-and-go items for commuters.

Seamless Operation

Artizen NYC manages all aspects including staffing, inventory, and point-of-sale systems.



Payment & Marketing Structure

Payment Structure

- Customers pay Artizen NYC directly at the cart
- Negotiable commission to BOKAGUÁ for sales generated

Marketing & Promotion

- On-site signage at BOKAGUÁ
- Cross-promotion at Artizen NYC's main cafe
- Joint social media campaigns



Benefits for Both Partners

BOKAGUÁ Benefits

- Optimized space utilization
- Increased foot traffic
- Positive brand image
- New revenue stream



Artizen NYC Benefits

- Expanded customer base
- Increased sales volume
- Diversified revenue
- Enhanced brand recognition

Implementation Plan

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Phase 1: Pilot (1-2 Months)

- Formalize partnership agreement
- Coordinate cart placement and logistics
- Curate pilot menu
- Train staff
- Soft launch and gather feedback

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Phase 2: Refinement & Expansion

- Refine menu and operations
- Launch comprehensive marketing
- Monitor performance metrics
- Adjust based on customer feedback





Resources Required

From Artizen NYC:

- Dedicated staff for cart operation
- Coffee cart, equipment, and supplies
- High-quality coffee and pastries
- Marketing materials

From BOKAGUÁ:

- Designated exterior space
- Access to power (if required)
- Promotion to their network
- Answering initial client questions



Success Metrics



Orders

Track daily/weekly coffee and pastry orders



Revenue

Monitor sales increase and commission earned



Feedback

Collect customer satisfaction data



Acquisition

Track new customers gained through this location



Next Steps

We propose a meeting with BOKAGUÁ and Artizen NYC to discuss this proposal in detail, answer any questions, and collaboratively refine the terms of partnership.

We are confident that "Morning Coffee Rush" will be a successful venture that benefits both our businesses and the entire local community.

