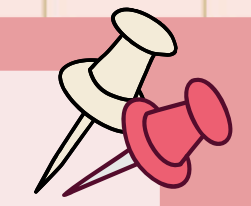




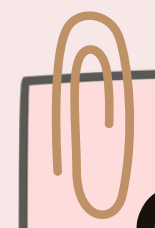
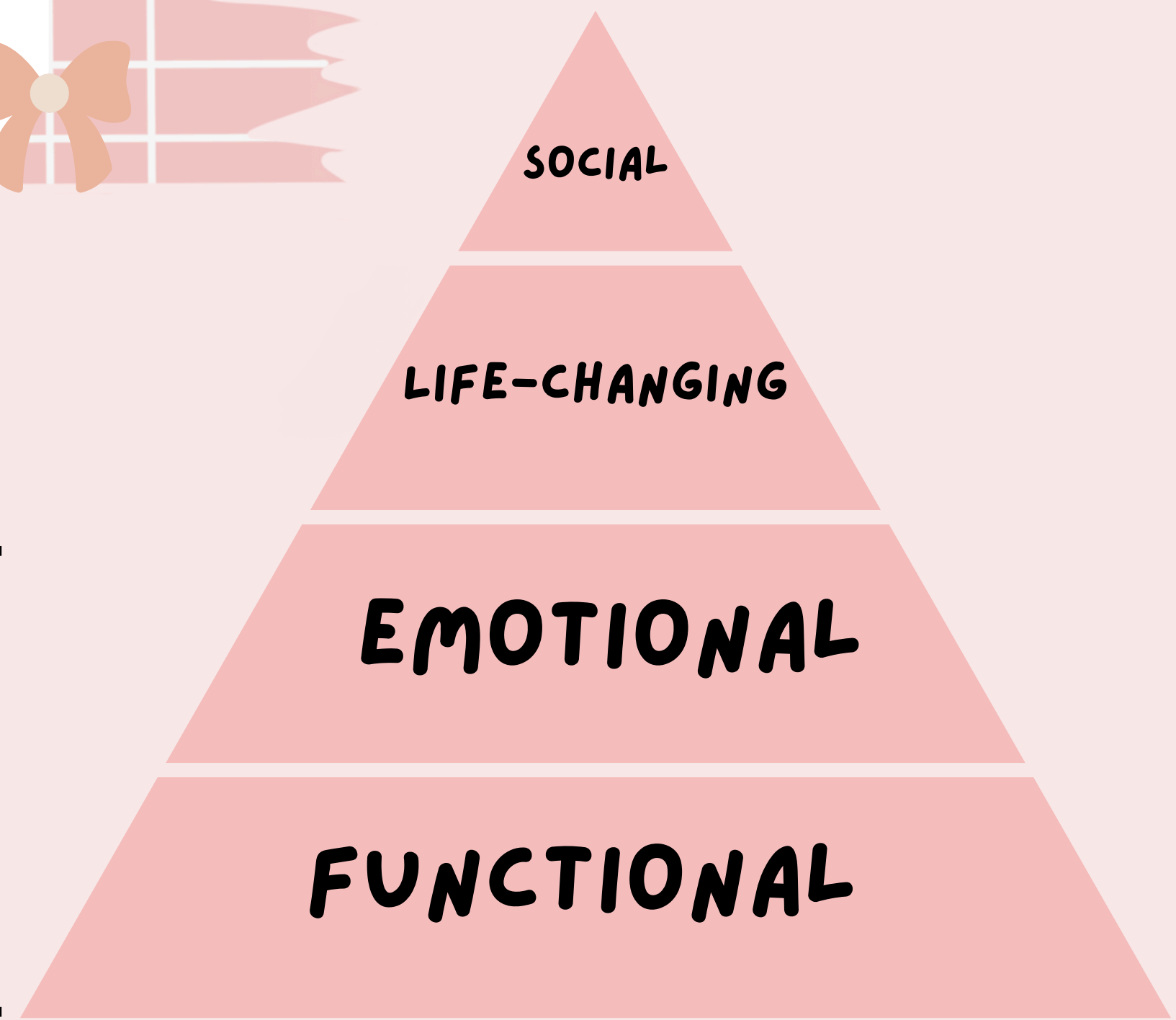
OUR MISSION ✨

To bring joy and refreshment to students by offering high-quality, customizable boba drinks that satisfy cravings, foster social connections, and enhance school spirit with a fun, unique experience.

Bain's Pyramaid



Our FOCUS

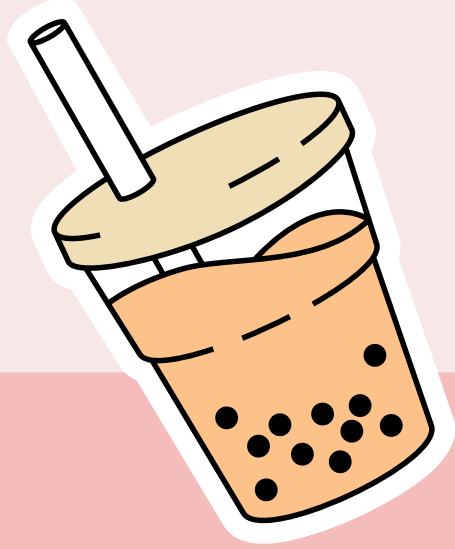


Our FOCUS:
Deliver the best to
your taste buds.

“Is this product made with good ingredients?”

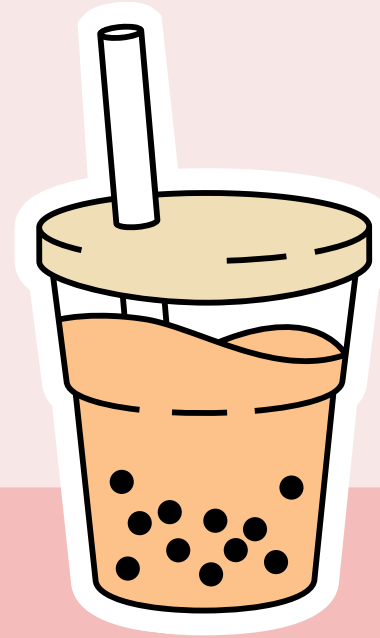
“Does this offer a tasty treat or fun experience?”

“Does this look and taste cool and interesting?”



QUALITY

Using high-quality ingredients, ensuring a consistent and enjoyable drink every time



REWARDS ME

A rewarding treat, for its delicious taste and the satisfaction of customizing the drink.



SENSORY

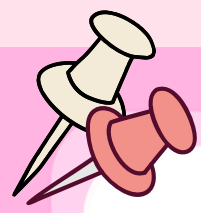
Engages multiple senses with its vibrant colors, varied textures, and delightful flavors.

CUSTOMER PERSONA:

KEVIN AND CLAIRE

- 10TH AND 12 GRADER - AGE 14-18
- ENJOY TRENDY FOODS/DRINKS
- USERS OF INSTAGRAM
- ATTRACTED TO "EYE-CATCHING" VISUALS





HOUSE/ORIGINAL

Delightfully indulgent and comforting drink with a hint of warmth and depth.



BROWN SUGAR

A creamy, sweet, milk tea with rich, caramel like brown sugar syrup.



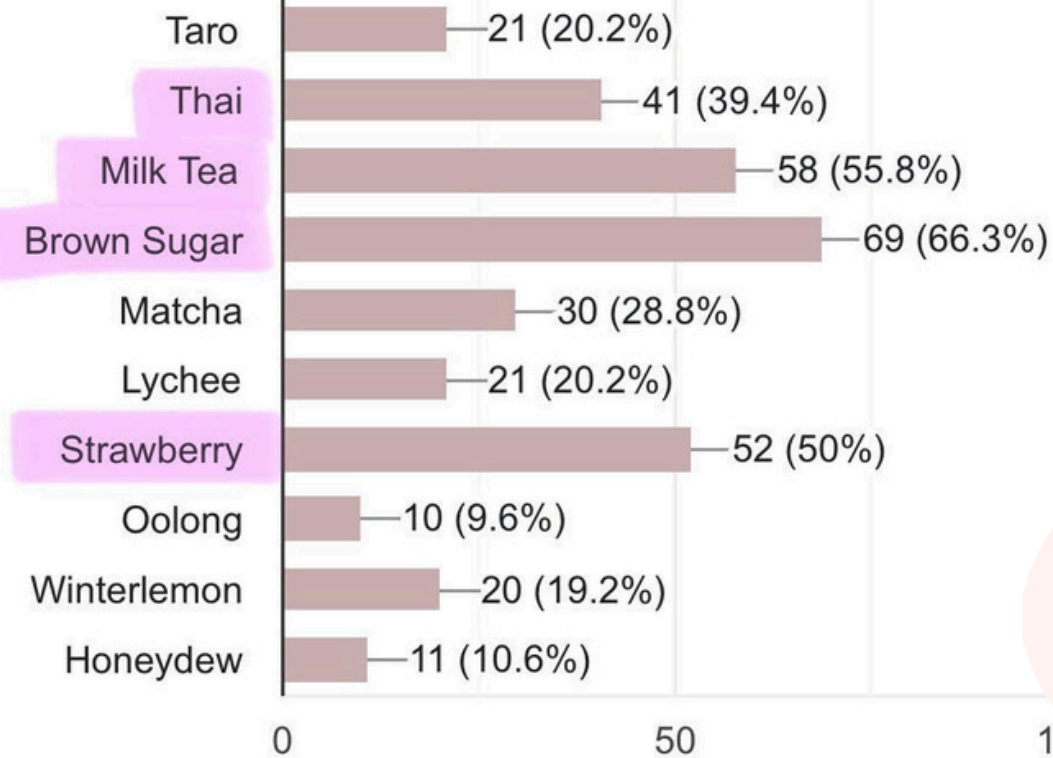
STRAWBERRY

Sweet, creamy flavor with a fresh, fruity hint of strawberry balanced by a smooth tea base.



THAI

vibrant orange color and rich, sweet taste; a refreshing, indulgent choice.

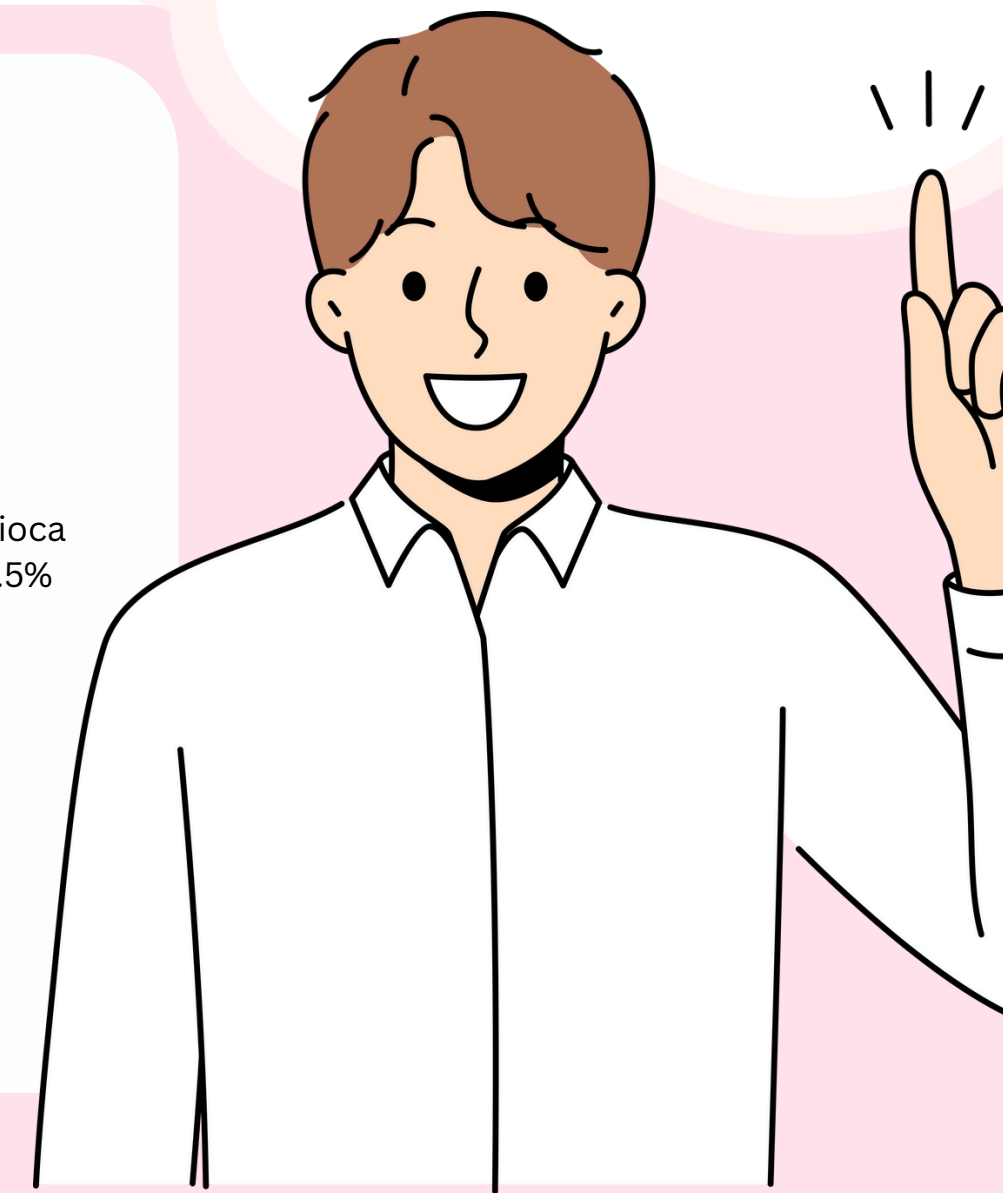


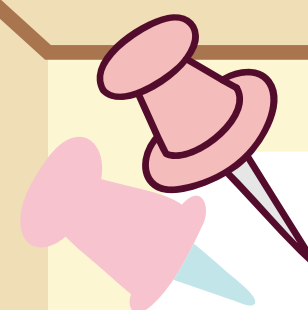
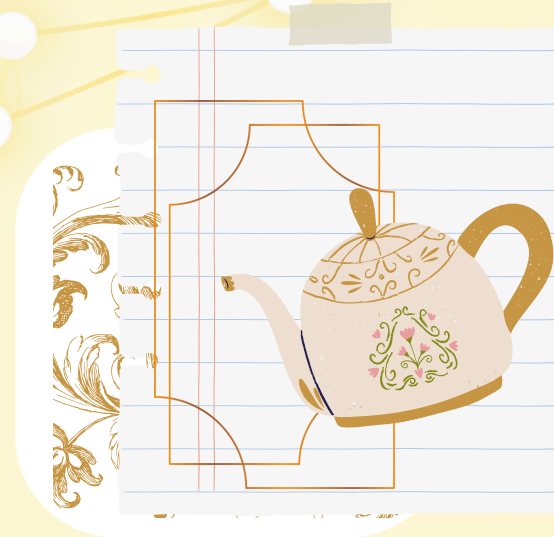
Following our market research via surveys, we created our menu!

Both
33.7%

Tapioca
50.5%

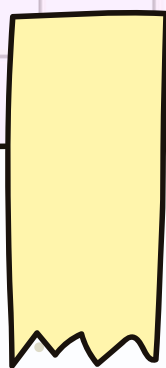
Popping Boba
15.8%







- SMALL: **5.23** (no topping)
- LARGE: **6.14** (no topping)
- 0.95 per topping choice



**AVERAGE PRICING
WORLDWIDE:
\$6-\$8**

- **7.80** (one sized)
- 0.85 per topping
choice





KATE

CEO

- Marketing
- Technical Specialist

- RESTAURANT EXPERIENCE (2023-2025)
- MICRO-INFLUENCER ACCOUNT (10K)
- CLUB VICE PRESIDENT (2024)
- FCS + INZPIREVU INTERN (2024-2025)

S.W.O.T.

Strengths

- Restaurant experience
- Selling in school
- High-quality
- Tasteful experience

Weaknesses

- Lack of experience from other members
- Mass-producing food

Opportunities

- Pop-up stores at NHS
- Market Day
- Potential pop-ups at parks

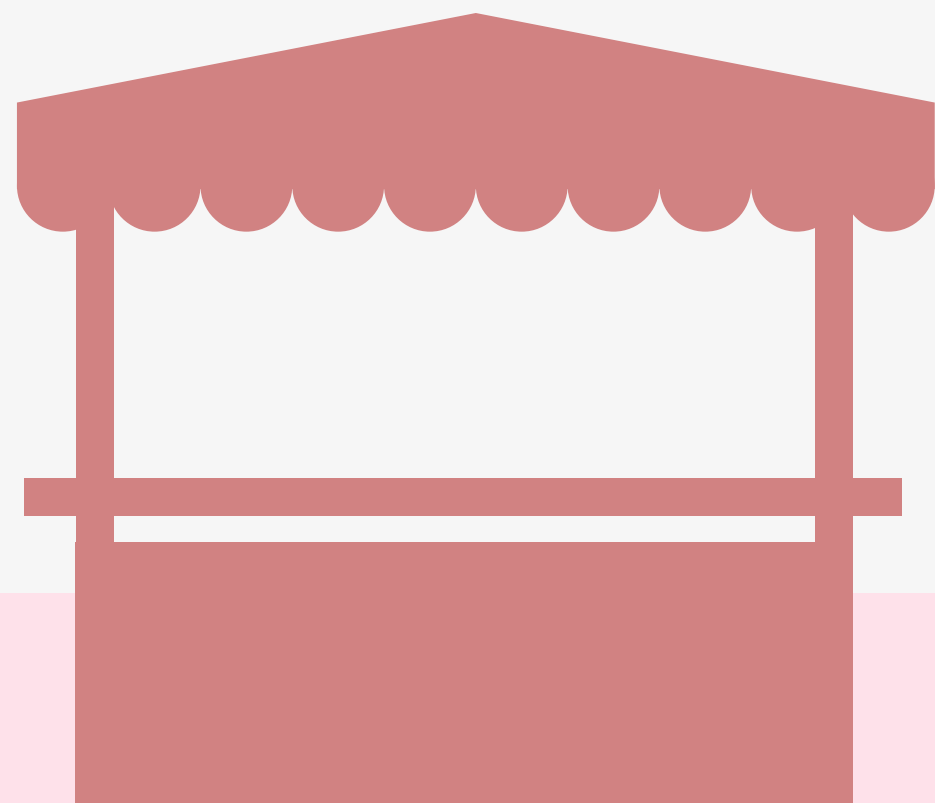
Threats

- Other food companies at Market Day
- Ding Tea (relatively close to NHS)

POP-UPS

HOW WILL WE SELL? ✨

- Parks
- NHS
- Market Day
- Cultural Festivals
(Possibly overseas)

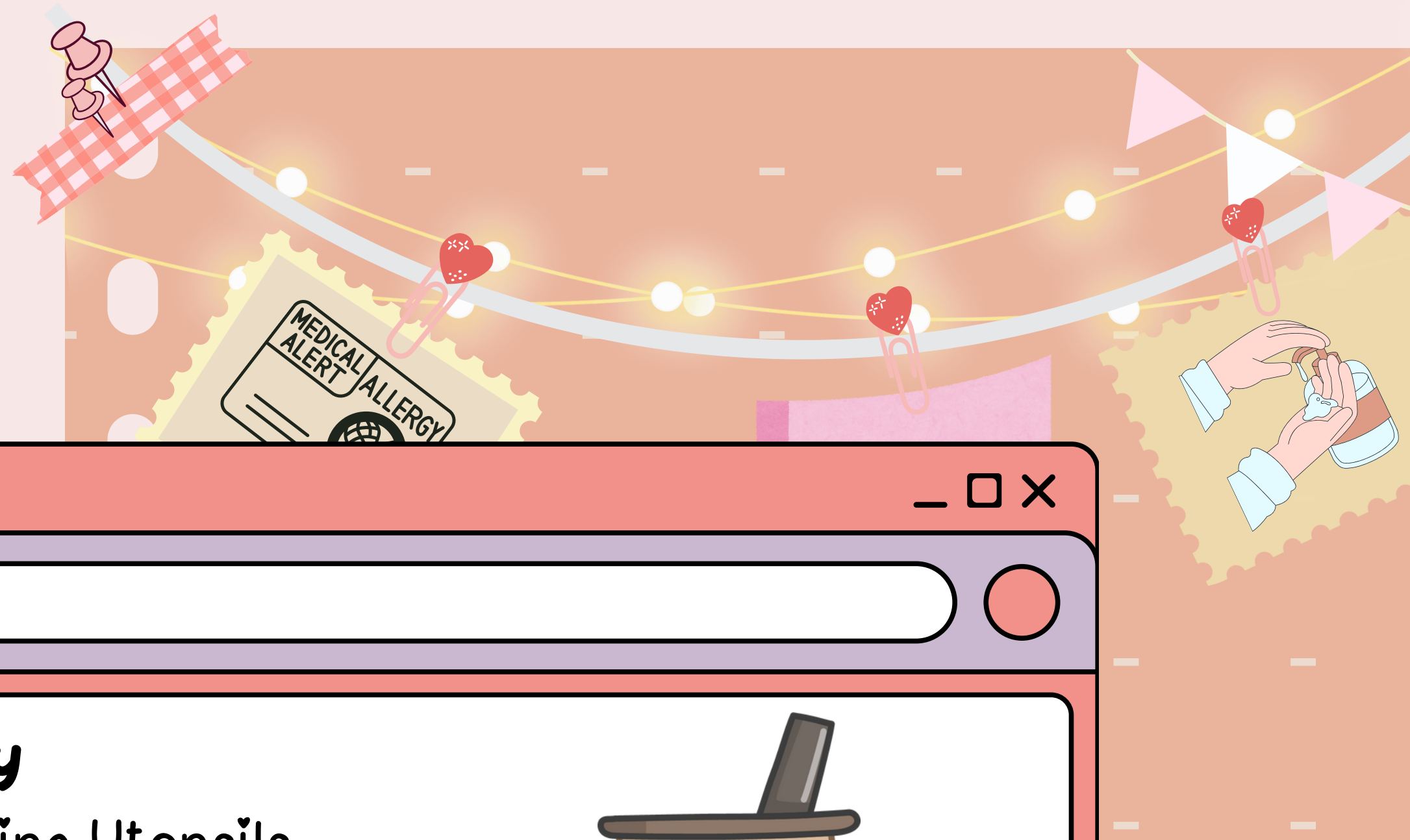


THE RULES



FOOD SAFETY

- Sanitizing Utensils
- Storing Food properly
- Disclosing ingredients
- Food Handling





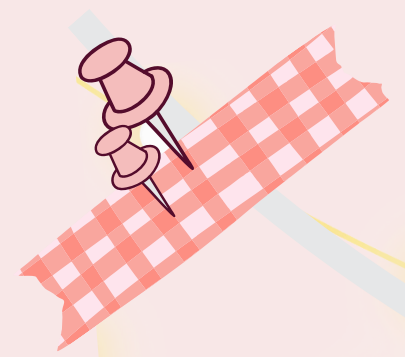
FINANCE OVERVIEW



INGREDIENTS

- Boba Powder (4 Flavors)
- Tapioca Pearls
- Non-Dairy Creamer
- Popping Boba

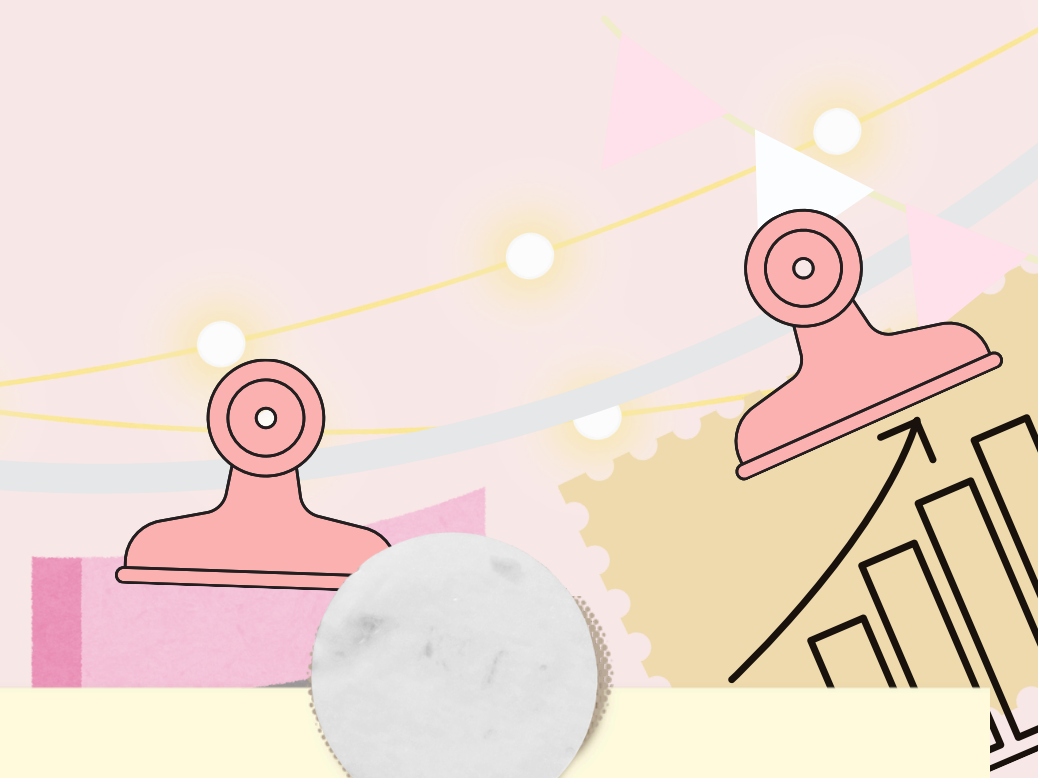
Total Cost (500): \$210



PACKAGING

- Boba Straws
- Domes and Lids
- Table Cloth
- Poster Board

Total Cost (500): 140



OVERVIEW

Total Cost: \$ 350
Source: Individual Money
Cost Per Boba (500): \$0.70
Average Cost per Boba: \$0.65
Our profit (small):
 $\$5.23 - \$0.70 = 4.53$

thank
you

-All information regarding other co-founders of TopTea has been removed to protect their privacy.-