

Standing Waves

Mission/Vision Their environmentally-focused practices suggest a vision rooted in sustainability, community, and craftsmanship inspired by nature and local ecosystems.	Company size A small, founder-led company, local to Pittsburgh, PA. They are expanding with crowdfunding to open a physical cafe.	Prudoct/Services <ul style="list-style-type: none">Fresh roasted coffeeCoffee truck (Pittsburgh)Branded merchandiseBag return recycling program	Customer Segments <ul style="list-style-type: none">Environmentally conscious consumersLocal coffee lovers in PittsburghStudents and professionals near University of PittsburghOutdoor enthusiasts
Business model <ul style="list-style-type: none">Direct-to-consumerRevenue from coffee + gear/merchandiseCommunity-based			Price Cheap \$2-7
Culture <ul style="list-style-type: none">Nature-inspired, adventurousLocal-first, environmentally accountableTransparent and warm tone in public outreach			Unique Value Prop Coffee with a clean, sustainable mission: They reinvest 5% of profits into protecting local rivers.
References www.standingwavecoffee.com Standing Waves Instagram		Customer Experience <ul style="list-style-type: none">Friendly, mobile-based interaction (coffee truck)Personalized service and transparencyEco-conscious initiatives like TerraCycle bag returns and sustainability messaging	Customer Base <ul style="list-style-type: none">Students and professionals near University of PittsburghLocal coffee lovers in Pittsburgh

61B Cafe

Mission/Vision Neighborhood-friendly environment with quality coffee and pastries, community engagement, and offering a comfortable space for patrons to relax and connect.	Company size 61B Cafe is a small, independently owned coffee shop located in the Regent Square neighborhood of Pittsburgh.	Prudoct/Services <ul style="list-style-type: none">• Coffee & Espresso Drinks• Teas• Smoothies• Pastries & Baked Goods• Wi-Fi Access• Outdoor Seating	Customer Segments <ul style="list-style-type: none">• Local Residents• Students & Professionals: Attracts individuals seeking a quiet place to study or work.• Coffee Enthusiasts
Business model Operates as a local, independent coffee shop focusing on in-store sales of beverages and pastries.			Price Reasonable and affordable
Culture A laid-back, community-oriented culture, emphasizing friendliness, quality, and comfort.			Unique Value Prop 61B Cafe offers a welcoming atmosphere with quality coffee and homemade pastries.
References 61b-cafe.hey-restaurants.com Yelp		Customer Experience Customers appreciate the cafe's friendly staff, cozy ambiance, and quality offerings. The availability of outdoor seating and free Wi-Fi enhances the overall experience.	Customer Base <ul style="list-style-type: none">• Local Residents• Students & Professionals• Coffee Enthusiasts

Allegheny Coffee & Tea Exchange

Mission/Vision Focuses on providing high-quality coffees and teas from around the world, emphasizing in-house roasting and a diverse selection to cater to various customer preferences.	Company size A locally owned and operated specialty coffee and tea shop situated in Pittsburgh's historic Strip District.	Prudoct/Services <ul style="list-style-type: none">• Coffee: Wide selection of single-origin, blends, flavored, and decaffeinated coffees, including options like Burgh Blend Decaf and Espresso Roast Decaf.• Tea: Over 40 varieties of loose-leaf teas, including herbal, decaf, and specialty blends.• Nitro Coffee: Micro-brewed draft coffee available on six rotating taps.• In-Store Menu: Offers espresso drinks, lattes, mochas, cold brews, and specialty beverages like the Oatmeal Latte and Sunchai.• Retail Products: Torani syrups, gift cards,candles, and other merchandise.	Customer Segments
Business model Operates both as a retail shop and a cafe, selling beverages by the cup and packaged products for home consumption.			Price Prices vary depending on the product, with in-store menu items like lattes ranging from \$4.50 to \$5.50 and retail coffee bags starting around \$16.95 to\$49.95.
Culture Emphasizes quality, variety, and a commitment to providing a welcoming space for all customers.			Unique Value Prop Unique offering of nitro coffee on tap, providing a comprehensive experience for beverage enthusiasts
References www.alleghenycoffee.com		Customer Experience Customers can enjoy the environment with the aroma of freshly roasted coffee, the option to sample various brews, and the ability to grind their own beans. The shop also offers a cozy atmosphere for patrons to relax and explore the diverse product offerings.	Customer Base <ul style="list-style-type: none">• Coffee and Tea Enthusiasts• Caffeine-Sensitive Customers• Local Residents and Tourists