

Business potential at a glance

Run a blind coffee-tasting gathering

Cuppalune Coffee · Free customer offering · 10/19/2026

01 Customer task

An organizer needs to turn three coffees into a practical adult group activity, including preparation, concealed samples and a meaningful reveal.

02 Business value

The free event could generate additional coffee orders, but only their contribution—not downloads or organizer time saved—supports Cuppalune Coffee.

03 Target market and access

Start with US organizers who can receive the coffee and obtain supported equipment. Direct outreach is proposed; existing organizer access is not established.

04 Advantage over alternatives

The proposed difference is coordinated quantities, batches, concealed labels and browser-led rounds. Free guides and printable kits already cover parts of the task.

05 Key assumption

The working assumption is that successive new organizers buy Cuppalune Coffee coffee. Buying elsewhere or requiring bespoke help would weaken the economics.

06 Recommendation

Proceed with a narrow free event, not a broad rollout. Keep preparation support and menu upkeep controlled while developing a permission-respecting outreach route.

Market, competition and position

Target audience and route to customers

The organizer prepares and facilitates; adult participants compare samples and discuss their own perceptions without being graded. Targeted direct outreach, using Meetup for organizer/event discovery. Event workflows fit the task, but messaging access is conditional and commercial messages are reportable. A welcomed contact route remains necessary; no relationship or partnership is established.

Usage and ongoing value

Assumptions and evidence in the online details

Occasional scheduled gatherings; successive organizers may each use it once. Actual app frequency is unknown. New organizers' additional coffee orders could fund upkeep and outreach; returning users or subscriptions are not required.

Relevant alternatives

Alternative	Why switch – or stay?
ActivitySolutions printable tasting kit	A low-cost PDF already supplies facilitation and numbered materials. Switch for interactive, group-specific preparation; the purchased file was not inspected.
Starbucks home coffee-tasting guide	Free instructions already cover preparation and tasting. Switch for coordinated calculations and concealment, not basic guidance; direct page retrieval was blocked.
Driftaway facilitated tasting	A supplied, instructed experience reduces host responsibility. Choose the free app for independent hosting, accepting that procurement and brewing remain with the organizer.
Assemble Cuppalune Coffee content manually	Existing recipes and education supply relevant knowledge. Switch for an integrated self-hosted event; coffee education itself is not new to Cuppalune Coffee.

Strengths, weaknesses, opportunities and threats

Strength

Existing roasting, blending and teaching expertise can support accurate explanations and preparation content.

Weakness / internal effort

A complete novice-led curriculum and coherent serving rules are missing; specialist editorial work remains necessary.

External opportunity

Organizers can already obtain tasting activity materials; personalized preparation offers a concrete task to improve.

External threat

Free guides and inexpensive printable kits compete, while Meetup restricts unsolicited commercial contact.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

additional event-related coffee orders / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	48 / 144 / 240	4 / 12 / 20 additional event orders per month × 12; planning cases, not a sales forecast.
Value / unit	8 / 14 / 20	Assumed \$8 / \$14 / \$20 additional contribution per order after retail variable costs, not full basket revenue.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	1,800 / 3,000 / 4,680	24 / 40 / 60 specialist setup hours × \$30; first year only.; 36 / 60 / 96 annual editorial, outreach and support hours × \$30.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-4,296 USD
Base	-984 USD
Favourable	3,000 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit does not yet cover costs. Increase benefit per use or reduce own effort; this case does not justify a broad rollout.

Break-even under base assumptions

215 additional event-related coffee orders per year

Annual volume × (value – extra cost per unit) – package costs – own costs. Assumptions are not measured demand.

Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Develop one tightly supported free event; do not assume a scalable sales channel.

Implementation package 1

Develop one complete three-coffee event for a narrowly supported brewer and group-size range. Proposed scope: checked serving rules, preparation schedule, separate answer key, printable labels, comparison rounds and an attributed reveal.

Benefit: The strongest distinction is runnable preparation and concealment, not additional tasting descriptions.

Implementation package 2

Prepare a dated three-coffee menu with explicit substitution and maintenance rules. Proposed rules: one dated trio, reviewed descriptions, obtainable alternatives, named editorial responsibility and no live-stock promise.

Benefit: Changing coffees and inconsistent recipe quantities create continuing editorial work.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

When planning an actual gathering, do organizers obtain the suggested coffees and run the event rather than choose another activity?

Open

Whether organizers buy the suggested coffees and run an event is unknown. Public tasting offers establish the format, not this behavior.

For a real scheduled gathering, which supplies do organizers purchase and does the app influence their coffee choice?

Open

The activity needs supplies, but additional purchases and Cuppallune Coffee selection are unestablished. Existing stock and substitute brands remain plausible.

Selection: 2 priority questions out of 4 original questions are shown here. All questions, findings and uncertainties remain available online.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.