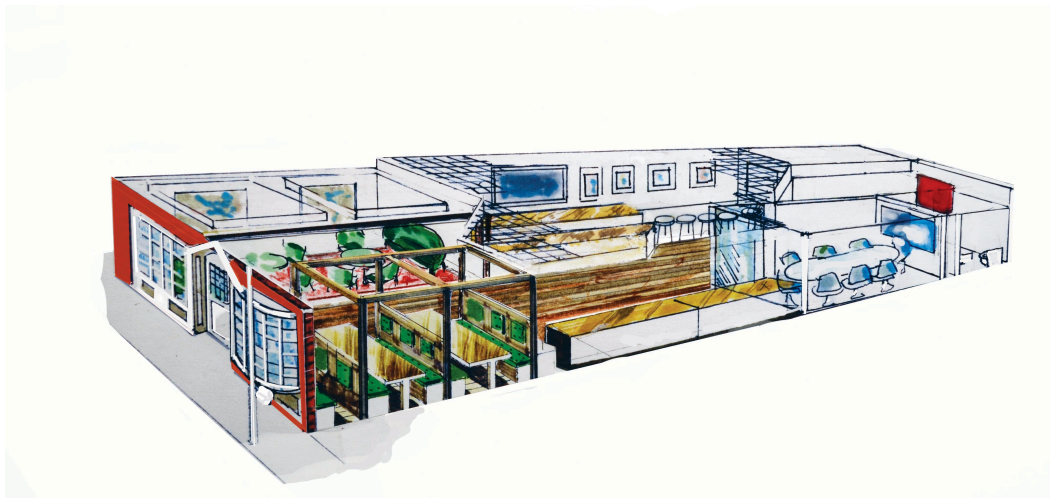




Lloyd's Coffee House

Business Concept



For Partners and Franchises



Lloyds Coffee House

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Lloyds Coffee House

Business Concept:

Lloyd's Coffee Houses are for-profit community meeting centers that celebrate business communications, entrepreneurship and the history of technology, science, finance and industry.

The concept relies on the historical significance of Lloyd's Coffee House, the modest coffee shop where shipowners, traders, financiers and suppliers met to found the underwriter Lloyd's of London, The Lloyd's List Newspaper and Lloyd's Ship Register and hundreds of additional ventures that created the modern world as we know it today.

As such, this coffee house concept focuses on movers and shakers as customers rather than coffee aficionados. The focus will be on the use of the shop for commerce rather than the sale and consumption of coffee alone.

The slogan will be "Let's meet at Lloyd's" ("Be inspired; Let's meet at Lloyd's" or "Lloyds the coffeehouse for business")

The concept will generate revenue from the sale of coffee based drinks, light food and rental of communication facilities and meeting rooms.

As a business it will rely on franchise licenses and sale of branded products.

Franchise locations are envisioned to rely on co-location in commercial real estate developments and appropriate historical and museum locations.

Design Vocabulary:

Each Lloyd's Coffee House will have a store front that pays homage to the original Lloyds storefront. Each store will display the Lloyd's Coffee logo on an old fashioned banner sign.



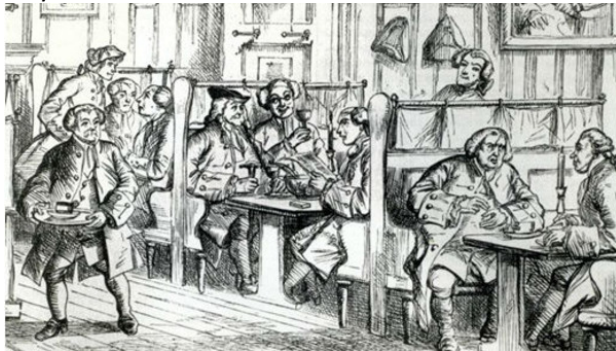
Lloyds Coffee House



Each Lloyd's Coffee House will have a colonial era set of booths behind the storefront window



Lloyds Coffee House



When proceeding further into the store there will be areas that become gradually more modern in design with meeting rooms that have the most modern design.





Lloyds Coffee House





Lloyds Coffee House



The Coffee House wall decorations will very heavily rely on LED video displays to display continually changing era appropriate art and information.

The four basic design eras will be Colonial, Victorian Club, 1920's café/industrial for the sales counter (Maybe 1920's industrial late steam punk) and high tech modern for the meeting rooms.

The size of the areas may vary depending on franchisee preference but some part of each design style will be present in each franchise.



Lloyds Coffee House

LED Display Decorations

The stores will be fitted with large LED displays that will be framed with era appropriate frames and flush mounted within a false wall. Cable drops will be through the ceiling.

The colonial era LED's will have historical displays explaining the history of Lloyd's Coffee house and show era appropriate maritime paintings.

The Victorian era LED's will show captains of industry and innovators and their projects. (Isambard Brunel and Great Eastern, NY shipyard and battleships, Wright Brothers and their planes, Robert Fulton and his steamboat, Roebling and the Brooklyn Bridge, Grace Hopper and her early computer, and Amelia Earhart and her planes, etc.)

The wall in the main shop will show typical Bloomsburg and CNN feeds and advertising displays.

The meeting room itself will have LED displays that show modern technology project. (Rockets, airplanes, oil rigs, wind farms, solar farms, etc.)

The coffee counter will have LED menu boards and a local LED advertising wall.

The system will be centrally controlled and franchises can be remotely updated.

Franchises can optimize the displays to favor local projects, innovators and industries and charitable and seasonal events.

The displays will be an active marketing feature, since they can focus on specific days and holidays. Earthday could focus on Jacques Cousteau and Rachel Carson, etc.



Lloyds Coffee House



Lloyds Coffee House

Additional Design Elements

Floor covering will be identical throughout (probably artificial pine board or teak and holly)

Ceilings will be design era appropriate, like exposed beams in the colonial section and coffered ceiling in the club sections.

The meeting rooms will have sliding doors that are normally open. There will be an LED display above the door that indicates when the room will be used by a paying customer. At other times customers can use the rooms on a community basis.

The meeting rooms will be fitted with the most modern communication (Go to meeting, etc.) systems.

All seating locations will have access to a power outlet.

Wall surfaces will be a variety of stained wood paneling, chair rail height in the colonial area, full height in the Victorian area, using a single stain color. Unpaneled wall surfaces will be white.

Coffee cups, sleeves and bags will be printed with international, technical and business trivia and bits.

Examples:

1. In 1901 Wilbur Wright said: "Not in a thousand years will man ever fly." He was very wrong, he flew in 1903.
2. Admiral Bull Halsey's motto: Illigitimus Non Carburundum. Don't let the bastards grind you down.
3. In business and warfare there are only four answers: 1. Yes M'am (Sir). 2. No Sir. 3. I don't know M'am, but I will find out right away. 4. I have no excuse Sir, but it will never happen again.



Lloyds Coffee House

4. There are two ways to make money: 1. By exploiting your environment. 2. By preserving your environment.
5. Take this message to Garcia
6. Kilroy was here
7. Grace Hopper originated the term "computer bug" when a moth shorted out one of her computers. The moth was preserved and still exists.
8. General McAuliff when asked to surrender at Bastogne: "Nuts"
9. Time and tide wait for no man
10. It takes two to tango
- 11.



Lloyds Coffee House

Revenue Sources:

The following potential revenue sources are identified:

1. Retail prepared coffee drinks and other drinks
2. Light foods; bagels, muffins, pork roll egg and cheese. Simple deli sandwiches
3. Meeting room rentals
4. Brand product sales (Lloyds Coffee coffee, Keurig Cups, etc.)
5. Gift packages and baskets (especially associated with meeting events)
6. Travel memberships (Providing pied a terre for traveling professionals)
7. Promotional events (these events can be customized with the video system)
8. Office complex IT management
9. Franchising
10. Book Sales? How to, historical, biography, IT and business?

Pricing:

Coffee pricing will specifically be kept lower than the highest end competitors.



Lloyds Coffee House



Lloyds Coffee House **Implementation**

Option 1 Flagship Store

Secure a prime location where a Lloyd's Coffee Shop can function as the flagship store.

Such a location would have the following characteristics:

1. High visibility
2. High customer traffic, preferably a combination of business people, students and fortuitous visitors
3. Suitable to the concept such as near the waterfront, near centers of commerce, and a historically appropriate location.
4. Attractive to media coverage of the concept
5. Ability to attract investment partners



Lloyds Coffee House

Option 2 Prototype Store:

As an alternative a prototype store approach is available. The concept can be developed and tested using a prototype store located at 1160 Bristol Oxford Valley Road in Levittown, PA 19057.





Lloyds Coffee House



The store location is not necessarily typical for the concept, but will allow testing and optimization of the concept on a small footprint. (1000 sq ft)

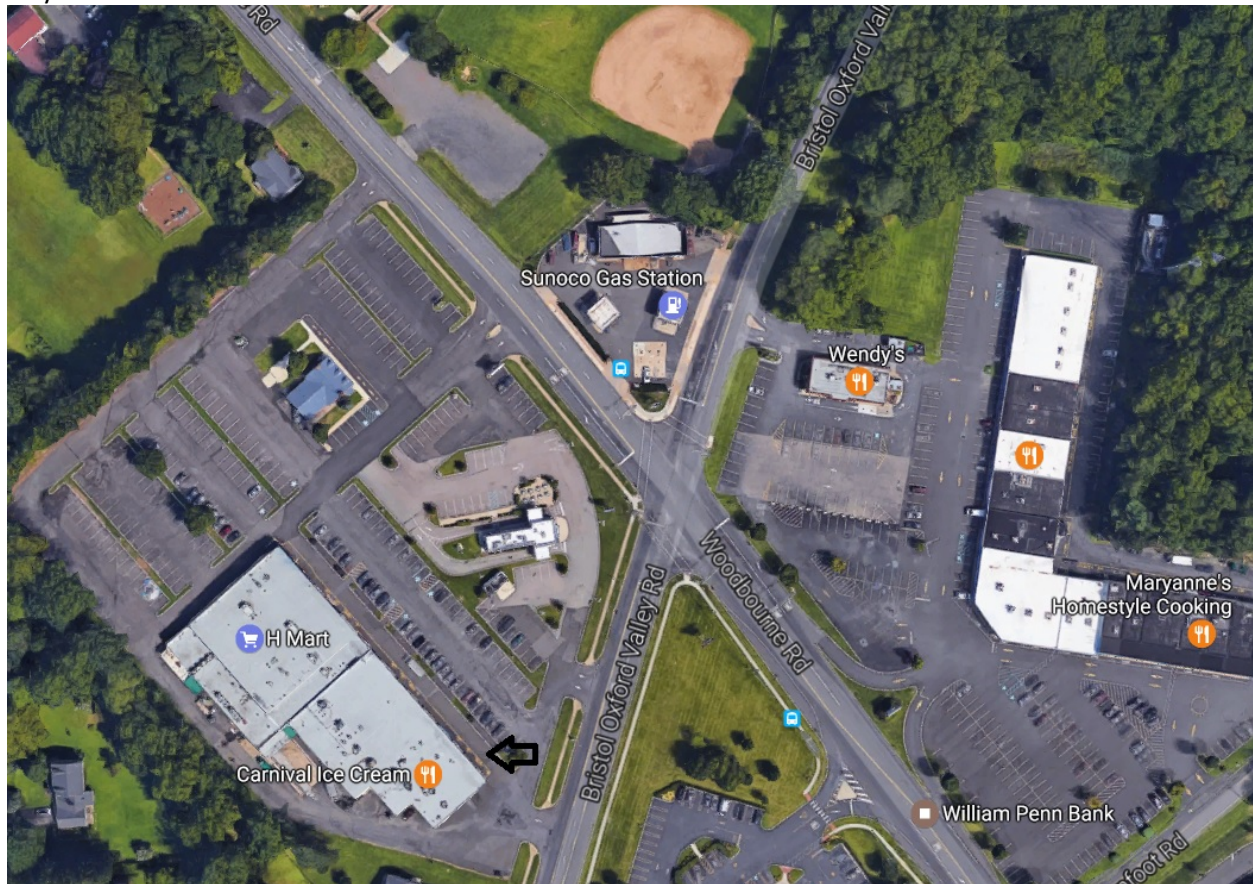
Only one relatively small meeting room will be included in this concept. Larger stores will have more meeting rooms. The prototype store will show all four time periods; colonial, Victorian club, post 1900 main counter and modern meeting rooms. The prototype store will also include all of the main design elements such as the exterior, logos and video displays.

Store Location

The store location is in a small shopping mall at an active commercial intersection in a suburban surrounding environment.



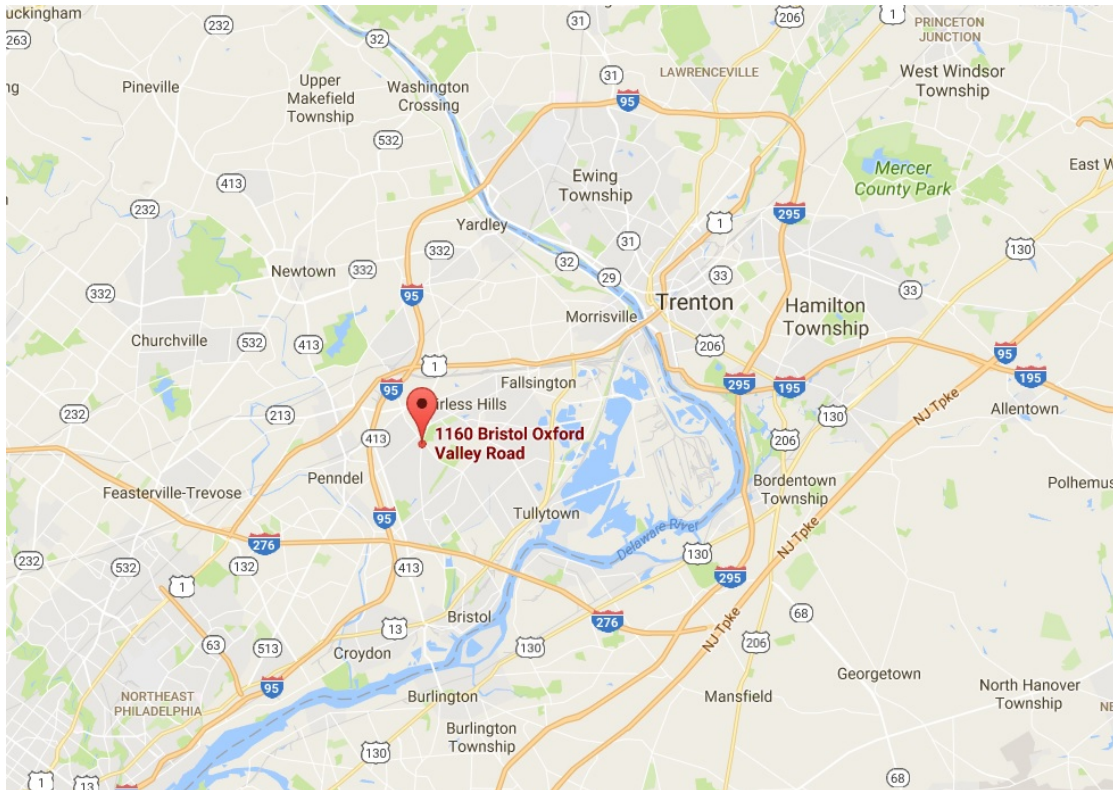
Lloyds Coffee House



Store location is at the black arrow

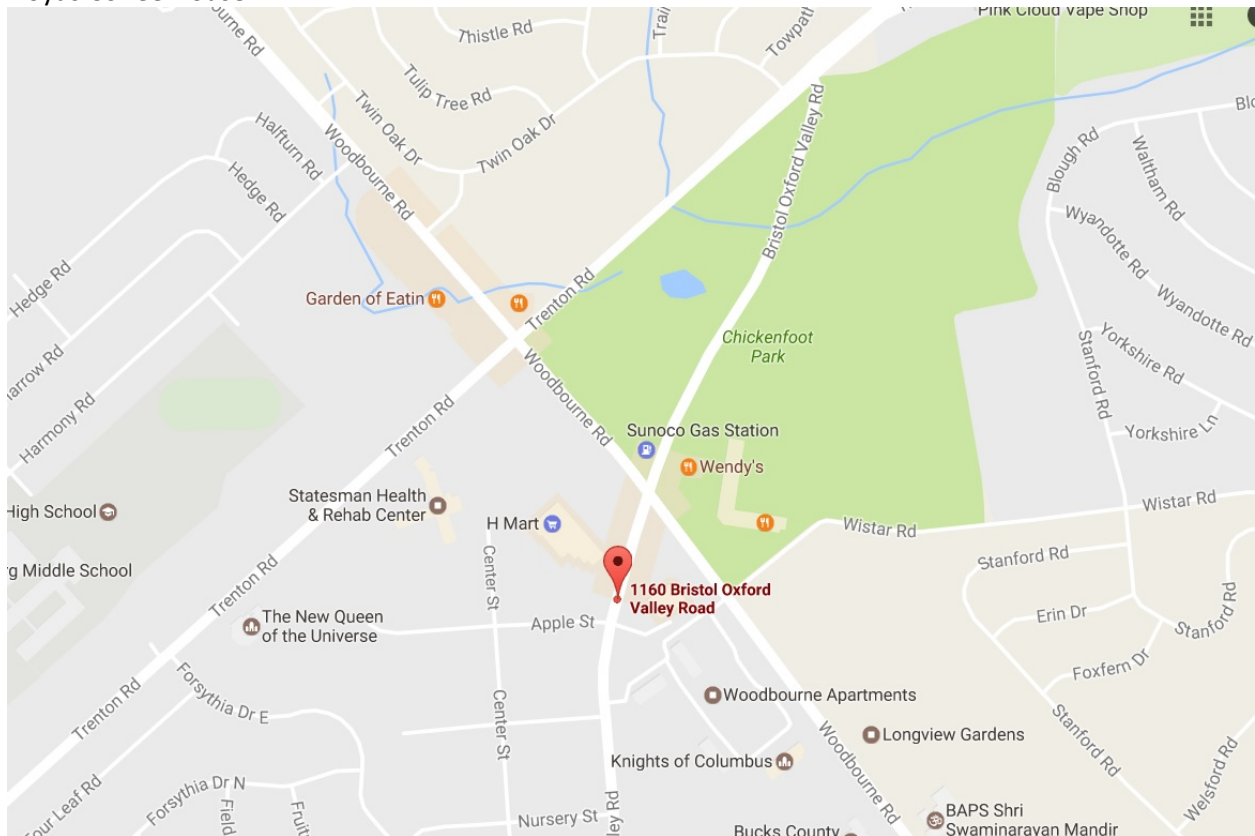


Lloyds Coffee House





Lloyds Coffee House





Lloyds Coffee House

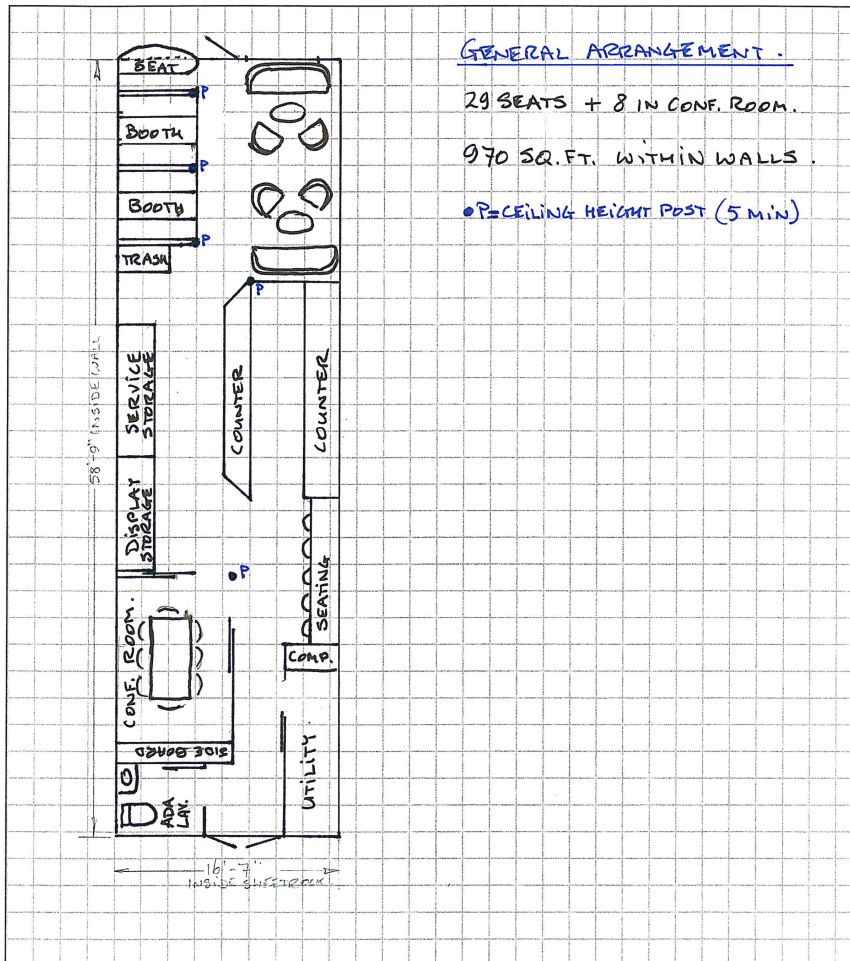
Preliminary Design Concepts



Lloyds Coffee House

MARTIN OTTAWAY VAN HEMMEN
& DOLAN, INC.
172 MONMOUTH STREET
RED BANK, NJ 07701
TEL. (732) 224-1133
WWW.MARTINOTTAWAY.COM

JOB LLOYDS COFFEE HOUSE
SHEET NO. 1 OF _____
CALCULATED BY _____ DATE _____
CHECKED BY _____ DATE _____
SCALE 1/8" = 1'

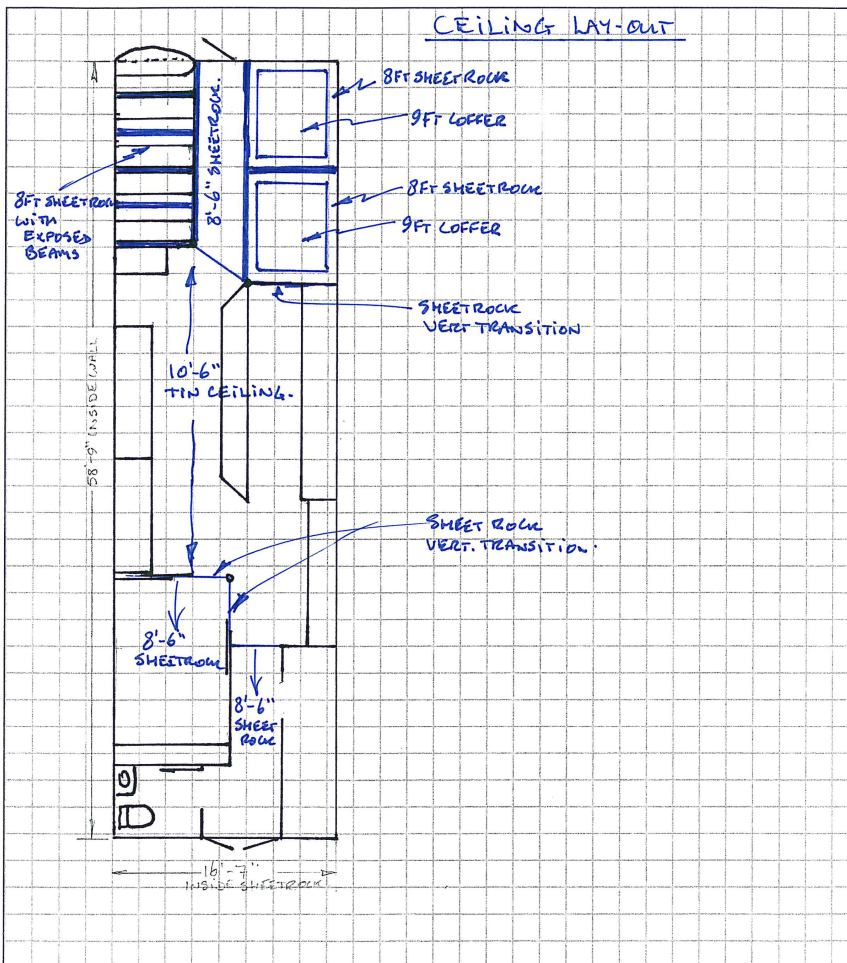




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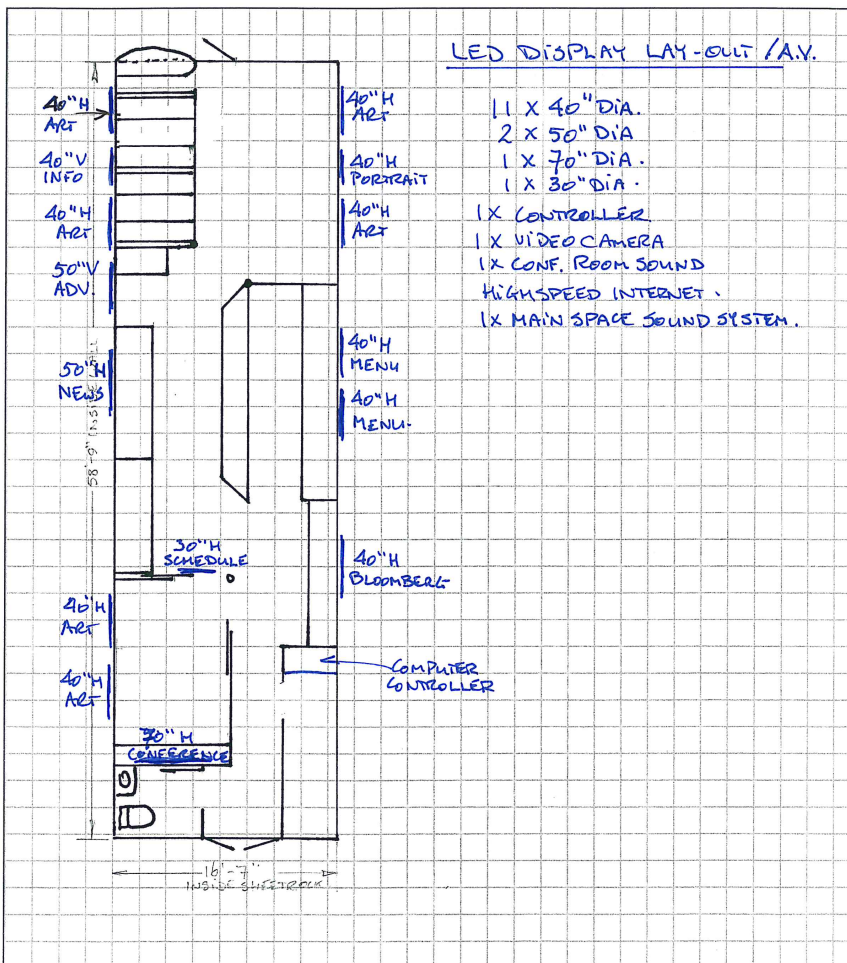




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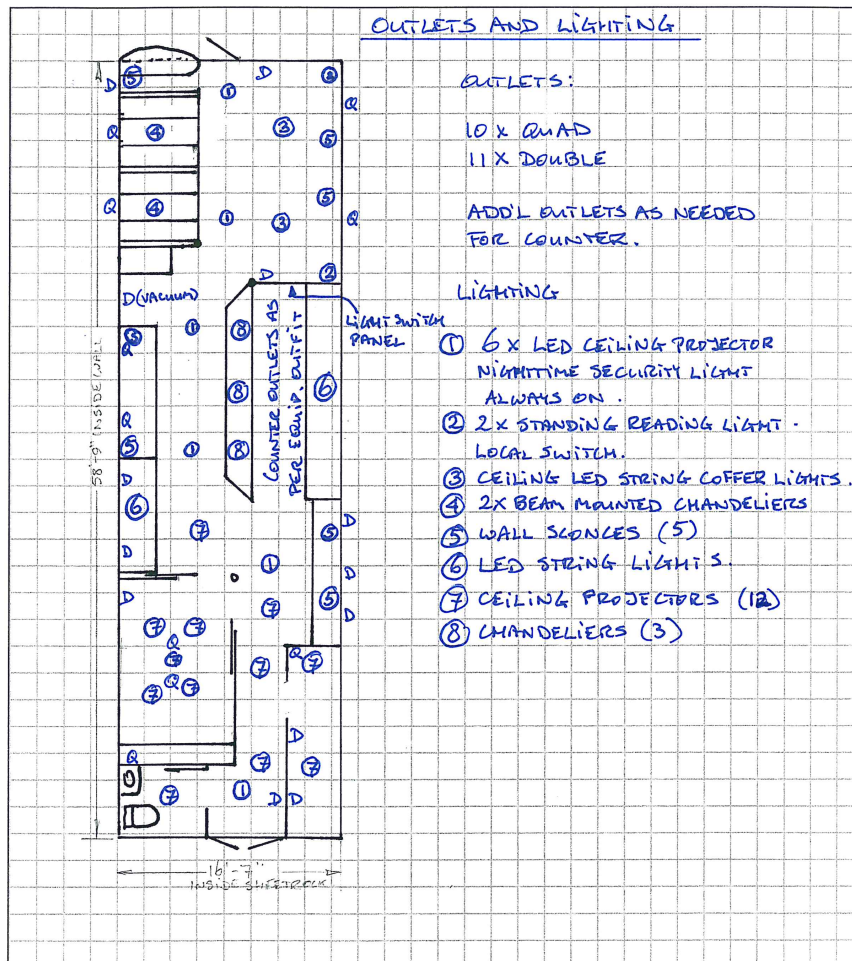




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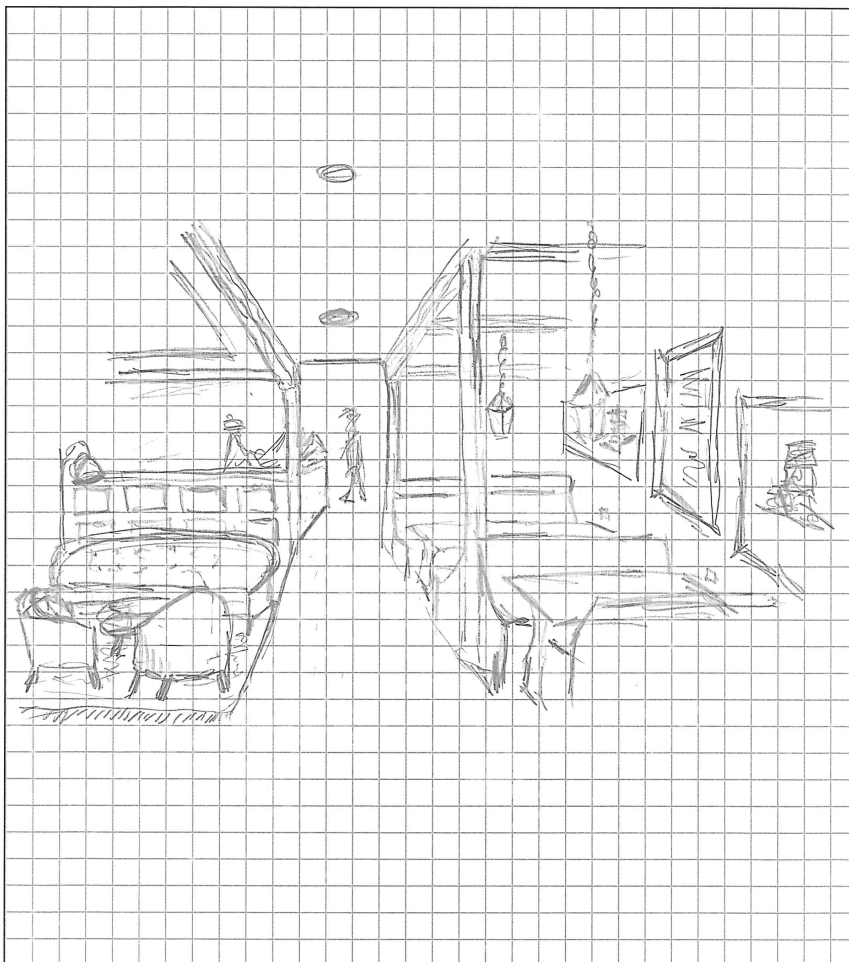




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CHECKED BY _____ DATE _____
SCALE _____





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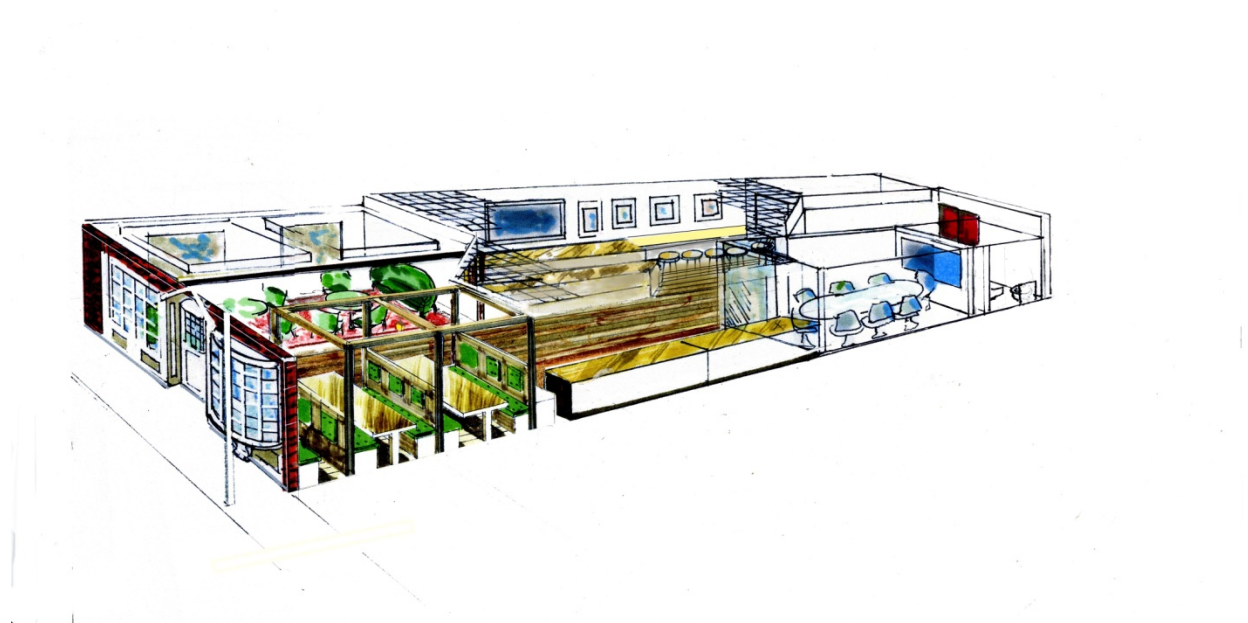


Lloyds Coffee House





Lloyds Coffee House



Marketing:

Promotional products and product labeling will include a short explanation of the significance of Lloyd's Coffee House with regard to the world as we know it.

While the Lloyds' coffee house inherently can touch on a very rich historical context, the initial story needs to be short. As the customer becomes more emotionally involved the story can expand.

At this stage the following marketing message approach is envisioned:



Lloyds Coffee House

Shortest Story:

Lloyd's Coffee House is the coffee house for people who believe in the power of trade, commerce, business and worldwide prosperity. Let's meet at Lloyd's.

Short Story:

The original Lloyd's Coffee house was a 1600's coffee house in London where modern commerce, as we know it today, originated. Today's Lloyd's Coffee houses provide the services that are needed for modern commerce. Good coffee, good communications and the ability to meet with those who want to keep changing the world for the better.

Long Story:

In 1686 Ned Lloyd opened a coffee house near the docks in London. Soon it became a central meeting point for Ship Masters, Cargo Owners, Traders and Investors. Almost incredibly, Lloyd's Coffee House was the actual place where many modern international trade, communications and maritime concepts originated. The Lloyd's of London insurance syndicate was founded at Lloyd's Coffee Shop. The world's oldest international maritime and trade newspaper Lloyd's List was first organized at Lloyd's. And Lloyd's Register, the world's oldest ship certification agency, was first organized at Lloyd's. Lloyd's of London even created an international shipping intelligence agency and appointed Lloyd's Agents in just about every significant port in the world. The Lloyd's name became so famous that shipping companies simply used the word in their ventures to indicate that they also worked on an international and mutual basis. Over the years there have been, and are, famous shipping companies like Rotterdam Lloyd and Hapag



Lloyds Coffee House

Lloyd. While Lloyd's of London, Lloyd's Agency Network, Lloyd's List and Lloyd's Register still exist, their success soon allowed them to open their own offices and Lloyd's Coffee House went out of business in 1785.

Lloyd's Coffee House, in effect, was the genesis of a large part of the modern world as we know it today, and created all this innovation simply through people meeting at a coffee house. In 2017 Robert Juliano decided to revive the Lloyd's Coffee House concept to provide a setting for innovation, trade, commerce and a positive world outlook for the 21st century. Robert explained his concept to Rik van Hemmen, a maritime and international trade maven, whose answer was: "That idea is long overdue again! Let's do it!"

Lloyd's Coffee Houses serve good coffee, but, most of all, they provide local and worldwide communications, business and understanding. Each Lloyd's Coffee House tells a story, starting with the early enlightenment, and proceeding to the world as we know it today using the most modern communication technologies in each shop. Today may not be perfect, but, compared to 1688, it certainly is amazing. By providing a place to meet and to work out new ideas, hopefully the new Lloyd's Coffee Houses will become the launchpad for even more amazing ventures.

Be Inspired; Let's meet at Lloyd's.

Website:

To be developed.

The website will have a high level of interactive functionality, including remote coffee and food ordering, membership application, and Lloyds Coffee house sales.

Certain portions of the website will mirror the in store displays and the changing stories on the in-store displays will function as social media content.



Lloyds Coffee House

Store customers and website visitors will be able to read the back story for the displays on their computers and personal devices.

Promotional Items

Various promotional items will be produced.

In the simplest form it could be a half pound package of Lloyd's Coffee that tell the Lloyd's story on the package. A design oriented approach would be to fit four Keurig cups in small box that shows the Lloyds logo on top, the store design elements on the sides and contains a small booklet that tells the larger Lloyd's Coffee House story.



Lloyds Coffee House

Product Development:

In store products will be Lloyd's Coffee house branded as far as possible.

This will include Lloyd's brand teas and coffee and foods.

Coffee can include Keurig cups.

In addition to food products it may be profitable to sell rebranded books related to commerce, trade, science and history such as "Freakonomics", "Surely You Are Joking Mr. Feinman" and "The Better Angels of Our Nature".

Such books would be monthly featured books and could eventually be imprinted and reissued with a custom Lloyds cover.

Operations:

Coffee shops of the prototype size generally run with a staff of three during busy hours and two during quiet hours. A dedicated manager for each store is required, and would be the third staff member.



Lloyds Coffee House

Suppliers:

Video system:

Mark Giordano 303-929-7333.



Mark W. Giordano
President and CEO, United Advertising Corporation

+1.303.282.1000 x1002 | +1.303.929.7333 | mark@uacworldwide.com |
www.uacworldwide.com |
498 West Iliff Ave., Denver, CO 80223 | Personal Assistant - Iris Krause
+1.303.810.0567 | LA Sales Assistant - Shelly Marquez
+1.626.316.0728

Permit architecture:

Richard Walker Architect
215 968 5539
Walkerarch@verizon.net
786 Washington Crossing Road
Upper Makefield, PA 18940

Coffee Supply:

Bob Johnston, 609 2479683

www.kmocoffee.com



Lloyds Coffee House
Bakery Products:

Flooring:

<https://www.plasteak.com/plasteak-recycled-plastic-products/teak-holly-and-flooring>

http://www.lonsealspecialty.com/show_product/LONMARINE%20WOOD%20-%20IMO

Blount's supplier



Lloyds Coffee House

Store construction details and costs:

\$15,000 permit architecture

\$350,000 Build out

Video system:

\$10,000 media player and broadcaster

\$20,000 displays and mounting hardware

\$10,000 cabling



Lloyds Coffee House

Franchise Marketing:

Franchising will require a certain level of critical mass to make it effective.

Franchising will require a franchise package.

Prior to signing a franchise deal a fair amount of marketing will need to take place.

Initial marketing may be started before the prototype store has been completed using artist renderings, a computer rendering, and various product samples and promotional materials.

If we use a 3D computer rendering it probably pays to use 2000 sq. feet floor area and include a larger meeting room section.

Possible franchise locations:

1. Cruise ships
2. Office complexes
3. New Holmdel AT&T center
4. Ferry companies/terminals
5. Museums (Mystic Seaport and South Street Seaport)
6. Flip mom & pop coffee shops



Lloyds Coffee House

Resources:

<http://www.drinkingcup.net/1511-the-story-of-the-coffee-house-part-1/>

<http://www.drinkingcup.net/1511-the-story-of-the-coffee-house-part-2/>

<https://youtu.be/u8ND1hcLaXk>

Lloyds Coffee House movie