

B-Café: Bitcoin Education Meets Community

Imagine a welcoming space where exceptional coffee, productive workspaces, and Bitcoin education converge.

B-Café is a replicable, profitable franchise model combining specialty café, coworking, and continuous Bitcoin learning—all under one roof.





Our Vision: A National Bitcoin Education Network



Bitcoin-Only Positioning

Focused exclusively on Bitcoin education and real-world usage, cutting through cryptocurrency noise with clarity and purpose.



Continuous Education

Regular workshops, meetups, and hands-on learning opportunities for beginners to advanced users.



Scalable Franchise Model

Low customer acquisition costs through community-driven growth and strategic local partnerships across France.



The Problem We're Solving

For Merchants

Traditional payment systems impose heavy fees (2-3%) and technical complexity. Digital transformation feels overwhelming without proper guidance.

For the Public

Bitcoin remains mysterious and intimidating. There's no welcoming physical space to learn, ask questions, and safely experiment with the technology.

For Communities

Few neutral, regular, and qualified spaces exist for local Bitcoin enthusiasts to connect, learn, and grow together.

Market Opportunity: Perfect Timing



Growing Café Market

The specialty coffee segment is experiencing robust growth across France, with consumers willing to pay premium prices for quality and experience.



Coworking Boom

Third-place coworking spaces drive consistent weekday traffic, transforming cafés from weekend destinations to everyday hubs.



Multiple Revenue Streams

Beyond coffee: training programs, hardware wallets, books, accessories, and exclusive community events create diversified income.

Coworking: The Revenue Engine

Steady Local Traffic

Regular flow of local professionals and digital nomads seeking quality workspace with excellent coffee - no longer just remote possibilities.

Hybrid Offering

Seamlessly blend café operations with flexible desks, private meeting rooms, and event spaces that adapt to community needs.

Recurring Revenue

Monthly memberships and daily passes create predictable cash flow, stabilizing the business model beyond transaction-based café sales.



Bitcoin Adoption in France: Real Demand

The Use Cases Are Here

Local Payments: Forward-thinking merchants accepting Bitcoin for everyday transactions

Self-Custody Savings: Individuals taking control of their financial sovereignty

International Transfers: Fast, low-cost remittances without traditional banking friction

B-Café guides users through these applications with education-first approach - we never hold customer funds, maintaining ethical neutrality while empowering financial independence.





Why Now? Regulatory Clarity

01

MiCA Framework

Europe's Markets in Crypto-Assets regulation provides clear legal framework and service provider classifications, removing uncertainty.

02

Compliant Payment Processing

Our model operates within established guidelines—we facilitate payments without holding customer funds, avoiding custodial complications.

03

Franchise Support

Every franchisee receives comprehensive compliance training and operational best practices, ensuring legal adherence from day one.

Complete Product Ecosystem

Specialty Coffee

Premium beans like salvodorian, expert preparation, consistent quality that builds loyal daily customers.

Flexible Coworking

Modular spaces, private rooms, and event areas that generate steady recurring revenue.

Educational Programs

Public and professional workshops, recurring training sessions that establish expertise.

Community Events

Regular meetups and conferences that strengthen local Bitcoin networks and drive foot traffic.

Hardware & Books

Self-custody devices, educational materials, branded merchandise—high-margin complementary products.

Strong Initial Traction

4+

Target Cities

Annecy, Lyon, Grenoble, and Dijon identified with active Bitcoin communities ready to support launch.

50+

Community Members

The Alpine/Annecy Bitcoin community hosts regular meetups with growing attendance and engagement.

12+

Local Partners

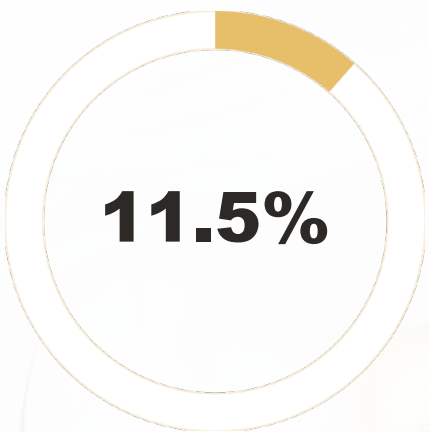
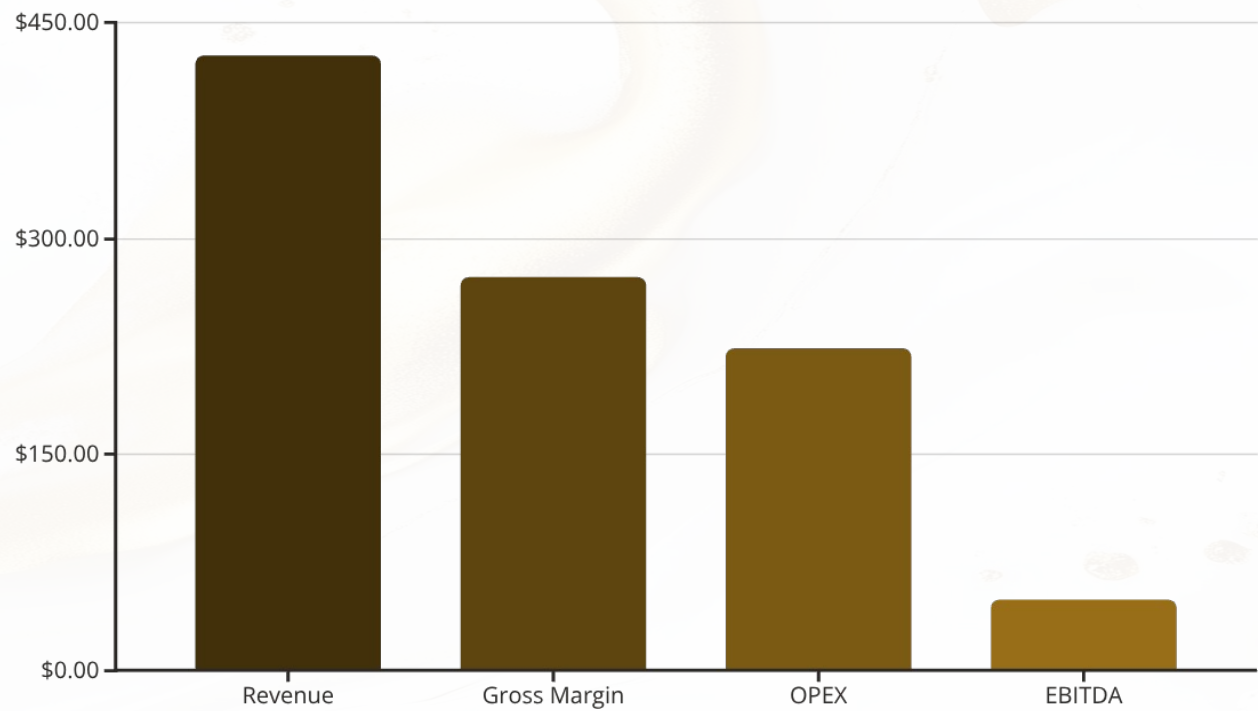
Strategic partnerships secured with local businesses and identified workshop speakers across regions.

Our pilot community proves the concept: regular meetups generate consistent attendance, local businesses express partnership interest, and the pipeline of expansion cities continues to grow organically through word-of-mouth.



Unit Economics: Profitable & Scalable

Full Year P&L (Single Unit)



EBITDA Margin

Healthy profitability demonstrates sustainable unit economics



Payback Period

Years to recover initial €150K investment—attractive for franchisees

Opening CAPEX: Approximately €150K covers buildout, equipment, initial inventory, and launch marketing—competitive for specialty café/coworking hybrid.

Our Unique Position in the Market

Bitcoin-Only Education

We focus on practical, non-speculative Bitcoin education. Our approach demystifies cryptocurrency through hands-on learning experiences that empower customers to understand and use Bitcoin confidently in their daily lives.

Design-Led Experience

Every location features dedicated demonstration stations, interactive learning posts, and regular community events. Our standardized service playbooks and customer journey maps ensure consistent, exceptional experiences across all venues.



Franchise Partnership Model

Entry Investment

€25,000 initial franchise fee

Grants exclusive territory rights and full access to our proven business system

Ongoing Royalty

6% of revenue monthly fee

Covers continuous operational support, system updates, and network benefits

Marketing Fund

2% of revenue contribution

Powers national campaigns, digital presence, and local marketing materials

Our comprehensive opening package includes intensive training programs, centralized purchasing power for equipment and supplies, integrated payment IT systems, and complete marketing launch support to ensure your success from day one.



Franchisee Unit Economics

€425K

Target Annual Revenue

Average Unit Volume (AUV) of €400-450K based on estimated models and traffic patterns

12.5%

EBITDA Margin

Achievable 10-15% margins depending on location quality and operational execution excellence

35%

Cash-on-Cash Return

Strong 30-40% returns from Year 2 onwards as operations mature and efficiency improves

36

Months to Payback

Complete investment recovery in approximately 3 years under better case scenario assumptions

These projections are based on optimistic estimates from our own research. Franchisees benefit from our refined operational playbooks, centralized purchasing discounts, and proven customer acquisition strategies that drive consistent traffic and basket sizes.



Franchisor Revenue Model

01

Royalty Stream

6% ongoing royalties multiply across growing network of franchise units, creating predictable, scalable revenue base

02

Entry Fees

€25K franchise fees per new location provide upfront capital to fuel expansion and system development

03

Central Margin

Markup on centralized procurement of hardware, books, and equipment generates additional revenue while delivering franchisee savings



Break-Even Point: Headquarters operations reach profitability with approximately 10-12 open franchise units. This optimistic threshold enables sustainable growth while maintaining quality support for franchisees.



36-Month Growth Roadmap

Month 12

2-3 pilot locations fully operational and profitable, validating business model and refining all systems

1

2

Month 24

10 franchises open with stabilized quality standards, proven training protocols, and operational excellence

Month 36

25 units operating across multiple regions with enhanced purchasing power and established brand presence

3

Strategic Milestones

- **Quarterly franchise recruitment campaigns**
- **Regional market penetration strategy**
- **Continuous playbook refinement**
- **Volume purchasing agreements activation**
- **Multi-region brand awareness building**





Competitive Landscape Analysis

Traditional Café Chains

Established brands like Starbucks offer coffee and WiFi but lack community focus, Bitcoin integration, or educational programming

Coworking Spaces

Membership-based venues provide workspace but no retail coffee experience, Bitcoin services, or drop-in accessibility

Electronics Retailers

Tech shops may sell Bitcoin hardware but lack the hospitality, community atmosphere, and hands-on education we provide

Our Distinctive Advantage

No current competitors successfully combine education, community building, and Bitcoin payment infrastructure in a hospitality setting. Our hybrid model creates a defensible market position rooted in local community engagement, practical Bitcoin knowledge transfer, and exceptional coffee culture—a combination that's difficult to replicate without deep expertise in all three domains.



Risk Management Framework



Regulatory Compliance

Mitigation: We never custody customer assets. All services operate through fully compliant partner platforms with proper licensing.



Location Selection

Mitigation: Comprehensive site scorecard system, standardized lease templates, and low-cost pop-up testing before full commitment.



Operational Quality

Mitigation: Intensive initial training programs, regular mystery shopper audits, and weekly KPI monitoring with rapid intervention protocols.



Bitcoin Volatility

Mitigation: Franchisees can enable instant conversion to euros for all Bitcoin payments, eliminating exposure to price fluctuations if desired.

Leadership & Expertise

Core Headquarters Team

Franchise Operations: Multi-unit rollout and franchisee success management

Quality Assurance: Standards enforcement and continuous improvement

Centralized Purchasing: Supplier relationships and volume negotiations

Marketing & Brand: National campaigns and local activation support

Finance & Systems: Financial planning and IT infrastructure



Advisory Council

Experienced Bitcoin industry veterans and hospitality sector experts provide strategic guidance on technology integration, regulatory navigation, and customer experience optimization.

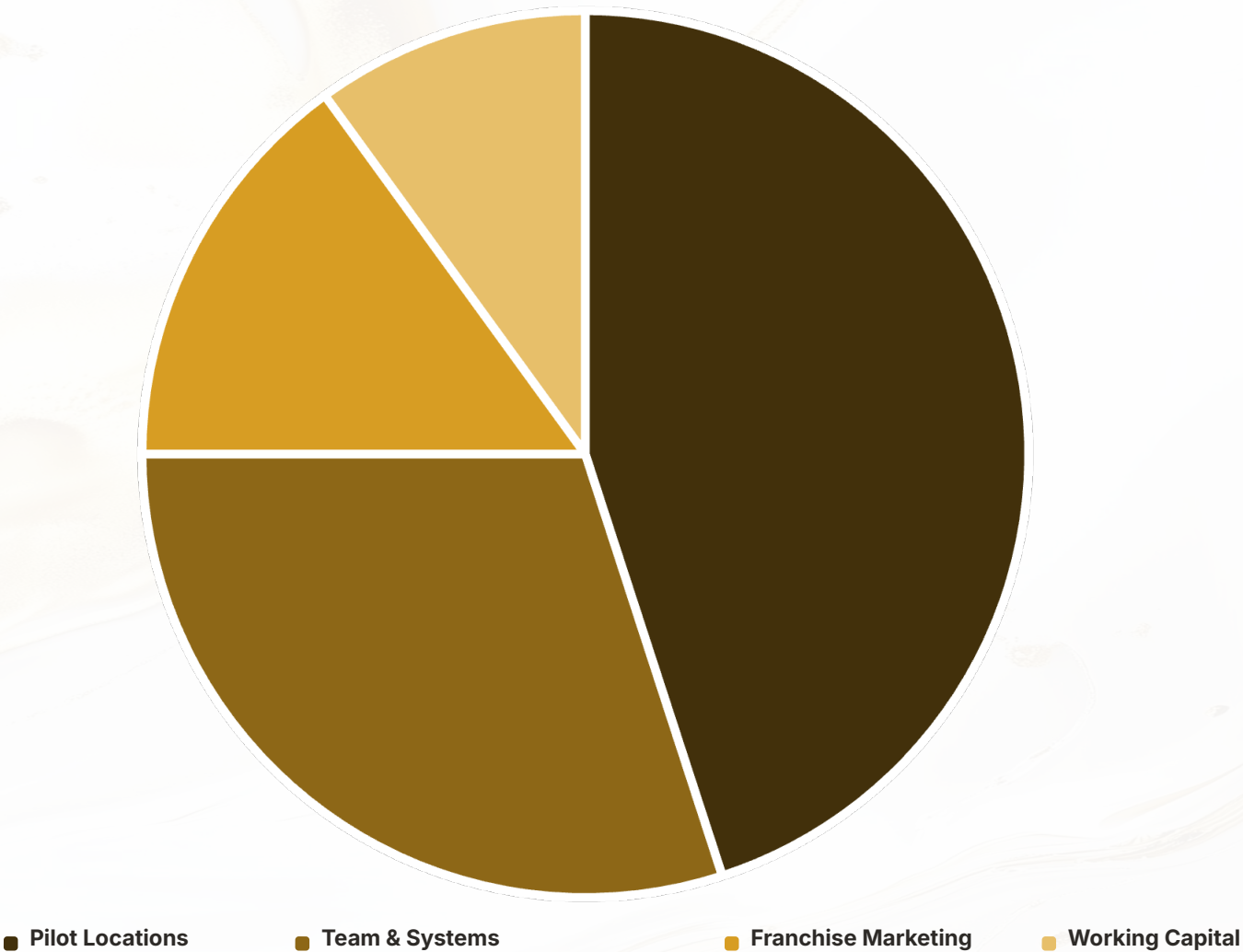
Lean Structure

Our headquarters maintains a focused, efficient organization prioritizing playbook development, network support, and scalable systems over bureaucracy.

Investment Opportunity

€1.2M Seed Round

We're raising €1.2 million to capitalize the franchisor headquarters and launch our proven model at scale across France.



Capital Allocation

- 45% Pilot Operations: Fit-out and launch of 2-3 company-owned proving grounds
- 30% Team Building: Core headquarters staff and comprehensive playbook development
- 15% Franchise Recruitment: Marketing campaigns to attract qualified franchisees
- 10% Working Capital: Operating buffer and system implementation

Investment Terms

- Equity Offering: 20% of company capital
- Pre-Money Valuation: €4.8 million
- Pro-Rata Rights: Participation in future rounds

Performance Milestones & KPIs



Month 6

First pilot location achieves EBITDA-positive operations with Net Promoter Score exceeding 60



Month 12

Three pilot locations operational with average coffee basket size of €6 or higher, validating pricing model



Month 18

Six franchise agreements signed with qualified partners in target markets across France



Month 24

Ten franchise locations open and operating, generating minimum €250K annual royalty revenue for franchisor



Month 36

Twenty-five units nationwide producing €650K+ in annual royalties, establishing market leadership position



Success Metrics: Beyond unit count, we track customer satisfaction (NPS), average transaction values, franchisee profitability, Bitcoin education engagement rates, and community event attendance to ensure sustainable, quality-focused growth.