



Mama Bear NJ's Cafè

NJ Anderson

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Executive Summary:

Mama Bear NJ's Cafe is a community-focused "third space" located in Colorado, dedicated to providing a sanctuary of belonging and relaxation for its patrons. We specialize in high-quality, scratch-made bakes and premium coffee, offering a warm environment where individuals can escape the difficulties of daily life. Our unique value proposition lies in our commitment to inclusivity, safety, and a "pay-it-forward" culture that fosters genuine human connection.

Mission and Vision

<i>Mission Statement</i>	<i>Vision Statement</i>
<i>To nourish our community with wholesome snacks and hearty meals while fostering a safe haven where everyone is free to relax and belong.</i>	<i>Our vision is to build a community where every guest finds a place to belong, a moment to relax, and a shared connection that outlasts their cup of coffee.</i>

Who Mama Bear NJ's Cafe is:

Mama Bear NJ's Cafe is made with the comfort of our customers in mind. It is made so that people will always have a safe place to love who they want and be who they want. We keep all of this in mind while also making sure to keep the food and drinks up to a good standard as well.

The Problem we are trying to fix:

Many individuals struggle to find a welcoming environment where they can truly decompress without feeling rushed or unwelcome. Without these communal hubs, the bonds of friendship and family can suffer from a lack of quality time spent together in a peaceful setting. By providing a dedicated sanctuary, we address the growing need for emotional comfort and genuine human connection in our fast-paced society. This gap in the local market leaves many searching for a "third space" that prioritizes mental well-being and inclusivity as much as the menu itself.

Our solution:

Mama Bear NJ's Cafe addresses the need for inclusive social environments by providing a dedicated, safe haven for the LGBTQIA+ community and their allies. While many local dining options exist, few prioritize the specific emotional and physical safety required for marginalized groups to truly relax and connect. Our cafe solves this by offering a welcoming atmosphere where high-quality food and drinks are paired with a culture of acceptance. We go beyond standard service by implementing a "receipt board" system, ensuring that financial barriers never prevent someone from enjoying a warm meal. By combining affordable pricing with a community-first mindset, we provide more than just a menu; we provide a sense of belonging. This approach directly transforms a lack of safe spaces into a vibrant, sustainable hub where everyone can thrive regardless of their background or budget.

To compete effectively, we have identified specific opportunities where these larger brands fall short. While Convict Coffee has a great mission, their physical space is limited by small facilities and single bathrooms, whereas we will offer a more comfortable, accessible environment for groups to linger. Unlike Dunkin', which has an overwhelming and complicated menu, Mama Bear NJ's Cafe will focus on a simple, high-quality selection of items that ensures speed without sacrificing taste. Furthermore, we will differentiate ourselves from the "corporate" feel of Starbucks by prioritizing genuine customer relationships over mass production and profit margins. Our biggest opportunity lies in our specialized focus on the LGBTQIA+ community and our unique "receipt board" system, which provides a level of heart and local support that a corporation cannot replicate. Through these targeted improvements, we offer a more personal and welcoming alternative to the standard coffee shop experience.

How everything is organized

At the heart of Mama Bear's Cafe is a dedicated team committed to fostering an inclusive "third space" for our Colorado community. The establishment is led by a Founder/General Manager who oversees daily operations, strategic marketing, and our specialized in-house baking program. To ensure a seamless customer experience, we employ a Lead Barista who manages drink quality and staff training, alongside a team of skilled Baristas focused on hospitality and de-escalation. Our kitchen operations are supported by a Part-Time Baker responsible for our signature scratch-made goods, ensuring freshness every morning. Together, this team is unified by a shared mission to provide exceptional coffee and comfort while upholding our brand's core values of safety and belonging. By prioritizing specialized roles and continuous professional development, we ensure that every visitor feels the "Mama Bear" warmth from the moment they walk through our doors. Each employee will get at least \$19 an hour to start at.

Target market: Basic Demographics

The primary demographic for Mama Bear NJ's Cafe spans a wide age range from 18 to 60, ensuring that our space feels like a true community hub for all generations. Research from industry leaders like Toast indicates that coffee shop appeal is nearly universal, with both men and women purchasing beverages and food at almost equal rates. We are specifically targeting individuals with a low-to-moderate income level who are looking for high value without a high price tag. Geographically, our ideal customers are located near high-traffic community areas such as public libraries and local parks. This placement ensures we are accessible to students, retirees, and working-class families alike. By focusing on this broad yet specific demographic, we ensure a steady stream of diverse customers throughout the day.

Target market: Psychographics

Our customers are individuals who prioritize wellness, daily rituals, and a deep sense of social responsibility. They are the type of people who view their morning coffee not just as a caffeine boost, but as a meaningful start to their day and a way to connect with their neighborhood. According to 2026 industry trends, this market cares deeply about "community-centric" spaces and businesses that have a clear, ethical mission. They are likely to be socially conscious people who feel a sense of pride when supporting a local business that gives back. Many of our customers value authenticity and are often tired of the sterile, corporate atmosphere found in large chains. They seek a place that feels like a "home away from home" where their personal values are reflected in the business they frequent.

Target market: Needs

The core problem our target market faces is the disappearing "Third Space"—a secure, low-cost location that is neither home nor work. Many people in our community feel isolated or lack a comfortable place to sit and relax without being pressured to spend a large amount of money. For the LGBTQIA+ community specifically, there is an urgent need for environments where they can exist safely and authentically without fear of judgment. Additionally, those with limited budgets often struggle to find quality food options that feel like a treat rather than a burden on their finances. Mama Bear NJ's Cafe solves these frustrations by providing a reliable and inclusive sanctuary. We meet the physical need for nourishment and the emotional need for security all in one accessible location.

Target market: Buying Behavior

Our customers' buying behavior is driven by a combination of daily routine and emotional connection to our mission. They are "ritual shoppers" who are likely to visit several times a week for their favorite beverage or a quick, affordable meal. Because they value community support, they are highly likely to engage with our "receipt board" system, either by using a donated meal when times are tough or paying it forward when they have extra change. They prefer "high-touch" customer service where the staff knows their name and makes them feel recognized and valued. While price is an important factor in their decision-making, they will choose us over a competitor because of the atmosphere and the social impact of their purchase. This loyalty creates a sustainable business model built on repeat visits and word-of-mouth recommendations within the community.

Competition:

Mama Bear NJ's Cafe operates in a competitive landscape that ranges from local mission-based shops to massive global franchises. Our primary competitors include Convict Coffee Company, Dunkin', and Starbucks, each of which captures a different segment of the local coffee and food market. Convict Coffee Company is a strong local competitor known for its admirable mission of providing second chances to ex-convicts, which resonates deeply with community-minded customers.

Meanwhile, Dunkin' dominates the area through convenience and its presence in grocery stores, while Starbucks relies on its massive scale and a very loyal, established customer base.

However, while these businesses are successful, they often focus on high-volume sales rather than the intimate, inclusive environment that marginalized groups seek. By understanding their strengths, we can better position ourselves as the premier choice for those seeking both quality food and a true sense of safety.

How we stand out

To compete effectively, we have identified specific opportunities where these larger brands fall short. While Convict Coffee has a great mission, their physical space is limited by small facilities and single bathrooms, whereas we will offer a more comfortable, accessible environment for groups to linger. Unlike Dunkin', which has an overwhelming and complicated menu, Mama Bear NJ's Cafe will focus on a simple, high-quality selection of items that ensures speed without sacrificing taste. Furthermore, we will differentiate ourselves from the "corporate" feel of Starbucks by prioritizing genuine customer relationships over mass production and profit margins. Our biggest opportunity lies in our specialized focus on the LGBTQIA+ community and our unique "receipt board" system, which provides a level of heart and local support that a corporation cannot replicate. Through these targeted improvements, we offer a more personal and welcoming alternative to the standard coffee shop experience.

Products

Mama Bear NJ's Cafe generates its primary revenue through the direct-to-consumer sale of high-quality, affordable food and beverages. Our menu features a variety of accessible options, including coffee and tea priced around \$2.00, alongside more substantial items like grilled cheese sandwiches and muffins that range from \$2.00 to \$5.00. By keeping our price points low, we ensure a high volume of daily transactions from our target market of students and local residents. In addition to our core food and drink sales, we offer branded merchandise such as mugs and t-shirts, which serves as a secondary income stream while promoting our inclusive brand. We also plan to maximize our physical space by offering private area rentals for community groups or small events during off-peak hours for a set fee. Furthermore, our "receipt board" system acts as a unique community-funded revenue stream where customers can pre-purchase meals for those in need, ensuring our kitchen stays busy while helping the neighborhood. This diversified approach combines steady daily sales with creative service fees to build a sustainable and growing business.

How we market:

Mama Bear NJ's Cafe will utilize a community-focused marketing strategy that emphasizes physical presence and digital storytelling to reach our target audience. Our primary promotion activity involves hyper-local "guerrilla" marketing, such as handing out high-quality samples of our coffee and snacks at nearby public parks and libraries to build immediate brand trust. To capture the attention of the 18-60 demographic, we will maintain an active social media presence on Instagram and TikTok by posting behind-the-scenes videos that showcase our inclusive environment and "receipt board" system. We will also leverage event marketing by hosting small community gatherings, like LGBTQIA+ book clubs or "meet-the-owner" nights, to establish ourselves as a premier "Third Space." Our pricing strategy will remain transparent and moderate to appeal to low-income customers, while our physical location will be highlighted through vibrant signage and sidewalk chalk art that guides foot traffic from local landmarks. Additionally, we will implement a word-of-mouth referral program where regular customers are encouraged to bring a friend in exchange for a small discount. By combining these authentic, hands-on efforts with a strong digital "vibe," we will create a loyal customer base that feels personally connected to our mission.

Revenue streams:

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Start up Costs

<i>equipment</i>	<i>\$6,500.00</i>
<i>down payment</i>	<i>\$9,000.00</i>
<i>espresso machine</i>	<i>\$5,000.00</i>
<i>First round of Insurgents</i>	<i>\$1,000.00</i>
<i>food license</i>	<i>\$600.00</i>
<i>chairs</i>	<i>\$1,200.00</i>
<i>comfy chair</i>	<i>\$1,800.00</i>
<i>small tables</i>	<i>\$1,000.00</i>
<i>tables</i>	<i>\$1,200.00</i>
<i>marketing</i>	<i>\$1,500.00</i>
<i>signage</i>	<i>\$2,000.00</i>
<i>Total</i>	<i>\$30,800.00</i>

Variable costs

Ingredients	\$2,500.00		
rent	\$3,000.00	cups, lids, napkins, and bags	\$900.00
equipment	\$500.00	cleaning supplies	\$400.00
upkeep	0	linen service	\$250.00
service	\$300.00	bookkeeping	\$700.00
retainer	0	liners, boxes	\$200.00
Business			
Owner's	\$300.00	L&D	\$250.00
Policy	0	security systems	\$150.00
utilities	\$1,200.00	accessibility	
internet	\$180.00	compliance	\$150.00
marketing	\$800.00	AED certification	\$58.00
pest		Merch making	\$300.00
control	\$120.00	bank fees	\$150.00
waste			
manageme	\$300.00	Total	\$12,708.00
nt	0		

Milestones:

Mama Bear NJ's Cafe has established a clear roadmap to transition from a startup concept into a thriving community hub over the next twelve months. Our primary goal during the first month of operation is to optimize our in-house baking production to ensure we consistently sell out of all fresh goods by closing time. By the third month, we aim to have a fully functioning and active "receipt board," with customers regularly pre-purchasing meals and drinks for neighbors in need. As we reach the six-month mark, our focus will shift toward sustainability and loyalty by maintaining a consistent base of daily "regulars" who view the cafe as their primary third space. To celebrate our first year, we plan to host our inaugural community book club, marking our evolution into a center for local connection and literature. Achieving these objectives will require a disciplined investment of time, startup capital, and a passionate team dedicated to our mission. Through these measurable checkpoints, we will demonstrate our growth and our unwavering commitment to the Colorado community.

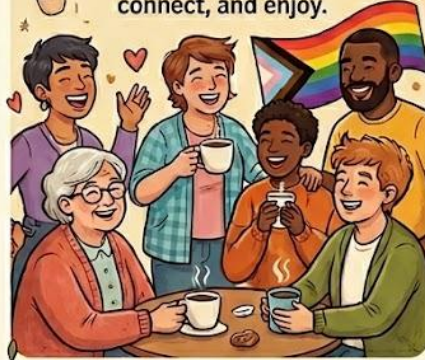


WELCOME TO MAMA BEAR NJ's CAFE!

Your SAFE, Cozy Third Space
Near [Insert NJ Park/Library]

1 Our MISSION

We prioritize a truly **INCLUSIVE** & **SAFE** environment for the **LGBTQIA+** community and **ALL** neighbors to relax, connect, and enjoy.



2 TASTE & VALUE

High-quality, affordable food and drinks for low-moderate incomes.



3 GET INVOLVED

Join us for local events, book clubs, & socials!
Learn about our **RECEIPT BOARD** (pay it forward or access a meal).



SCAN TO SHARE KINDNESS & CONNECT!
Access Our Virtual **RECEIPT BOARD** & Full Menu

 Scan QR for Event Info!	 GET \$1 OFF YOUR FIRST DRINK!	 SHARE KINDNESS TODAY!		 A SAFE PLACE FOR ALL.	 MEET FRIENDS HERE.	 TRY OUR SAMPLES!
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This is a flyer that we will hand out and put up in public places so people can see it and can to my cafe.



This will be a flyer that I will put up in my cafe to promote the book club I will be hosting.



This is a Tik Tok page that I will use to post videos and promote deals. There will also be a few behind the scenes videos.



I will be handing out samples at fairs or even pride fest. I will also be selling regular food at the fairs and pride fest.

Menu:

- Sandwiches: \$20
 - Homosexual ham sandwich,
 - vegan,
 - Gay grilled cheese
- Cakes Slices \$8.99
- Croissants: \$5.30
 - chocolate,
 - regular
- Gay Hot cocoa
 - Small \$3.50
 - Medium \$4.50
 - Large \$6
- Coffee:
 - decaf, \$3.25
 - Regular \$3.25
 - Americano \$4.25
- Lesbian Latte:
 - Iced, warm
 - Small \$4.75
 - Medium \$5.25
 - Large \$6.50

Menu part 2

- *nitro cold brew* \$5
- *Bisexual blended frappes* \$4
- *iced caramel macchiatos* \$5
- *Muffin:*
 - *chocolate chip,* \$4.50
 - *blueberry,* \$3.50
 - *Gluten-free* \$5.50
 - *Vegan* \$5.50

Merch

- Shirts \$20
 - X_pX_pL X_pL M S X_pS
- Hoodies \$40
 - X_pX_pL X_pL L M S X_pS
- Mugs \$20
- Travel tumblers \$25
- Tank tops \$20
 - X_pX_pL X_pL L M S X_pS