

The First Global Roastery that unites the entire supply chain, thanks to the Metaverse technology.

WE ROAST CREATES NEW OPPORTUNITIES FOR COFFEE LOVERS BY CONNECTING ROASTERS, BARISTAS, BUSINESS OWNERS AND ENTREPRENEURS THROUGH PASSION AND KNOWLEDGE.

We understand how the world changes and our business evolves with it.
We create an ecosystem of services to support our community by sharing resources and technical knowledge, empowering enthusiasts to learn new skills and helping roasting professionals to start their own coffee business.

It is not about where you come from, it is about where you want to go.
We welcome everyone,
no matter their age, background, identity or level of experience.
What we want from people is:

PASSION
To do what you love.

WILL
To invest time and effort.

We are willing to share all the rest.



We want to ease entry into the coffee industry.



PROBLEMS? NO.

OPPORTUNITIES

- Misused/underused resources.
- High costs of equipment, tools and infrastructure to establish new business.
- No contact point between coffee producers, professionals and enthusiasts who want to enter the sector.
- Crisis in the Hospitality industry due to lack of skilled people.
- Unexciting profiles of mass-produced blends in the market.

VALUE PROPOSITION

OUR OFFER

We want to democratise the industry, creating a world where everyone can learn about coffee, develop skills, and access shared resources.

- **Easy access** to technical knowledge - professional training, infrastructure, tools, and capital-intensive equipment.
- **Empowered enthusiasts** learning new skills.
- Roasting professionals developing **new businesses** , and optimising their performance.
- B2B partners developing **bespoke coffee blends** for their business and training programs for their team.
- Members of the **local community involved** through education and employment.
- **Quality coffee** roasted directly close you, in 5 continents
- Coffee **sourced directly from farmers** giving them value and control from their hard work.

We are involved in all aspects of coffee production, enabling companies, individuals and enthusiasts to develop their passion.

Academy

Single cources, workshops, full virtual training programs into roasting and barista skills, and bespoke training focused on clients' requests.

White Label for Hospitality

We offer solutions for clients who wants to select and serve their own coffee, unique blends carefully designed and roasted to their custom flavour profile specifications.

Green Beans

Selecting, importing and reselling green coffee for We Roast customers, partners, through direct trade with farmers and other

Projects Hosted

we partner and support startups and entrepreneurs by hosting project and Virtural Event

CO-ROASTING DIGITAL SPACE

SHARING ECONOMY

In our roastery everything can be shared and reused. We have all the necessary tools and equipment you need to start in the coffee business, helping you to blend, roast, pack, source and sell the best coffee in the most sustainable way.

- [x] Space, equipment, staff, skills, knowledge and expertise.

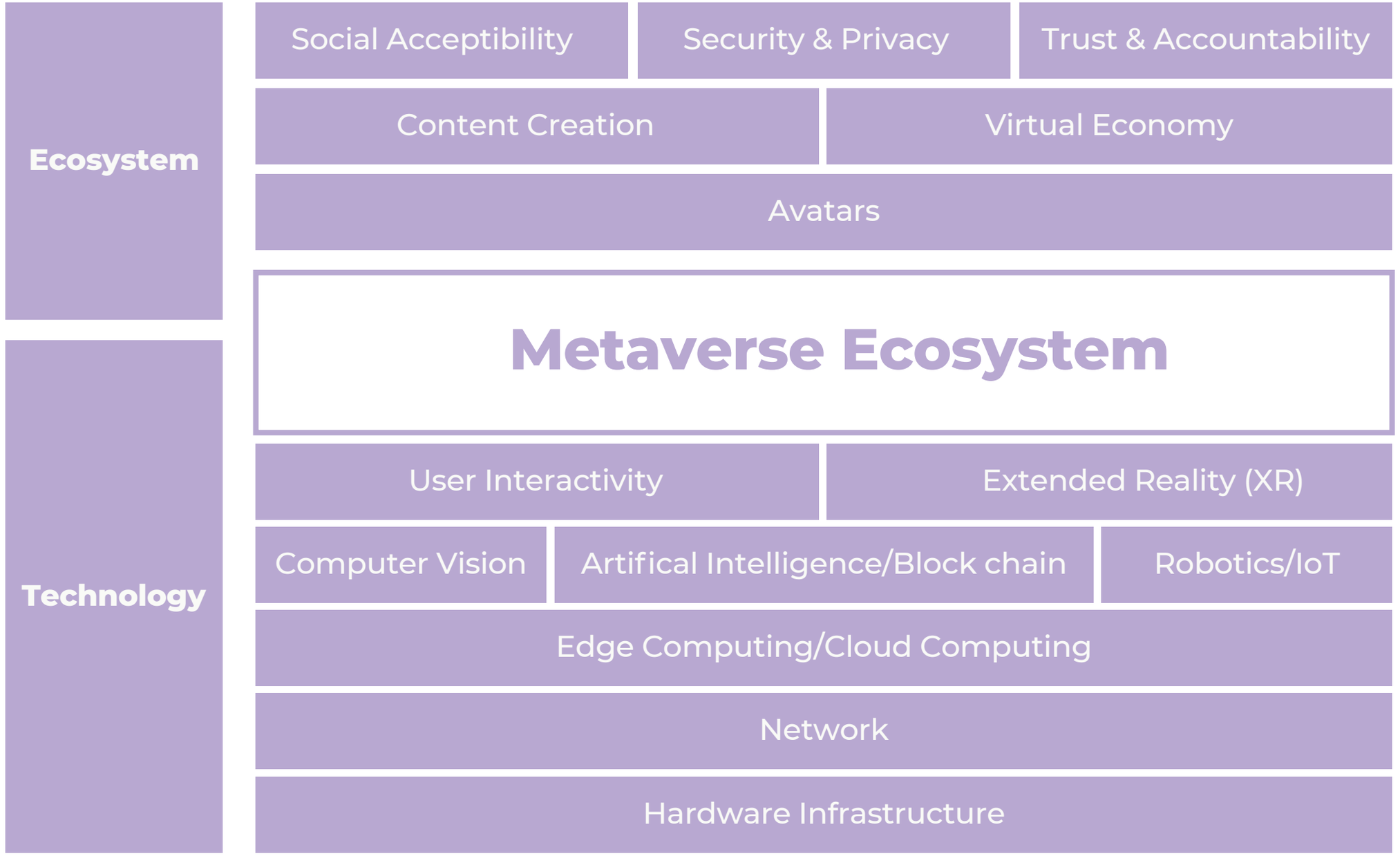
WHITE LABEL
FOR HOSPITALITY

We offer solutions for business, specialty coffee shops, restaurants, offices and any other company, who wants to select and serve their own coffee, developing unique blends carefully designed and roasted to their custom flavour profile specifications.

Outshine Your Teaching Skills With

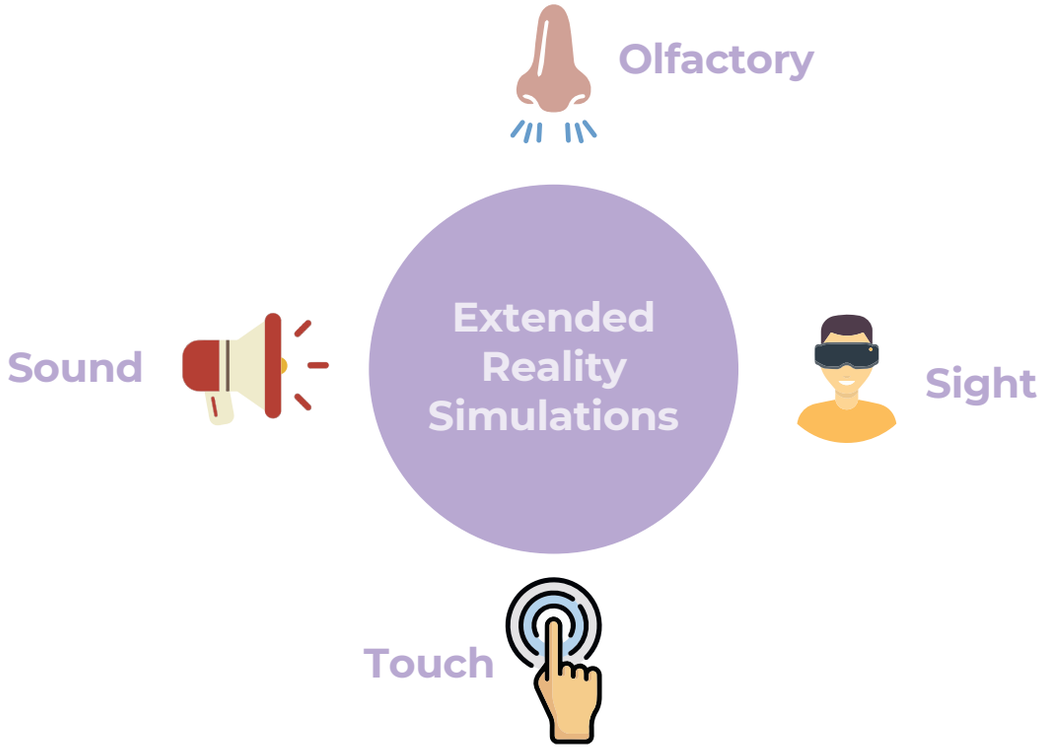
METAVERSE EDUCATION PLATFORM

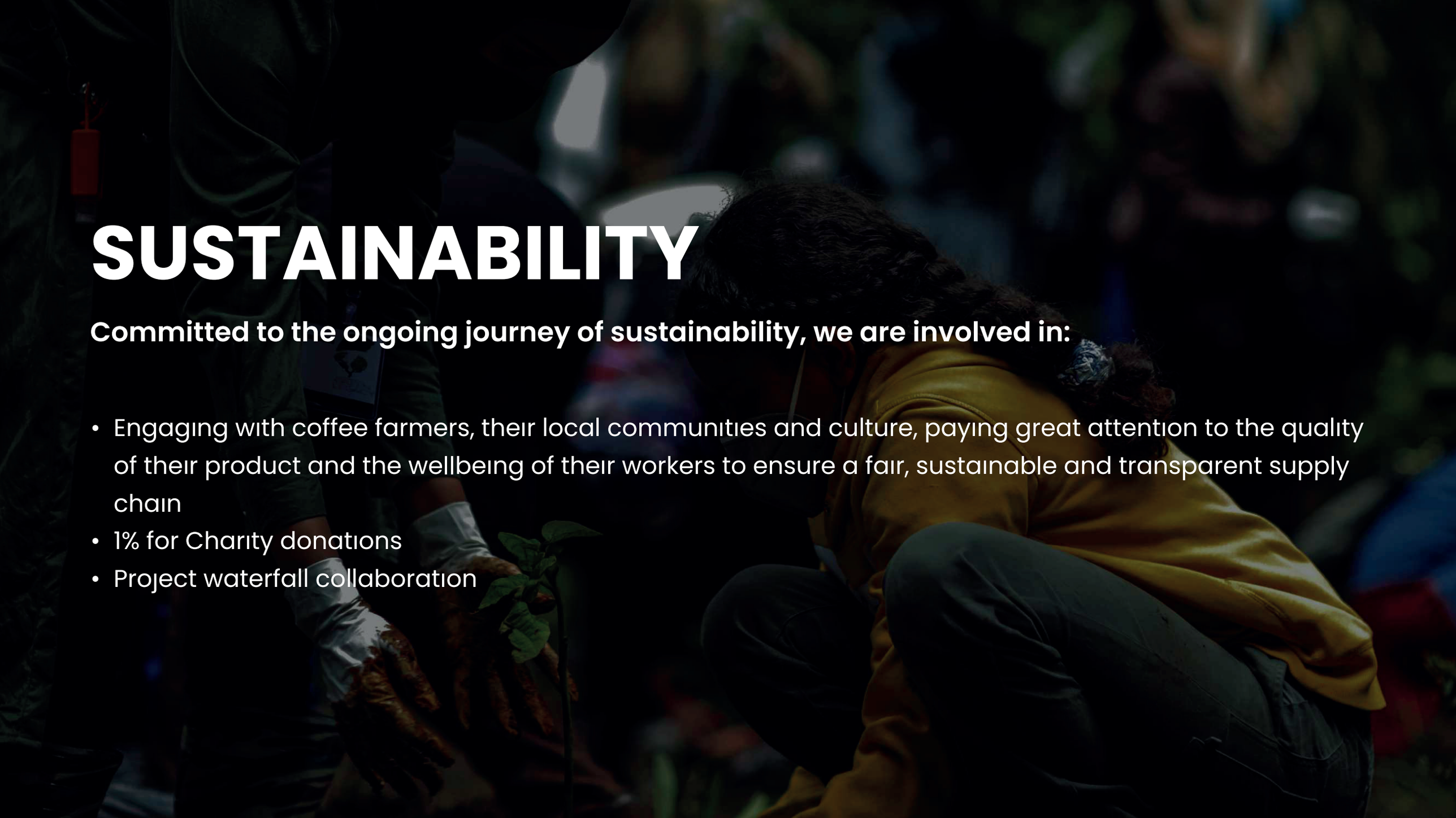



Ecosystem
Technology
Social Acceptibility
Security & Privacy
Trust & Accountability
Content Creation
Virtual Economy
Avatars
Metaverse Ecosystem
User Interactivity
Extended Reality (XR)
Computer Vision
Artifical Intelligence/Block chain
Robotics/IoT
Edge Computing/Cloud Computing
Network
Hardware Infrastructure

Extended Reality Spectrum

XR technology allows the user to experience different immersive technology altogether across the metaverse space.





SUSTAINABILITY

Committed to the ongoing journey of sustainability, we are involved in:

- Engaging with coffee farmers, their local communities and culture, paying great attention to the quality of their product and the wellbeing of their workers to ensure a fair, sustainable and transparent supply chain
- 1% for Charity donations
- Project waterfall collaboration

VIRTUAL | ACADEMY

From introduction to coffee tasting to our full coffee master training. Our programs are designed to make coffee skills accessible to everyone regardless their level of experience.

- Single courses and workshops into roasting and barista skills.
- **Full professional training programs**
- **Bespoke training focused on B2B partners requests.**

In our academy we are giving people the skills and experience we think the industry needs, to start new coffee business or to develop barista knowledge from beginner to expert, making easier for more passionate people to get into the coffee industry.

APPRENTICESHIPS

Once the training in the academy is completed, new roasters/baristas could apply to our apprenticeship program, in our Co-Roasting Space or in one of B2B Partners, to have additional training and a first job experience.



OUR VISION

We want to be an ındustry reference-poınt roastery,
acceleratıng coffee startups and supportıng estabılished busınesses.

Innovation and Collaboration is our superpower!

REVENUE MODEL

We provide great value to our partners - through collaboration, the whole process gets easier, quicker, and more transparent, looking to build long-term relationships between the parts involved in every step. Our ecosystem is constantly evolving to meet the needs of our community.

Co-Roasting Space (pay-per-use service)

Coffee roasting machinery hire, space, tools and equipment rental by batch, by hour or by the day.

Academy (OTP)

We develop single courses and workshops in Roasting and Barista skills, full training programs and bespoke courses focusing on clients'requests.

White label for Hospitality and individuals (subscription service)

We offer solutions for clients who want to select and serve their own unique blends of coffee, carefully designed and roasted to their custom flavour profile specifications.

Green Beans (subscription service)

Selecting, importing and reselling green coffee for B2B.

Product (subscription or one-off)

Sale of We Roast branded blends to private customers or companies and bars.

Project Hosting (Transactional)

Rent or commission in activities developed, selling tickets and merchandise.



MARKET SIZE

According to McCann Worldgroup studies, by 2026 about 2 billion people will spend at least an hour within the metaverse to perform one or more of the aforementioned daily tasks.

Metaverse Likely To Create $5T In Value By 2030: McKinsey Report

GO TO MARKET STRATEGY

Target

COFFEE LOVERS

BARISTAS

COFFEE ROASTER

- Young/New roasters
- Entrepreneurs
- Amateur

INDEPENDENT HOSPITALITY

- B2B Partners

Activities

EVENTS

- Contest -Competition
- Networking
- Coffee Week

Social Network

Website / Landing page

Email marketing

Mailing list

Partnerships

Seminars

THE TEAM

Federico Buompane: Co-Founder

Francesco Buompane: Co-Founder

Tiziano Mosca: Project Manager

Francesco Picciotto: Community Building

Gianrio Falivene: Head of Finance

Alessandro Allocca: Head of Communication

Genevieve Leveille: Mentor

Federico Buompane
Founder, Student, Business & Management. Web3, Blockchain and Metaverse Enthusiasts

Francesco Buompane
20 years experience as entrepreneur in the coffee business 6 operating coffee shops in Central London
International network of B2B and B2C sales
Certified “Espresso Italiano Taster” by the International Institute of Coffee Tasters. Author Best Seller (business & management book).

Tiziano Mosca
Passionate digital startup entrepreneur, looking to leverage immersive technology to empower human connections and creativity. Experience in business development, team building & management, and strategic partnerships.

Francesco Picciotto
Networker pro, today operates a community of over 10000 people across Europe, with a turnover of 6 million euros per year.
speakers at international events,
expert in effective communication

Gianrio Falivene
Professional in business management, creation of new sales networks and new opportunities in innovative start-ups. Always involved in multinationals with which he has dealt with various reference markets, with in-depth knowledge of the supply chain to and from the Far East.

Alessandro Allocca
is a digital content creator, and a digital strategist with 20+ years of experience. As a consultant, he works for several companies, both UK and international ones which operate in different industries such as news, hi-tech, fintech, food & beverage.

Genevieve Leveille
Innovative Entrepreneur | Global Speaker | 2019 FT Top 100 BAME in Technology in UK | 2020 FDM Everywoman Finalist

Paolo Taticchi, OMRI
Professor in Strategy and Sustainability & School Deputy Director (MBA, Executive Education, Global Engagement) at UCL School of Management



video:
shorturl.at/cjXY2

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