

How to start your own roastery

- Quality control we already covered
- Efficiency, logistics and systems

Passion and business

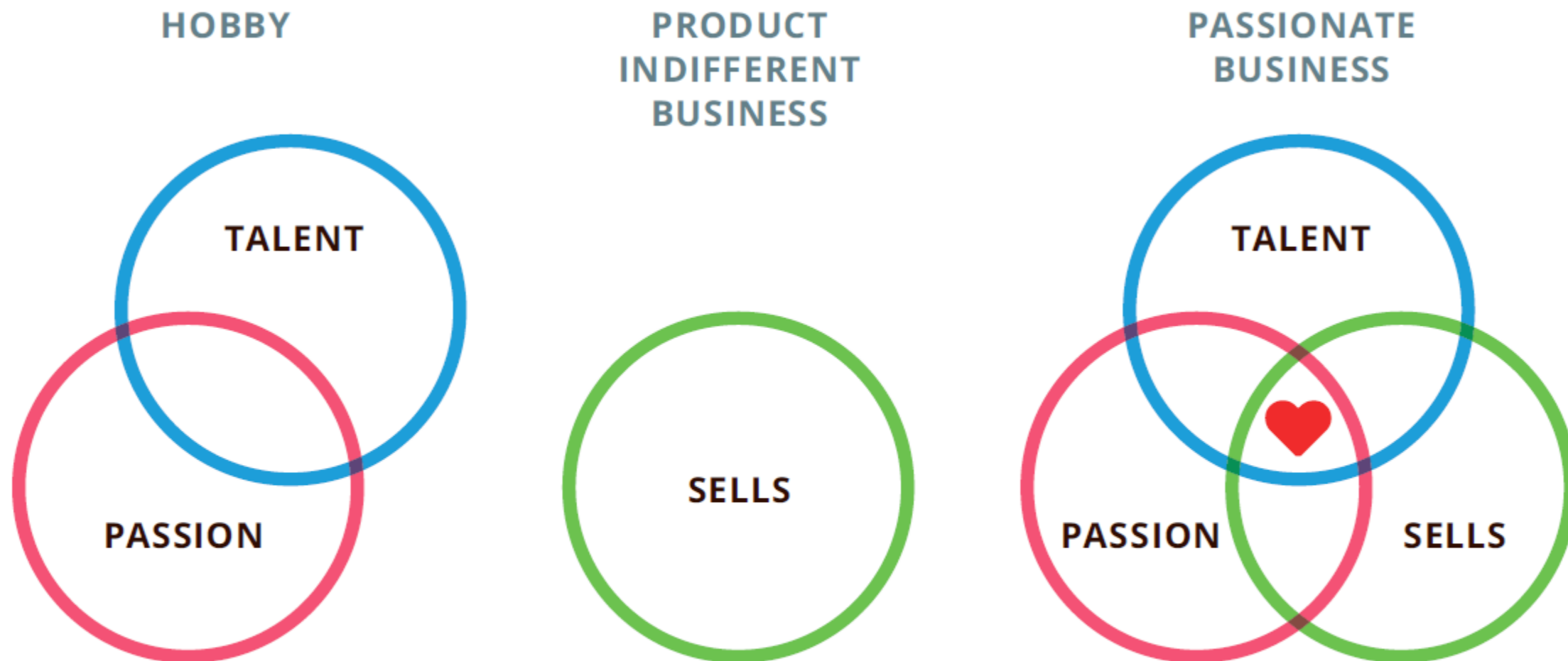


Fig. 21 A Passionate Business Venn diagram of where a hobby and different business models might intersect

Russel Brunson's authentic and ethical marketing model

Be yourself; everyone else is already taken

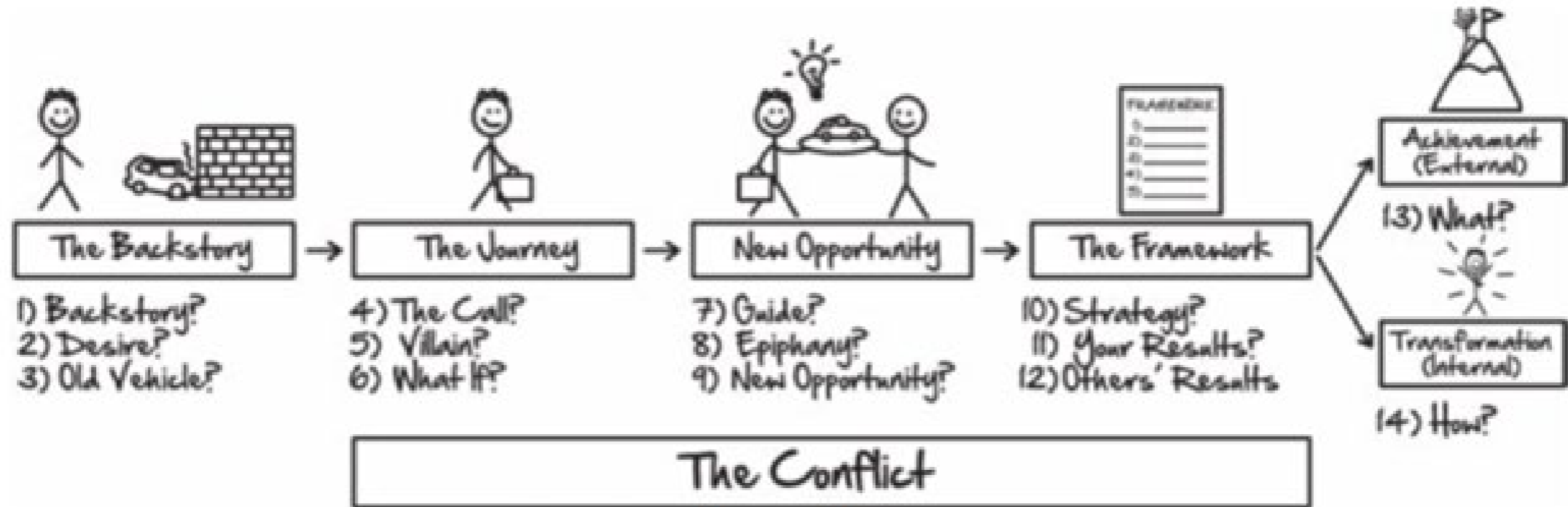


Figure 9.1:

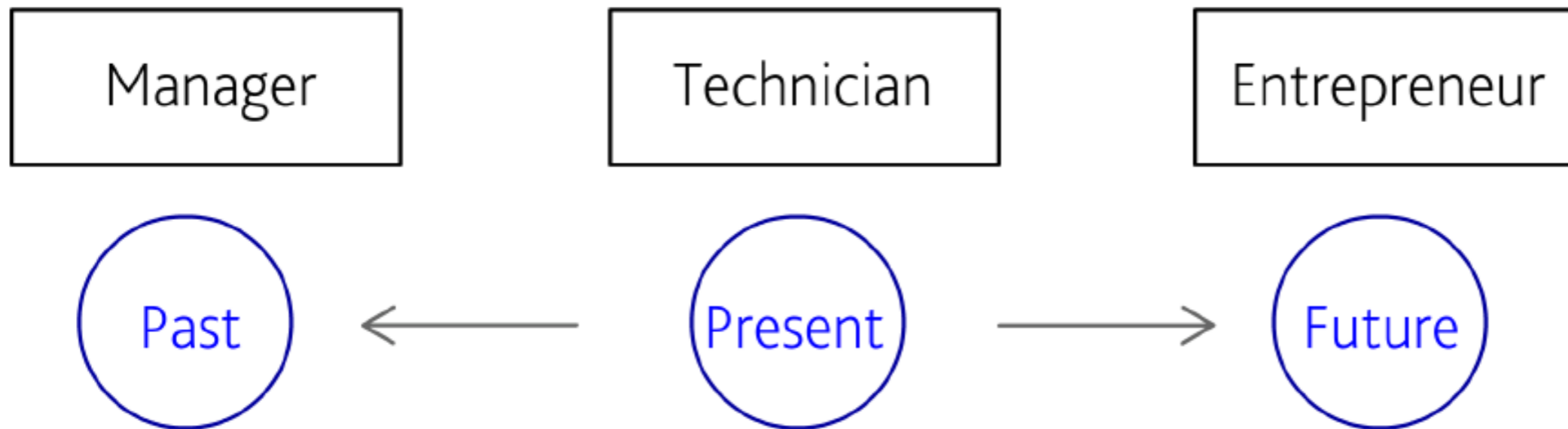
The Epiphany Bridge script is the framework for telling stories in videos, podcasts, webinars, and more.

Be Yoda not Luke
Be Master Oogway not Po
Morpheus not Neo

The basic personalities/initiatives needed in a successful Business

Startup methodology

Michael Gerber, Emyth



The business and the products

	INNER	OUTER
INDIVIDUAL	PSYCHOLOGY (UL) Thoughts, feelings	THINGS (UR) Coffee tree, bean, roast profile, brew, cup, science facts
COLLECTIVE	CULTURE (LL) Group identity, tribe membership, ethics	SYSTEMS (LR) Protocols, workflow, recipes, QC

Fig. 20 Ken Wilber's Integral Approach.

Psychology (UL) = Upper Left

Culture (LL) = Lower Left

Things (UR) = Upper Right

Systems (LR) = Lower Right

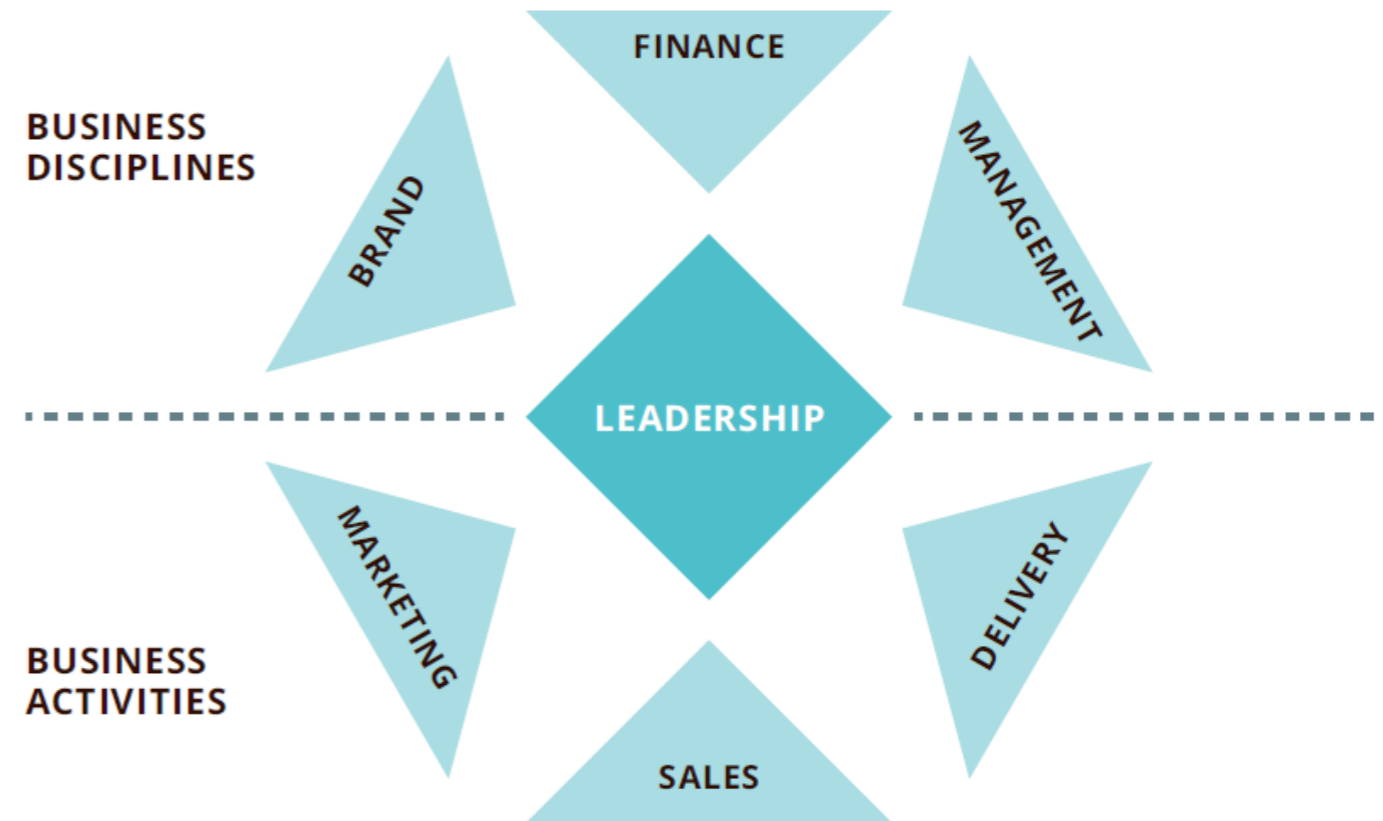


Fig. 23 Seven E-myth core business elements

Lean production

Principles

- Understand the customer's perception of value (critical for quality)
- Identify and understand the value stream for each process and the waste within it
- Let the customer pull the value through the process, according to their needs
- Continuously pursue perfection (continuous improvement)

Wastes

- Over-production
- Inventory
- Waiting
- Transportation of products
- Motion of people
- Over-processing
- Defects (Dissatisfier)

Visualize (PEMME)



People: Who and when?

Equipment: What is needed to manufacture?

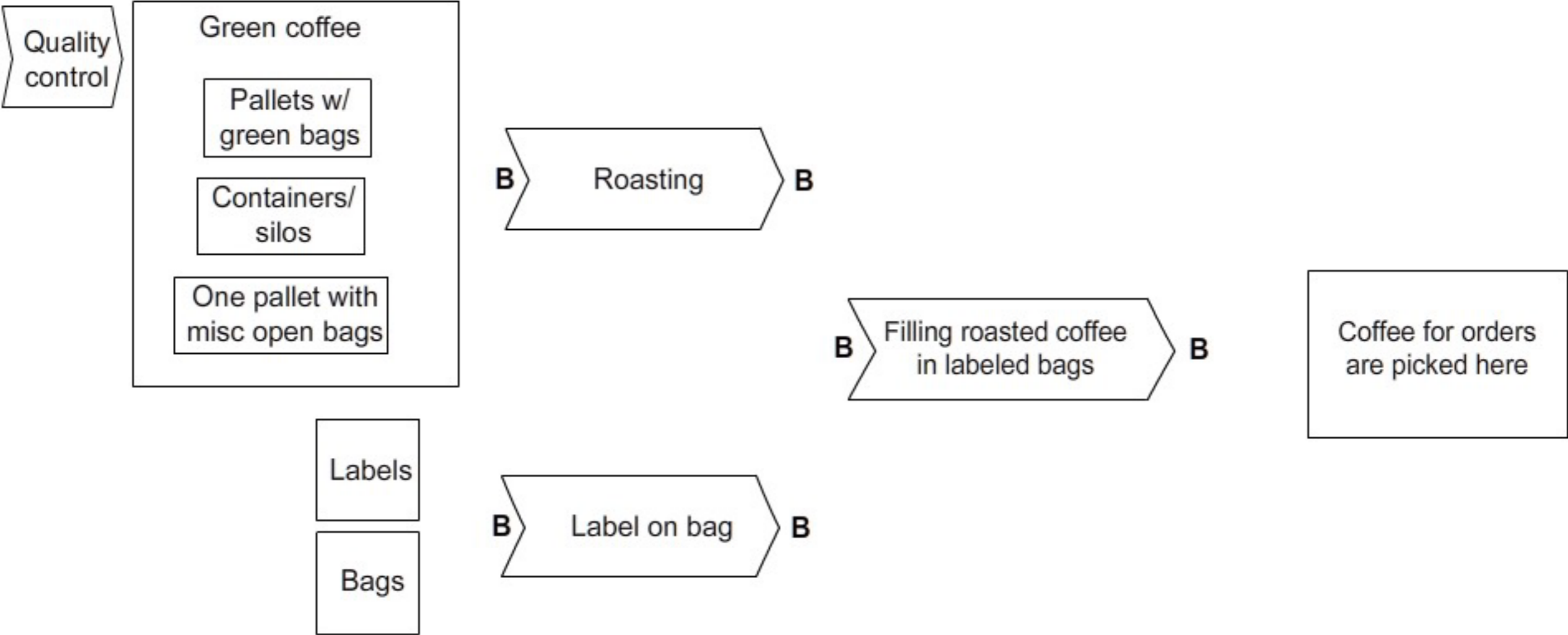
Methods: Best practices

Materials: Raw materials + bags/labels...

Environment: Work place construction
(processes has a HOME)

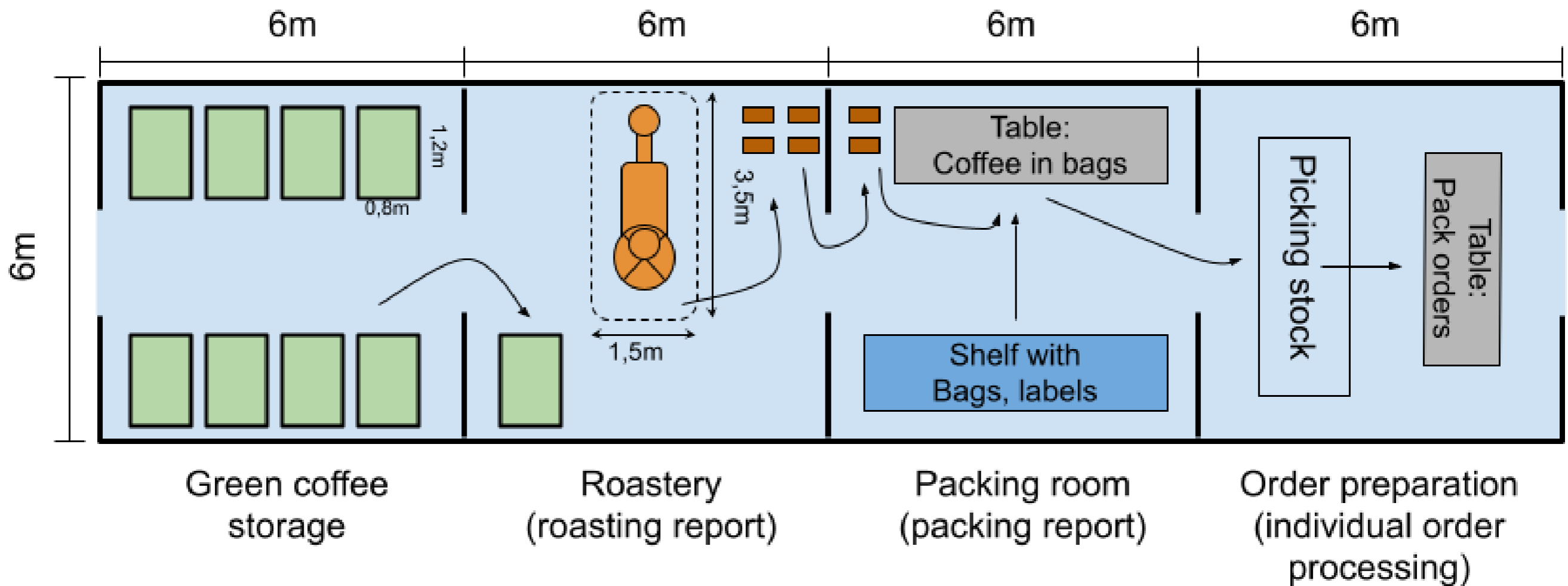


FLOW



- Daily cleaning tools
- Maintenance tools
- Green coffee samples
- Lab equipment (cupping + measurement)
- Fire extinguishing equipment

Roastery for 12/15 kg roaster batch capacity



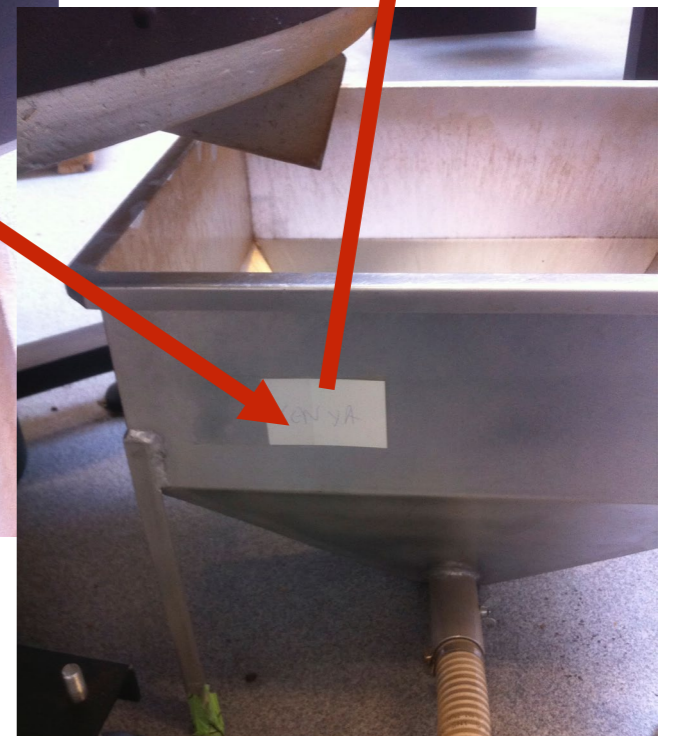
One thing at the time

- Have clear deadlines with your customers and organise your week accordingly (weekly, daily?)
- Transport on pallets when possible
- Start every day organising the green coffee you need for the rest of the day
- When roasting don't pack coffee, don't talk on the phone and don't engage with customers
- Have containers for the roasted coffee so you don't have to pack while roasting
- Have pre-labeled bags ready

Visibility!

- ALWAYS have notes on all coffees roasted, roast date and type
- When you do one thing at the time, just looking at the work space makes it obvious what process is currently going on
- A better overview reduces stress and makes it more easy to ask somebody to do something specific to help
- No notes on plain white paper. Only on templates or in 'note systems'!
- Orders will be easily recognisable if done on templates, as well as communication on designated templates
- Your own notes could be made in a big calendar always available in your production area

Label



Roast + packing repport

- How much should I roast to satisfy orders?
- What should I pack to satisfy orders?

[database function]

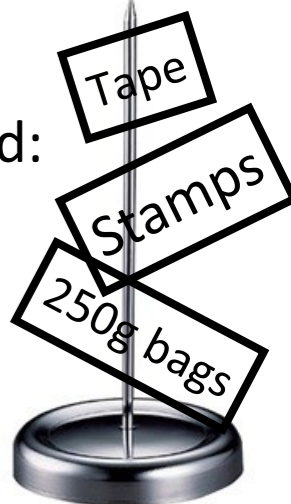
Order before you run out! (Kanban)

- Periodically (each Friday or Monday) check what you need and order it

Type of good	Actual in stock now	Minimum amount	Amount to order	Supplier	Phone/email	Lead time

Ask your suppliers to deliver in a certain time window where you are prepared to receive it. For example each Thursday from 10-12.

The simplest method:



Open coffee bag

This could be time consuming if not done right!

- Place the bag so the double stitch is facing you and the single stitch is on the other side of the bag from you
- Starting from the LEFT cut the stitch on both sides and pull gently in the thread that will open easily from this side

What roaster to buy

- Brand: All brands with good reputation can produce specialty quality
- Service level is extremely important
- Estimate the size you need...and buy the next size up!

Fire

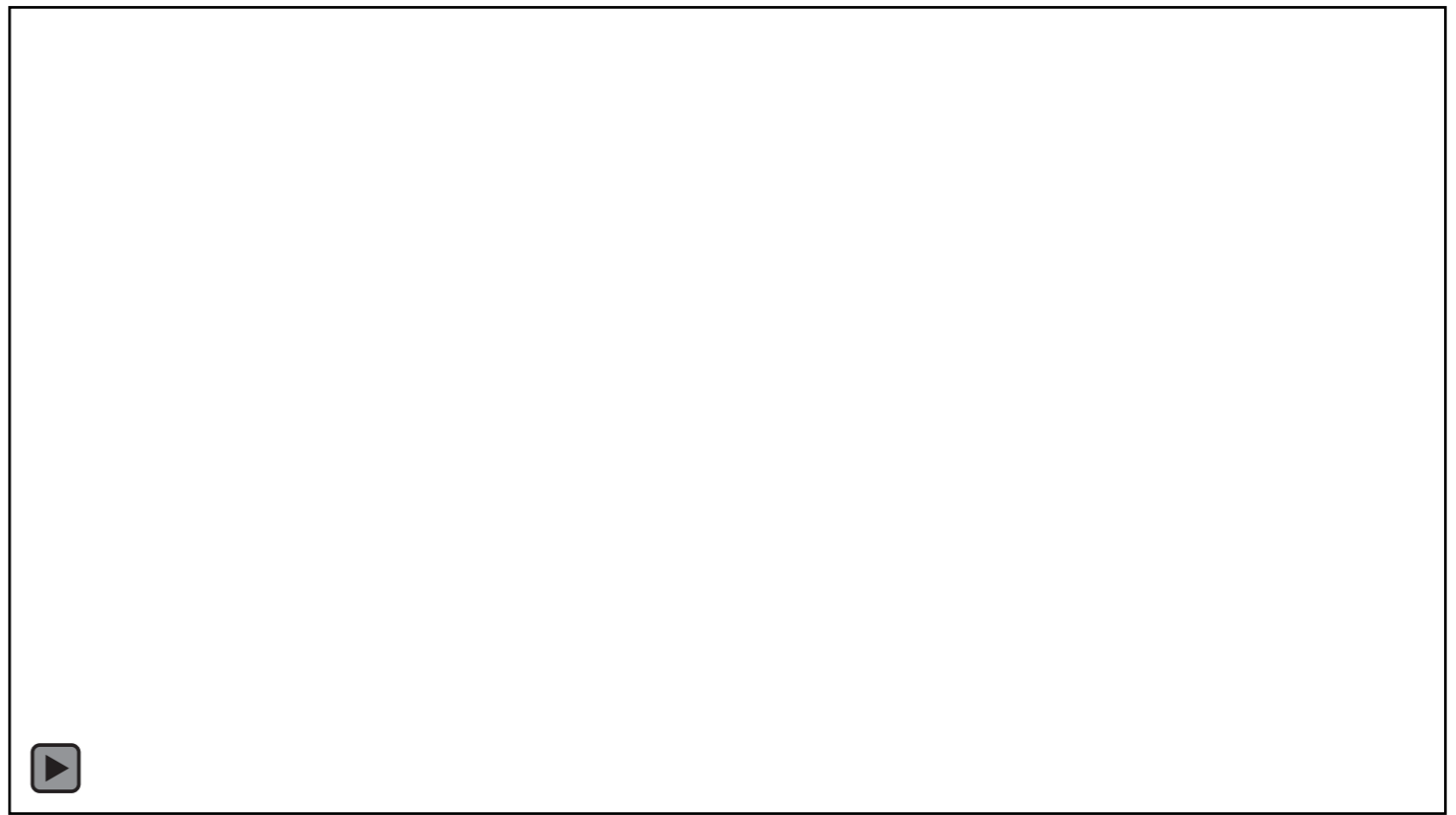
Not if but WHEN!

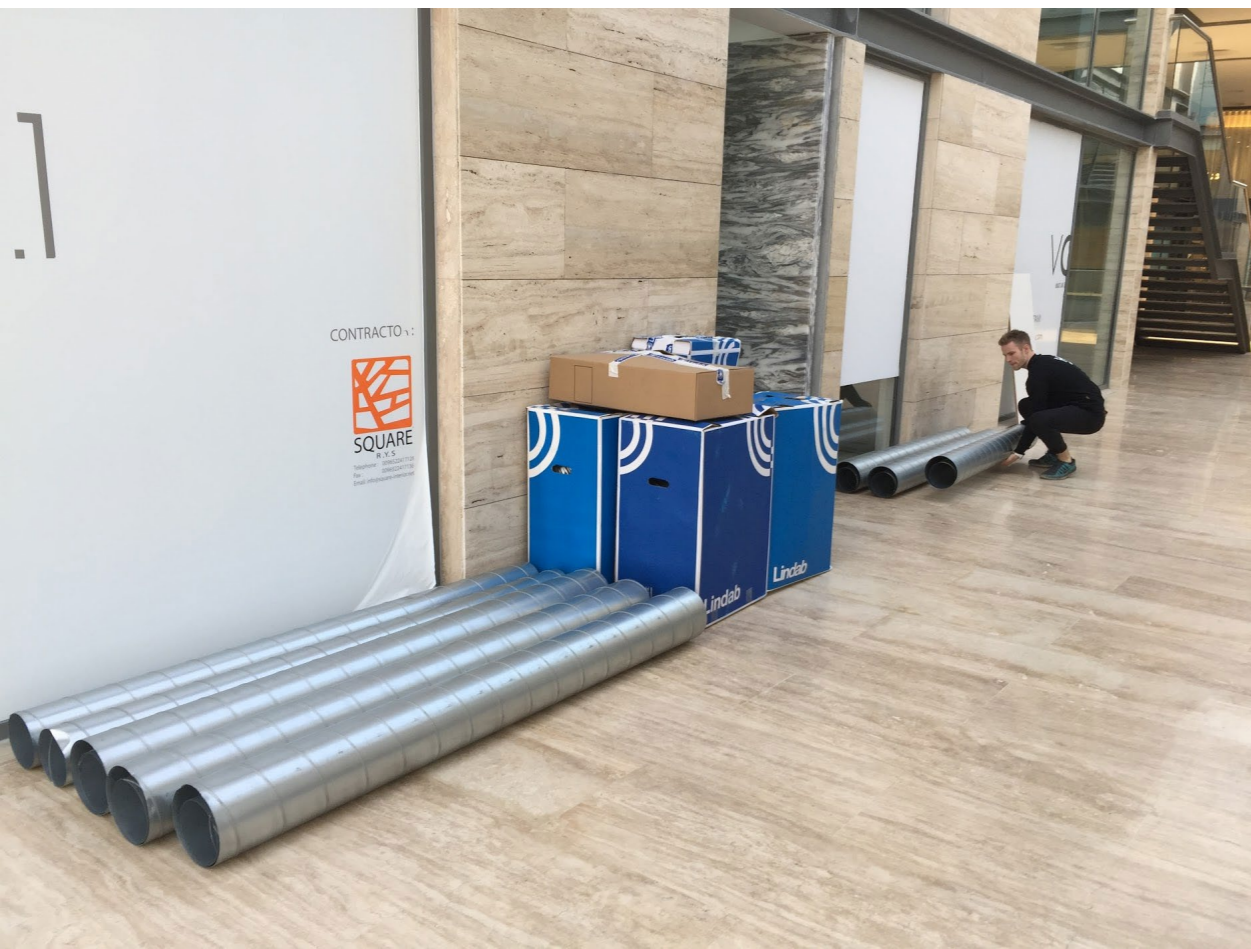
- Do NOT open the roaster
- Only water in the drum
- Inert gas system in the chimney is recommended
- Invite the local fire brigade to inspect your roastery and inform them of the situation. If they put water on the roaster, it is ruined completely!!

Chimney

- Fire risk!
- Reduce length
- Reduce number of bends
- Dont mix cooling air with roasting air
- Check problems with chimney by roasting directly into the room (smokey business!)









Service network

CoffeeMind

Keep them happy with fresh coffee!!

- Technical assistance
- Electrical assistance
- Gas assistance

Coffee Roastery startup

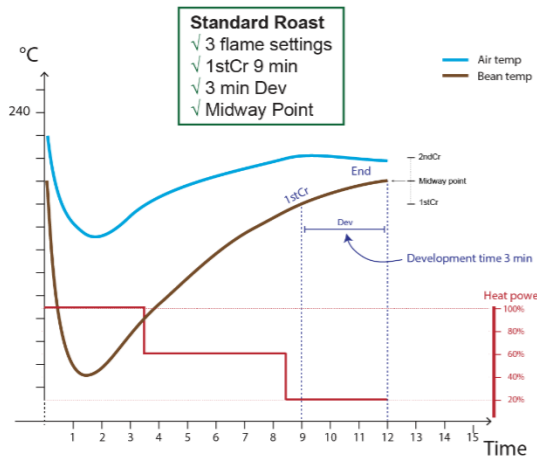
Proven sensory Facts

Your Perfect Coffee Roastery

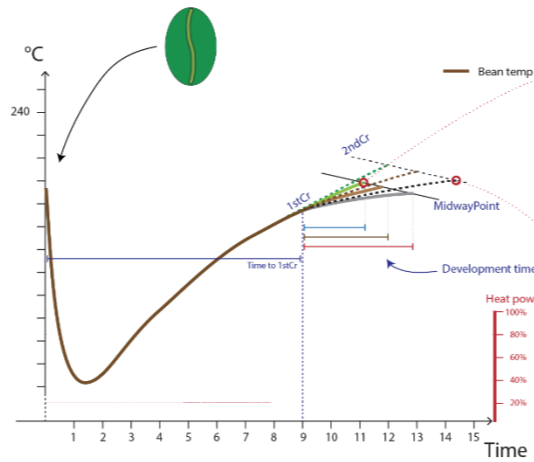
Lean operation: processes optimized and wastes minimized based on customer model

CoffeePreneur
Personal vision
Company vision
Strategy

Control
Thermodynamic blueprint



Flavour Experimentation
Bean + Control + Variation

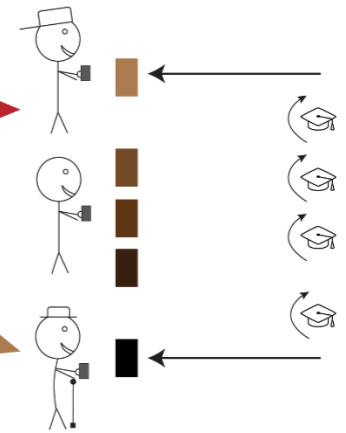


Evaluation
Sensory Intensities

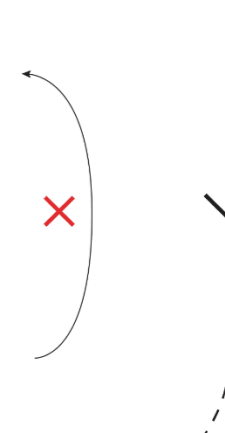


Quality Control

Goal
Consumer preferences



Strategy
Business model



Continous improvement of company processes and relation to CoffeePreneur lifestyle

CoffeeMind

