

# Sample Business Plan to Help You Start a Mobile Coffee Business Venture

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Bean on the Go LLC, Texas LLC founded March 2024, operates mobile coffee trailers in Austin targeting urban professionals. We sell specialty coffee at \$6.00 average transaction to 90 daily customers, projecting \$174,560 Year 1 revenue at 68% gross margin. Maria Thompson (ex-Flat Track Coffee Operations Manager, scaled to \$1.2M revenue) and Jordan Lee (managed 12-truck Houston consortium, \$3.8M revenue) founded the venture.

## SECTION 1: EXECUTIVE SUMMARY

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Austin mobile coffee vendors lose \$2.1M annually due to inefficient route planning and unsustainable packaging (Austin Mobile Vendor Association, 2023). Bean on the Go solves this with GPS-optimized routes and 100% compostable packaging, capturing 0.25% of Austin's \$2.1M serviceable obtainable market. We charge \$4.50-\$7.00 per drink with \$1.92 average COGS, yielding \$4.08 contribution margin per sale.

Direct-to-consumer mobile retail (72% of revenue) targets professionals aged 25-45 earning \$78,000+ median income. Year 1 revenue: \$174,560 at 68% gross margin. Fixed costs of \$14,537/month require 3,563 drinks monthly to break even. We achieve profitability in Month 10 with \$116 net income, scaling to \$103,756 net profit by Year 3.

We seek \$125,000 funding: \$72,500 owner equity, \$50,000 SBA 7(a) loan (6.5% interest, 7-year term). Funds deploy as: 47% equipment (\$58,000 trailer, \$18,000 espresso machine), 24% inventory/marketing (\$30,000), 29% operating reserve (\$36,500). This funds 12 months of operations, 3 trailer deployments, and achieves \$365,200 Year 3 revenue with 28.4% net margin.

## SECTION 2: COMPANY OVERVIEW

Bean on the Go LLC formed as Texas LLC in March 2024 for liability protection and pass-through taxation. Austin location chosen for 2.3M metro population, 150+ annual events, and \$1.8B coffee market (Statista 2023). Ownership: Maria Thompson (60%), Jordan Lee (30%), Angel Investor (10% for \$10,000).

Maria Thompson managed Flat Track Coffee's Austin operations (3 locations, \$1.2M revenue), reducing labor costs 12% through scheduling software. Jordan Lee optimized routes for Houston Food Truck Collective, increasing revenue per truck 22% to \$287/day. David Ruiz (Head Barista) scored 88/100 on Q Grader certification, sourcing beans for 15 cafes.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation, \$72,500 equity secured	Complete	Negotiate trailer build
May 2024	Trailer fabrication complete	Pending	Pass Austin health inspection
Jun 2024	First revenue day (Downtown Austin)	Pending	Achieve 50 transactions/day
Aug 2024	Launch mobile app with GPS tracking	Planning	Integrate with Toast POS
Oct 2024	Secure 3 corporate campus contracts	Planning	Negotiate \$15K minimum spend
Jan 2025	Break-even achieved	Planning	Order second trailer

## SECTION 3: MARKET ANALYSIS

TAM: \$1.2B US mobile coffee trucks (Statista 2023). SAM: \$85M Texas mobile coffee, calculated as 7.1% of TAM (Texas population share). SOM: \$2.1M Austin mobile coffee, derived from 2.5% SAM capture based on 84 competitors serving 2.3M metro population (Austin Chamber of Commerce).

Primary customers: 25-45 year olds earning \$78,000+ (52% of Austin workforce), spending \$1,140/year on coffee (NCA 2023). 64% drink daily coffee, 42% pay premium for sustainable packaging (Nielsen 2023). Target customers visit vendors 3.2x/week at \$6.00 average spend.

Mobile food sales grew 9.3% CAGR 2020-2023 (IBISWorld). Remote work increased pop-up coffee demand 37% near co-working spaces (WeWork 2023). Austin hosts 150+ annual events generating \$4.2M in vendor revenue (Austin Events Bureau).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Urban Professionals	1,260,000	8.5%	0.30%	Target Downtown/SXSW routes
Event Attendees	630,000	12.1%	0.50%	150 events @ \$3,500 avg revenue
Remote Workers	210,000	15.0%	0.40%	Co-working space partnerships

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Mobile Coffee Trucks	1,200,000,000	85,000,000	2,100,000	TAM: Statista 2023; SAM: Texas population % of US; SOM: 2.5% SAM capture

## SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Daily Dose Coffee Truck (\$420,000 revenue, 12% market share), Mocha Magic Mobile (\$285,000 revenue), BrewCycle ATX (\$95,000 revenue). Daily Dose dominates social media but uses non-compostable cups (costing \$0.08/unit vs our \$0.12). Mocha Magic uses commercial blends at \$3.50/drink but lacks app integration.

Competitive advantages: 1) 68% gross margin vs industry 62% through Counter Culture Coffee direct sourcing (saves \$0.30/lb); 2) GPS routing cuts fuel costs 18% vs competitors; 3) App drives 35% repeat rate vs 22% industry average (Toast data); 4) Compostable packaging captures 42% of eco-conscious buyers (Nielsen).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Daily Dose Coffee	420,000	5.50	Social media following	Non-sustainable packaging	100% compostable cups + app loyalty
Mocha Magic	285,000	3.50	Low price point	Commercial coffee blends	Premium single-origin beans
BrewCycle ATX	95,000	5.00	Eco-friendly image	20-drink capacity limit	90-drink/hour capacity
Starbucks Mobile	1.2B	5.75	Brand recognition	No physical mobile units in Austin	Hyperlocal route optimization

Strengths	Weaknesses	Opportunities	Threats
68% gross margin	Single trailer (Year 1)	Austin population +2.8% YoY	Summer foot traffic -18%
GPS route optimization	Low brand awareness	150+ annual events	New mobile vendor regulations
Compostable packaging	\$50k debt service	Remote work growth +15%	Counter Culture supply disruption
App-driven retention	Limited food options	Corporate campus expansion	Daily Dose price war

## SECTION 5: PRODUCTS & SERVICES

We sell espresso drinks (\$4.50-\$6.50), cold brew (\$5.00-\$7.00), and food pairings (\$3.00-\$3.75). Each trailer features La Marzocco Linea Mini (90 drinks/hour capacity), Mahlkönig grinder, and 100% compostable packaging. Orders fulfilled in 90 seconds via Toast Go POS with real-time inventory tracking.

Pricing set 10% above Starbucks (\$5.75 avg) but 5% below boutique cafes (\$6.30 avg) based on Austin price surveys. \$25/10-drink subscription offers 30% discount vs retail, targeting 15% customer adoption by Year 2. Event pricing at \$4.25/drink for 100+ drink orders.

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Standard Drink	6.00	Single-origin espresso	Walk-up customers	72%	68%
Subscription	2.50	10 drinks/month + merch	Regulars (3+ visits/week)	15%	65%
Event Catering	4.25	Bulk pricing, dedicated trailer	Corporate clients	11%	70%
Merchandise	15.00	Tumblers, beans	All customers	2%	80%

Metric	Value	Calculation/Notes
Price per unit	6.00	Average transaction value
COGS per unit	1.92	Coffee \$0.85 + Milk \$0.45 + Cup \$0.12 + Pastry \$0.50
Gross Profit per unit	4.08	\$6.00 - \$1.92
Gross Margin %	68%	\$4.08 / \$6.00
CAC	27.78	\$1,000 monthly marketing / 36 new customers
LTV	85.50	14.25 transactions/year x \$6.00 x 68% margin

LTV:CAC	3.1	\$85.50 / \$27.78
Payback Period	4.1 months	$CAC / (\text{Gross Profit per transaction} \times \text{Monthly frequency})$

## SECTION 6: MARKETING & SALES

Customer acquisition via geo-fenced Instagram ads (\$500/month), Google Ads (\$300/month), and event sampling (\$200/month). Instagram targets 25-45yo in zip codes 78701-78758 with \$2.40 CPC, 3.2% CTR, yielding 66 leads/month. Event sampling converts 22% of tasters to buyers.

Sales cycle: Awareness (social ads) -> Consideration (free sample) -> Conversion (in-app purchase) -> Retention (loyalty program). Conversion rate: 15% walk-up, 28% app orders. Sales cycle length: 2.1 days for app users, 4.7 days for walk-ups.

Retention via app-based punch card (5 visits = free drink), \$5 referral credits, and SMS surveys. Target 7.5% monthly churn (vs industry 9.2%), with 35% repeat rate by Month 6. Expansion revenue from \$25 subscriptions targeting 120 subscribers by Year 2.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Instagram Ads	500	15.15	208	15%	31	4.7x
Google Ads	300	20.00	125	12%	15	3.4x
Event Sampling	200	9.09	44	22%	10	8.9x
Total	1,000	27.78	377	15.9%	56	5.1x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	300	500	0	200	0	1,000	377	56
2	300	500	100	200	0	1,100	415	62
3	300	500	100	200	0	1,100	415	62
4	350	600	100	250	0	1,300	489	73
5	350	600	100	250	0	1,300	489	73
6	400	700	100	300	0	1,500	562	84
7	400	700	100	300	0	1,500	562	84
8	450	800	100	350	0	1,700	636	95
9	450	800	100	350	0	1,700	636	95
10	500	900	100	400	0	1,900	709	106
11	500	900	100	400	0	1,900	709	106
12	500	900	100	400	0	1,900	709	106

## SECTION 7: OPERATIONS

Daily workflow: 5:00 AM trailer prep (inventory check, equipment startup), 6:30-10:30 AM business districts (Downtown, Domain), 11:00 AM-2:00 PM co-working hubs (Common Desk, WeWork). Trailers operate 22 days/month (16 weekdays + 6 weekend events). Capacity: 90 drinks/hour with 2 baristas.

Counter Culture Coffee delivers weekly (\$1,200/month). Austin Dairy Co-op supplies bi-weekly (\$800/month). Lone Star Custom Trailers built unit (\$58,000). Toast Go POS integrates with Upserve inventory management. Fleet Complete provides GPS tracking (\$35/month).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Counter Culture Coffee	Coffee beans	1,200	Month-to-month	Fair Trade Coffee Co
Austin Dairy Co-op	Dairy/non-dairy	800	Bi-weekly delivery	Whole Foods Market
Wholesome Bakery	Pastries	600	Weekly delivery	Sprouted Bakery
Lone Star Trailers	Trailer maintenance	200	24-month contract	Mobile Trailer Repair

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Toast Go	POS, payments	125	3	Square
Upserve	Inventory management	75	2	Toast Inventory
Fleet Complete	GPS tracking	35	2	Verizon Connect
HubSpot	CRM	0	2	Mailchimp

## SECTION 8: MANAGEMENT TEAM

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Founder-led team with Maria Thompson (CEO) at \$65,000 salary, Jordan Lee (COO) at \$60,000. Baristas paid \$18/hr + tips. No equity grants in Year 1. Advisory board includes ex-Starbucks District Manager (2% equity) and SBA loan specialist (cash retainer).

David Ruiz (Head Barista) earns \$45,000 with \$5,000 performance bonus. Barista turnover targeted at 15% vs industry 30% through tip-sharing program. Hiring plan prioritizes event coverage during SXSW (March) and ACL (October).

Month	Role	Salary	Priority	Source	Onboarding Time
1	Barista (FT)	37,440	High	Craigslist	2 weeks
1	Barista (FT)	37,440	High	Craigslist	2 weeks
3	Event Specialist (PT)	15,600	Medium	Indeed	1 week
6	Marketing Assistant (PT)	18,720	Medium	Upwork	1 week

## SECTION 9: FINANCIAL PLAN

Assumptions: 90 transactions/day Month 1-3, growing to 175 by Year 3. Average revenue per transaction: \$6.00. Monthly churn: 7.5%. COGS: 32% of revenue. Marketing: 5.7% of revenue. Labor: 33% of revenue. Fixed costs: \$8,237/month.

Revenue from direct sales (72%), events (11%), subscriptions (15%), merchandise (2%). Growth drivers: Event bookings (150/year), app adoption (40% of customers by Year 2), corporate contracts (3 by Month 6).

Cost structure: 62% variable (COGS, credit card fees), 38% fixed (labor, rent, software). Variable costs scale at 0.8x revenue growth. Fixed costs increase 5% quarterly for staffing.

Funding: \$125,000 covers \$122,500 startup costs + \$2,500 contingency. Runway: 12.1 months. Milestones: Month 3 (50 transactions/day), Month 6 (3 corporate contracts), Month 10 (break-even).

Category	Item	Cost	Notes
Equipment	Custom trailer	5,000	Lone Star Custom Trailers
Equipment	La Marzocco Linea Mini	18,000	Direct from manufacturer
Equipment	Mahlko E65S grinder	1,200	
Equipment	Refrigeration/water system	7,500	
Technology	POS system/tablets	1,800	Toast Go hardware
Technology	App development	5,000	React Native build
Initial Inventory	Coffee, dairy, pastries	1,000	30-day supply

Marketing	Lau 3,000 campaign	Social ads, samples
Legal/Permits	Lice 4,500 insurance	Includes \$2,500 insuranc
Professional Fees	Leg 2,500 accounting	LLC formation SBA prep
Working Capital	3 36,500 months operating reserve	\$12,167 x 3
Contingency	10% 10,000 buffer	
Total	152,500	

Category	Monthly Cost	Annual Cost	Notes
Labor	Fix 5,760	69,120	2 baristas @ \$18/hr
Warehouse Rent	Fix 1,200	14,400	800 sq ft East Austin
Software	Fix 300	3,600	Toast, Upserve, Fleet Complete
Insurance	Fix 208	2,500	\$1M liability policy



Other OpEx	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	12,828
Total OpEx	9,537	9,637	9,637	9,837	9,837	10,037	10,037	10,237	10,237	10,437	10,437	10,437	120,248
EBITDA	-3,478	-3,174	-2,366	-1,759	-1,355	-1,150	-747	-543	-139	65	469	873	-15,290
Depreciation	1,021	1,021	1,021	1,021	1,021	1,021	1,021	1,021	1,021	1,021	1,021	1,021	12,250
EBIT	-4,499	-4,195	-3,387	-2,780	-2,376	-2,171	-1,768	-1,564	-1,160	-956	-552	-148	-27,540
Interest	271	266	260	255	250	244	239	233	228	222	216	211	2,925
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-4,770	-4,461	-3,647	-3,035	-2,626	-2,415	-1,997	-1,787	-1,378	-1,168	-758	-349	-27,540

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	125,000	120,230	115,769	112,122	109,087	106,461	104,046	102,049	100,262	98,884	97,716	96,958
Cash In	8,910	9,504	10,692	11,880	12,474	13,068	13,662	14,256	14,850	15,444	16,038	16,632
Total Cash In	8,910	9,504	10,692	11,880	12,474	13,068	13,662	14,256	14,850	15,444	16,038	16,632
Cash Out	13,680	13,965	14,339	14,915	15,100	15,483	15,659	15,946	16,228	16,612	16,796	17,281
Total Cash Out	13,680	13,965	14,339	14,915	15,100	15,483	15,659	15,946	16,228	16,612	16,796	17,281
Net Cash Flow	-4,770	-4,461	-3,647	-3,035	-2,626	-2,415	-1,997	-1,690	-1,378	-1,168	-758	-649
Ending Cash	120,230	115,769	112,122	109,087	106,461	104,046	102,049	100,262	98,884	97,716	96,958	96,309

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	174,560	57,780	63,558	69,914	76,805	84,486	92,934	102,227	112,450	392,097
COGS	55,859	18,490	20,339	22,372	24,578	27,035	29,739	32,713	35,984	125,471
Gross Profit	118,701	39,290	43,219	47,542	52,227	57,451	63,195	69,514	76,466	266,626
OpEx	174,444	46,440	48,762	51,200	53,760	56,448	59,270	62,234	65,346	243,300
EBITDA	-55,743	-7,150	-5,543	-3,658	-1,533	1,003	3,925	7,280	11,120	23,326
Net Income	-27,540	-4,200	-2,800	-1,200	500	3,500	8,500	15,500	24,500	44,800

Ending Cash	96,309	87,309	82,309	79,309	78,809	82,309	90,809	106,309	130,809	130,809
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Metric	Value	Calculation
Monthly Fixed Costs	8,237	Labor, rent, software, insurance
Variable Cost per Unit	1.92	COGS + credit card fees
Price per Unit	6.00	Average transaction
Contribution Margin per Unit	4.08	\$6.00 - \$1.92
Contribution Margin %	68%	\$4.08 / \$6.00
Break-Even Units per Month	2,019	\$8,237 / \$4.08
Break-Even Revenue per Month	12,114	2,019 units x \$6.00
Expected Break-Even Month	10	Month 10 revenue \$15,444 > \$12,114
Safety Margin	27%	(\$15,444 - \$12,114) / \$15,444

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	68%	68%	68%	62-70% (NCA)
Net Profit Margin %	-16%	2%	11%	5-15% (SBA)
CAC Payback	4.1 months	3.8 months	3.5 months	6-18 months
LTV:CAC	3.1	3.4	3.8	3.0+ ideal
Monthly Burn Rate	2,295	0	0	N/A

Runway	12.1 months	Indefinite	Indefinite	18+ months ideal
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## SECTION 10: RISK ANALYSIS

Top risks: 1) Summer foot traffic decline (probability 4/5, impact \$1,800/month revenue loss); 2) Equipment failure (probability 3/5, impact \$1,200 repair cost + 2-day downtime); 3) Counter Culture supply disruption (probability 2/5, impact 30% COGS increase); 4) New mobile vendor regulations (probability 3/5, impact \$500 compliance cost).

Mitigation: Summer traffic - book 40% more events in Q2-Q3 (ACL, SXSW). Equipment failure - \$2,400/year La Marzocco service contract covers 24-hour repairs. Supply disruption - maintain 14-day inventory buffer (\$2,400 cost). Regulatory changes - \$500/year Austin Mobile Vendor Association membership for advocacy.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Summer foot traffic decline	4	4	16	Book 60 event days in Q2-Q3	Launch cold brew campaign (margin 72%)	Lee
Espresso machine failure	3	5	15	La Marzocco service contract	Backup grinder for manual brew	Ruiz
Coffee supply disruption	2	4	8	Dual sourcing agreement	Switch to Fair Trade Coffee Co	Thompson
New vendor regulations	3	3	9	AMVA membership	Relocate to permitted zones	Thompson
Low customer adoption	4	5	20	Free samples at 10 sites	Discount to \$5.00 for first month	Lee
SBA loan denial	2	5	10	Pre-approval secured	Use \$10k angel investment	Thompson

## SECTION 11: IMPLEMENTATION TIMELINE

Critical path: Trailer completion (Month 2) must precede revenue generation. Dependencies: Health inspection approval required before operations. Key priorities: Achieve 50 transactions/day by Month 3, secure 3 corporate contracts by Month 6, hit break-even by Month 10. SXSW (March) and ACL (October) are make-or-break events for Year 1 revenue.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Trailer fabrication	14-ft unit completion	\$58,000 payment	Pass structural inspection	Lee
2	Health department approval	Mobile food permit	\$395 fee	Permit issued in <14 days	Thompson
3	First revenue day	50+ transactions	Initial inventory	Achieve \$300 revenue/day	Ruiz
4	App launch	GPS tracking live	\$5,000 dev cost	20% app order rate	Lee
5	First corporate contract	Apple Campus agreement	Proposal deck	\$1,500 minimum spend	Thompson
6	3 corporate contracts	Google, Tesla agreements	Sales team	\$4,500 monthly revenue	Thompson
7	Subscription program	100 subscribers	Marketing budget	\$2,500 monthly revenue	Lee
8	SXSW event coverage	15 event days	Staffing plan	\$12,000 event revenue	Ruiz
9	Break-even path	100 transactions/day	Route optimization	\$12,114 monthly revenue	Lee
10	Profitability	Positive net income	Cash flow management	\$65 net income (Month 10)	Thompson
11	Second trailer order	\$75,000 deposit	Loan proceeds	Delivery by Month 14	Lee
12	Year 1 review	Financial audit	Accounting software	174,560 revenue achieved	Thompson