



STARCOFFEE BUSINESS MODEL

STARCOFFEE has designed this application form to potential business model of STARCOFFEE®. By requesting the application, you (“the potential entrepreneur”) acknowledge that have autonomously decided of your interest of becoming a STARCOFFEE® partner and are willing to eventually submit a business model application in good faith and sign the necessary confidentiality agreements when required.

The submission of this application also constitutes a voluntarily declaration of interest from the potential business model. This application is non-binding. It does not constitute a promise of a business model, or contract and does not oblige STARCOFFEE®. to choose the potential business model. as a STARCOFFEE®. entrepreneur. In addition, the potential business model herein declares full understanding that the STARCOFFEE®. Business model does not guarantees a specific profit, nor success or economic profitability.

The potential entrepreneur understands that the business model is exclusively property of STARCOFFEE®. Any business model will incorporate the use of certain trademarks, registrations and intellectual property of the STARCOFFEE®. trademark which in turn is the property of **Star Coffee SAS investments**, a notorious brand in the Republic of Colombia and registered in other jurisdictions. For the use of the STARCOFFEE®. trademark the Federation has imposed certain conditions and requirements to STARCOFFEE®. that include payment of royalties, contractual obligations, and authorization of proper use. These conditions and requirements extend to all entrepreneurs.

Consequently, interested parties who seek to continue the process must meet certain requirements that include, but are not limited to, filling out this application. The information submitted must be truthful, exact, updated, verifiable and understandable. In the event that any information in the application if found to be misleading, false, or otherwise deceptive, STARCOFFEE®.. has the right to immediately terminate any existing agreement with the entrepreneur and undertake pertinent legal measures, and/or the Federation may require STARCOFFEE®. to do so.

This application will be revised by the Franchise Committee at STARCOFFEE®. (the “Franchise Committee”). The Franchise Committee will have into consideration, but not limit its review, to the following criteria:

EXPERIENCE:

- Experience in operating a multi-unit retail or restaurant business.
- Development, administrative and operating infrastructure.
- Residency or close connection and knowledge of the market that you wish to develop.





CAPITAL:

- Net worth of USD 0,5 million.
- Liquidity Assets of USD 15.000 per store.
- Indebtedness Level less than fifty percent.
- Real estate and business experience in your market.

COMMITMENT:

- Total commitment to our coffee growers, products and the STARCOFFEE®. Café genuine community coffeehouse experience.
- Commitment and resources to meet the development schedule established for the market that you wish to develop.

Taking into consideration the importance of integrating the STARCOFFEE®. Café business with the special needs of the local culture and market, the evaluation process of potential franchisees includes, but is not limited, to the following steps:

- 1) Analysis of eligibility:
 - Completion of 001 application.
 - Execution of Procafecol's Confidentiality Agreements.
 - Completion of a Business Plan and Financial Projections following the suggested guide lines of STARCOFFEE®..
 - Completion of 002 application and confirmation of financial supports.
 - Verification of judicial background.
 - Visit to Colombia to understand the business operation
 - Presentation to the Franchise Committee
 - Approval of the entrepreneur by the Board of Directors of STARCOFFEE®.

- 2) Negotiation and Execution of the business model Contract

- 3) Operation process for the business model and criteria

The potential entrepreneur accepts the above described procedure and accepts the final decision made by STARCOFFEE® regarding this application and the information it contains.





Applicant information:

The use of the information provided in this application is confidential and it is part of a standard procedure defined by STARCOFFEE®. However, in case the interested party takes legal action against STARCOFFEE®. interests or if it divulges to third parties the procedures herein described and its steps and evaluations, STARCOFFEE®. has the right to make use of the information provided in this application to defend its interests and reputation.

The information in this application includes, but is not limited to:

- 1) Personal/Business information
- 2) Experience
- 3) Financial information
- 4) Validation.

If you are interested in this franchise business opportunity please proceed and complete the following questionnaire.

The potential Franchisee hereby authorizes STARCOFFEE®, as Responsible party, to treat personal information submitted (this is, the process of collection, exchange, updating, processing, reproduction, compilation, storage, usage and classification of personal data in whole or in part) in accordance to its Privacy Policy available at www.thestarcffee.com for statistical purposes and for the maintenance of contact data aimed at business development-performance and future business transactions, etc. Likewise, by virtue of the authorization herein, it states that it may exercise the rights set out in valid laws, including the right to know, correct, update, rectify or suppress personal data provided to STARCOFFEE®. L, the right to submit requests to the Superintendence of Industry and Commerce, the right to request the production of the authorization herein or the right to revoke it.

Application form 001

PERSONAL/BUSINESS INFORMATION

APPLICATION DATE

Application Date:	
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CONTACT INFORMATION





Full Name:	
Job Title:	
Mobile number:	
Email Address:	
Duly authorized and acting on behalf of:	

COMPANY INFORMATION

Company name:	
CEO name:	
Economic Activity:	
Company's date of inception:	
Amount of years working on the described economic activity:	
Website:	
Address:	
City:	
Country:	
Phone Number:	

Is your company a Holding?	YES	NO		
If your answer is yes, identify your partnerships:				
Name	Adress	Phone	Country	Passport





If your answer is yes, list the most significant companies in the Holding in terms of sales?
Number of points of sale your business attends:

Location: main points of sales (choose)

National: (If you choose this option, you must mention the main cities where it is present)

International: (If you choose this option, you must mention the countries where it is present)
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What kind of territory do you want to develop? (Choose)

Country(ies) of interest in franchising a STARCOFFEE®. in order of priority	Country(ies):
National Franchise: (To develop the franchise nationwide in only one country)	
Local Franchise: (To develop the franchise in a defined region within one country)	
Multinational Franchise: (To develop the franchise nationwide in 2 or more countries)	
Single Franchise: (To develop the franchise with one single Coffee Shop)	

EXPERIENCE:

Does your company have experience in managing multiple points of sale or chains in the food and beverage industry?	YES	NO
If your answer is no, in what industry does your Company have experience?		

Have you had a successful experience positioning a brand?	YES	NO
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If yes, please list the brands

How many Cafés do you plan to open in the first 2 years?

Do you have any commercial relationship with a Colombian Company? List the Companies:

Does the company have experience in building/designing shopping stores?	YES	NO
Does the company have business relationship with real estate companies?	YES	NO
Does your Company trade coffee or any coffee related products?	YES	NO
If yes, please name the products		

Are you interested in distributing coffee in supermarkets?	YES	NO
If yes, what's your experience in the distribution business?		

Are you familiar with the Business Alliance for Secure Commerce certification?	YES	NO
In case you are familiar, is your company BASC certified?	YES	NO

FINANCIAL INFORMATION

What is the working capital that you have for this project?





How does the company plan to finance this Project? (Choose)	Own Resources	Investment Partnerships	3rd Party Credit
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List three (3) business references, do not include relatives:			
Name	Country, City, Address	Relationship	Phone

List all businesses in which your company has a major financial interest:				
Name	Country, City, Address	Position	Year Started	Annual Income

VALIDATION AND COMMITMENT:

Please tell us what you know about our brand. Explain your interest in the STARCOFFEE®. Business model.

