

The Growth Operating System for the Next Ten Cafés.

Prepared for **Dara Okafor** and the Ember leadership team. A four part growth partnership built for a coffee brand graduating from one beloved café into a system that scales without losing what made it.

01 Operations

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EMBER

SPECIALTY COFFEE ROASTERS

From One Café to a System.

There are two kinds of small business. The kind that stays small because the systems cannot carry more weight. And the kind that crosses an inflection, where the brand earns the right to be run like an institution.

Ember is at that inflection. The café works. The roast has a following. There is real demand to grow, more locations, a wholesale list, regulars who drive across town for a cup, and the team behind the bar is holding it together on group texts, paper pars, and a website that was never built to host a growing company.

The work that built Ember chapter one, the care, the sourcing, the room, does not scale on the tools that produced it. Chapter two needs new infrastructure. Not corporate and cold. Operator grade. Quiet, accurate, fast, so the brand stays warm.

**The brand is ready.
The systems are not.**

This is a four part growth partnership built for what Ember is becoming: a multi location, wholesale ready, content native operation that still feels exactly like the corner café on opening day.

Fieldwork builds it, ships it, and runs it with you. You spend chapter two doing the part only you can do, the coffee, the rooms, the brand, while the platform handles the rest.

10

SYSTEMS
SHIPPED

4

PILLARS
INTEGRATED

90

DAYS TO
OPERATING

WHAT DOES NOT CHANGE

**New systems.
The same roast.**

Ten Systems. One Platform.

Each pillar is a self contained module that ships on its own. Together they are a single integrated platform: one login, one analytics surface, one place where the data Ember generates becomes the leverage Ember runs with.

01 · OPERATIONS

Operations

Order Ahead & Queue. Customer self add, live bar board, ready by SMS.

Inventory & Square. Green coffee and SKU tracking, low stock automation.

Wholesale Portal. Account ordering, invoicing, delivery scheduling.

02 · MARKETING & ROAST CLUB

Marketing & Roast Club

Email & SMS Capture. Order ahead, checkout, and roast club lists, one profile.

Roast Club Subscription. Build, ship, pause, reorder. Recurring revenue on rails.

03 · BRAND & CAFÉS

Brand & Cafés

Corporate Site & CMS. Refresh, ongoing care, performance, accessibility.

New Location Playbook. Sub page generator, local SEO, inquiry routing.

SEO Foundation. Schema, Google Business, content cadence, rankings.

04 · DATA & BRIEFINGS

Data & Briefings

Cross System Analytics. Retention, repeat, per location, per campaign.

Owner Briefings. Weekly digest of what shipped, what moved, what to do.

01

Operations



THE BAR, MADE A PLATFORM

The bar is the brand.

Order volume is climbing faster than a ticket rail can hold. Every new seat compounds the gap, unless the floor is a system.

Ember is serving faster than a paper ticket can keep up with. Order ahead, the morning rush, wholesale runs, and dialed in recipes all live on muscle memory and a whiteboard today, which works at one bar and breaks at three. We make the operating floor the platform itself: order ahead that respects a customer's time, a live bar board the team actually watches, and a corporate grade inventory layer that talks to Square, so nobody counts bags of green coffee twice.

1.1 Order Ahead & Queue

Customers self add by QR or web; a live bar board for the team; a ready by SMS ping when the cup is up. Kills the Saturday bottleneck without changing the room.

1.2 Inventory & Square

Corporate level SKU and green coffee tracking, per location dashboards, low stock automation. Square keeps doing what it does well; we layer the corporate brain on top.

1.3 Wholesale Portal

Café and grocery accounts order, reorder, and settle invoices themselves, with delivery windows and standing orders built in.

FLOOR
METRIC

< 4 min

average order ahead wait,
target at launch

Four Pillars, One Investment.

A single one time build fee delivers the platform: every system in this proposal deployed, integrated, trained against, and live. **\$52,000 total.**

PILLAR 01

Operations

\$16,000

The floor, turned into a platform.

- Order ahead + live bar board, customer and staff
- Ready by SMS notifications + queue analytics
- Inventory + green coffee tracker, per location
- Square integration + low stock automation
- Wholesale portal: ordering, invoicing, delivery
- Staff training + 30 day post launch support

PILLAR 02

Marketing & Roast Club

\$12,500

Every cup, a relationship.

- Email + SMS capture from order ahead, checkout, club
- Campaign platform: segments, automations, attribution
- Welcome, anniversary, and win back flow setup
- Roast Club subscription: build, ship, pause, reorder
- Compliance (TCPA, CAN-SPAM, double opt in)
- First two seed campaigns built and sent

PILLAR 03

Brand & Cafés

\$14,500

The brand on the internet, scaled.

- Corporate site refresh (embercoffee.com) + CMS
- Performance + accessibility (WCAG AA) baseline
- New location sub page generator + templated SEO
- Wholesale inquiry routing + lead capture
- SEO foundation: schema, Google Business, workflow
- Migration + DNS + SSL handled end to end

PILLAR 04

Data & Briefings

\$9,000

The brain that connects everything.

- Unified analytics dashboard, a single URL
- Connectors: Square, order ahead, marketing, site, club
- Retention, repeat rate, per location, per campaign
- Weekly automated owner briefing email
- Custom KPI definitions + alerts
- Quarterly strategy review built into the cadence

TOTAL · ONE TIME, PAYABLE 50 / 50

\$52,000

Let's build the next **ten** **cafés.**

When you are ready: countersign, kick off, and inside ninety days the platform is operating. One login, one dashboard, one team building it alongside yours, so the brand you already made keeps its warmth while the systems finally carry the weight.

PREPARED BY

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SPECIALTY COFFEE ROASTERS