



ClearFlow Pro LLC



Sales Team 1- Daniela Avalos, Marco Brown, Natalia Baez,
Muhammad Ahmed, Wilfredo Santiago, Paolo Emilio Centoni

AGENDA



- Mission Statement, Background & Team
- Target Market
- Positioning
- Marketing Communication Strategy



"EMPOWERING LOCAL COFFEE SHOPS
WITH PURE WATER SOLUTIONS THAT
FOSTER SUSTAINABILITY AND
CONTRIBUTE TO THEIR SUCCESS."

Mission Statement



Company Story

- Founded 5 years ago, 2018
- Team members met in a convention at the Orlando Convention Center
- Goal is to empower local coffee shops with pure water solutions

Our Team



Marco Brown
Chief Executive Officer



Natalia Baez
Chair of the Board



Muhammad Ahmed
Chief Financial Officer

Our Team



Paolo Emilio Centoni
Creative Director



Wilfredo Santiago
Vice President of Operations



Daniela Avalos
Head of Operations

Target Industry and Market



- Industry Category: Restaurant
- Market Category: Coffee Shops
- NAICS Code: Coffee Shops (722515)

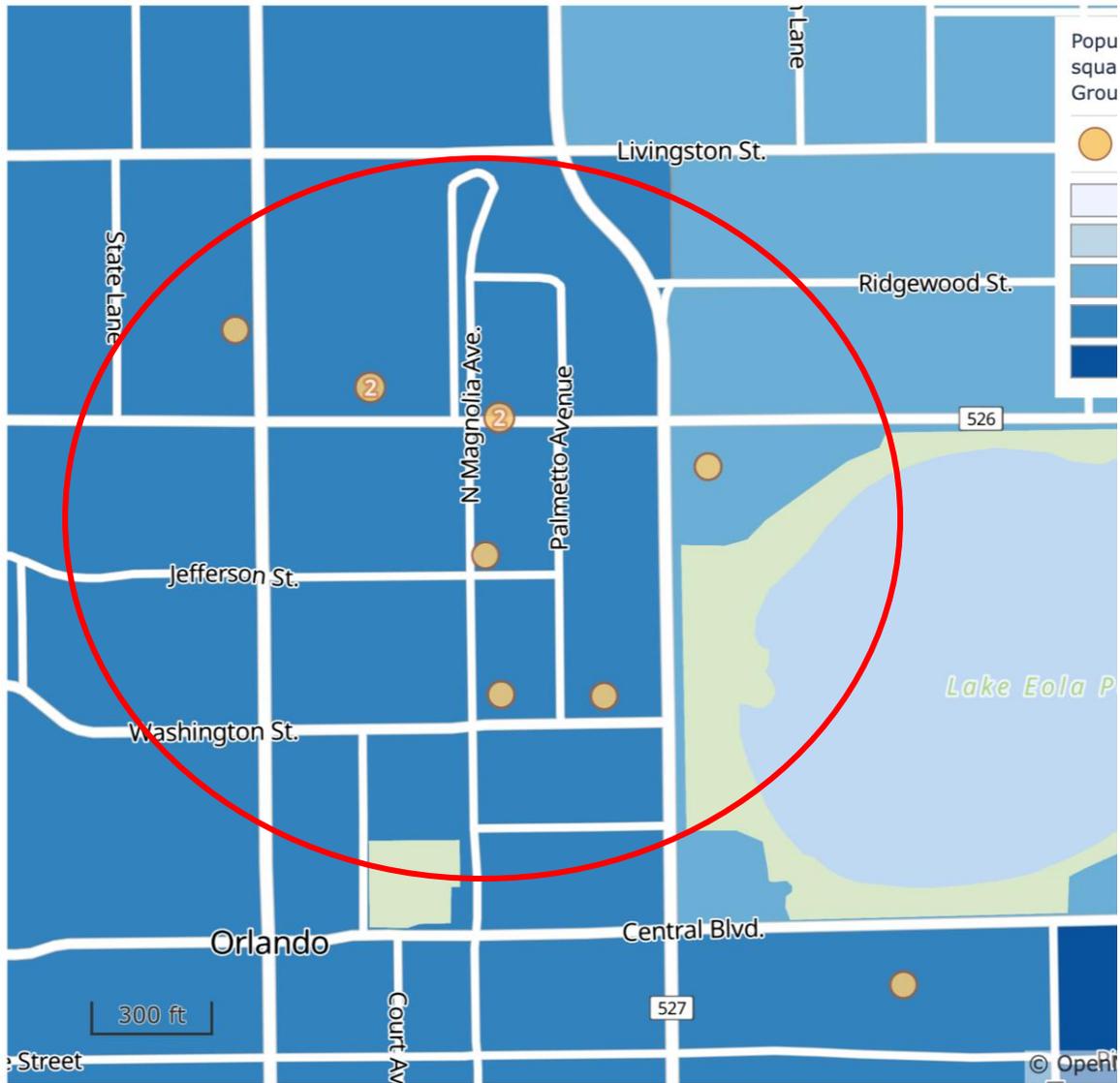
Target Market

Why we Selected this Market

- Coffee is popular among business professionals
- Many local coffee shops that meet the criteria we are looking for

Criteria for Selection

- Size- At least 10 local coffee shops in Downtown
- Growth- Constant demand for coffee



Target Market Location

- Location: Downtown Orlando, Central Florida Area
- We chose this area because of the influx of local coffee shops in a small radius – there's 10 within a mile of each other
- Large demographic and population density



Prospect 1- Wavelength Coffee Co.

- Craft Coffee
- 3 locations in Central Florida
- Affiliated with Bellhop
- Over 4,000 followers on Instagram



Prospect 2 - LINEAGE

- Founded in 2012
- Global Partnerships
- 4.5 rating with 230 reviews on Yelp



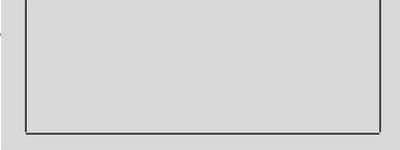
Prospect 3 - Craft & Common

- Founded in 2018
- Single Location Brand
- Distinct Coffee Menu

What We Sell

- 5 step water purification system
- Easy to mount
- Compatible with all coffee machines





"WE AT CLEAR-FLOW PRO LLC STRIVE TO
PROVIDE AN EASY FIVE STEP WATER
PURIFICATION SYSTEM TO GROWING
BUSINESSES, AIDING IN LOCAL BUSINESS
GROWTH AND OVERALL HEALTH."

Positioning Statement



"WORRY- FREE ACCESS
TO CLEAN WATER."

Value Proposition

Competitive Advantages

Pricing

- Our price is relatively lower for an equally functional product
- Price will always be reasonable with the expense restrictions of local coffee shops in mind

Coffee Machine Compatibility

- Direct focus on water purification for local coffee shops
- Guaranteed compatibility with all Coffee Machines, no matter make or model

Competitor Analysis #1

ALL FLORIDA SOFT WATER

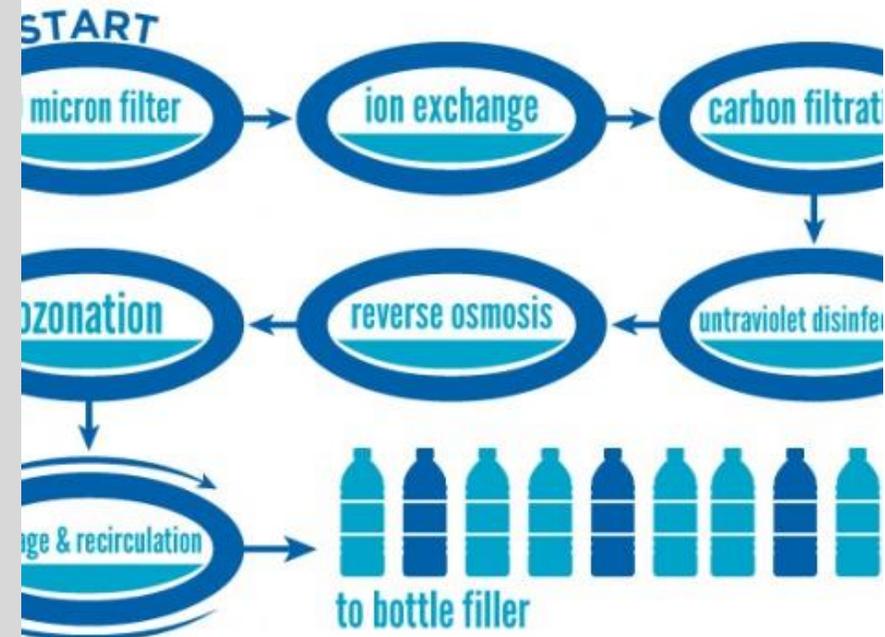
- Family-Owned business
- Customized water softener solutions and water purification systems
- Serve Duval, Nassau, and St. Johns County
- Water purification systems available in Jacksonville, Fl and expanding



Competitor Analysis #2



- Opened January 1980 after founder worked at two large franchise water companies
- Family Business with 30+ years of experience and expertly trained staff
- Purify water for sales, ice makers, showers, and refrigerators



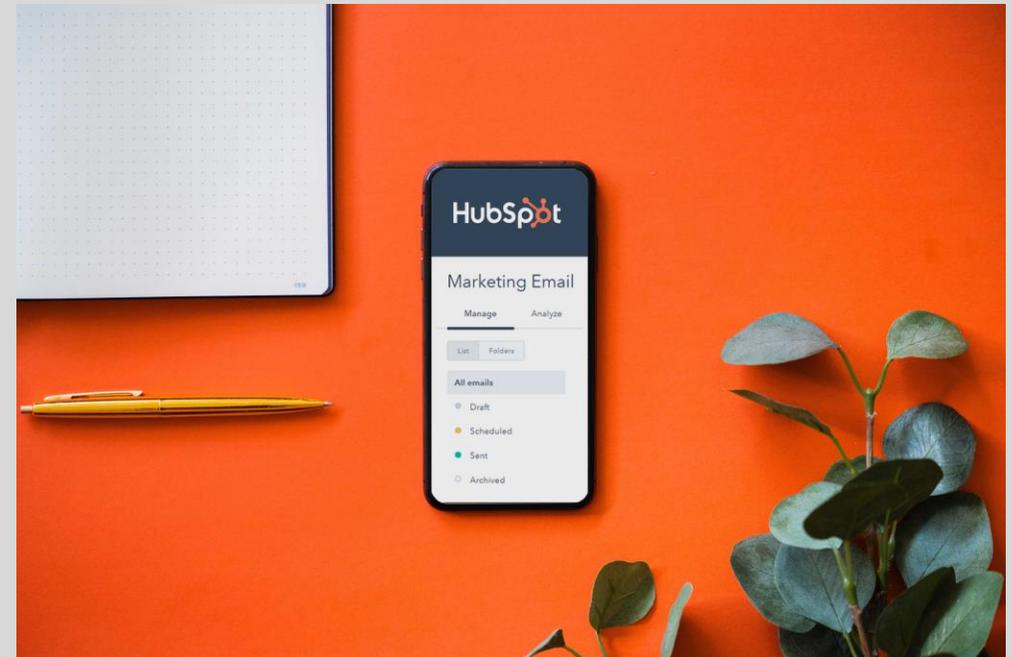
EVENT MARKETING

- Organizing workshops events
- Conferences and Tradeshow
- Monthly Frequency
- Leads Generation



EMAIL MARKETING

- Sending email to potential clients
- Using Hubspot
- Frequency Twice monthly
- Drives engagement



BLOGGING & CONTENT MARKETING

- Creating user guidance and informational content
- Two to three times a week
- Drives organic traffic to website



Conclusion

- Focus on Water Purification for Coffee Shops
- Location in a dense city with many potential small business clients
- Providing Worry Free Access to Clean Water
- Building Relationships through accessible Marketing means

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