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The world business organization

PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

**Q1: TITLE OF YOUR CASE STORY**

Introducing FairChain: revolution in a cup!

**Q2: CASE STORY ABSTRACT**

Right now, this very minute, 98% of the added value in your cup of coffee disappears into the pockets of a few big multinationals. We call them Big Coffee. We may be entrepreneurs, but there's no way to justify that imbalance! With FairChain we want to share that added value with local economies, not export it all away. Instead of exporting away green beans, FairChain supports local roasting. By roasting locally we ensure that more added value remains in the country of origin. Reducing the need for development aid. We're a 50/50 venture with local entrepreneurs. They own half, we own half. It's a true producing-consuming relationship. This simple shift in the coffee chain is going to radically and positively improve the lives of millions of people. You win with great coffee for lower prices; they win because they get a bigger piece of the pie. Coffee wins. The truth is, buying FairChain coffee will more positively impact African economies than government aid. We're not filling holes, but working on a long-term solution. FairChain is an invitation to coffee producing countries to jump from being just a primary growing economy into a secondary roasting economy—and all the added value and profits that go with it. It's a big jump with radical impact.

**Q3: LONG DESCRIPTION OF THE CASE STORY**

FairChain's first act of revolt is to build a professional roasting plant in Ethiopia dedicated to exporting radically good coffee to the West. With this roasting plant, Ethiopian coffee beans can travel direct to western consumers without having to pass through Big Coffee's enormous US and European roasting plants.

That's where you come in. We need your commitment—by trying and buying our FairChain coffee. We can't revolt all on our own.

Why 1 million cups?

We've already got the start-up cash to kickstart our FairChain. Now we need to sell 1 million cups of coffee to finish it off. We call this campaign The 1 Million Cup Revolution.

What we did so far.

Q3 2013

Step 1 = Close collaboration

We selected group of coffee growers in Ethiopia's Kaffa province, our partners in becoming world's first FairChain coffee. We pre-financed a crop of specialty Limu beans from them to show our commitment and serious ambitions. Limu, the tastiest bean in Africa!

Step 2 = Crop upgrade

Working closely with the farmers we helped them upgrade their entire Limu crop to achieve a very high cupping score. Thanks to this high score the Coffee Gods say we can call our coffee '100% specialty coffee'.

## PRIVATE SECTOR CASE STORY TEMPLATE

We want to flip a system that competes on poverty to a system that competes on quality.

### Step 3 = Double down

Thanks to our first Moyee investors, we were able to purchase the entire crop at a very fair price—much higher than the prices offered by Big Coffee. More specifically, we paid 20% above the market price. The best program we found was a Direct trade program, bless their souls, offering 10% above market price. We like to say we doubled down. That's part of our FairChain principles.

2014

### Step 4 = Moyee team building

We've created a team of experts in their specific fields—cupping, sipping, marketing, branding. Because everyone is an expert at something, there's pretty much no waste. Some people on our team joined Moyee just to drink our freaking awesome coffee every morning. Others simply like our story—and helped write it. Every one of us is fuelled by the Moyee ideology and the drive to launch the world's first FairChain coffee brand.

### Step 5 = Pilot Project- The one million cup revolution!

We've imported the best Limu beans to Amsterdam to test them with a hyper-critical coffee drinking nation. Our goal is to create the best coffee for everyday coffee drinkers. Instead of a typical taste test, we invited our first Moyeestas—the early Moyee believers—to try out our first roast. And because roasting in Ethiopia is essential to FairChain, we flew in a few Ethiopian baristas for a master class with some Dutch coffee masters.

To test our ideology and coffee we started the one million cup revolution. We quickly sold 1 million cups of coffee which gave us the required proof of concept.

### Step 6 = Ethiopian roast

We shipped the first roasting machines to Ethiopia where our local partners are being trained to roast the beans to Western European quality and standards. In the mean time we scaled up the organisation to 20 people and signed contracts with a growing number of customers B2C and B2B.

2015

### Step 7 = Scaling up the FairChain

Currently we are investing USD 1 million in a second larger facility that will enable us to grow from 80.000 tot 700.000 kilo a year. We are preparing for a mass market retail entry in the Netherlands and have people in Berlin, Paris, London and New York to prepare our market entry in those Countries.

**Q4: Please add here web links to project/programme materials.**

<http://www.moyeecoffee.com/>

## PAGE 5: C.1) ABOUT THE CASE STORY

### Q5: YOUR CONTACT DETAILS

Name:	Moyee Coffee Nederland B.V.
Company or association	Moyee Coffee Nederland B.V.
Country:	The Netherlands
Email Address:	wakeup@moyeecoffee.com

### Q6: FUNCTION

Private sector

## PRIVATE SECTOR CASE STORY TEMPLATE

### PAGE 6: C.2) ABOUT THE CASE STORY

<b>Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME</b> Tick the appropriate box(es)	<i>Respondent skipped this question</i>
<b>Q8: Additional information</b>	<i>Respondent skipped this question</i>
<b>Q9: START DATE OF PROJECT/PROGRAMME</b>	2013
<b>Q10: STATUS OF PROJECT/PROGRAMME</b>	On-going
<b>Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME</b>	<i>Respondent skipped this question</i>
<b>Q12: COST OF PROJECT/PROGRAMME</b>	<i>Respondent skipped this question</i>
<b>Q13: Additional information</b>	<i>Respondent skipped this question</i>
<b>Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME</b>	<i>Respondent skipped this question</i>

### PAGE 7: C.3) ABOUT THE CASE STORY

<b>Q15: PROJECT/PROGRAMME TYPE</b>	Multi-country (i.e. 2 or more countries)
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### PAGE 8: C.3) ABOUT THE CASE STORY

<b>Q16: SINGLE COUNTRY/CUSTOMS TERRITORY</b>	<i>Respondent skipped this question</i>
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### PAGE 9: C.3) ABOUT THE CASE STORY

<b>Q17: REGION</b> (If the region does not appear in the drop down menu, please enter manually)	<i>Respondent skipped this question</i>
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### PAGE 10: C.3) ABOUT THE CASE STORY

## PRIVATE SECTOR CASE STORY TEMPLATE

**Q18: MULTI-COUNTRY**(Enter all countries or customs territories)

*Respondent skipped this question*

### PAGE 11: C.4) ABOUT THE CASE STORY

**Q19: CASE STORY FOCUS**Tick the appropriate box(es)

Improving skills levels in service sectors,  
Other (please specify)  
FairChain roasts coffee beans locally to ensure that more added value remains in the country of origin, reducing the need for development aid.

### PAGE 12: C.5) ABOUT THE CASE STORY

**Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME** Tick the appropriate box

*Respondent skipped this question*

### PAGE 13: C.6) ABOUT THE CASE STORY

**Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME** Tick the appropriate box(es)

Other (please specify) N/A

**Q22: Additional information**(maximum 300 words)

*Respondent skipped this question*

### PAGE 14: C.7) ABOUT THE CASE STORY

**Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME**Tick the appropriate box(es)

Other (please specify) N/A

**Q24: Additional information**(maximum 300 words)

*Respondent skipped this question*

### PAGE 15: C.8) ABOUT THE CASE STORY

## PRIVATE SECTOR CASE STORY TEMPLATE

**Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME** Tick the appropriate box(es)

Increase in per capita income,  
Reduction in incidence of absolute poverty,  
Other (please specify)  
The FairChain approach will seriously reduce the need for development aid.

**Q26: Additional information(maximum 300 words)**

By roasting in the country of origin, starting in Ethiopia, minimum 300% more money stays in the country compared to the status quo. Currently 99,9% of all beans leave Ethiopia as green beans, earning them USD 800 million. However, the country receives USD 3 billion in development aid. The FairChain approach will seriously reduce the need for such aid.

### PAGE 16: C.9) ABOUT THE CASE STORY

**Q27: LESSONS LEARNT** Tick the appropriate box(es)

Other (please specify) N/A

**Q28: Additional information(maximum 300 words)**

*Respondent skipped this question*

**Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK** Tick the appropriate box(es)

No monitoring and evaluation (M&E) framework used

### PAGE 17: C.9) ABOUT THE CASE STORY

**Q30: How did you receive this case story exercise and the electronic link?**Please indicate the organization that sent to you the information:

*Respondent skipped this question*

### PAGE 19: FILTERS FOR ANALYSIS

**Q31: #**

*Respondent skipped this question*

**Q32: MAIN PROJECT LOCATION COUNTRY/CUSTOMS TERRITORY**

ETHIOPIA

**Q33: LDC IMPACT**

LDC

**Q34: REGION**(If the region does not appear in the drop down menu, please enter manually)

East Africa

