



Crema

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Introduction

Motivation:

The coffee industry is booming, but serious coffee lovers lack a platform tailored to their needs. Existing platforms like Yelp and Google Maps offer generic reviews, missing key details like brew methods, bean origins, and tasting notes. Discovering specialty cafés is difficult without local knowledge, and there's no strong community space for enthusiasts to connect and share their coffee journeys.

Background:

The third-wave coffee movement, which emphasizes high-quality beans, artisanal preparation methods, and ethical sourcing, has gained significant traction over the past two decades. However, as the coffee culture has evolved, mainstream platforms have failed to keep up with the increasing demand for deeper engagement and knowledge-sharing. Coffee enthusiasts often resort to scattered solutions—taking notes in spreadsheets, sharing discoveries on social media, or relying on word-of-mouth to find the best cafés. The lack of a centralized, coffee-focused platform limits discovery, inhibits meaningful engagement, and creates inefficiencies for those seeking a personalized coffee experience. This gap not only affects individual coffee lovers but also impacts specialty coffee shops and baristas who struggle to reach the right audience.

Methods:

Interviews

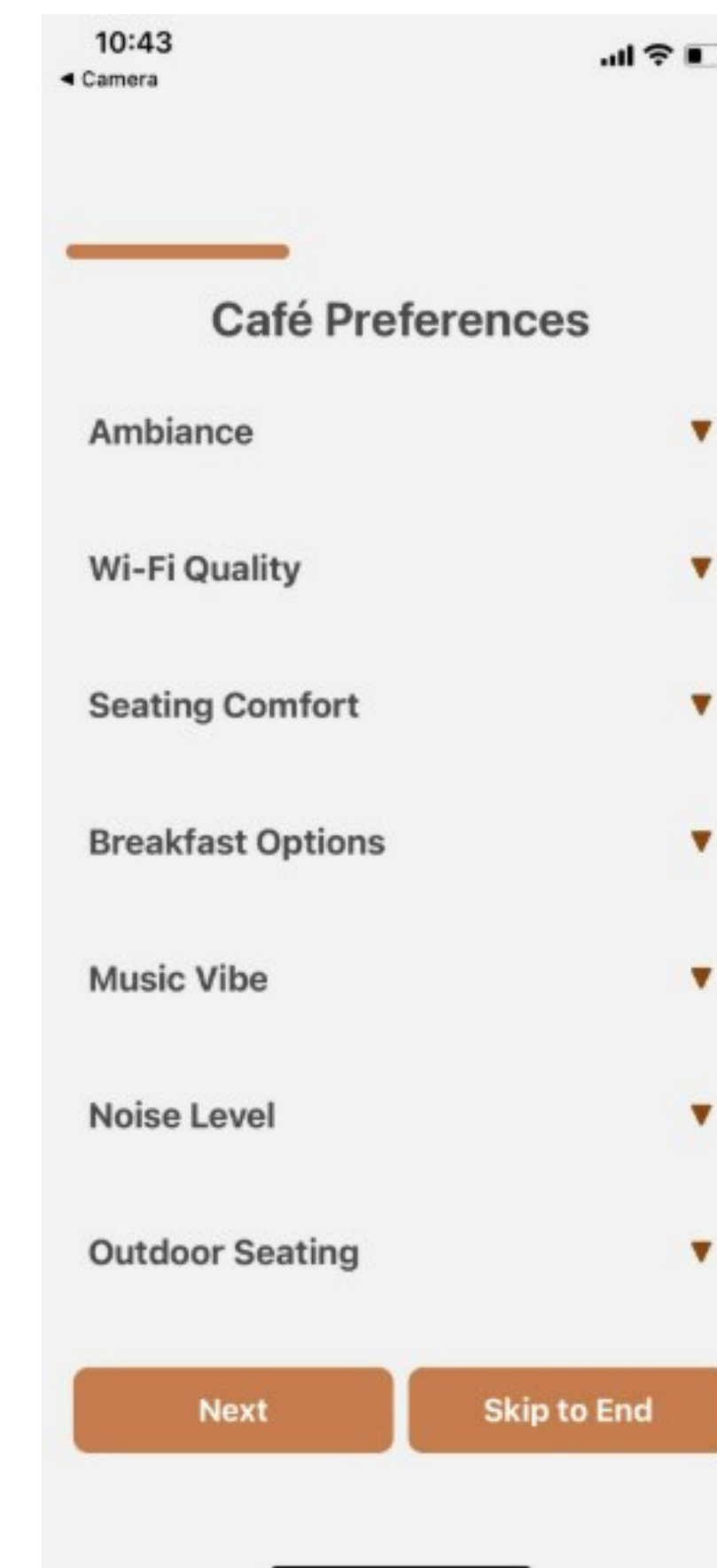
- We conducted interviews with over 14 coffee enthusiasts, baristas, and café owners. These conversations revealed a strong demand for a structured, coffee-focused discovery platform, with 92% of users expressing frustration with generic review sites that lack coffee-specific details. Additionally, 87% of respondents indicated they currently track their coffee experiences manually and would prefer a integrated digital solution.

Research and Explorations

- Over 60% of Americans drink specialty coffee daily, equating to more than 150 million consumers, many of whom seek deeper experiences beyond a standard cup.
- Consumers in the U.S. alone spend over \$100 billion annually on coffee, with Gen Z and millennials driving demand for premium, experience-based coffee consumption.

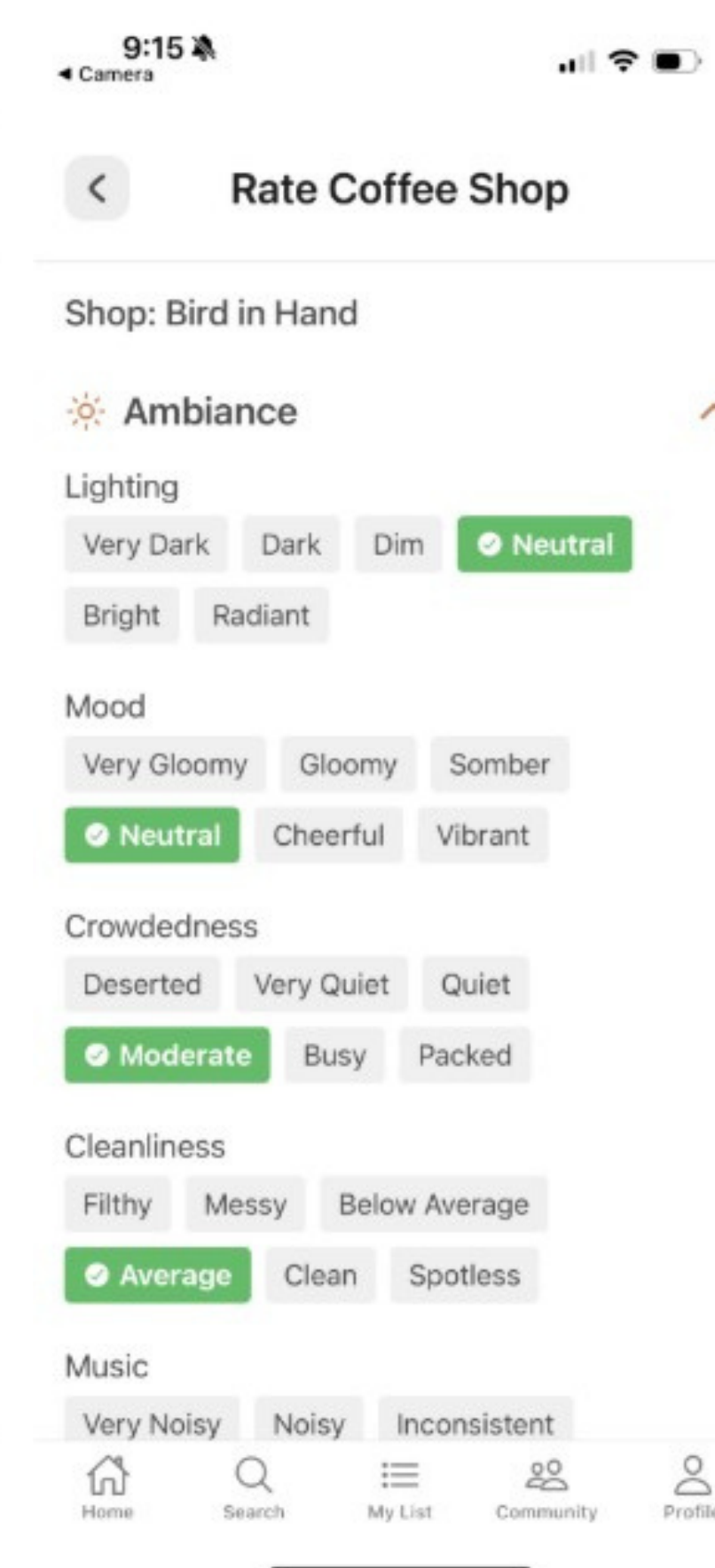
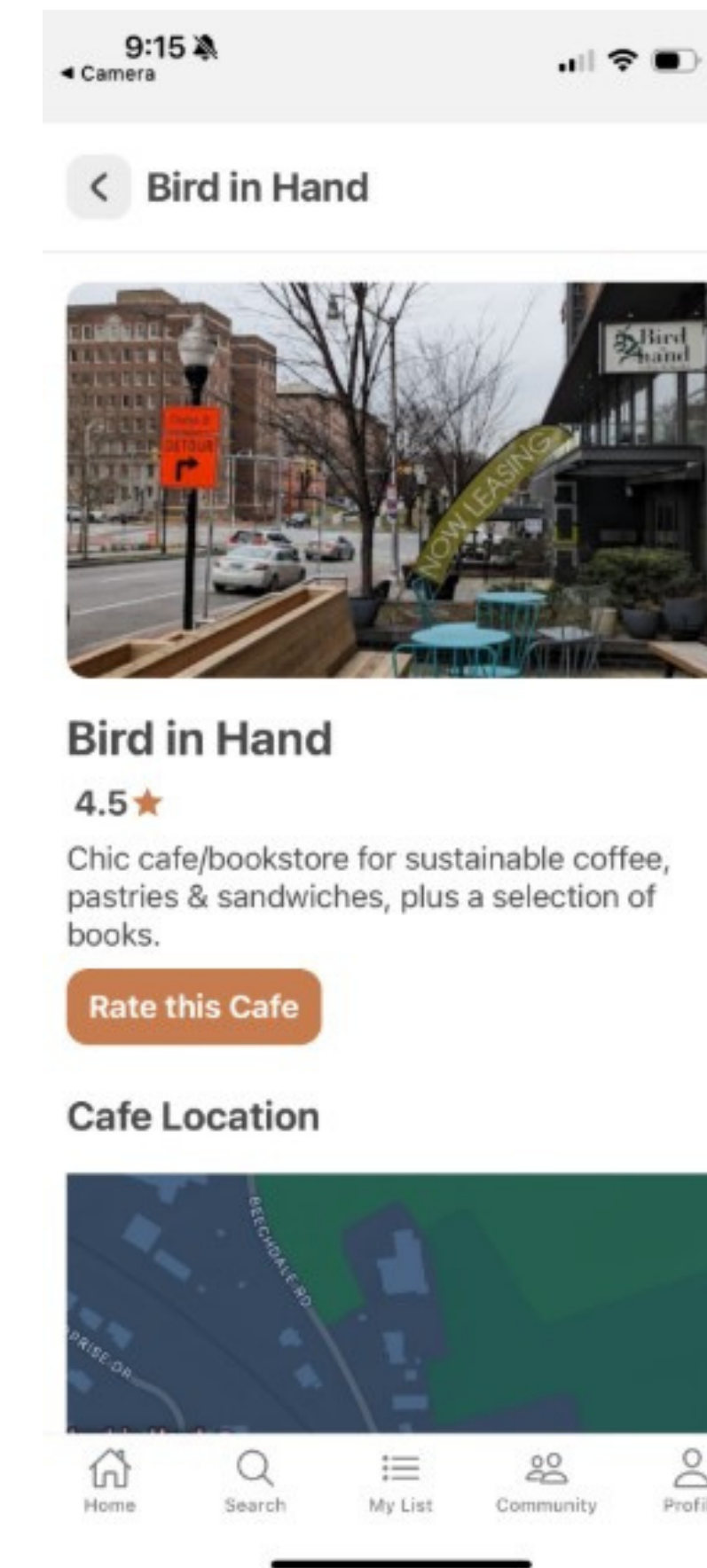
What Our Platform Offers

Set Personal Café Preferences



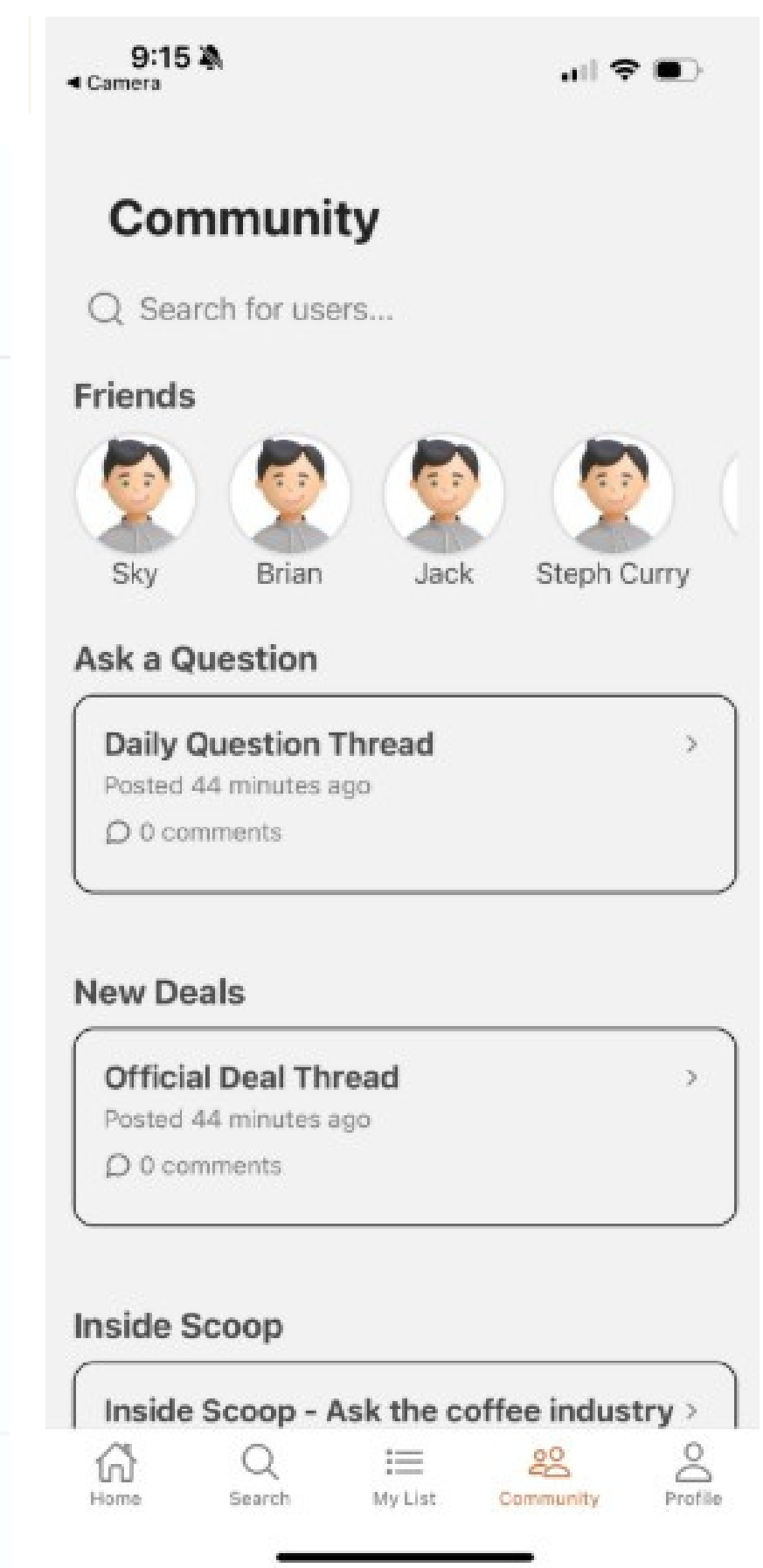
- Quickly set your coffee and café preferences so Crema can tailor recommendations to your exact tastes and needs.
- No more guesswork, no more generic results, just an exceptional coffee experience specifically tailored to you.

Easy Café Discovery and Rating



- Search for nearby coffee shops at the click of a button
- Log detailed experiences:
 - Coffee specifics:** drink type, taste notes, brewing details
 - Café environment:** breakfast quality, studyability, ambiance, seating comfort

Join a Thriving Community

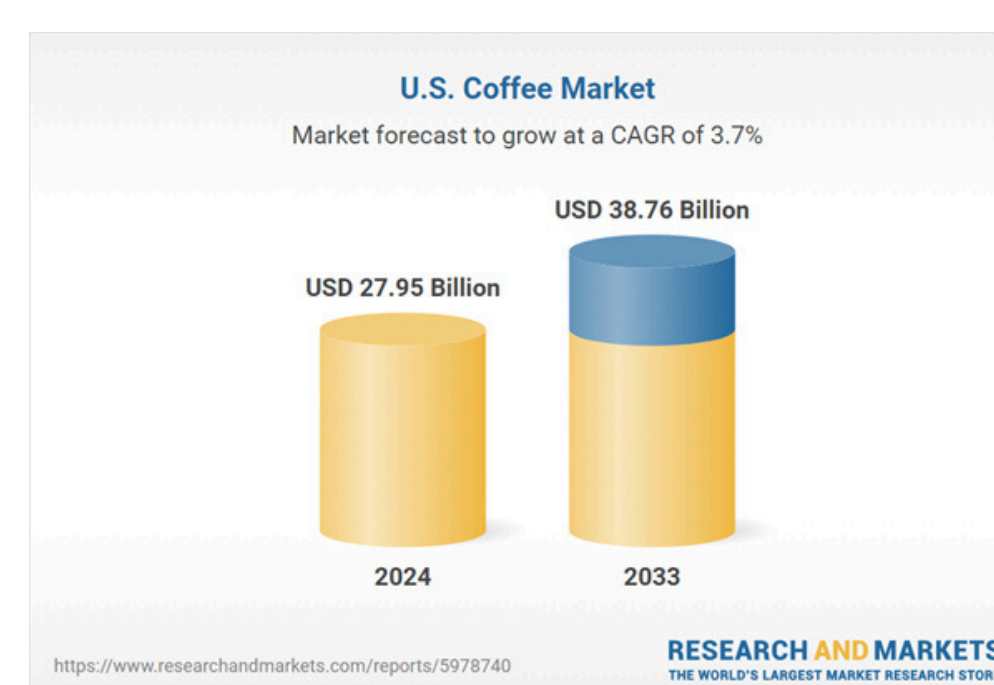


- Share your experiences on community boards
- Get exclusive deals
- Earn badges and rewards for visiting new spots or providing detailed reviews

Objectives

Goal:

Our goal is to transform the coffee community by create a mobile app tailored to coffee lovers who want to track their favorite coffee shops, discover new ones, rate specific coffee drinks, and share personalized recommendations with friends or the broader community.



Costs and Finance

- App Publishing Costs:** Publishing on Google Play Store has a one time fee of \$25 and publishing on the apple store requires \$99 annually.
- Founding Team Cost:** Our team of 5 members each gets \$50k per year
- Maintenance Cost:** Our app requires the use of Supabase which is free up to 50,000 users and \$25/month for 100,000 users. We are also using Perplexity API, which is \$5 per 1000 requests and Google Places API, which is free up to 10000 requests and \$5 dollars/10000 requests afterwards.
- Marketing Cost:** Initial marketing expenditures are estimated at \$3,000–\$5,000 which cover social media campaigns (including promotional posts and shorts), influencer partnerships, and partnerships with local coffee shops.



Baristas connecting with coffee drinkers, creating community bonds and greater opportunities for discovery.

Conclusion

Crema isn't just another review app; it's the community hub for coffee aficionados. If you believe in the future of specialty coffee and want to elevate how people discover and enjoy it, join us! Let's brew something extraordinary together!

Questions?

Email us:

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