



ROASTING



13-18.05.2018

MANNHEIM

GERMANY



## BUSINESS MODELS FOR COFFEE AND ROASTING FOR SPECIALTY COFFEE

STARKMACHER.EU



Mannheim is the next Coffee Project location. Youth from Europe are going to meet to participate to the next Coffee Campus to learn about business models for coffee sector and specialty coffee roasting technologies. In collaboration with Agata coffee roastery and Umami Area the coffee campus is organized by Starkmacher in Mannheim, from the 13th to the 18th May 2018. The objectives of this mobility are: to train youth about how to set up a coffee business model in coffee roasting and coffee shop business, learn how to roast green beans for filter and espresso, connecting youth with coffee experts giving the opportunity to attend the Coffee Skills Program certifications by the Specialty Coffee Association, to understand the whole functioning of the coffee value chain so that, the youth workers trained might be able to direct youth in their own countries towards the segment of the chain more suitable for them, to improve youth workers' coffee knowledge and training techniques. These objectives translate into empowered workplace opportunities as well as improved quality and recognition of youth work and non-formal learning, enhancing so complementarities with other education systems. The mobility is first of all a chance for youth-workers and partner organizations to grow and strengthen their knowledge as well as their network. Moreover, the program foresees the Specialty Coffee Association classes, which are unique education paths for those working in the coffee industry. It is a highly professional formation and a great chance for the participants, to attend them within a project financed by the European Commission.

### Agenda

**13 May 2018** - Arrival in Mannheim

**14 May 2018** - Social Business and Responsible Enterprises: Coffee Industry and Social Entrepreneurship

- Coffee and Business: Potentialities and Challenges

- Input methods and tools for youth empowerment and entrepreneurship

- Businesses, Common Goods, People: small businesses and young entrepreneurs - Best Practice

- Knowledge and skills necessary for starting and conducting a Social Enterprise

- Practical Workshop

**15 May 2018** - Business Model Canvas and Entrepreneurial Mindset

- Reinforcing self-esteem and ability to focus and achieve business goal

- Setting up a Business Plan: Strategy, People, Money, Marketing and Leadership

- Sustainable methodologies for applying values to your product

- Building block of the Business Model Canvas

- Business Model Canvas Best Practices and Examples

- Practical Workshop

**16 May 2018** - Roasting Skills: Coffee Skills Program of the SCA

- Roasting session: profile, roasting color and how to modulate your cup profile through the roasting process

- Major chemical, physical and sensorial changes

- Understanding how different profiles impact flavor: development time impact

- Use of measurement technologies: moisture meter, softwares, colormeter

**17 May 2018** - Roasting Skills: Coffee Skills Program of the SCA

- Physical Progression of the coffee roasting process: record time, temperature and other relevant data on roast logs, calculating the specifying events during development of a complete roast cycle

- Heat vs temperature: quality control at lab level with IKAWA

**18 May 2018** - Presentation of the works, conclusion of the program and greetings

FOR INFO AND REGISTRATION [E.PEROTTI@STARKMACHER.EU](mailto:E.PEROTTI@STARKMACHER.EU)



Co-funded by the Erasmus+ Programme of the European Union

