

BUSINESS PLAN: THE FOUNDRY

1. Executive Summary

Networking Trading & Café is a hybrid entrepreneurial ecosystem based in Bhubaneswar, Odisha. It integrates a premium café, a professional coworking workspace, a content creator studio, and an education-driven academy. The objective is to serve entrepreneurs, traders, freelancers, students, and creators by providing a space where work, learning, and networking coexist.

2. Business Overview

The business operates as a community-driven hub designed for modern professionals. Unlike traditional cafés or coworking offices, this model monetizes time, productivity, and learning through multiple revenue streams.

3. Vision & Mission

Vision: To become Odisha's most influential entrepreneurship and innovation hub.

Mission: To help young professionals convert ideas into execution through space, tools, mentorship, and community.

4. Problem Statement

- Lack of productive cafés with professional infrastructure
- No affordable creator studios in Bhubaneswar
- Limited access to real-world mentorship for trading, startups, and creators

5. The Solution – Three Pillar Model

1. Artisan Café & Social Lounge
2. Performance Coworking & Creator Studio
3. Knowledge Hub (Academy & Mentorship)

6. Products & Services

- Specialty coffee & productivity-focused food
- Coworking memberships & day passes
- Content creator studio rentals
- Trading, startup & creator workshops

7. Target Market

Primary Market: Bhubaneswar (Patia, Infocity, Saheed Nagar)

Age Group: 18–38

Profession: Students, traders, freelancers, creators, startup founders

8. Market Opportunity

Bhubaneswar is a rising Tier-2 startup city with strong student density, reverse migration of IT professionals, and increasing demand for hybrid workspaces.

9. Competitive Advantage

- First-mover creator studio café model
- Community-driven learning ecosystem
- Multiple revenue streams reducing risk

10. Revenue Model

- Café sales
- Coworking memberships
- Studio rentals
- Ticketed workshops & events

11. Marketing Strategy

- Social media & influencer collaborations
- Campus partnerships
- Membership referral programs

12. Operations Plan

Daily café operations, desk & studio booking via app, weekly workshops, and monthly networking events.

13. Financial Overview

Initial Investment: ■45–55 Lakhs

Monthly Revenue Potential: ■8.5–11 Lakhs

Break-even: 6–8 months

14. Funding Requirement

Funding Ask: ■3 Crores

Purpose: Location acquisition, interiors, studio setup, marketing, and operations.

15. Growth & Expansion Plan

- Second outlet in Bhubaneswar

- Franchise model in Tier-2 cities
- Digital courses & recorded workshops

16. Conclusion

Networking Trading & Café is positioned to become a landmark for entrepreneurship in Odisha by combining productivity, learning, and community in one space.