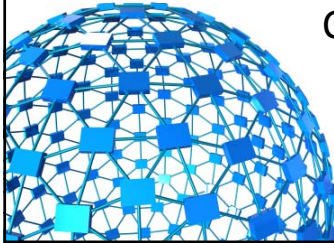




CONNECTING THE COFFEE WORLD: A NEW APPROACH

Carlos H. J. Brando

March 2011



11023003
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COFFEECLUB USERS' NEEDS

- Show themselves to the coffee world;
- Business opportunities;
- Post and find info on coffee;
- Find coffee people;
- They need...



COFFEE CONNECTIONS

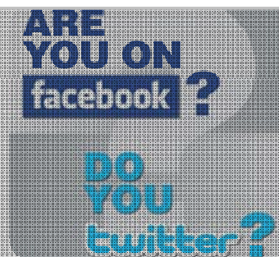
NEW PLATFORM

- With new and up-to-date concepts:
 - More user-friendly;
 - Highlight members and their posts;
 - Many connections to other networks



NEW PLATFORM

- New layout
 - Clean and complete
 - With space for improvement and modifications
 - Possibility of customization for each client



NEW PLATFORM

- New layout
 - Clean and complete
 - With space for improvement and modifications
 - Possibility of customization for each client



- New art concept
 - Concise name
 - Reflects connection





COFFEECLUB

connecting the coffee world

- Coffee **connections**
- Virtual coffee **places**
- **Tools** to get connected with the coffee world



COFFEECLUB
connecting the coffee world

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1 2 3 4 5 6 7 8

CaféMap for iPhone Quickly and Easily Maps Nearest Coffee Houses

Following on the success of several iPhone/iPad applications in Japan, start-up company Digital Advantage Corp. has released a version of its popular CaféMap for the iPhone/iPad.

[Read](#)

ANNOUNCE HERE YOUR COFFEE

[POST YOUR COFFEE LINK](#)

www.peanmarketing.com.br
www.qualcafex.com.br
www.gsb2.com.br

[Post](#)

FACEBOOK FANS

CoffeeClub no Facebook

4 pessoas curtam **CoffeeClub**.

POSTS

Job Opportunity - Coffee Expert

Tanzania's benchmark coffee grade fell 9.2 percent at an auction yesterday as buyers awaited reports about global supplies coffee grade fell 9.2 percent at an auction yesterday as buyers awaited reports about global supplies...

[Read](#)

Coffee crops safe after storms

Honduras, one of Central America's top coffee producers, said its crops largely survived the weekend's rains one of Central America's top coffee producers, said its crops largely survived the

PLACES, TOOLS AND CONNECTIONS

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connecting the coffee world

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1 2 3 4 5 6 7 8

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POSTS Invite

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Read

POST YOUR COFFEE LINK

www.peanmarketing.com.br
www.qualcafex.com.br
www.gsb2.com.br

Post

- CoffeeClub home page
- My CoffeeClub (profile)
- Communities

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1 2 3 4 5 6 7 8

— HIGHLIGHTS —

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Read

ANNOUNCE HERE YOUR COFFEE

— BANNERS —

POSTS Invite

— LATEST POSTS TIMELINE —

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— LINKS — Post

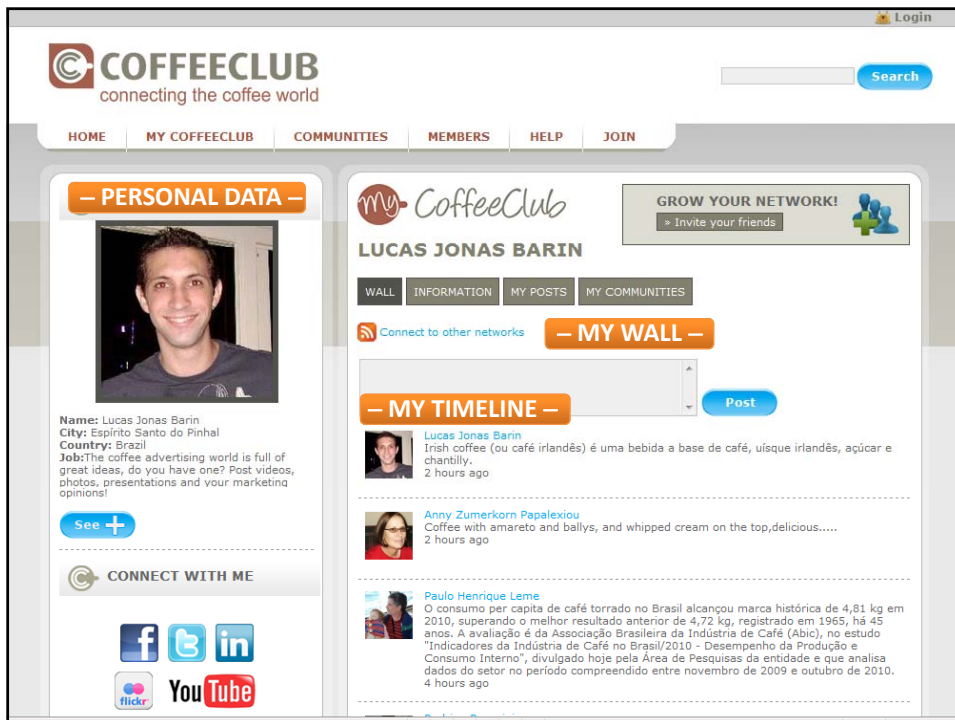
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COFFEE BUSINESS OPPORTUNITIES

The ideal marketing channel for you to show your coffee, company, what you need, business proposals and partnership opportunities. Join this community and tell what you need!

www.coffeebusiness.com

Mediator: Paulo Henrique Leme
Collaborator: Rodrigo Pasquini
Members: 97

[+](#)


- COMMUNITY DATA -

[+](#)

FORUM - FORUM, VIDEOS, PICTURES, ETC... -


Topic	Author	Visits	Posts	Last post
UGANDA: Arabica coffee exports jump on prices: UCDA	Rodrigo	37	1	21/Dec/2010 18:06 h
INDIA: Use of banned pesticides brews trouble for coffee exporters	Rodrigo	112	1	21/Dec/2010 10:15 h
Vietnam learns to drink coffee, as well as grow it	Rodrigo	172	1	20/Dec/2010 13:12 h
Arabica Coffee May Extend Gains to \$4 a Pound in 1st Quarter, Hackett Says	Rodrigo	252	1	20/Dec/2010 12:29 h


VIDEOS



0:00 / 0:00

+ Add
Edit
See +


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CONNECTING THE COFFEE WORLD

You can post your videos, opinions, photos, links, presentations and everything you may find useful to connect the coffee world. Enjoy!

Mediator: Paulo Henrique Leme
Collaborator: Rodrigo Pasquini
Members: 1329

[+](#)

- PREMIUM SERVICES -

[+](#)

- HIGHLIGHTS -

-
-
-
-
-
-
-
-

Young adult Americans drinking more coffee: Poll

Young American adults have drinking more coffee in 2011, after feeling better about their finances following the global economic crisis, according to a survey.

[Read](#)

- BANNERS -

ADD BANNER

FORUM

Topic	Author	Visits	Posts	Last post
UGANDA: Arabica coffee exports jump on prices: UCDA	Rodrigo	37	1	21/Dec/2010 18:06 h

COFFEE TWEETS

JDubDaKing DOUBLE J
Damn **Coffee** Taste like Nestle Quick! #SugarOverload
3 hours ago

Crossstheline Crossstheline
#crossstheline if you love **coffee** in the morning :D

Concluido
Internet | Modo Protegido: Desativado
Alterar nivel de zoom

7



- The new platform will be online soon!
- Our goals are to:
 - Multiply visits and members;
 - Establish partnerships with companies and institutions;
 - Launch new services and applications;
 - Find economical sustainability.



WHAT WE CAN DO NOW FOR ICO MEMBERS?

- A FREE and easy to use social network
- With more than:
 - 1,300 members;
 - 50,000 visits and 130,000 pageviews per year;
 - from 170 different countries.
- A fully customizable platform, if needed
- One of the most advanced social networks, specialized in connecting the coffee world.



www.coffeeclubnetwork.com



THANK YOU!