EXECUTIVE SUMMARY

As one of their Sustainable Development Goals, the United Nations has set to ensure access to affordable and clean energy (2015). To cater to the growing population, the search for clean and renewable energy alternatives has become an urgency. Bioenergy is among the popular alternative sources of energy and food waste, particularly, has become a growing interest. Recent research shows that specific food items such as used coffee grounds are found to contain as much caloric value as traditional coals, thus presenting a great potential of the material as an energy source (Furuyama, Ohya and Didbiba, 2009). On top of being renewable, utilizing food waste can also reduce greenhouse gas emissions by 3.3 billion ton of CO2 per year (Paritosh et al., 2017).

Burning Beans is a manufacturing company focusing on renewable bioenergy that comes from waste coffee grounds. We provide solutions for (i) renewable bioenergy; (ii) cleaner energy. Burning Beans provide a value proposition in a form of products that are: (i) 20% hotter and have longer burning duration than drywoods; (ii) has coffee aroma; (iii) burning evenly and neatly; (iv) reducing coffee ground waste; (v) reduce emission by 80%. Our business activities lean to serve the middle and broad market segments by providing standardized quality products.In addition, as our goals are to grow exponentially and gain huge market adoption; The corporate strategic methods that our company runs will focus on differentiation. By providing products derived from coffee ground waste.

Indonesia is the fourth biggest coffee producer in the world, producing 672,000 tons of coffee beans in 2019 (International Coffee Organization, 2020). With coffee consumption set to increase to 294,000 tons of coffee per year (Global Agricultural Information Network, 2019), Burning Beans has a secured supply of coffee waste. The briquette market in the United States is projected to reach $647.4 by 2024 with a CAGR of 1.8%.