

COFFEE WITH STRANGERS



COFFEEWITHSTRANGERS.ORG

OUR MISSION IS TO
CREATE A SENSE OF
BELONGING AND **MAKE**
STRANGERS INTO FRIENDS
BECAUSE WE ALL HAVE
SOMETHING AWESOME TO
SHARE AND TO LEARN.

**AS AN ADDED BONUS, WE RAISE AWARENESS OF
COMMUNITY ORGANIZATIONS AND DONATE TO
FURTHER THEIR MISSIONS.**

Coffee with Strangers is a process and toolkit to connect communities. It also hosts community events and is a distributor of fair trade coffee.

Coffee with Strangers pop-up events connect strangers over fun, self-aware, facilitated conversations at local coffee shops or in a community space. We want people to come as strangers and leave having made a connection, maybe even a new friend.

The goal is to get as many different people together, young people, older people, refugees, immigrants, and see how much we have in common and how much we can learn from each other.

The Coffee with Strangers Kit will be available for purchase and have everything you need to host a Coffee with Strangers pop-up in your community or organization.

NO PHONES

NO ALCOHOL

SO MUCH COFFEE
(ALSO DECAF)

FUNNY AND SELF-
AWARE. "THIS IS GOING
TO BE AWKWARD"

IT'S AN EXPERIMENT -
EVERY TIME, IT WILL
GET BETTER

CREATE A SENSE OF
BELONGING

THIS IS WHAT WE DO:

WE BUILD COMMUNITY BY
CONNECTING HUMANS
WITH OTHER HUMANS
OVER COFFEE AND
CONVERSATION

HOW DO WE DO IT?

THROUGH FUN,
FACILITATED,
ACTIVITIES
THAT BRING
STRANGERS
TOGETHER
WITH COFFEE
AND SNACKS

AUTHENTIC WELCOME

FUN/CONVERSATION
STARTING NAME BADGES

WELCOME MINGLE BINGO

COMMUNITY GUIDELINES

CONVERSATION CARDS

BRAINSTORMING/THINKING
TOGETHER

MINI OPEN SPACE
CONVERSATIONS

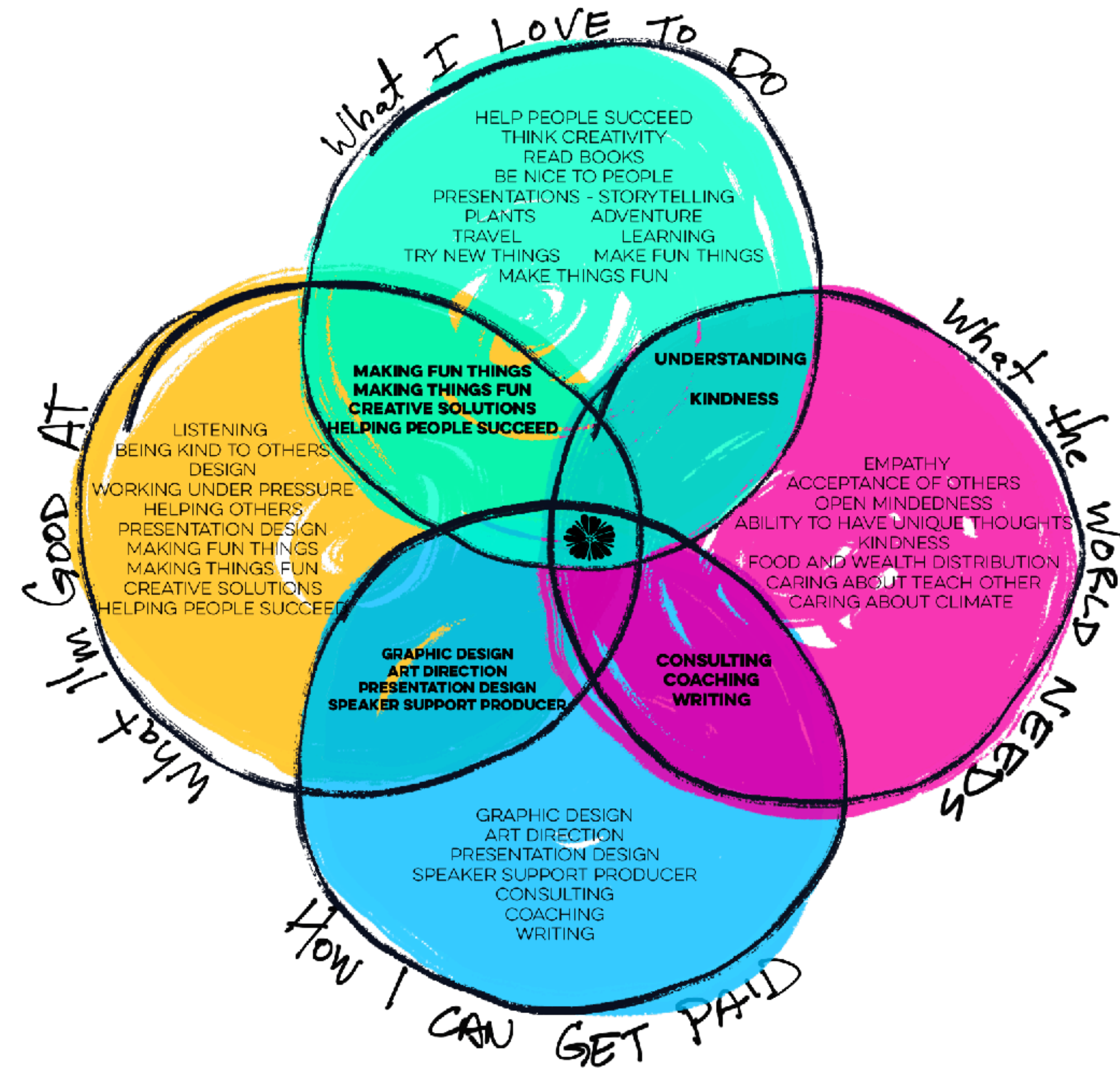
PROMPTS FOR FOLLOWUP

POTENTIAL TAGLINES

IT'S NOT A GROUP OF LIKE
MINDED PEOPLE, IT'S A GROUP
OF PEOPLE WITH MINDS THAT
JUST MIGHT LIKE EACH OTHER

IT'S A FACILITATED COCKTAIL
PARTY WITHOUT THE COCKTAILS
(SOUNDS FUN, RIGHT?!...RIGHT?!)

IKIGAI



IKIGAI

USING HUMOR AND
CREATIVE
STORYTELLING TO
CONNECT
(AWKWARD) PEOPLE

CREATIVE QUESTION

HOW MIGHT WE
FACILITATE GENUINE
CONNECTION ACROSS
DIFFERENCES AND
MAKE STRANGERS
INTO FRIENDS?

**S O C I A L
B U S I N E S S
M O D E L
C A N V A S**



KEY STAKEHOLDERS

BENEFICIARIES

While many people will benefit, the official beneficiaries are the community organizations that receive a donation and exposure. They are looking for opportunities to connect with the community, to raise awareness and receive funds.

They also may be looking for additional programs for their clients to experience.

FUNDING STAKEHOLDERS

Funding stakeholders include The Climate Cafe, local coffee shops and roasters and local organizations.

CUSTOMERS (PARTICIPANTS)

The customers are people who attend events or purchase the kit and host their own.

These are people in the community who are hungry for a connection and want to make friends. They don't know how to connect with people in their neighborhood or have friends and acquaintances that are similar to them and they want to meet a wider variety of people.

While all personality types can attend, it is intended to make it easier to start conversations and get to know each other as introverts or people that are not normally comfortable talking to strangers.

These people want an environment where they feel safe, not judged and able to take some risks in connecting with others.



SOCIAL
MISSION

TO CREATE
COMMUNITY BY
CONNECTING
HUMANS WITH
OTHER HUMANS
OVER COFFEE AND
CONVERSATION

3

SOCIAL VALUE PROP

BENEFICIARIES

Beneficiaries will receive financial contributions via donations from participants and a percentage of the profit.

They will also gain visibility in and further engagement with the community.

PARTICIPANTS

Participants will gain a sense of connection and belonging.

They will also get coffee and snacks and the potential of new friends and community.

FUNDING STAKEHOLDERS

Funding stakeholders such as local businesses will get more business at their location and build a community around their business. They'll get repeat business by for being a good community member

SOCIAL IMPACT MEASUREMENT STRATEGY

4

We will measure number of events held, and the percent of people that left feeling like they belonged, made a friend, or felt better after they left. We will collect this via post event survey.

CHANNELS

5

BENEFICIARIES

Beneficiaries will receive a financial donation.

PARTICIPANTS

Participants will have an experience at a local coffee shop. Purchasers of the kit will order online.

6 RELATIONSHIPS

BENEFICIARIES

I will reach out to beneficiaries on a regular basis via a fun, informative email newsletter, and personal email communication.

It might be nice to have a coffee with strangers for the organizations to meet other regularly as well.

PARTICIPANTS

I will communicate with participants via a fun newsletter, community postings and the Alderman's newsletter.

We will create engaging web content that can be repurposed for social.

FUNDING STAKEHOLDERS

I will reach out to funding stakeholders on a regular basis via a fun, informative email newsletter, and personal email communication.

7 KEY DELIVERY PARTNERS

I will need to partner with local community organizations such as A Just Harvest, as well as local independent coffee shops and roasters.

I will also partner with Climate Cafe (climate-cafe.org)

8 KEY ACTIVITIES

As an organization, we will host Coffee with Strangers events as well as sell the Coffee with Strangers Kit.

We'll create fun and engaging web content about connection and community.

We will also sell Fair Trade coffee, mugs, and extras of everything in the kit.

9 KEY RESOURCES

The key resources I'll need are:

- Time to create and test the materials
- Community member contacts
- Volunteer Hosts
- Community organization partnerships
- Funding partners
- Participants that want to become ambassadors
- Someone that knows social media

10 COMPETITORS & COOPETITION

[Climate-Cafe.org](https://www.climatecafe.org)

[speedfriending.com/](https://www.speedfriending.com/)

[meetup.org](https://www.meetup.org)

Bumble BFF

[friendmatch.com/](https://www.friendmatch.com/)

11 MACRO-ENVIRONMENTAL /PESTEL

Political: Will an unstable political period make having civil non-political conversations difficult?

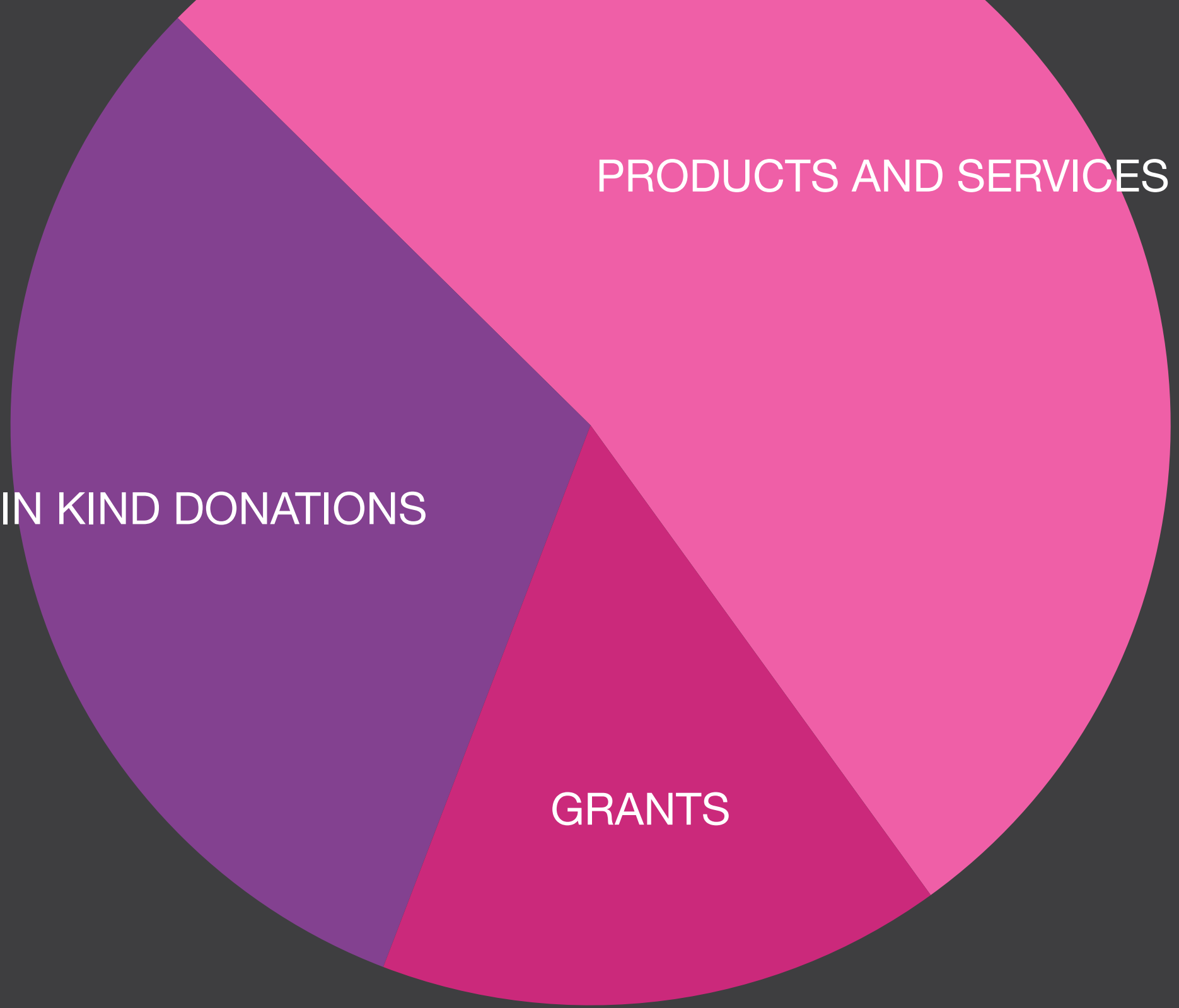
Economic: How will a shift in the economy affect people's interest?

Social: With spikes in infections, people may feel uncomfortable meeting in person.

Technology: How do we keep in touch with people via technology but encourage people not to use it at the events.

Environment: Cold weather will cause fewer people to venture outside. Warm weather will cause fewer people to venture inside.

Legal: What would happen if I switched to an LLC



12

REVENUE

14

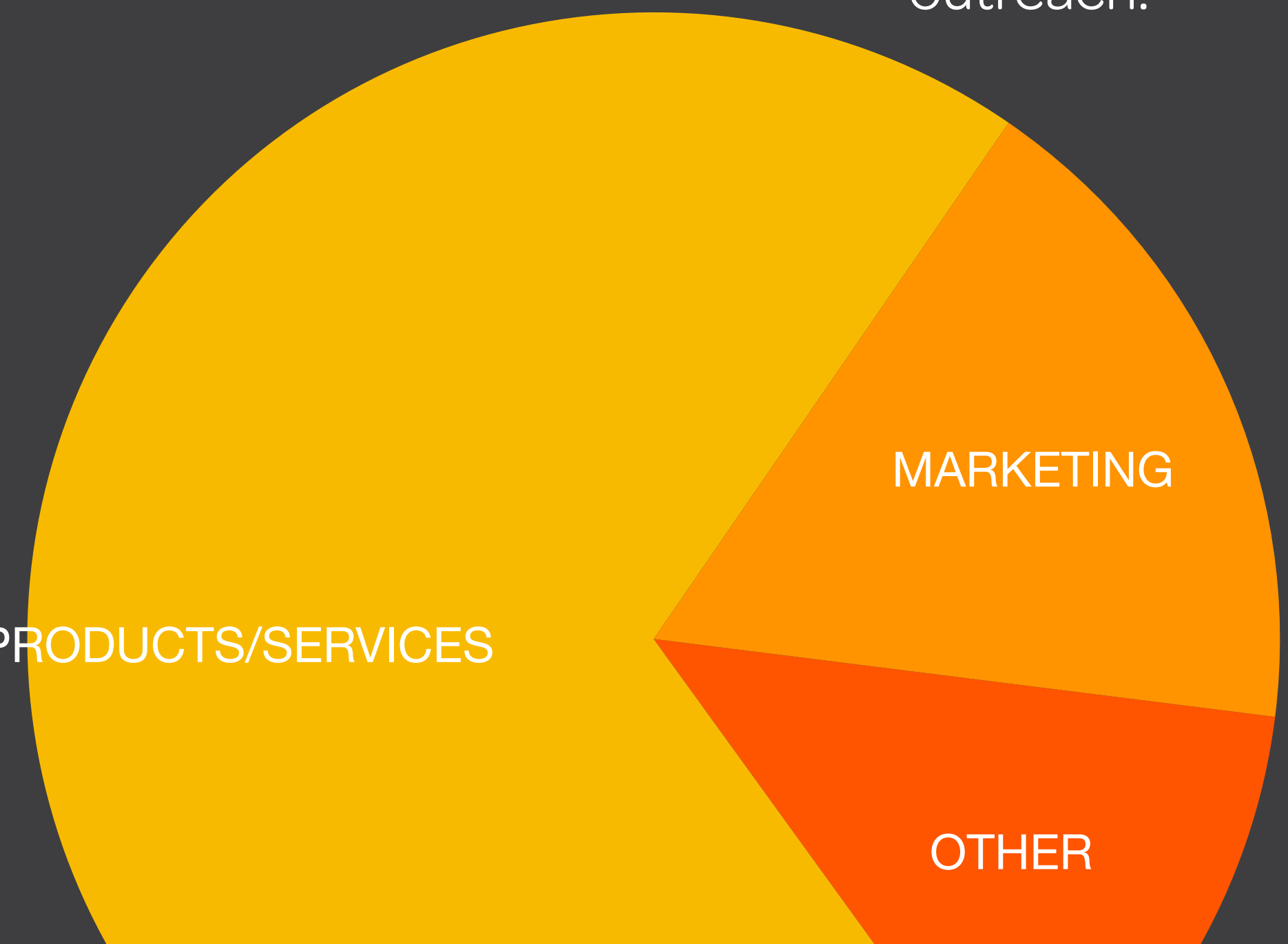
SURPLUS

Profits over costs and donations to local organizations will be re-invested in research, marketing, and community engagement.

As it grows, it would also be used to pay the salaries of community members in recovery, struggling with homelessness, or the elderly to package and ship boxes, run events, and do community outreach.

Kits will be a set cost. A percentage of profit will go to community organizations.

We host events with a 'pay what you can' or 'pay it forward' model. Any excess over cost will go to the sponsor organization of the event.



COSTS

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POTENTIAL PARTNERS



POTENTIAL PARTNER
SHARI MELTO
CLIMATE CAFE
646.391.3433

POTENTIAL PARTNER
REBECCA TOON
NEIGHBOR

RESEARCH AND CONTACTS
BLOCK BY BLOCK
AREA F
BLOCKCLUB49@49THWARD.ORG

FUNDRAISE FOR THIS ORG
A JUST HARVEST
TAYLOR@AJUSTHARVEST.ORG
773-262-2297

FUNDRAISE FOR THIS ORG
GIRL FORWARD
AREA F
WWW.GIRLFORWARD.ORG

COFFEE SHOP - SPACE POTENTIAL
CHRISTINE
SMACK DAB CHICAGO
SMACKDABCHICAGO.COM
(872) 241-9111

PUBLICITY AND INPUT
MARIA HADDEN
49TH WARD ALDERMAN
OFFICE@49THWARD.ORG

FUNDRAISE FOR THIS ORG
CARE FOR REAL
CAREFORREAL.ORG

FUNDRAISE FOR THIS ORG
CENTRO ROMERO
INFO@CENTROROMERO.ORG

POTENTIAL COFFEE DONATION / MARKETING
METROPOLIS
COFFEE COMPANY
773.764.0400
GRANVILLECAFE@METROPOLISCOFFEE.COM

POTENTIAL FUNDING
MELORA BALSON

SEN SING

SAY

DO

"I want to meet new people in the community"

"I want to make new friends"

Stay home

Try [meetup.org](https://www.meetup.org)

"I want to meet people who are different from me"

"I want to make meaningful connections"

Go to bars or clubs

PARTICIPANT

"I'm afraid to meet new people"

"I feel lonely."

"Where would I go"

"What would I say"

"I feel like I don't belong."

"I feel scared."

THINK

FEEL

INFLUENCE

HIGH

LOW

LOW

INTEREST

HIGH

Bob

Melora

Alderman's
Office

Climate Cafe

Smack Dab
Cafe

Community
Organizations

Other
Neighbors

Recovery
Organizations

Refugee
Organizations

Homeless
Organizations

Some
Neighbors

Jenny

HIGH

INFLUENCE

LOW

RECRUIT INTO THE FORCE

Create a well-crafted and highly-designed business plan and presentation to show why investing would benefit their interests. Include open-ended questions and a genuine opportunity to provide feedback or create connections or other non-financial benefits. This should be slick and fun, maybe a petcha kucha?

PARTNER AND CO-CREATE

Involve them in co-creating the idea from the ground up, ask for advice from square one and involve them in building the presentation for the 'recruit into the force' group.

Have weekly meetings to inspire each other and brainstorm and dream about what we can create.

INFORM TO INSPIRE

Be as excited as possible. Make it contagious. Provide opportunities to be a part of any and all information gathering, and provide insights, but don't pressure. Just be excited.

INVOLVE TO LEARN

Ask so many questions and gather as much information as possible from these people to find out how they could get the most benefit.

Do this through informal presentations, coffee meetings, and personal one-on-one conversations. What advice do they have? How could this concept be improved for more benefit? Use this group as the first people to be a part of the experience.

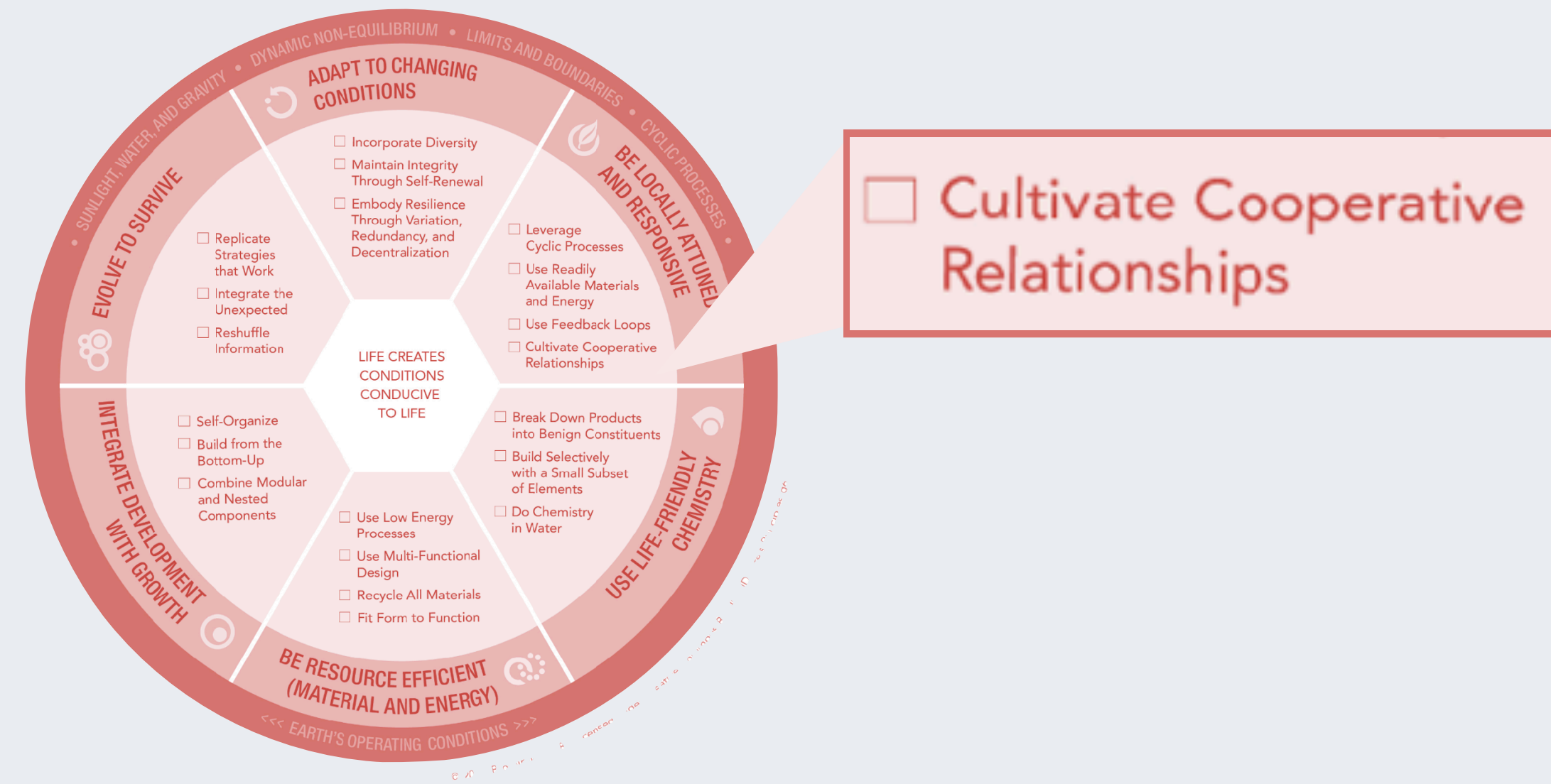
LOW

INTEREST

HIGH

V I S
I O N
I N G

DESIGN BY NATURE



MYCORRHIZAL NETWORK | WOOD WIDE WEB

We think of the trees as individuals, but they rely on each other to thrive. They are connected. We are like the trees - we are connected and dependent on each other - we just don't know it! We act as if we are not and that gets in our way.

Like trees, we are both individuals and interdependent. We need a social network to take care of each other and warn each other of danger.

Trees are planted in concrete in the city - making it hard to communicate with other trees. Just like us in the city - planted alone in concrete buildings.

Trees in cities can't warn each other of disease, that's why so many diseases spread in the city (guessing). We need to work to manually create those connections between concrete that don't happen naturally.

We need to re-learn the language of connection and practice it.

TREES >> users

MYCORRHIZA NETWORK >> The invisible connections between all of us

SOIL >> the space/event/activities that allow the network to connect the trees

Sharing information & knowledge

BLANK SPOTS

PARTNER
SMALL GROUP
LARGE GROUP

COMMUNITY ISSUE

PERSONAL

BRAINSTORMING

THINKING TOGETHER

WRITE A STORY

SPEED MEETING

FRIEND BINGO

CONVERSATION CARDS

INTERVIEW

DIORAMA/
CRAFT

ARTICULATING THE CONCEPT

WHY

It's really hard to make friends as adults, even harder to make friends with people that are different from us. Additionally, we've lost a sense of community and don't know our neighbors. We will all be healthier and happier if we are connected with others. I really need this.

WHAT

Coffee with Strangers is a fun, safe, and self-aware way to meet strangers and make friends in the community through coffee and facilitated conversation. We shouldn't need to do it this way, but we do. So let's have fun with it. Drink Coffee, Make Friends, Be Yourself.

HOW

We will host pop-up events at local coffee shops or businesses as well as create a kit that can be replicated anywhere. The events and the kit will include unique name badges, conversation cards, bingo cards and more. Hosts will make sure everyone feels welcome and comfortable as they walk through the door. Through partnerships with local organizations, we will provide donations and an opportunity for the org to speak to the group.



PROT

OTY

PING

ROLE PLAYING

As people enter the space, there are greeters/facilitators to personally welcome each guest, check them in, help them fill out their name tag and hand them a bingo card. They personally walk to introduce them to someone to start the bingo mingling.

Once everyone has arrived, host makes opening remarks "Welcome to this evening's Coffee with Strangers! We're so happy you're all here! We all might feel a little nervous, excited, weird, or maybe awkward. And that's ok! This is a new experience, and we are all in this together.

Let's just take a minute to get to know each other - get yourselves into groups of 4 or 5, introduce yourselves, and find one thing you all have in common. Work quickly, you have about 4 minutes. Guest 1: Hi I'm Morgan

Guest 2: Hi I'm Shari! I really like your glasses!

Guest 3: Hi I'm Martin!

Guest 1: Hi Shari and Martin! I feel a little weird about this.

Guest 2: Me too, I'm an introvert I'm not sure what's going to happen. But I'd really like to make some new friends.

Guest 3: Yeah! I'm new to the neighborhood and I don't know anyone so I thought I'd try this. The marketing was funny and I wanted to check it out

Guest 2: So, what are we supposed to do?

Guest 3: I think find something we have in common! I like frogs, does anyone like frogs.

Guest 2: Frogs are ok, but I don't have strong feelings. We all live in the neighborhood but that's too easy.

Guest 1: Good backup though.

Guest 3: There's a new restaurant down the street, has anyone ever been there?

Guest 2: I don't eat out much. What about chocolate? Anyone like chocolate?

Guest1: YES!

Guest 2: YES!

Guest 3: We got it!

Host: Great! You've only just arrived and you already met someone new with things in common. And that's what tonight is about. We all know sometimes it's not easy to make new friends as adults and in the city - and even harder to meet people that aren't just like us. That's what started this experiment - to find ways to meet new people in an interesting and fun way. And in turn, try to make our neighborhood somewhere where everyone belongs. So thanks for taking this ride together.

This is what will happen tonight - we've got three fun activities meant to spark a connection, and then you're on your own. Your experience here tonight will help make these activities even better in the future. We want your feedback. They're not all going to be perfect, that's why we call them experiments. We hope you meet some new friends and leave feeling good. Half way through the evening, we'll have a short introduction of the beneficiary of tonight's event, A Just Harvest.

So let's start!

Look at your name badge, it should have a color dot on it. Head over to the table with that color and make yourself comfortable. Feel free to grab some coffee or a snack on your way. And Thank

you again to Smack Dab for hosting us tonight and providing the amazing treats!

Bell Rings

Host: Ok everyone! That's time. I hear you all having great conversations but please wrap them up and we're going to come back and share.

Awesome - so who wants to go first? Ok! I see who the extroverts are.

Group 1: We all bike to work!

Group 2: We all like chocolate!

Group 3: We all live within 2 blocks of each other!

Group 4: We all have dogs!

Host: Great! You've only just arrived and you already met someone new with things in common. And that's what tonight is about. We all know sometimes it's not easy to make new friends as adults and in the city - and even harder to meet people that aren't just like us. That's what started this experiment - to find ways to meet new people in an interesting and fun way. And in turn, try to make our neighborhood somewhere where everyone belongs. So thanks for taking this ride together.

Small Groups answer conversation cards at tables

Mini Open Space - choose your conversation circle 3-5 topics they can choose where they want to go and brainstorm something - create a new idea

GRAVEYARD PICNIC

The majority of the competition I found is online-based. The in-person company I found seemed focused on the 'speed dating' aspect of it and not community building, and also seemed to be focused around alcohol.

All the sites showed pictures of young, mostly white, good looking people.

Bumble BFF:

[meetup.org](https://www.meetup.org)

<https://www.speedfriending.com/>

<https://www.friendmatch.com/>



COFFEE WITH STRANGERS IS
DIFFERENT BECAUSE:

It is not reliant on alcohol or technology.

It's mission is to connect as many different kinds of people as possible - not just similar people with other similar people.

The branding will be self-aware and fun. It won't take itself too seriously but will be serious. Does that make sense?

LOOK
BEFORE
YOU
LEAP

MAKE OR BREAK ASSUMPTIONS

✓ Enough people will pay to offset the costs of those who do not.

People that can be, will be generous and donate to community organizations.

People want to make new friends and are hungry for connection. ✓

People are willing to make an effort to meet others.

People are willing to do so without alcohol.

Good and honest branding will make people try something uncomfortable.

I am likable enough to do this. ✓



SEED ING

STRUCTURE & LEGAL ENTITY

Coffee with strangers will be part of an existing 501c3 as partners with The Climate Cafe. climate-cafe.org

I have purchased coffeewithstrangers.org. The website will sell the coffee with strangers kit, fair trade coffee, mugs, etc. It will also provide engaging content about making friends and having conversations.

Events will be 'pay what you can' and provide transparency about what the

event costs and what percentage will go to the community organization. There will also be a donation box at the events.

Initial funding for the prototype will be coming from a donation from Climate Cafe.

I will trademark the Coffee with Strangers name and the materials we create.



IMPLEMENTATION

I would begin by seeding this concept by sending the kits to several people of different ages and backgrounds in different areas of the country.

We will invite feedback and reports on what happened to continue to improve the process and create content for our website.

I would also travel to different areas to introduce the system to other communities.

We will have to do some marketing, this would be reluctantly done through social media and partnering with local businesses to spread the word.



SOLICITING FEEDBACK

We will solicit feedback at the end of each event that we host. Follow-up communication will ask three questions

Did you make a friend?

Would you do it again?

Would you host one on your own?

Any other comments?

The kits that are sold include a way for their participants to provide feedback directly back to them - and we will also request feedback from the purchaser.

Communication will be personal, clear, warm, and inviting to encourage the most interaction.



SCA LING

TARGETS

In the first year, I'd like to hold one event a month. The hope is that as the word gets out, people begin to host their own events and order the kit through the website.

In year two, I would like to sell or donate 100 kits and start a network of event hosters to share best practices, etc.

The goal is to create a movement.

EXPAND

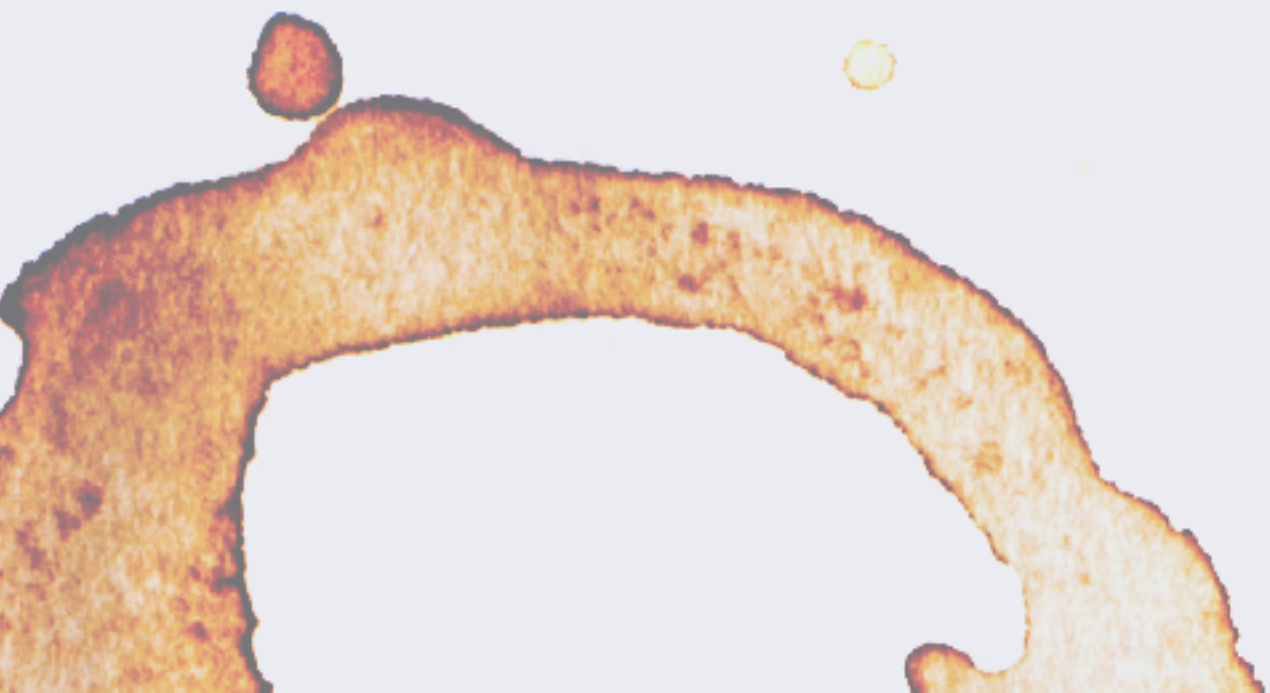
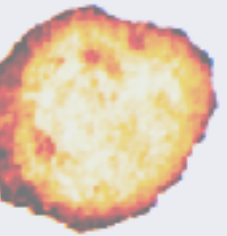
Initially, we will control the running of the events to continue to gain traction, make the branding recognizable, and improve the product.

Once people purchase the kit, they can do what they like with it and modify and adapt it as they want. The idea is to get strangers talking to each other in person and any way that it happens is good with us.

BALANCE CONTROL

We will start in the Rogers Park neighborhood of Chicago and then tap into other neighborhoods in the city.

We can also design custom kits for other types of organizations based on their input and sell those on the website.





HARNESS FOLLOWERSHIP

We will send a personal email to each participant and keep in contact with those that are interested in potentially holding an event. While we don't care about social media, we admit that having some people post about their experiences would be good and we can provide materials to those that would like to share more about the experience.

ENGAGE THE CROWD

People that enjoy coming to events can become ambassadors and help welcome during events.

We can also ask for testimonials for web and social content.

We will ask each person to share it with a friend if they enjoyed it.



EXPERIMENT TO IMPROVE

We will do post-event surveys, but also personal thank you emails to each participant asking them for their feedback to make the events even better.

We will also ask participants at the event if they have any suggestions.

We'll let participants know that if they come back to another event they will see that we have taken suggestions into consideration to continuously improve the event.

DESIGN CHOICES

Buyers of the kit can personalize it as much as they like.

Participants are encouraged to make the events their own and spread the word in whatever medium they prefer.

ARE YOU EXCITED?

WANT TO GO HAVE A CUP OF
COFFEE?

COFFEEWITHSTRANGERS.ORG