Coffee and a place to connect

An owner-operated coffee shop and community café in Albertslund Centrum

DKK 350,000-500,000

Debt financing preferred. Open to investment in exchange for a minority equity stake.

A café from morning to evening

Morning	A relaxed start to the day with good coffee and time for a chat.
Daytime	A welcoming place to meet over coffee, cake and light bites.
Evening	Meet friends, play board games and unwind. One or two social events per month.

Our location in Albertslund Centrum

5.1 million

Annual centre visits, according to Citycon
Around 14,000 visits per day on average

100.5 m^2

Unit G-21 on a main pedestrian route, according to the founders
Target: 28-31 seats

115-122 transactions represent approximately 0.82-0.87% of centre visits. The sales target is based on the centre’s footfall and the central location.

Source: Citycon. Annual footfall converted to a daily average; transaction figures are budget projections.

A focused café concept

Felix	Felix is the only competing food outlet the founders have identified in the centre.
Café Valeur	A coffee-focused café serving light bites, with a welcoming atmosphere for conversation and catching up.
Community	Space for board games, laughter and time together in a relaxed atmosphere.

Julie leads day-to-day operations

Julie

Leads daily operations, drawing on experience in retail, the nail industry, care homes and childcare.

Bob

Experience in construction, retail, farm and flower shops, and hospitality. Provides flexible support without drawing a salary.

Skills

Strengths in customer service and practical operations. Both are new to running a café and plan to build their skills through training and professional advice.

Both plan to complete training in coffee preparation, Danish open-faced sandwiches and food hygiene before opening. Training is still to be completed.

Revenue and margin per transaction

DKK 55

Average spend, including VAT

DKK 30.36

Contribution margin per transaction

DKK 44 excluding VAT. Cost of goods: 30%. Payment fees: 1%.
Event sales are included in transaction volumes and average spend. No income from admission fees is assumed.

DKK 55 and 30% cost of goods are assumptions. Proposed prices and an illustrative sales mix are provided in the budget file.

Monthly profit at different sales levels

Transactions/day	Months 1-3: no employees	From month 4: staff support
100	DKK 4,305	DKK -5,695
115	DKK 18,157	DKK 8,157
122	DKK 24,621	DKK 14,621
150	DKK 50,478	DKK 40,478

Profit before depreciation, interest and tax. The base case rises from 115 to 150 transactions/day. This table shows sensitivity at fixed levels.

Year 1: gradual customer growth

115 transactions/day at opening / 150 in month 12

Julie’s salary: DKK 25,000/month. Staff support: DKK 0 in months 1-3, then DKK 10,000/month.

DKK 2,134,642

Net revenue in year 1

DKK 326,423

Operating profit before depreciation, interest and tax

Growth from 115 to 150 transactions/day is a budget assumption. Ingredients and payment fees vary with sales.

Start-up funding and working capital

Funding and allocation (DKK)	Base case	Expanded example
External financing	350,000	500,000
Founders’ contribution	50,000	50,000
Set-up, including training reserve	262,115	262,115
Additional fit-out / equipment	0	50,000
Opening cash reserve	137,885	237,885

The founders state that DKK 50,000 will be available upon a financing commitment; it has not yet been paid in. Share capital is not an extra cost.

Debt preferred. Equity is an option

Loan

DKK 350,000 in the base case. Nominal interest rate: 12%. Repayment schedule and security to be negotiated.

Equity investment

Open to investment in exchange for a minority stake. Valuation, role and rights to be agreed separately.

The right partner

Ideally brings experience in cafés, retail or running a local business. The priority is a financially viable café. Dividends and a future exit are not guaranteed.

From funding discussions to opening

Financing	Choose debt or equity. Document the founders’ contribution and agree the terms.
Premises and operations	Finalise the premises lease, installation, equipment leasing, training and staffing plan. Test sales and pricing assumptions.
Monitoring	Track daily sales and cost of goods. Maintain a rolling 13-week cash flow forecast and provide quarterly reports.

We welcome funding discussions now. Funding will be released and the café will open once final agreements and documentation are in place.

Let’s discuss Café Valeur

DKK 350,000-500,000

We are seeking a financing partner to establish a local coffee shop and build a loyal customer base.

Julie and Bob
Get in touch by replying to the accompanying message or through our profile on the funding platform.