

AËN

CAFÉ & CULTURAL SPACE

Creating a new iconic venue in the heart of Berlin.

FUNDRAISING 2026

Welcome to the world of Aën, a project born from the ambition to **redefine the specialty coffee experience in the heart of Berlin**. More than just a place to consume, Aën is designed as a **hybrid destination where creativity, community, and artisanal excellence converge**.

This document presents **the strategic pillars and the vision driving our development for 2026**. We have designed this project to meet a strong market demand: **the need for a place in motion, capable of constantly reinventing itself to build long-term customer loyalty**.

Note to investors: All figures, market analyses, and operational details presented in this pitch are developed in depth within our complete Business Plan. This reference document is entirely at your disposal and can be sent to you upon request.

We invite you to discover the foundations of this journey

01. VISION AND MARKET



THE OBSERVATION :

A mature but static market.

Berlin excels in **Specialty Coffee**, yet most cafés struggle to renew the customer experience.

Today's consumers want more than just a good product: they seek an experiential “**Third Place**”.

OUR RESPONSE :

Permanent evolution.

Aën is a **meeting point** at the crossroads of **conscious consumption, creativity, and community**. Our lever for acquisition and retention? A **hybrid venue that reinvents itself every 2 months** through curated **creators**, guaranteeing a **constant sense of novelty** alongside a **rotation of diverse events and pop-ups**.

02. THE AËN CONCEPT

ACQUISITION & RETENTION STRATEGIES



Warm Café

Specialty coffee (local players) and **high-quality artisanal food**, French-inspired, simple, and **homemade**.



Rotating Pop-up

Highlighting **independent creators**, renewed every 2 months.



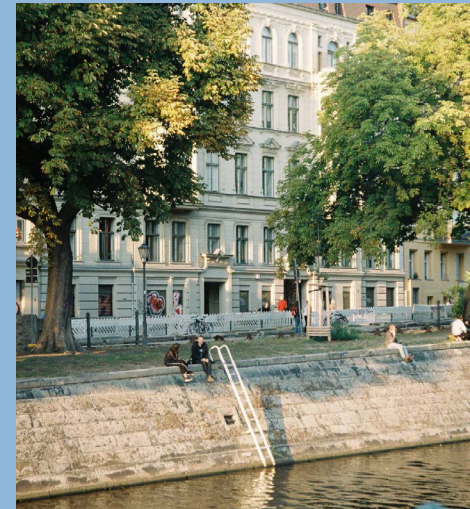
Cultural Hub

Flexible programming (exhibitions, Sunday workshops, evening DJ sets, and kitchen pop-ups).

03. THE ECOSYSTEM (MARKET FIT)

Strategic location :

- District: **Kreuzberg, Bergmannkiez** (Schleiermacherstraße 9).
- A **vibrant, historic neighborhood** combining **high creative population density** with **strong purchasing power**.



Our target audience :

- Urban dwellers **aged 20 to 40**.
- **Sensitive to aesthetics, ethical consumption, and coffee quality**.
- **Design enthusiasts and coffee lovers** seeking a sense of **community**.

04. THE FOUNDING TEAM (50/50)



Mona Cairo

- Interior architect, designer, and graphic designer.
- 3 years of barista expertise in Berlin's Top 3 (The Barn, Bonanza, Coffee Circle).
- **Mission:** Pop-up curation, venue design, and customer experience excellence.



Naël Chekaf

- **Materials Science Engineer** (Max Planck Institute) & operations expert.
- **Mission:** Workflow management, supplier relations, profitability, and supervision.
- **The Financial Asset:** Naël will maintain his executive position at BASF during the launch, ensuring total financial stability and drastically reducing Aën's fixed costs in the first year.

05. GO-TO-MARKET: BUILDING A COMMUNITY

COMMUNITY OBJECTIVE:

Reach 3,000 engaged Instagram followers in Year 1.

1. Launch Strategy (Pre-opening)

- Engaging **Crowdfunding** campaign (teasing the venue, introducing founders, products, and recipes).
- “Behind the scenes” **documentation of renovations** (TikTok / Reels).

2. Retention Strategy (Post-opening)

- “Curated” aesthetics: A space designed to generate **organic user-generated content** (UGC).
- **Immersive storytelling** around Pop-up creators, workshop artists, and guest chefs (Vlogs & Podcasts).
- **Strategic partnerships** with respected local players (Roasters, Berlin food influencers).



06. DIVERSIFIED BUSINESS MODEL

70%

Food & Drinks

Estimated average basket of 8.88€

20%

Event Programming

Workshops, partial private bookings, and weekend cultural events (high added value).

10%

Pop-up & Merchandising

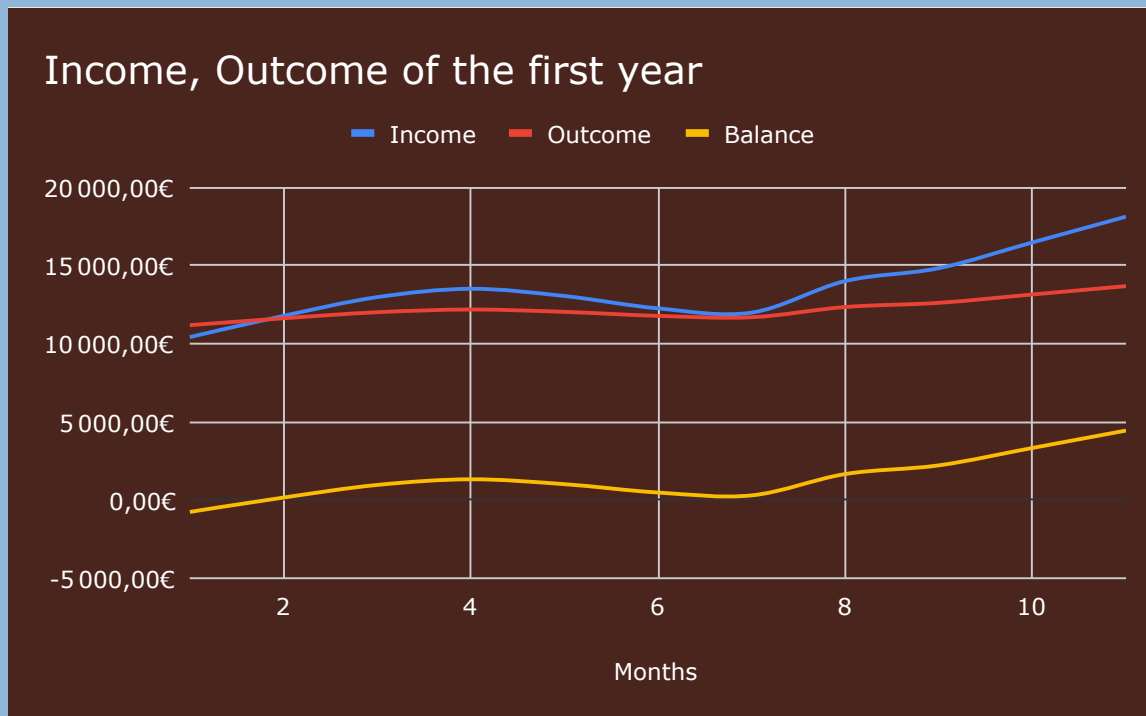
Creator space rental (fixed fees) + Aën merch (tote bags, ceramics, coffee beans)

GROSS MARGIN: 67,5%

REVENUE: 16 500€/MONTH

07. KEY FIGURES

A RAPID PROFITABILITY MODEL WITH OPTIMIZED FIXED COSTS



Break-even Point

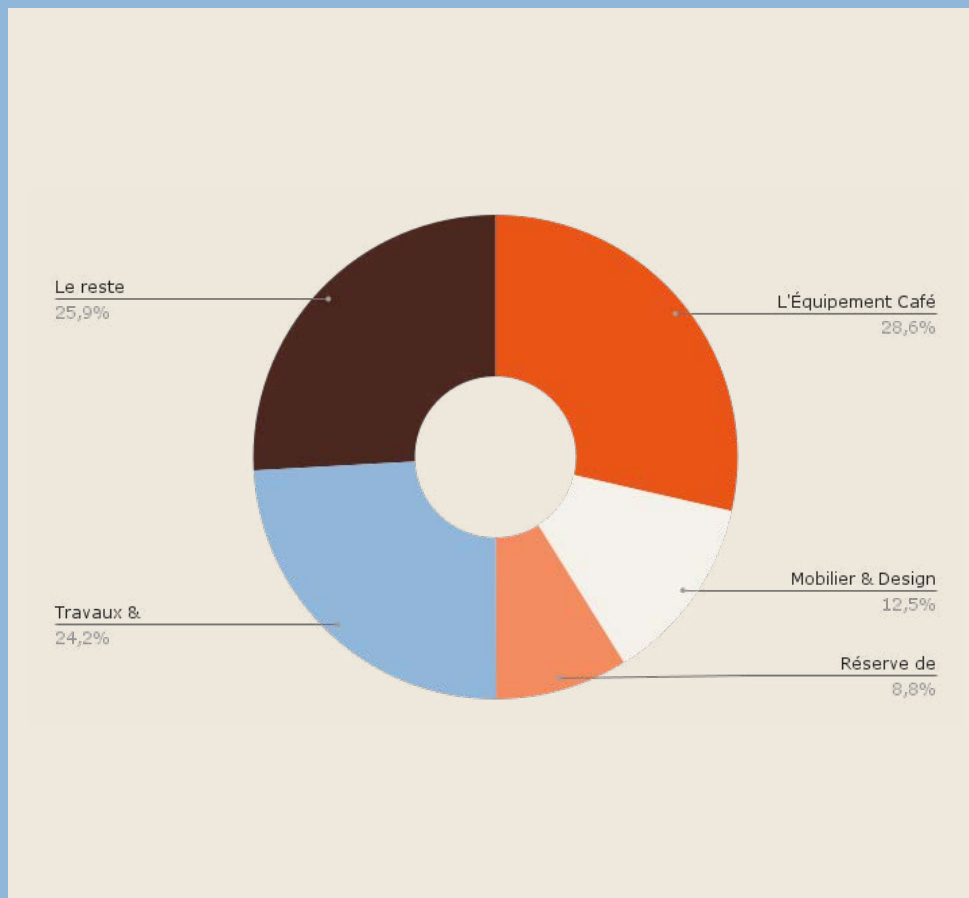
- **11 550€** in monthly revenue.
- Representing only **50 customers per day** (easily achievable in the Bergmannkiez area).
- **Target timeline:** Between Month 4 and Month 8.

Growth (Year 2 - Cruising speed)

- **Projected Annual Revenue:** 216 000 € / year.
- **EBITDA:** 49 465€ / year. (This margin secures investor repayment)

08. FUNDING REQUIREMENTS

A STRATEGIC FUNDRAISING ROUND FOCUSED ON INFRASTRUCTURE AND CUSTOMER EXPERIENCE



Total Objective: 67 870€ (including a 10% safety buffer)

Allocation of Funds :

- **19 400 € : Coffee Equipment** (the core of our business: Espresso machine, grinders, etc.)
- **16 400 € : Renovation & Fit-out** (Creating the visual and acoustic identity of the space)
- **8 500 € : Furniture & Design** (Custom counter, chairs, and tables)
- **6 000 € : Working Capital Reserve** (Cash safety net for the first 3 months)
- **The Rest: Deposits, 3 months' rent, licenses, initial stock, and 10% safety margin.**

Note: 100% of the funds are invested in the venue. No founder salaries will be drawn from this fundraising round

09. JOIN THE ADVENTURE (FUNDING TIERS)

THE COMMUNITY

The Power of the Network

- **Ticket:** 20€ to 500€ (Pre-purchases / Donations).
- **Return:** 0% - But our eternal gratitude!
- **Perks:**
 - Exclusive tote bags
 - Free coffees
 - Name on the founders' wall
 - Invitations to the Soft Opening

More information on the Crowdfunding campaign website!

THE FAMILY

For our Early Birds

- **Ticket:** 1,000€ to 4,999€.
- **Structure:** Personal loan at 0%, "In Fine" repayment (Year 4).
- **Perks:**
 - Personalized engraved cup kept warm at the café
 - 1 free monthly brunch for two for 4 years OR a yearly «Care Package»
 - Open Bar for those outside Berlin,
 - Invitations to the Soft Opening

You can schedule a call or an in-person meeting directly through our website!

THE BOARD

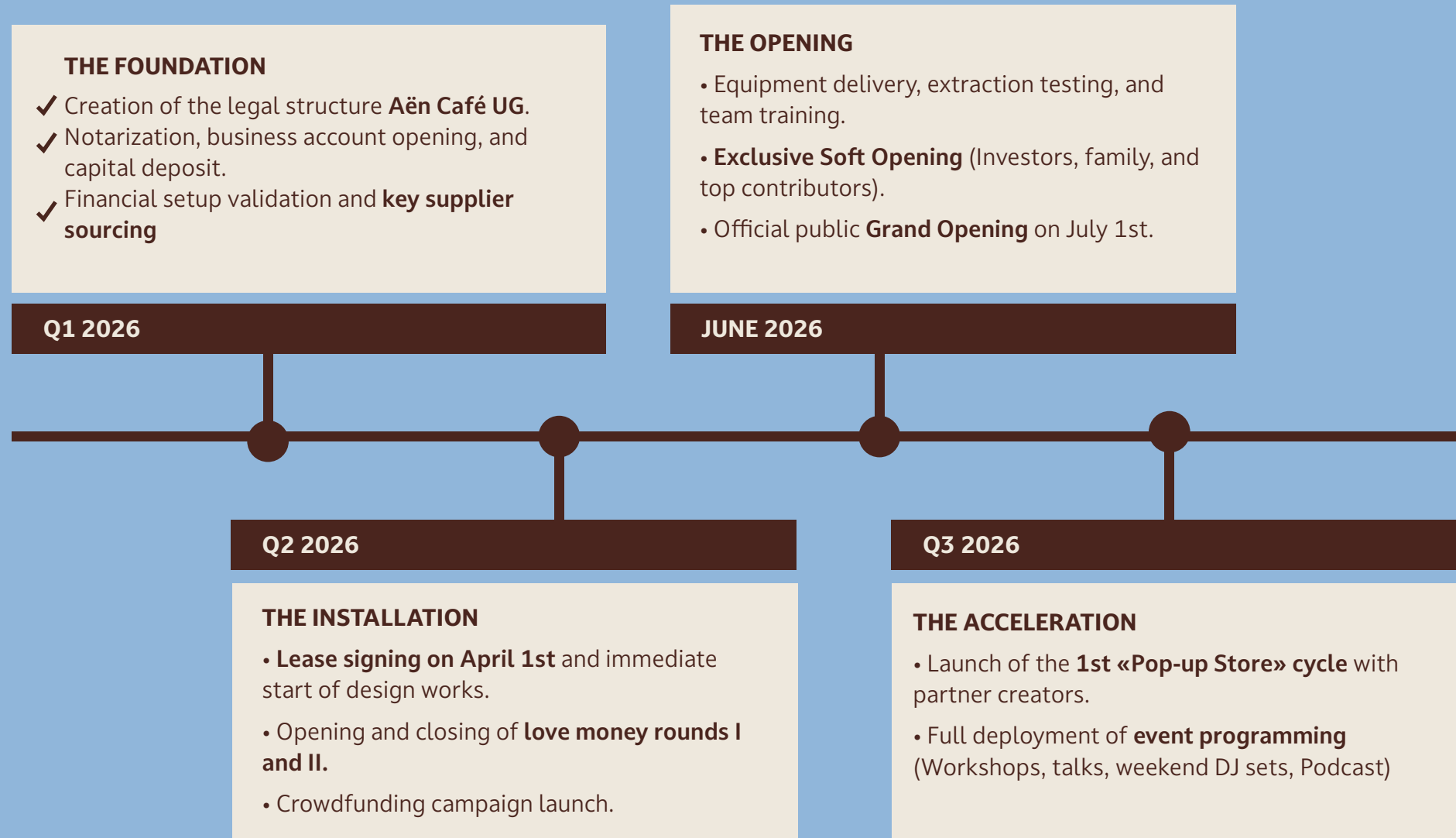
For Business Angels & Mentors

- **Ticket:** Starting from 5,000€.
- **Structure:** Subordinated loan at 4% interest/year (starting Year 2), «In Fine» repayment (Year 5).
- **Perks:**
 - All Pack 2 benefits,
 - A seat on the Advisory Board (quarterly updates)
 - One full venue privatization per year

You can schedule a call or an in-person meeting directly through our website!

10. LAUNCH ROADMAP

A CONTROLLED EXECUTION SCHEDULE FOR A SUMMER OPENING



Aën is not just a café.

It is **the next gathering point for Berlin's creative community** (and friends). We have **the vision, the expertise, and the financial rigor**. We **just need you** to turn on the espresso machine

Thank you!

JOIN THE JOURNEY

LET'S TALK ABOUT IT OVER A HIGH-QUALITY COFFEE ;

Full Business Plan and financial model available upon request

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