CONNECTING THE COFFEE WORLD

ACHIEVEMENTS

- 25,000 visitors in 1 year
  - 155 different countries
- 95,000 page views (total visits)
- More than 700 members
- 62 communities!
  - 21 created in 2009
- Relevant players in tomorrow’s coffee world
25,579 visits came from 155 countries/territories

25,579 visits came from 3,390 cities
VISITOR FEATURES

- 69% new visitors in one year
- Country rank:
  - US
  - Brazil
  - UK
  - Mexico
  - Colombia
  - Canada
  - India
  - Australia
  - Germany
  - Spain
- Origin of Traffic:
  - 52% from search engines!
  - 26% reference sites (e.g.: ICO site)
  - 22% direct
- Average time on site: 3 to 4 minutes

HIGHLIGHTS: NEW COMMUNITIES

- From Guatemala
- Climate change and coffee
- Cocoa Community
- DO Café Marcala (Honduras)
- coffee/espresso tamper
- Coffee Agribusiness & Honduras
- coffee machines
- India International Coffee Festival 2009
- COFFEEPEDIA – world coffee encyclopedia
- Coffee Business Opportunity

LARGE INTEREST IN STARTING A COMMUNITY
HIGHLIGHTS: EXPLORING BUSINESS OPPORTUNITIES

– New service (actually, a modified community)
– Special place to offer coffee (or products or services)
  • “Coffee from Cundinamarca, Colombia”
  • “Want to sell The Exotic LUWAK COFFEE origin Sumatra, Indonesia”
  • “Supply of Robusta Coffee Bean”
  • “Coffee supplier – Honduras Highlands”
  • “Partnership for 500 plus acres of Jamaican Blue Mountain Coffee”
  • “Offer USED / Refurbished equipment as good as new”
– Mostly growers offering their coffee
– But other product and service providers too

HIGHLIGHTS: PARTICIPATION INCREASING

– Debates increasing
  • from viewers to participants
– Discussion forum
  • more frequent
  • “Can we use the CCN platform to connect small growers to buyers?”
– Network reaching maturity
– Participation is not easy to achieve even for large social networks
  • Facebook
  • MySpace
  • etc.
NETWORK REDEFINES ITSELF

– CoffeeClub Network
  • no answers
  • environment for contacts/discussions
  • members find own answers
– Collaborative construction
– Problem solving

INNOVATION IS SOLUTION TO BOTTLENECKS

NETWORK REDEFINES ITSELF: PROBLEM SOLVER

– Coffee origin communities
– Developing coffee connections
– Coffee Business Opportunities

PATHS CHOSEN BY COFFEECLUB NETWORK ITSELF
CCN AS PROBLEM SOLVER: ORIGIN COMMUNITIES

- Large interest from participants
- Promotion
  - origins
  - associations
  - cooperatives
- Discussion
  - common problems
  - business
- Search
  - partners
  - clients

INNOVATION IS SOLUTION TO BOTTLENECKS

HOW TO HELP CCN TO SUPPORT ORIGIN COMMUNITIES

- create better support systems
  - software
  - mediators
- languages other than English
- support from ICO member countries
- create country networks in local languages
  - mediators
  - official support
  - complement sites
    (not compete)
CCN AS PROBLEM SOLVER: DEVELOPING COFFEE CONNECTIONS
– from source of information to meeting place
  • members see potential to reach out
  • start sending messages
  • participate in forums
  • connections are created
  • business may be transacted
(out of CCN: problem!)
– creating interest groups
– correcting marketing imperfections
  • small growers
  • small businesses
  • technical barriers
  • economic barriers

HOW TO HELP CCN TO DEVELOP COFFEE CONNECTIONS
– Not much needed
– CCN developed for this
BUT
– Update system technology
  (platform Web 2.0)
– Identify / develop / train mediators
  (chronic need!)
CCN AS PROBLEM SOLVER: COFFEE BUSINESS OPPORTUNITIES

- Problem identified:
  - need to contact business partners around the world
  - “Test” community at CCN
    - very successful
    - a lot of activity
    - business transacted
      (outside CCN: problem?)
- Potential of CCN still underutilized

MOST PROMISING PATH TO DEVELOP

HOW TO HELP CCN TO DEVELOP COFFEE BUSINESS OPPORTUNITIES

- Improve technology of web 2.0 platform
  - user friendly
  - facilitate members’ participation
- Develop capable mediators
  - identify
  - develop
  - train
- Search for partnerships
  - development agencies
  - small business agencies
  - foundations
  - private sector
  - others
CCN FUTURE NEEDS

– Development of mediators
  • communities
  • countries

– Technological development
  • platform outdated
  • Internet technology evolves fast
  • develop new web 2.0 service tools
  • customize platform to members’ needs

CUSTOMIZE PLATFORM TO CURRENT AND FUTURE NEEDS

CCN’S FUTURE

– Participants are leading the way
– Customize CCN to participants’ needs
  • support
  • develop
  • innovate
– More integration with other social networks:
  • Facebook, Twitter, Orkut, Cafés do Brasil Network
– Multiply connections
– Contact with every coffee related site, network or community