

COSMOS

COFFEE ROASTERY

Company Profile

Founded: Jan 2021
Location: Rockville, MD
Employees: 1
Industry: Coffee
Technology:
Status: Growth

Team

Donnie Hill, Founder & CEO
Major (O-4), U.S. Air Force Reserves
MA, Georgetown University

Advisors

Karen Johal, RDN
Dave Delchamps, Bellwether Coffee
Calli Burnett, Attorney
Ford Ramsey, PhD., AgEcon
Nathan Hilborn, Financial Advisor
Huije Yu, PhD., Business Advisor

Partners

Bethesda Green, Bellwether Coffee,
Montgomery County Food Council,
University of Maryland

Contact

Donnie Hill
donnie@cosmosroastery.com

Cosmos Roastery

The DMV's most sustainable specialty coffee roaster.

Problem

The coffee industry is unsustainable, creating vast quantities of carbon emissions and physical waste, trapping millions of smallholder farmers in cycles of poverty and more.

Solution

Cosmos integrates new technologies, processes, and partnerships to holistically create measurable social and environmental sustainability impacts. Our use of emission-free solar powered roasting technology, for example, reduces the carbon footprint of our roasting process by more than 87% compared to conventional coffee roasters.

Market

We estimate that the size of our target market in Montgomery County, MD is 300,000 consumers with room for exponential growth in the rest of the greater Washington, DC metro area. We also plan to expand B2B sales with sustainability-focused regional grocers, food service establishments, hospitality, and other retailers.

Competitors

Relatively few specialty coffee roasters are based in Montgomery County, and much of the specialty coffee footprint is located in southern part of the county such as Silver Spring and Bethesda. All of our competitors use conventional gas roasting technology and non-compostable packaging. Additionally, our current pricing clocks in towards the upper range of the market at around \$17 per 12 oz bag.

Competitive Advantage

Cosmos stands out in the crowded specialty coffee space not just through how we make coffee but also why we exist. As an Air Force veteran with more than a decade of service, I've built Cosmos to embody the Air Force's "service before self" core value by tying our success to improving our local community and the lives of our farmers.

Business Model

Our business model is based on connecting with specialty coffee drinkers who value sustainability, and we've had the most success with individuals tied to universities such as students and faculty as well as young families in the Montgomery County suburbs. We've sought to maximize revenue by developing multiple distribution channels including Direct to Customer sales through our website, several farmers markets including at the University of Maryland, grocery sales, and as of later this month mobile coffee cart street vending. We anticipate our revenues for 2022 to be above \$60,000, and we're only just getting started.

Customer Traction

Cosmos currently operates in a fully licensed commercial kitchen, participates in three local area farmers markets, and sells to local independent grocer Dawson's Market.