

# Framework

# TWT Pavilion Coffee Engagement Model: Replication Framework for All Cities

## Q-Cafe × Aqeeq Multi-Tier Rollout Strategy

### 1. Introduction

The Coffee Division proposes a scalable, experience-driven engagement model across all TWT pavilion cities based on the proven success of **Q-Cafe** and **Aqeeq**.

This model positions coffee as a powerful anchor for youth engagement, entrepreneurship awareness, and community learning—while remaining operationally lightweight and financially viable.

The framework below enables local teams in every city to deploy a **standardised yet flexible** version of the Q-Cafe experience based on their resources, footfall expectations, and pavilion scale.

### 2. Multi-Tier Replication Model

The replication strategy includes **three progressive models**, each designed for different pavilion sizes and operational capacities. All three models revolve around **V60 brewing**, the most accessible and community-friendly brewing method.

#### MODEL 1: V60 ACCESS + DEMONSTRATIONS (Entry-Level Model)

##### Purpose:

To ensure **every pavilion city** can deliver a basic but high-quality coffee experience.

##### Components:

- **V60 Brewing Kit (Single Unit or Dual Unit)**
- **Pre-measured Coffee Sachets** (local or central supply)
- **Kettle + Scale + Server Setup**
- **10–15 minute live demonstrations** every hour
- **Educational Panels:**
  - “What is Specialty Coffee?”
  - “The Coffee Value Chain”
  - “How Youth Can Start a Coffee Business”

### **Ideal For:**

- Small–medium pavilions
- Cities with lower footfall
- First-time setup or low volunteer availability

### **Expected Outcomes:**

- High engagement with minimal operational load
- Awareness creation around coffee entrepreneurship
- Consistent brand messaging across all cities

## **MODEL 2: V60 + CAFÉ VISUAL SETUP (Experience Zone Model)**

### **Purpose:**

To provide a **semi-immersive café experience** without requiring a fully functional café.

### **Additional Components Over Model 1:**

- **Cafe-Style Visual Setup:**
  - Q-Cafe branding façade
  - Display counter mockup
  - Menu-style visual boards
  - “Pick Your Brew” wall visuals
- **Volunteer-run tasting counter** (no commercial sales)
- **Sampling + Storytelling Format:**
  - Story of Coffee
  - Story of Micro-Lots
  - Manual brewing insights
- **Small Seating Cluster (Optional):**
  - 2–3 tables for experience flow

### **Ideal For:**

- Medium–large pavilions
- Cities where we want to build **brand-centric recall**
- Audiences with higher curiosity for coffee culture

### **Expected Outcomes:**

- Strong visual presence for Q-Cafe
- Reinforces pavilion’s premium feel
- Creates a pathway for youth to see café entrepreneurship in a non-commercial setting

## **MODEL 3: V60 + FULL RUNNING CAFÉ (Operational Café Model)**

## **Purpose:**

To replicate a **complete Q-Cafe experience**, offering operational insights for entrepreneurs.

## **Additional Components Over Model 2:**

- **Basic Café Operations:**
  - Full menu of manual brews
  - Cold brew/iced coffee variations
  - Add-on bakery/merchandise displays
- **POS-style token system** (non-commercial, for experience only)
- **Dedicated trained barista team**
- **Café Workflow Demonstration:**
  - Counter design
  - Order flow
  - Brew station layout
  - Inventory and measurement discipline
- **Micro-learning stations:**
  - “How to Price Your Brew”
  - “Basics of Café Setup”

## **Ideal For:**

- Metro pavilions
- High footfall cities
- Cities targeted for future Café Incubator launches

## **Expected Outcomes:**

- Maximum footfall engagement
- Hands-on learning for aspiring café owners
- Robust visibility for Q-Cafe and Aqeeq as aspirational brand

# **3. Governance & Standardisation**

Each city shall receive:

- **Pre-defined kit lists** for Models 1, 2, 3
- **Training videos**
- **Volunteer briefing SOP**
- **Visual panel toolkit** for consistent branding
- **Coffee supply SOP** (storage, pre-measurement, roasting timelines)

The central team ensures brand, aesthetics, and process uniformity.

SOP

# SOP DOCUMENT: Q-Cafe × Aqeeq Pavilion Replication Models

## MODEL 1: V60 ACCESS + DEMONSTRATIONS



### SOP for Small Pavilion Deployment

#### 1. Space Requirements

- Minimum linear space: **5–6 ft table**
- Location: near pavilion flow but not blocking entry/exit
- Seating: **2–3 chairs** for elderly / slower participants
- Access to:
  - potable water
  - nearby power outlet (only if using electric kettle)
- Table covering + branding strip (provided centrally)

#### 2. Team Requirements

- **1 TR member volunteer (trained by Central Office)**
- If unavailable → **hire temporary barista**
- **1 helper volunteer** for replenishment + crowd management

Responsibilities:

- Presenter/brewer explains brewing, demonstrates
- Helper assists with water refill, grind refresh, serving and queue discipline

### 3. Equipment & Consumables (Sent from Central Office)

- V60 Cone × 1 or 2
- Server/Carafe × 1 or 2
- Digital scale
- Gooseneck kettle (manual or electric)
- Pre-measured coffee sachets
- Paper filters
- Timer
- Demo script laminated sheet
- Tasting cups (disposable/reusable)
- Apron + gloves
- Waste bin

Local sourcing permissible for:

- drinking water
- paper cups
- dustbin

### 4. Operations Workflow

1. Prepare brew station: scale reset, kettle filled
2. Heat water and rinse filter
3. Load sachet + bloom explanation (interactive)
4. Complete brew in 2–3 minutes
5. Serve 20–30ml tasting portion per visitor
6. Between each batch:
  - wipe dripper
  - discard paper filter
  - reset scale
7. Repeat every **15–20 minutes** or as per crowd flow

### 5. Training Process

- 1.5 hr remote or onsite training provided by Central Office:
  - V60 basics
  - Brew ratios
  - Handling crowd questions
  - Safety & hygiene
- On-site rehearsal before pavilion opens

# MODEL 2: V60 + VISUAL CAFÉ SETUP



## SOP for Semi-immersive Pavilion Deployment

### 1. Space Requirements

- Linear space: **6-8 ft table**
- Optional back wall for visual branding
- “Menu” style visual boards on stands
- Seating cluster: 6–8 chairs + 2–3 cocktail tables
- Queue guidance markers if expected crowd >50/hr

### 2. Team Requirements

- **Lead volunteer brewer (trained)**
- **Assistant volunteer**
- Optional **dedicated storyteller host** for narrative flow
- If trained volunteer unavailable: approved barista hire

Responsibilities include:

- Storytelling about Aqeeq coffee, manual brewing
- Guided tasting experience
- Crowd flow discipline and sampling sequence

### 3. Equipment & Consumables

Sent from Central Office:

- All Model 1 equipment
- Plus:
  - branding façade
  - menu-style signage
  - story cards (Aqeeq, V60, TWT purpose)
  - tasting token cards (optional)
  - small display setup for roasted coffee packs

Local sourcing:

- tables, seating, lighting

### 4. Operations Workflow

1. Pre-event setup: branding placement, table alignment
2. Brew demo every **10–15 minutes** (higher frequency)
3. Use tasting tokens/cards if crowd flow requires
4. Encourage visitors to sit briefly + engage
5. Explain basics:
  - “What makes coffee specialty?”
  - “Why manual brewing?”
  - “Role of Aqeeq in building supply chain”
6. Reset between cycles:
  - waste disposal
  - surface cleaning
  - calibration checks

### 5. Training Process

Provided by Central Office:

- Brew mastery + advanced handling for double V60 stations
- Conducting guided tastings
- Volunteer customer flow training

# MODEL 3: V60 + FULL RUNNING CAFE MODEL



## Operational Pavilion Café Demonstration + Collaboration Model

### 1. Space Requirements

- Full café simulation footprint: **200–350 sq ft**
- Includes:
  - Brew counter + back bar
  - Visual café branding
  - Seated area for 10–15 visitors
- Power access mandatory
- Water supply preferred (can use dispensers otherwise)

### 2. Team Requirements

- Lead Barista + café manager (preferably from collaborating café)
- 2–3 support staff for:
  - brewing
  - serving
  - order flow
- TR volunteer coordinator for alignment to pavilion purpose

### 3. Equipment Requirements

- Multiple brewing stations:
  - V60 kits × 2–4
  - Kettles × 2–3
  - Scales × 3–4
- Optional:
  - Cold brew kegs/dispenser
  - Iced brewing setup
- Display shelf for beans + educational collateral

### 4. Cafe Operations Workflow

1. Functional counter workflow mirroring a café:
  - Order token
  - Brew queue
  - Serving
2. Menu rotates through:
  - hot pour over
  - iced V60
  - cold brew tasting
3. Visitors experience:
  - visual café model
  - workflow of a small café
4. Time-boxed dwell period to avoid overcrowding
5. Daily reporting:
  - servings dispensed
  - visitor engagement
  - feedback logs

### 5. Training Process

- Central Office supports training + storytelling flow
- Collaboration café manages:
  - brew consistency
  - station hygiene
  - workflow discipline

### 6. Collaboration Model – Partner Café Participation

**Proposal:** Partner with local specialty cafés to operate Model 3 pavilion café.

#### Collaboration Structure

- Revenue-share **not required at pavilion** (non-commercial sampling)
- Café receives:
  - visibility
  - co-branding rights during pavilion days

- pipeline access to potential customers
- TWT Pavilion receives:
  - trained baristas
  - reliable café workflow
  - operational excellence

### **Activation Steps**

1. Identify shortlisted cafés in each pavilion city
2. MoU or letter of participation
3. Logistics + equipment checklist alignment
4. Staff training on Aqeeq story & pavilion narrative
5. Reporting format shared before event

### **Selection Criteria for Cafés**

- Brew proficiency in manual/specialty coffee
- Experience running cafe operations
- Availability of trained baristas
- Alignment with pavilion values

## **Cross-Model Standardisation**

All models must comply with:

- hygiene + brewing safety SOPs
- central supply + coffee measurement discipline
- storytelling consistency
- waste handling
- visitor reporting & feedback capture