

Crenshaw
COFFEE COMPANY



STRAIGHT FROM THE SOURCE.

C
R
E
N
S
H
A
W

COFFEE CARTS



Individuals with barriers are disconnected from quality jobs.

Individuals miss out on opportunities to fill critical work shortages within the workplace.

THE WHY

Most underprivileged individuals experience difficulty finding a job in today's society.

During the time spent in prison or foster care, many don't develop work skills and are given little opportunity to gain useful work experience.

Moreover, the availability of job training programs in prison or foster care don't exist today.

THE WHAT

Our ultimate goal is to give hope to our underprivileged citizens of Los Angeles.

Our team will provide Customer Service Training, Barista Training; that will lead to Employment, with an end goal of providing entrepreneurial opportunities.



70% of previously incarcerated individuals eventually work in the service industry.

We are bringing a sustainable street vending opportunity that will bring coffee to the streets of L.A.

Powered by returning Citizens, foster youth and the underserved.



THE HOW



COFFEE CARTS

A low cost, low overhead way of providing entrepreneurship and employment for returning citizens. Bringing brick + mortar cafe experience to streets. Geographically positioned in partnership with Metro, L.A. SoFi Stadium, festivals & farmers markets.

TRAINING

The Coffee Academy provides 4 weeks paid training. Training Includes: barista skills, food safe training, customer interactions, emotional intelligence development, & final exam to graduate.



SOCIAL EQUALITY FRANCHISE PROGRAM

The opportunity to own a coffee cart will be an option given to participants who have completed 1 full year of successful employment under Phase 1.

Crenshaw Coffee Co. will provide full financing, with a flexible reimbursement plan to guide the participant to a short path to generating revenue in pursuit of this entrepreneurial journey.



ENTREPRENEURSHIP + FINANCIAL LITERACY

Crenshaw Coffee Co. would like to explore a partnership with financial institutions.

Not only would the partnership include placing coffee carts in the lobby of banks, but would also include a financial commitment from the bank and ongoing financial literacy support.





PARTNERS

IN PROGRESS

LOS ANGELES COUNTY
CITY OF LOS ANGELES

WELLS FARGO

ASSEMBLY MEMBER ISSAC BRIAN

METRO

SQUAREUP



HUMAHOUSE

Non-Profit partner that will provide the whole being experience by providing PR narrative therapy and community reintegration services through soft skill workshops.

