

The idea of this business was created with the question of how many inspirational spaces we have in Jundiaí that we could spend all the evening in. The answer was zero. So that's the start of our coffee shop, the InsPETration. Our new space is dedicated to all types of people, including lovers of art and plants, artists, readers, lovers of pets and of course, people looking for a good place to drink a coffee and relax.

All the atmosphere of the coffee shop is based on different types of plants and all types of art, including paintings, music and craftsmanship. The place is Pet-Friendly, so you can bring your pet to spend the time with you while you read a good book and drink one of our themed drinks. We have individual spaces to keep your ideas on your own, but we also have comunitary and creative spaces to bring all the inspiration you need.

The costs to start InsPETration runs around \$200,000 reais (\$39,000 dollars). All the machinery is about \$35, 000 (\$6,800 dollars). We intend to use a space of 150m² that costs \$3,500 reais (around \$700 dollars) per month to rent. The salary of waitresses, chefs, baristas, gardeners and cleaners would stay around \$15,000 reais per month. We still have to consider the high taxes, the advertisement strategy and other costs to open the coffee shop like the decoration and ambience.

Our major risks would be the long workdays, the enormous investment and probably the limited income to run the business. On the other hand our rewards would be very gratifying, we would work with what we love, we could have a big independence and we could see InsPETration receiving customers and lovers of art, pet and plants.

We can see InsPETration as a successful business in the future that would attract visitors and new clients every day, so our goal is to keep with just one store, to make this place more unique and special to the people that would visit us.

