



Otakhi Cafe



Our story

Dachi and I founded Otakhi in 2017

We, believe, that unusual way of thinking and experiments are the way towards development.

Therefore, we through our fairy-tale like environment, connect our guests to their inner child, the biggest experimenter of all.



In Otakhi, everything, even rain drain has eyes. Here, everything - decorations, smell, music, tastes, hosts and animals - tickle sleeping child inside you.

Visit us at Dzmebi Zubalashvilebi street #6



Meet our guest, Tamuna

- Young office-worker
- With liberal values
- Tolerant to minorities
- Curios

For her Otakhi is:

- Escape from post soviet corporate culture
- Morning destination for grabbing the cup of coffee
- Magic place for true and inspiring conversations

Insights

Personal

- Life according to introjected fixed formulas
 - Lack of soft skills

Starting their own business stays at the level of wish or dream.

Cultural

- Changing the ideology to change the society
- She doesn't share religious culture

Our Solution

We found StartUp Religion in order to convert office workers to StartUppers.

Belief

We believe in believing yourself in order to become true StartUpper

Rituals

We create 40-day lunch boxes which will convert Otakhi into Lunch destination for our guests

Teaching

Be believe in everyday practice in order to develop soft skills of StartUpper.
Our Barista-Coaches, talking to our guests, will offer everyday individually tailored exercises to develop skills our guest needs.

Temple

We will create new space for StartUp Followers outside Otakhi and will call it "StartUp Garden".

Key Message

Join the StratUp Religion and start your business up

Reason to Believe

- We are 1.5 years old start up, that's why we are familiar with all the rational and emotional needs future start-uppers have
- As we are daily coffee destination and have deep conversations with our guests, we believe we understand their feelings and passions

Deliverables.

Budget.Timing.

Deliverables	Budget	Timeline
Logo Design	\$1500	May 15- June 7
Key visuals for SM (Q-ty5)	\$500	June 10 June 25
Lunch Menu	\$200	June 10 June 25
Image video	\$3000	June 10 June 30

Media	Budget	Timeline
SM (FB; Instagram)	\$3000	Sep 15 Oct 25



Tone of Voice:

Inspiring
Magic
Optimistic

KPIs

KPIs

40 Days

Lunch menu sold

2000

Post engagement

350

Video views

300 000

