

# TYPICA Holdings, Inc.



Company website : <https://typica.jp>

- Address : 8F Kansai Shinsaibashi building, 4-12-8, Minamisenba, Chuo-district, Osaka-city, Osaka, Japan
- Employees : 1 (approx. 50 people in wholly owned subsidiaries)
- Established in : 8/19/2020
- Business : Online trading of fresh coffee beans

## Project Name

- Feasibility study and demonstrative business on the advance payment (AP) for the promotion of coffee beans production and DX distribution in emerging countries (Latin America)

## Cooperation with Local Companies

- **Local companies** : CaféNor (El Salvador), Woolis (Mexico), Nayra Qata (Bolivia), UEB Agroforestal (Cuba)
- **Industry** : Agriculture (Production, processing, and purchase of coffee beans)
- **Business** : Assistance in coffee beans production and distribution through TYPICA's online trading platform

## Local Economic / Social Issues

- Approx.70% of coffee beans producers are small scale producers, of which about. 40% of them are in poverty
- Despite their high potential, they cannot make capital expenditure due to budget restraint and are unable to process the beans, forcing them to sell cherry coffee to intermediaries at a very low local market price, which is far below an international trading price

## Details of Demonstration

- Makes advance payment (AP) for coffee beans production by small farmers in Latin America (for the purpose of working capital and capex). These producers sell the coffee beans to global roasters through TYPICA's online trading platform, and repay AP with their revenues
- Conducts a feasibility study as well to research local business environment through interviews with local companies in cooperation and individual producers (El Salvador, Mexico and Cuba)

## Expected Outcome in the future

- Improvement of these farmers' income through the expansion of production and sales/export opportunities
- Peer farmers who are outside of the project will have an incentive to improve quality of their coffee beans and expand their production in order to seek a chance to join our project and increase their income
- From macro perspective, this project contributes to increasing employment in coffee industry and poverty reduction of farmers, leading to inclusive growth

