

# abcoffee Subscriptions as Top-of-Funnel Growth

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## 1. The Reframe

Most coffee subscription programs are built to retain people who already show up. That is the wrong frame for abcoffee. The real play is using subscriptions as the reason someone walks in for the first time, not the reward for coming back 50 times.

*In India's grab-and-go market, the first 7 visits are everything. If someone drinks abcoffee 7 times in 14 days, they are a habitual customer. If they don't hit that, they are a churned trial.*

Subscriptions, positioned right, can guarantee those 7 visits — especially for people who won't commit without a nudge. The unlock is not in the product. It is in where abcoffee puts the subscription entry point. Right now it lives inside the app, visible only to the already-engaged. It needs to be at the counter, on a friend's WhatsApp, in an office onboarding kit.

*The opportunity is not subscriptions for our current users. It is subscriptions as the first reason a new user ever walks in.*

## 2. What Needs to Be Done

### Product

- Starter Sub at Rs. 99 — 5 drinks/month. Not positioned as savings. Positioned as: try abcoffee for a week without thinking about it. Price anchored to one week of coffee, not a month of loyalty.
- 'Sub for Someone Else' gifting flow — one tap, shareable link, activates a 7-day trial. Friend redeems in-store with no app download needed.
- Visits counter and streak on the home screen. Subscriptions should feel like progress, not a payment receipt.

### Channel

- Corporate corridor plays — partner with WeWork, Awfis, large IT parks. Sub bundles at employee onboarding. One email to an HR team can mean hundreds of trialists.
- Hyperlocal influencer gifting — micro-influencers (10K-50K) in metro cities get a 1-month gifted sub plus 5 shareable trial codes. Cost per acquisition stays trackable.
- College campus ambassador program — one free sub per campus, student distributes trial QR codes. Targets the 18-24 cohort before their habits are set.

### In-Store and App

- Physical QR card at POS — 'Your next 5 coffees for Rs. 99.' Cashier-prompted for every first-time visitor.
- Behaviour-triggered push — user visits 3 times in 7 days, app sends: 'Looks like you've got a coffee habit. Lock in 20 drinks for Rs. 199?' Tied to real behaviour, not a calendar.
- Bring a Friend mechanic in the app — subscriber gets a free drink credit when a referral converts.

### Partnerships

- Zomato Pro and Swiggy One bundle — abcoffee sub as a category add-on perk. Massive reach, no paid acquisition cost.
- Team Coffee Subscription SKU targeting companies with 10-50 employees — high retention, low churn, entirely untouched segment right now.

## 3. Bold Ideas

### Rs. 1 First Cup + Auto-Enrol

First coffee at abcoffee costs Rs. 1. Not a coupon, not a code — just scan and pay. The catch: it auto-enrols you into a 7-day free trial. You have to opt out, not opt in. The coffee is the ad. The Rs. 1 price removes every objection. Most people won't cancel if the coffee was good.

### Office Takeover Drops

Once a week, abcoffee shows up at a target office park with a cart and offers every employee a free coffee in exchange for a 30-second app download and sub trial activation. Total cost: coffee plus ops. Total outcome: 50-200 activated trials per drop, all warm, all local.

### Subscription as Social Currency

A subscriber gifts one drink from their plan to anyone via WhatsApp link. No app needed for the receiver — they click, walk in, pick up the coffee. The brand's first touchpoint with a new user is a free gift from a friend. This is the coffee version of how Spotify family plans grew: through social loops, not paid acquisition.

### The Lazy Monday Plan

A workplace-specific sub: 5 coffees, Monday to Friday, before 10 AM, at your nearest outlet. Rs. 149. The constraint is the feature — it builds a morning commute ritual, not just a discount. Marketed directly to office commuters on LinkedIn.

### Founding Subscriber Waitlist

Before any new city launch or high-density outlet opening, run a founding subscriber waitlist. First 500 people get a locked Rs. 79/month rate forever. People share it because the deal is real and the FOMO is genuine. By opening day, 500 paying subscribers and a crowd already at the door. Starbucks used exclusivity. abcoffee can do it at city scale.

## 4. Prioritization

| Initiative | Impact | Speed |
|------------|--------|-------|
|------------|--------|-------|

## 5. Success Metrics

The core question: is the subscription driving new users, or just converting people who would have come anyway?

### Top-of-Funnel Health

|                                     |           |            |
|-------------------------------------|-----------|------------|
| Behaviour-triggered push (3 visits) | High      | 2 weeks    |
| In-store QR card at POS             | High      | 1 week     |
| 'Send a Coffee' gifting flow        | Very High | 4-6 weeks  |
| Rs. 1 First Cup + auto-enrol        | Very High | 4-6 weeks  |
| Corporate/office partnerships       | High      | 8-12 wks   |
| Zomato Pro/Swiggy One bundle        | Very High | 10-16 wks  |
| Office Takeover B2B drops           | Medium    | 3-4 weeks  |
| Founding subscriber waitlist        | High      | Contextual |

*P0 items need zero product work and one weekend. P1 items are the real bets — each can bring in more new users than any paid channel if the mechanic is right.*

- Sub-acquired new users % — what share of new installs came through a subscription entry point (trial, gifting, QR).
- Sub trial to paid conversion — target above 40% within 14 days.
- Day-1 visit rate for trial users — did the trial activate behaviour or sit idle?
- Referral coefficient — average new trialists generated per existing subscriber.

#### Habit Formation

- Visit frequency week 1 vs week 4 — are subscribers building a streak?
- Subscriber retention at Day 30 and Day 90.
- Revenue per subscriber: sub fee plus incremental drink spend.
- Channel attribution — which entry point has the lowest CAC and highest LTV?

#### The North Star

*% of new subscribers who had zero brand interaction in the 30 days before activation. If that number grows, subscriptions are working as top-of-funnel. If it stays flat, we are just re-converting the warm base.*

### 6. 30-Day Action Plan

| Week 1 — Ground Truth                                                                                                                                                                                                                                                                                                                                                        | Week 2 — Quick Wins Live                                                                                                                                                                                                                                                                                                                            | Week 3 — First Data                                                                                                                                                                                                                                                                                                                                     | Week 4 — Scale Signal                                                                                                                                                                                                                                                                                                                                                                    |
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| <ul style="list-style-type: none"> <li>— Talk to 20 subscribers and 20 non-subscribers. Not surveys — conversations.</li> <li>— Audit where subscriptions currently surface in-app and in-store.</li> <li>— Brief the POS team — QR sub card designed, printed, shipped to 5 pilot outlets.</li> <li>— Map every touchpoint where the sub is (and isn't) visible.</li> </ul> | <ul style="list-style-type: none"> <li>— Behaviour-triggered push live: 3 visits in 7 days = subscription prompt. 1 engineer, 2 days.</li> <li>— Design the 'Sub for Someone' gifting landing page — web link first, app-native later.</li> <li>— Identify top 3 office parks near highest-volume outlets. Send warm intros to HR leads.</li> </ul> | <ul style="list-style-type: none"> <li>— POS QR pilot results in. How many scans, how many activations? Fix the CTA if drop-off is wrong.</li> <li>— Push notification A/B test: timing, copy, offer. Run 2 variants minimum.</li> <li>— Outreach to 5 micro-influencers (10K-50K, metro, coffee/productivity) for gifted sub + trial codes.</li> </ul> | <ul style="list-style-type: none"> <li>— Review all pilot data. Drop what isn't working. Double down on 1-2 initiatives showing real traction.</li> <li>— Scope the Rs. 1 First Cup test: outlets, mechanic, legal clearance timeline.</li> <li>— Write a short internal memo: here's what I found, here's the bet I'd make next. Share with leadership before the P1 sprint.</li> </ul> |

*The first 30 days are not about big launches. They are about finding the 1-2 highest-leverage unlocks with real data — and making the case for resourcing them properly.*