

## **This Kuwait Startup Is Disrupting The On-Demand Market By Allowing Users To Order Coffee Online**

COFEapp, a Kuwaiti based application, is disrupting the online food ordering by designing an app just for coffee lovers.

Offering products from more than 15 coffee houses such as Costa, Caribou, Coffee Bean and Tea Leaf, it caters to the growing horde of coffee lovers in the region by delivering the cuppa just the way it needs to be.

The idea to start COFE was born after Kuwaiti businessman and a coffee enthusiast Ali Al Ibrahim noticed a gap in the market for an app that could deliver coffee hot and fresh. "As for now, each business you will find an application dedicated to it, but for coffee, there is not," he says.

COFEapp, which is 18 months old now, is in his third phase with COFE3.0 launched in Kuwait, offering a wide variety of features, like loyalty programs and rewards points. COFE3.0 has also offered a new and easy to use layout, giving more user-friendly experience.

As for now, COFEapp is only active in Kuwait but Ibrahim wants to expand it regionally. He said he wants to start in the MENA region and proceed to global markets as the next step.

Investors too seem to be backing the startup, with COFEapp securing a \$3.2 million in funding in series-A round. The deal is indicative of the appetite in the local market for businesses within the lucrative coffee market.

Kuwait-based COFEapp has also appointed co-founder of Starbucks Zev Siegl as a consultant.

"My job with Ali was not hearing what he says, is hearing what he is not saying," says Siegl, who is working in an advisory capacity with the startup.

Siegl further added that the COFEapp is the best medium for coffee house chains to get online. Thanks to its wide users base it could be the best platform for small coffee houses to get online.

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