PAPER CRANE STUDIO

LAUNCH PROPOSAL

From brand to doorstep

Brand, packaging, website, ads and delivery for Ayurbean Coffee, all handled by one team.

Prepared for USP Ventures

By Paper Crane Studio · November 2026



WHO WE ARE

One studio for the whole launch, so nothing falls between vendors

Paper Crane Studio builds consumer brands end to end. One team stays with you from the first logo sketch to the thousandth delivered order.

Brand & design

Logo, identity, brand voice and packaging that looks premium in every photo and in every hand.

Ads & social

Instagram, Facebook, WhatsApp and LinkedIn, run in stages. Creatives come from our production partner, managed by us.

Website & operations

Store, prepaid payments, factory dashboard, Shiprocket shipping and tracking, all connected.

WHAT WE HEARD FROM YOU

Six things this plan is built around

A premium product

Ayurvedic coffee unlike anything on the market. It should never be compared on price with mass brands.

Direct to customers

Pure B2C and online only. No supermarkets, no dealers and no unnecessary competition.

Prepaid only

The customer pays first, then we deliver. No COD. Payments go through your own bank account.

200 g at ₹250

One pouch size in the first month: 200 g for ₹250 MRP.

Demand already exists

About 50 tasters in several cities still ask for more, and some offer to pay. Taste, colour and aroma win them.

Stage by stage

Work and payments spread across 12 months, with clear deliverables each quarter.

THE A-TO-Z JOURNEY

Ten steps from logo to a happy repeat customer

01
Logo & identity
Name, mark, colours, voice

02
Packaging
Premium pouch and branded samples

03
Launch plan
Month-by-month roll-out

04
Ads & social
Staged, creatives via partner

05
Website
Ad click to order in a few taps

06
Prepaid payment
Bank gateway or Razorpay

07
Factory dashboard
One click: ready to pick

08
Shiprocket
Best courier rate and docket

09
Tracking
Customer and you see the same updates

10
Feedback & referral
Turns buyers into repeat buyers

PROOF: RASAVITA

We’ve run this exact journey before

rasavita
Crafting Authentic Flavors, One Spice at a Time

For Rasavita’s spice range we built the whole journey:

- Logo, packaging and the launch offer
- Product website and order journey
- Automatic thank-you email after purchase
- Factory order screen with one-click “ready to pick”
- Shiprocket built into the site for the best courier rate
- Printable docket, confirmations and live tracking







STEP 1 · LOGO & IDENTITY

A brand that looks premium before anyone tastes it



The Ayurbean logo

Colour palette

Forest green

Coffee brown

Leaf green

Turmeric gold

Brand voice

Calm, warm and confident. We talk about ritual and how the coffee makes you feel, never about discounts first.

What you receive

A brand guide built around your logo: colours, typography, brand voice, packaging rules and social templates.

STEP 2 · PACKAGING

A pouch that looks premium in every photo and every hand



Made for screens

Designed to stand out in Instagram posts, on the website and in the unboxing moment.

Premium cues

Matte finish, a deep colour, one metallic accent and lots of space. Never crowded like a mass brand.

Label essentials

FSSAI number, ingredients, net quantity, MRP and the best-before date, designed in rather than stuck on.

Samples, branded

Every free sample becomes advertising. No more unbranded pouches.

POSITIONING

Taj Mahal, not Red Label

Same company, same tea, different league. Ayurbean is placed so nobody compares its price with mass coffee brands.

Mass coffee brands

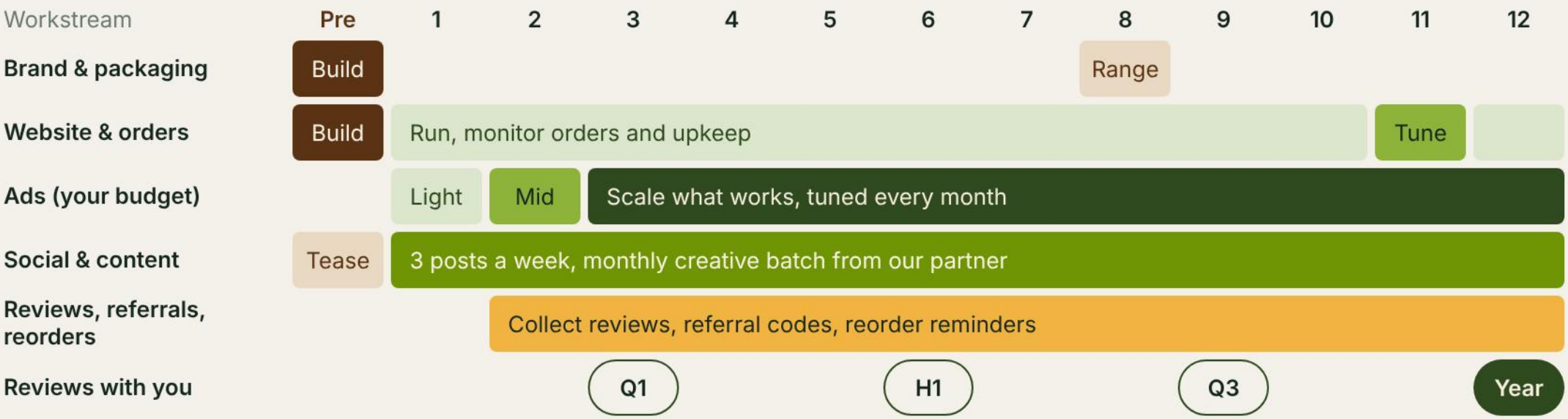
Sold on price and offers. Short 10-second ads. Shoppers switch for a ₹10 discount.

Ayurbean

Sold on ritual, taste and wellbeing. Story-led ads. A loyal circle that keeps coming back, like Society Tea's.

STEP 3 · 12-MONTH OPERATING PLAN

How we run Ayurbean, all year



Every month: a weekly check-in call, ads watched daily and a monthly report on leads, cost per lead, website visits and orders.

12-MONTH PLAN · SET-UP TO MONTH 6

Launch, learn, then build loyalty

Month	Focus	What we do
Pre (~12 wks)	Set-up	Brand kit, pack artwork, website, payments, Shiprocket, tracking, branded samples
1	Launch	Go live on your chosen day. Launch posts, WhatsApp to tasters with referral codes, light ads
2	Learn	Test 3–4 ad creatives, collect first reviews, fix drop-offs, start reorder reminders
3	Scale	Put budget behind the best ads (with your OK), creator posts, first offer, Q1 review
4	Retain	Referral push, WhatsApp and email newsletter, fresh creative batch from our partner
5	Search	Google Search ads for people already looking, buyer guides, regional-language ads
6	Review	Half-year review with you: what worked, what to stop, plan for months 7–12

12-MONTH PLAN · MONTHS 7 TO 12

Grow reach, then plan year two

Month	Focus	What we do
7	New reach	New cities and new audiences similar to your best buyers
8	Range	Pack and page templates for a new size or product, if you add one
9	Story	Founder story on LinkedIn and YouTube, Q3 review with you
10	Gifting	Office and festive gifting campaign through the bulk enquiry form
11	Refresh	Creative refresh with our partner, website speed and checkout tune-up
12	Year review	Full-year review, what we learned, and a plan and budget for year two

Weekly: check-in call, ads and orders watched daily

Monthly: report on leads, cost per lead, visits and orders

Quarterly: review meeting and plan for the next quarter

STEP 4 · ADS & SOCIAL

Start light, then scale what works



Three ad ideas for launch

“Coffee that calms, not crashes.”
15-second reel of a slow morning ritual. Runs on Instagram and Facebook.

“50 tasters. One question: when’s the next batch?”
Real taster voices, with their permission. Builds trust before the first sale.

“Your 4 pm, upgraded.”
Carousel for office-goers. The same creative goes to WhatsApp status and LinkedIn.

Ad spend by month



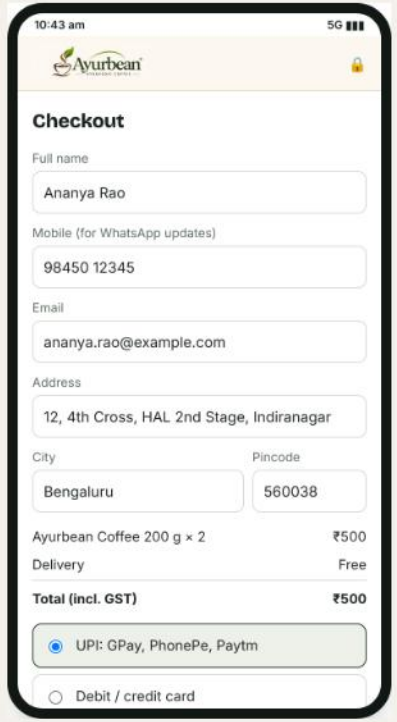
Light, medium, then strong. You decide the budget after our advice.

STEP 5 · WEBSITE

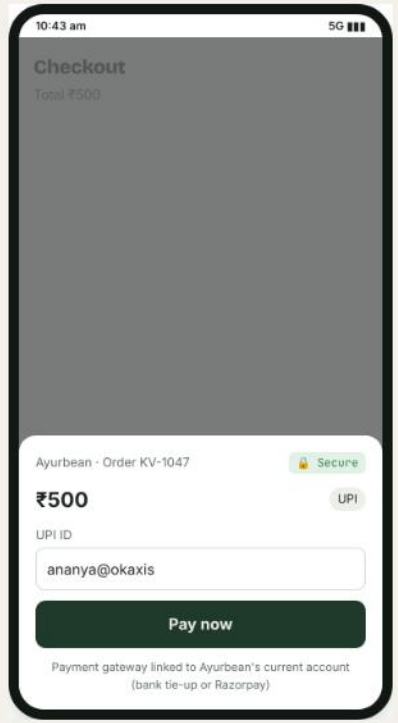
Ad click to paid order in four screens



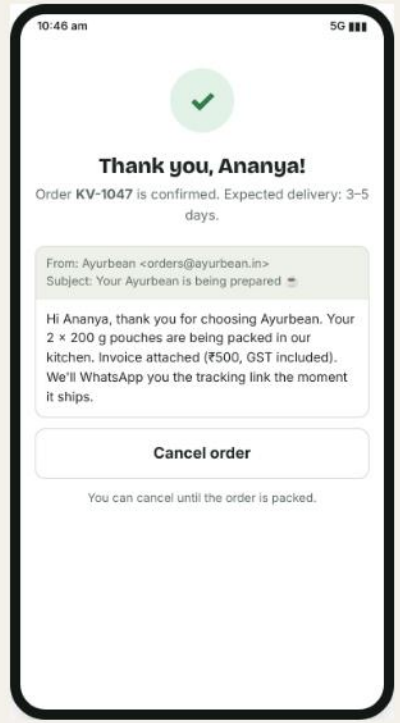
1. Product page. Pincode checked before payment.



2. Checkout. One page, no login. COD switched off.



3. Pay. UPI, card or net banking.



4. Thank you. Email and WhatsApp go out instantly.

STEP 6 · PREPAID PAYMENT

Pay first, then we pack. Money lands in your own account.

Your bank's gateway

Most banks offer a payment gateway with your current account. We connect it to the website.

Or Razorpay

Integration only, with no setup fee. You pay just the per-transaction charge.

No COD

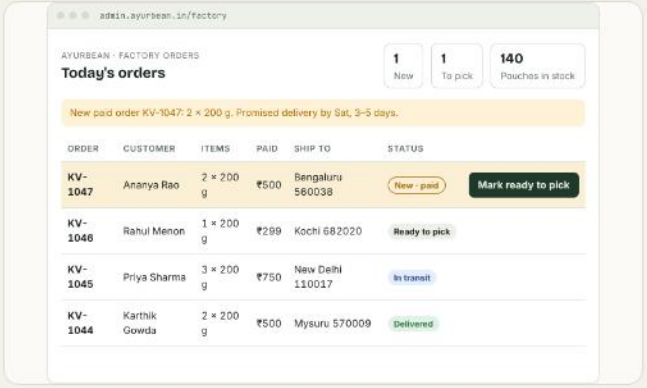
No unpaid parcels coming back and no cash to chase. No Shopify or Zoho fees either.

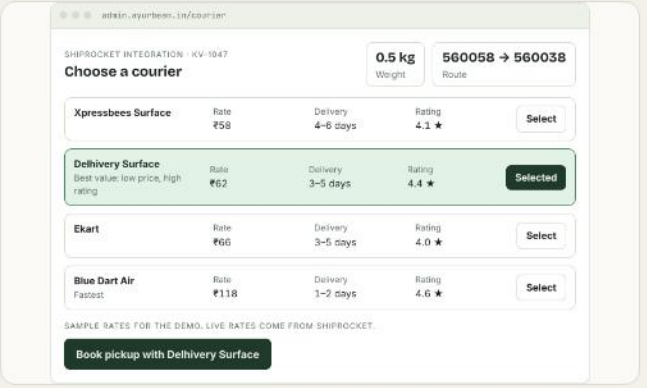
Built in: automatic payment verification, a GST invoice with every order, one-click refunds and a reminder when a payment fails.

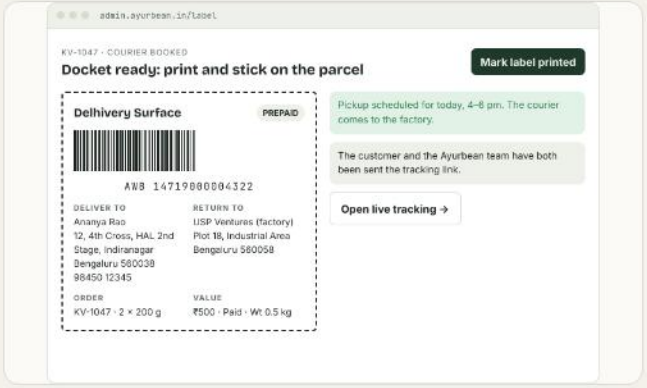
STEPS 7–9 · FACTORY TO DOORSTEP

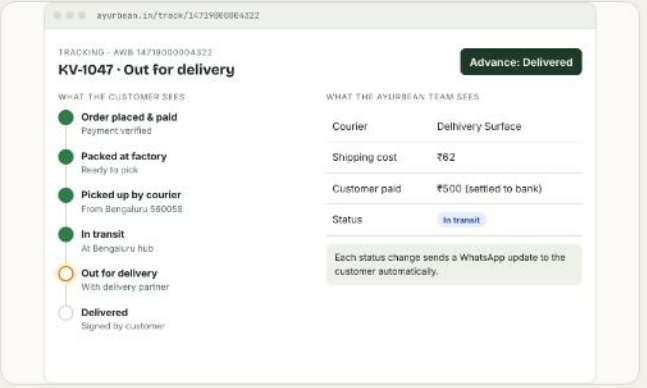
One click ships the order

1. The paid order appears on the factory screen with its promised delivery date.
2. Packed? Click **Ready to pick**.
3. Shiprocket, built into the site, compares courier rates. Pick the best value.
4. The docket prints. Stick it on the parcel.
5. The customer and you both get a confirmation and the same tracking link.
6. The courier picks up from the factory. Every status goes to the customer on WhatsApp.









WHAT IF...

Every problem already has a planned answer

If this happens	The system does this automatically
Out of stock	“Notify me” requests collected. WhatsApp sent when stock is back.
Pincode not serviceable	Blocked before payment. The lead is saved for later.
Payment fails	Order held. Retry button, plus a reminder 30 minutes later.
Customer cancels	Allowed until packed. Full refund, and the factory is told instantly.
Delivery attempt fails	WhatsApp asks for a new slot, and the courier reattempts.
Still unreachable	After 3 attempts the parcel returns and stock is re-added.

STEP 10 · AFTER DELIVERY

Every buyer becomes the next buyer's reason to try

Day 2 after delivery

Feedback

A 10-second WhatsApp rating on taste, aroma, colour and packaging. Good reviews go on the website, and low ratings reach the team first.

With every order

Referral code

Each customer gets their own code. Their friend gets a discount and they get credit, for example [10%] and [₹50]. Every use is tracked.

Around week 3

Reorder reminder

Timed to when a 200 g pouch runs out, with a one-tap link to buy again.

Bulk & gifting enquiries: offices, festive gifts and events send a request from the website, and the team calls back.

"How did it make you feel?" Anyone who has tried it can send feedback, even before buying online.

SERVICE 1 OF 6

Brand Identity Kit

One clear idea, designed into everything people see.

₹60,000
one-time

Strategy

- Brand diagnostic
- Positioning
- Audience & proof
- Messaging hierarchy
- Naming (when needed)

Identity

- Logo & mark
- Colour palette
- Typography
- Graphic elements
- Photography direction

Voice

- Tone of voice
- Key messages
- Taglines
- Copy examples

Toolkit & rollout

- Brand guidelines
- Presentation & document templates
- Stationery
- Source files & full ownership
- Rollout plan

SERVICE 2 OF 6

Packaging

Packs that sell on screen and at the doorstep.

₹50,000
one-time

Pack design

- Primary pack artwork
- Variant and flavour system
- Front-of-pack hierarchy
- Mandatory labelling layout

Structure

- Format and material direction
- Shipper box design
- Inserts and unboxing sequence

Online display

- Thumbnail legibility tests
- Marketplace main image set
- Quick-commerce tile adaptations
- 3D pack renders

Production

- Print-ready artwork files
- Printer proofing support
- Finish and substrate specs
- Range extension templates

SERVICE 3 OF 6

E-commerce website

Stores built to sell, not just to stock.

₹60,000
one-time

Storefront

- Store theme design and build
- Collection and filter structure
- Search and merchandising rules
- Product page templates

Checkout

- Checkout flow simplification
- UPI, card and net banking setup
- Prepaid only, COD switched off
- Pincode and delivery messaging

Platform

- Catalogue and variant set-up
- GST, tax and shipping setup
- Shiprocket and review app integrations
- Store speed optimisation

Measurement

- GA4 e-commerce event tracking
- Meta and Google pixel setup
- Funnel drop-off dashboard

SERVICE 4 OF 6

Digital marketing

A channel plan with a spine, not a scatter.

₹15,000
per month, retainer

Diagnosis

- Buyer journey mapping
- Channel performance audit
- Competitor channel review
- Customer and sales interviews

The plan

- Channel roles and priorities
- Budget allocation model
- Audience and message matrix
- Prioritised activity roadmap

Measurement

- KPI tree by stage
- UTM and naming conventions
- Single performance dashboard
- Agreed attribution approach

Direction

- In-house team briefs
- Partner and agency briefs
- Plan review sessions

SERVICE 5 OF 6 · OPTIONAL

Content

Content that earns its place in the pipeline. Useful if you want it for ads.

₹30,000
optional add-on

Strategy

- Buyer question research
- Topic and pillar plan
- Editorial calendar and workflow
- Editorial style guide

Writing

- Long-form articles and guides
- Comparison and buyer pages
- Case study write-ups
- Email and newsletter copy

Sales assets

- Pitch and proposal narratives
- Product and service explainers
- Objection-handling one-pagers
- Video and webinar scripts

Reuse

- Repurposing into ad copy
- Regional language adaptations
- Content refresh and pruning

SERVICE 6 OF 6

Performance marketing

Paid media measured in enquiries and sales.

₹20,000
per month, recurring

Tracking

- Conversion tracking audit
- Meta Conversions API set-up
- Google enhanced conversions
- CRM outcome imports

Media

- Google Search and Performance Max
- Meta and Instagram ads
- YouTube and LinkedIn campaigns
- Marketplace ads where relevant

Creative (via partner)

- Ad concepts and variants
- Creative testing plan
- Dedicated landing pages
- Message-to-page matching

Control

- Negative keyword management
- Budget pacing and bidding
- Brand and placement exclusions
- Cost per sale reporting

⚠ **Ad spend is your decision**, made after our recommendation, and is paid by you directly to the platforms. We guarantee lead generation. Sales depend on many factors outside our control, so they can’t be guaranteed.

COMMERCIALS

Everything at a glance

Service	Billing	Price
1. Brand Identity Kit	One-time	₹60,000
2. Packaging	One-time	₹50,000
3. E-commerce website	One-time	₹60,000
4. Digital marketing	Monthly	₹15,000 / month
6. Performance marketing	Monthly	₹20,000 / month
5. Content (optional)	Add-on	₹30,000

HOW THE 12-MONTH PRICE ADDS UP

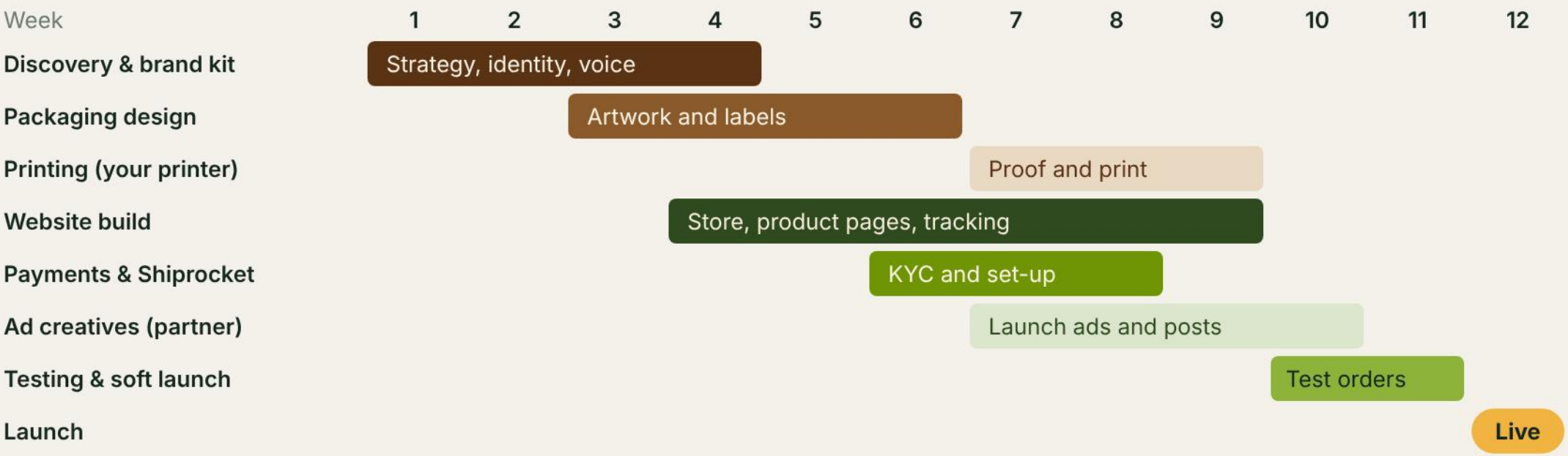
Set-up: 60,000 + 50,000 + 60,000	**₹1,70,000**
Monthly: 15,000 + 20,000	**₹35,000**
For the year: 35,000 × 12	**₹4,20,000**
12-month package	**₹5,90,000**

★ **Optional content service:** add ₹30,000, which makes the package **₹6,20,000**.

⚠ **Not included: ad spend.** You pay Meta and Google directly, at a budget you approve after our advice.

ROAD TO LAUNCH

About 12 weeks from sign-off to launch



⚠ **All timelines are completely subject to your approvals.** Feedback within 3 working days keeps us on track. Any delay in approvals moves the launch date.

AFTER LAUNCH

Some results take months, not days

Paid ads

2–4 weeks

Meta and Google need a learning period before costs settle and the best ads show.

Google search (SEO)

3–6 months

A new website takes months to rank. Free search traffic grows slowly, then steadily.

Social following

3–6 months

Regular posting builds an audience over time. It doesn't happen overnight.

Reviews & reorders

Month 2+

They start once the first buyers finish their first 200 g pouch.

NEXT STEPS

Fri 13 Nov: proposal sent · **Sat 14 Nov:** walkthrough with the live demo · **Sign-off and advance:** week 1 starts. All dates subject to your approvals.

Ayurbean®
AYURVEDIC COFFEE

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PAPER CRANE STUDIO

Let’s launch Ayurbean like it’s our own.

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