

THE ABSURD CONCEPT

A coffee shop where **you are not allowed to drink your own coffee**. Every drink must be handed to another customer, and they decide whether you deserve to receive theirs. The café becomes a bizarre social game where strangers trade drinks, rate each other's choices, and create increasingly ridiculous “coffee diplomacy” videos.

WHY THIS IS WEIRD

You walk into a café, pay for a \$4 coffee, and the first thing the barista tells you is:

“Congratulations. This coffee is not yours.”

Even worse, you might order an expensive caramel latte and end up drinking someone's plain black coffee because the rules say so.

WHY IT ACTUALLY MAKES SENSE

Gen Z creators don't just want **products**—they want situations that generate content.

The coffee becomes the prop. The real product is the unpredictable interaction.

Every visit naturally creates:

- reactions from strangers
- funny negotiations
- “I traded my \$7 latte for THIS” videos
- unexpected friendships
- rankings and challenges
- TikTok/Reels content without needing to manufacture a storyline

The café effectively turns customers into both **participants and content creators**.

HOW IT COULD BECOME VALUABLE

Create different levels of “coffee chaos”:

 **Normal Mode:** Trade once.

 **Chaos Mode:** Trade three times.

 **Legendary Mode:** You cannot choose your final drink.

Creators could also buy special tokens that introduce rules such as “**steal a drink,**” “**force a trade,**” or “**everyone at this table swaps drinks.**”

The café could monetize drinks, game passes, creator events, branded merchandise, sponsorships, and viral challenge nights.

The strongest revenue trick: **people return because they want to see what happens next time**, not merely because they want coffee.

THE NAME

COFFEE BETRAYAL™

Tagline:

You ordered it. Someone else gets it.



THE “WAIT... THAT'S ACTUALLY GOOD” MOMENT

The café isn't selling coffee—it is selling the possibility that your \$5 latte will become a 30-second video that gets 5 million views.