

Monk's Brew Club: Investment Overview

1. Financials (2023–2025 including H1 2025 data)

- Revenue Growth:
 - 2023: SGD 95,751.87
 - 2024: SGD 832,615.75 (nearly 9x growth YoY)
 - The business has demonstrated strong traction and rapid revenue growth, reflecting a compelling market fit and increasing customer adoption.
- Revenue Split:
 - F&B Café Food: ~42%
 - Retail – Coffee & Merchandise: ~15%
 - Membership Fees: ~7%
 - F&B Coffee & Brews: ~5%
 - Events Fees – Tech: ~8%
 - Events Fees – Non-Tech: ~22%
 - This diverse revenue mix gives Monk's Brew Club a healthy balance between stable F&B sales and high-margin memberships and event income.
- Profitability & Margins (2024):
 - Gross Profit Margin: 69.2%
 - **Net Loss (2024):** SGD -104,743.26 (*remarkable progress from SGD -413,542.57 in 2023; operating close to break-even with exponential top-line growth*)
 - *This trajectory suggests the business is approaching profitability at scale, with further improvements expected as operating leverage kicks in*
- Expense Allocation (Operating Expenses 2024):
 - Wages & Salaries: 44%
 - Rent: 34%
 - CPF & FWL (statutory contributions): 6%
 - Professional & Consulting Fees: 4%
 - Administrative Expenses: 3%
 - Utilities: 2%
 - Subscriptions: 2%
 - Other expense categories each constitute less than 1%
- This cost structure shows disciplined spending aligned with growth and anticipated scaling needs.
- *Fiscal Year: 1st November-31st October*

2. Brand, Digital Presence & Community Engagement

- **Brand:** The brand fosters community connection and a vibrant “third place.”
- **Events:** We host regular curated events—trivia nights, mixers, founder meetups, and creative workshops that drive recurrent footfall and engagement
- **Website:** Monk's Brew Club (monksbrew.club) is a contemporary specialty coffeehouse and community hub, blending hearty food, specialty coffee, and innovative social events.
- **Instagram:** @monksbrewclub — Over 2,9k followers, with active posts spotlighting the café's signature brunch, dinner, coffee cocktails, and nightly events.

3. Product and Customer Experience:

- **First floor:** Vibrant café for casual dining, coffee, and socializing.

- **Second floor:** Member-exclusive coworking; from \$10/session, includes premium amenities and complimentary drinks.
- These combined facilities offer a rare combination fostering work and social mingling.
- Open Mon–Tues 8am–5pm, Wed–Sun 8am–10:30pm, supporting both casual and working clientele
- Popular menu offerings include brunch items (<\$25), dinner specials, desserts, specialty coffee and cocktails.
- **Catchment Area and Demographic Insights:**
 - Located in Katong–Joo Chiat area with residents being mostly working-age adults who are digital nomads, local professionals, families, founders, and community groups
 - The catchment's affluence, a healthy mix of locals and expatriates and density underpin sustainable demand and offer a valuable, diverse customer base.

4. Online & Customer Feedback

- Consistently high Google reviews (~4.5 stars) praise the specialty coffee, warm ambiance, and coworking amenities.
- Positive word-of-mouth is driven by repeat events and community-focused activities, enhancing brand loyalty and foot traffic.
- Strong website traffic and social engagement on Instagram generate ongoing brand visibility and new customer acquisition.
- Monk's Brew Club is highly rated on Singapore lifestyle platforms such as Eatbook.sg and Chope. Praised for work-friendly environment, specialty coffee, and hearty wholesome food.

5. Strategic Partnerships & Industry Standing

- Monk's Brew Club partners with the Singapore Global Network and Global Federation of Trade Networks (GFTN) Singapore, strengthening its reputation as a preferred community hub and networking destination.
- These collaborations enable hosting of corporate networking events, startup mixers, and tailored community programs that attract an influential and diverse clientele.
- Additional partnerships with technology and professional groups advance MBC's market position and support upcoming expansion.

Conclusion

Monk's Brew Club stands out as a rapidly growing, highly rated specialty coffeehouse and community hub with a distinctive dual offering of café culture and coworking. Supported by strong financial improvements, robust local affluence, engaged digital followers, and strategic partnerships, MBC presents a unique and scalable investment opportunity with a proven path to profitability and regional growth.

Full detailed financials and pitch deck are attached for in-depth review.