



GLOBAL FRANCHISE PROSPECTUS



M'CHA

BOUNDLESS TEA 茶无界
美共生 SHARED BEAUTY

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THE BRAND

**BUILT
IN GEORGIA**

&

**INSPIRED
BY CHINA**

&

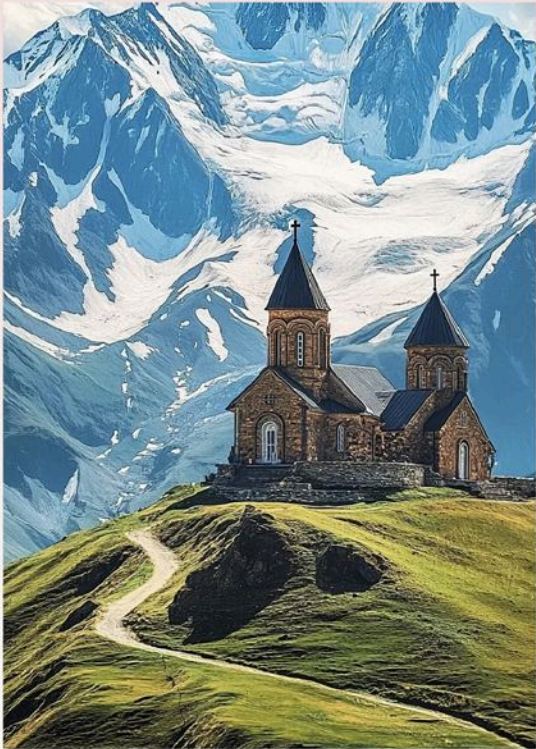
**MADE FOR
THE WORLD**

OUR ORIGIN



CHINESE TEA HERITAGE

Deep roots in Chinese tea culture
a century of heritage
from leaf to craft



CAUCASUS LAUNCHPAD

Georgia as the global launch market
a cultural bridge
between East and West



GLOBAL VISION

Bringing authentic modern Chinese tea culture and healthy
tea-based beverages to global consumers
Targeted 8-12-month payback period for every store location

BRAND MANIFESTO

THE WORLD DOESN'T NEED ANOTHER BUBBLE TEA BRAND.
IT NEEDS A BETTER TEA BRAND.



From Leaf to Cup, with Intention Tea Crafted,
Culture Rooted.

Every cup carries an obsession with quality
and a reverence for culture.

True tea is not a stack of sweeteners,
but a modern expression of tea culture.

BRAND POSITIONING



TARGET AUDIENCE

Urban professionals aged 15–40 who pursue a quality lifestyle and cultural experience.



PRICE STRATEGY

Premium positioning value-led, not price-driven.



BRAND PERSONALITY

A restrained, refined modern tea brand with cultural depth.



BRAND POSITIONING

Modern Tea Culture, Global Perspective
Heritage Tea → Modern Experience

VISUAL IDENTITY SYSTEM



PURITY & RESILIENCE

Camellia embodies Eastern philosophy: Five petals symbolize core values (innovation/nature/culture), curled tips echo humility in floriography.

EAST-WEST FUSION

Deconstructed petal geometry harmonizes Song Dynasty aesthetics with Swiss minimalism, crafting a hybrid symbol for cross-cultural resonance.

INFINITE RHYTHM

Tessellated layers with infinite expansion logic visualize the brand's boundless ethos through kinetic vitality.

BRAND FONT

Aa

MISANS

Boundless Tea · Harmonious Symbiosis

Light / Normal / Regular / Medium
Demibold / Semibold / Bold / Heavy

Aa

CASCADIA MONO

Boundless Tea · Harmonious Symbiosis

Light / Regular
SemiLight / SemiBold / Bold

Aa

无界黑

Boundless Tea · Harmonious Symbiosis

60pt / 120pt / 240pt / 360pt

BRAND COLOR

Brand Colors #231815	Brand Colors #ffffff
Brand Colors Pantone 2036 U #ffc3da	R: 255 C: 0% G: 255 M: 0% B: 255 Y: 0% K: 0%
R: 35 C: 78% G: 24 M: 82% B: 21 Y: 83% K: 67%	

BRAND MATERIALS









BRAND
SPACE





The facade uses large-size matte light-stone cladding with neat dividing lines, presenting restrained modern architectural texture.

Warm wooden finishes dominate the interior with natural grain, creating material contrast against cool exterior stone. Warm wood tones soften the space and shine through transparent glass, conveying cozy, relaxed vibes.



The store adopts fair-faced concrete with neat panel seams. Its raw, matte texture delivers understated sophistication. Minimized decorations draw focus to the brand logo, creating a calm, clean and modern-minimalist atmosphere for customers to enjoy relaxed, premium spatial experience.



The facade uses natural wooden planks retaining original grain and warm texture. Soft timber reduces the coldness of commercial space and builds a laid-back vibe, delivering visitors a cozy, healing experience close to nature.







BRAND PRODUCTS





MYCHA SIGNATURE MATCHA SERIES

Premium matcha delivers rich, lingering aroma; hand-crushed fresh strawberry pulp fills the bottom with bold fruity sweetness. Silky milk balances every layer—bright tartness softens subtle bitterness for a smooth, non-cloying finish.

Its eye-catching red-green gradient makes it a top seller for social shares and repeat orders.



MYCHA BUBBLE TEA SERIES

Features natural whole-leaf teas paired with slow-cooked brown sugar boba. Following natural-ingredient principles, the optimized formula delivers a healthy and light drinking experience.

Chewy brown-sugar boba is carefully simmered for natural caramel notes with minimal additives.





MYCHA TEA LATTE SERIES

Uses natural whole-leaf teas and premium milk sources. Crafted with pure natural ingredients, these low-calorie light drinks contain no artificial flavourings or excessive sugar. Varied bases including camellia, jasmine, white peach, osmanthus and classic black tea deliver authentic, elegant tea aroma.

Blended with smooth milk, each cup achieves well-balanced tea and milk notes with refreshing light texture. Whipped-cream topping is available as an upgrade for richer taste.



MYCHA FRAPPUCCINO SERIES

Breaking away from the heavy high-sugar, high-fat taste of traditional frappuccinos, it balances great flavour and wellness, delivering smooth icy texture with zero guilt.

It lets you indulge in delightful slushy treats while embracing a healthy light-lifestyle.





MYCHA PURE TEA SERIES

Selects premium whole-leaf teas. Made purely from natural tea leaves, these zero-calorie drinks deliver a healthy and light tea-drinking experience.

Clear liquor presents distinct layers, with elegant fragrance and pleasant natural aftertaste.



MYCHA FRUITS TEA SERIES

Our fruit tea adopts fresh local seasonal fruits, including strawberry, blueberry, cherry, watermelon, orange, grape, mango and more, picked daily to retain natural fruity flavour.

Signature Mango Pomelo Sago uses ripe mango, paired with grapefruit bits and bouncy sago for a light creamy taste. Its multi-layer flavour and photogenic look drive social sharing and high repeat purchases. This store favourite brings steady profit for franchisees and builds unique competitive edges.





MYCHA EXCLUSIVE INNOVATIVE LINE

We keep developing beverage collections rarely seen in local markets, focusing on distinctive ingredients such as taro paste, lychee and purple yam to launch exclusive creative drinks.

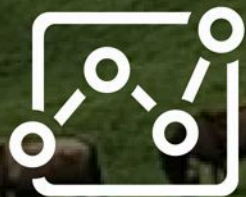
The brand aims to create innovative, trend-setting best-sellers locally and break free from homogeneous competition. Unique flavours drive social buzz and attract young customers. These exclusive items build solid product barriers for franchise stores and deliver sustainable long-term profits.

THE MARKET

WHY GEORGIA?

**GEORGIA
AS THE STRATEGIC GLOBAL LAUNCH MARKET.
START SMALL, PROVE THE MODEL,
THEN SCALE WORLDWIDE.**

MARKET POSITION



MARKET SCALE

The global tea-drink market keeps expanding, on track for new highs by 2030 with steady CAGR.



CONSUMER SHIFT

Consumer preference is shifting from sweet drinks to real tea, from fast food to experience, from function to culture.



CATEGORY OPPORTUNITY

The category window is open, yet the market lacks a tea brand with genuine cultural depth.



MYCHA'S ROLE

MYCHA fills that gap a global modern tea brand built on tea culture.

ONE LEAF FROM CHINA SHAPING A NEW HEALTHY TEA LIFESTYLE



EUROPE

PARIS, LONDON

Europe boasts strong purchasing power. Young consumers in Paris & London welcome trendy tea. Undersaturated market supports premium flagship franchise stores.



AMERICA

MIAMI, CHICAGO, LAS VEGAS

These tourist-heavy cities have inclusive beverage markets. Viral-friendly shops help us quickly build brand awareness across North America.



MIDDLE EAST

ABU DHABI, QATAR

Abu Dhabi and Qatar host high-spending clients with demand for premium treats. Low competition brings steady, profitable franchise returns.



CAUCASUS

GEORGIA

Georgia enjoys a prime Eurasian location with affordable startup costs. Its untapped tea market serves as a great cross-border base.



CENTRAL ASIA

(ON THE SCHEDULE)

Central Asia is upcoming. Rising consumption fuels tea demand. Early franchise deployment secures valuable first-mover market advantage.

THE SYSTEM

BUSINESS ECOSYSTEM



BRAND

- Visual Identity
- Brand Story
- Cultural Positioning



SUPPLY CHAIN

- R&D
- Sourcing
- Logistics



OPERATIONS

- Store Management
- Training
- QC Standards



PROFIT MODEL

- Revenue Structure
- Cost Control
- Margin Optimization

COMPETITIVE MATRIX

CULTURAL FOUNDATION

SUPPLY CHAIN DEPTH

SCALABLE SYSTEM

CULTURAL ADAPTATION

MYCHA

Deep tea-culture expertise
and product-development capability

Global sourcing network
and supply chain integration

Digital operations,
data-driven decisions

7-country operational experience,
cross-cultural adaptation

VS

VS

VS

VS

TRADITIONAL MILK TEA

Fast market feedback
but lacks cultural depth

Single
supply chain

Rule of thumb
management

Limited
localization capability

HEADQUARTERS EMPOWERMENT



SEVEN PILLARS OF SUCCESS

01 CIS MANUAL

Complete standardized CIS manual unifying store visuals, packaging and promotional materials. It provides franchisees with full design specifications to ensure consistent global-store image and cut trial-and-error costs for fast implementation.

02 OPERATIONS SOP

Mature store-operation SOP covers food-making, dine-in and front-desk workflows. Standardized procedures reduce reliance on staff experience, enabling new stores to get on track fast with stable product and service quality.

03 TRAINING SYSTEM

Comprehensive franchise training for owners, managers and front-line staff. It covers product preparation, store management and marketing via online & offline sessions to help teams master full-set operational capabilities quickly.

04 SUPPLY CHAIN MANAGEMENT

Integrated supply-chain management realizes centralized procurement and delivery of core ingredients. It controls quality & lead time, eases franchisees' procurement burden, lowers costs and ensures stable stock to avoid out-of-stock risks.

05 FRANCHISE SUPPORT

Full-cycle franchise support includes site-selection evaluation, renovation guidance, grand-opening planning and ongoing operation supervision. It lowers startup barriers, solves practical problems and improves store survival & profitability.

06 DIGITAL TOOLS / POS / DATA ANALYTICS

Supporting digital tools, POS system and data-analytics functions track sales, customer orders and inventory in real-time. It supports business decisions, optimizes stock control and realizes refined data-driven store management.

07 QUALITY CONTROL / FOOD SAFETY / SERVICE QUALITY

Strict mechanism for quality control, food safety and service quality. Inspection & supervision standards standardize ingredient handling and service etiquette, safeguard food safety, protect brand reputation and elevate customer experience.

THE PARTNERSHIP



IDEAL PARTNER

VALUES

Recognize MYCHA's brand philosophy and cultural positioning. Adopt long-term business thinking, pursue enduring partnership instead of short-term speculative gains, align with brand development and jointly build long-term brand value.

CAPITAL

Possess sufficient capital to launch and sustain store operation. Financial strength serves as the foundation. Nevertheless, we value shared beliefs and long-term commitment far more than capital alone.

OPERATIONS

Have basic business experience and strong learning ability. Be willing to follow standardized brand systems, pro-actively study store management, product and service workflows and implement brand operational standards.

LOCAL RESOURCES

Be familiar with local consumer market and own local connections. Capable of adapting to local market and accelerating store implementation. A like-minded quality partner outweighs pure capital investment.

FRANCHISE MODEL

SINGLE STORE

For first-time entrepreneurs;
lower entry cost with full HQ support.

AREA DEVELOPER

Multiple stores in a defined region
with exclusive area rights
and sub-franchising.

MASTER FRANCHISE

For large operators;
regional exclusivity with sub-franchise
development rights.

JOINT VENTURE

For strategic investors;
co-investment with HQ for deep alignment
and shared upside.



COOPERATION PROCESS



APPLICATION —————→ **EVALUATION** —————→ **AGREEMENT** —————→ **PREPARATION** —————→ **OPENING**

Submit franchise application and take introductory call. Both sides learn about brand concepts and partner demands to start cooperation.

Conduct comprehensive qualification review, assess capital, resources and values to screen well-matched potential partners.

Confirm cooperation details, sign formal franchise contract and complete fee payment to establish legal partnership.

Complete site selection and store fit-out, deliver full staff training, finish all pre-opening preparation work.

Launch soft opening followed by grand opening. Continuous brand support guarantees stable and long-term store operation.

THE VISION

An architectural rendering of a modern, multi-story building with a curved, glass and metal facade. The building features a large, curved walkway and a glass-enclosed staircase. The facade is composed of vertical glass panels and metal slats. The building is set against a dark sky, and the foreground shows a street with trees and people. The overall style is contemporary and futuristic.



2026

Launch & Base Building
3-5 pilot stores across Central Asia,
Europe, Middle East.
Establish Mycha as Georgia's
top-ranked premium tea brand.

2027

Strengthen & Prepare to Scale
Lock-in market leadership in Georgia.
Build infrastructure for
cross-border expansion.

2028

Supply-Chain Enablement & Western Market Entry
Deep global supply-chain partnerships.
Launch in Europe & North America,
showcase modern Chinese tea culture.

2029

Regional High-speed Growth
50-100 stores across
Central Asia, Middle East, Europe.
Target 8-12-month payback for each store.

2030

Global Footprint & Market Leadership
150-200 global stores.
(20% beverage-category market share
in core markets.Boost global recognition of
Chinese healthy tea-based beverages)

AI & DIGITALIZATION



SMART OPERATIONS

AI inventory
smart scheduling
predictive maintenance

DATA DRIVEN

Site analytics
consumer insights
marketing optimization

DIGITAL EXPERIENCE

Mobile ordering
membership
personalized recommendation

TECHNOLOGY MOAT

Technology is a moat, not a gimmick.
Digitalization builds the long-term
defensive wall.



FUTURE PRODUCTS

SEASONAL SPECIALS

We launch rhythm-driven seasonal limited editions updated with seasons. Spring peach, summer icy fruit drinks, autumn chestnut grain blends and winter strawberry create periodic consumption hotspots. New arrivals drive repeat purchases, help franchisees capture seasonal traffic and maintain store freshness & market competitiveness.

INNOVATION

Leveraging China's R&D & supply-chain strengths, we create exclusive signature drinks blending oriental tea culture and local tastes. Continuous unique new releases build brand identity and social topics. It injects sustained freshness for stores and helps partners build hard-to-replicate product moat.

FUTURE PRODUCTS

HEALTH LINE

Tailored for global health-conscious trends, the health line incorporates super-ingredients like avocado, kale and chia seeds. Focusing on low-calorie, natural and nutritious formulas, it targets sugar-aware and light-diet consumers. It expands customer groups, captures health-beverage market dividends and builds differentiated competitive advantages.

HOT BEVERAGES

The hot-beverage portfolio fills business gaps for cold seasons and cold-climate regions. Covering milky, floral-fruit and grain flavours, it suits Central Asia, Caucasus and other cool-area markets. Balanced hot & cold selections deliver year-round stable sales and secure consistent revenue for franchise partners.





LET'S BUILD TOGETHER

EMAIL

FRANCHISE@MYCHA.LIFE

WEBSITE

[HTTP://MYCHA.LIFE/](http://MYCHA.LIFE/)

SOCIAL MEDIA



INSTAGRAM



TIKTOK



WECHAT



**A GREAT BRAND IS BUILT BY SYSTEMS
NOT BY LUCK**