

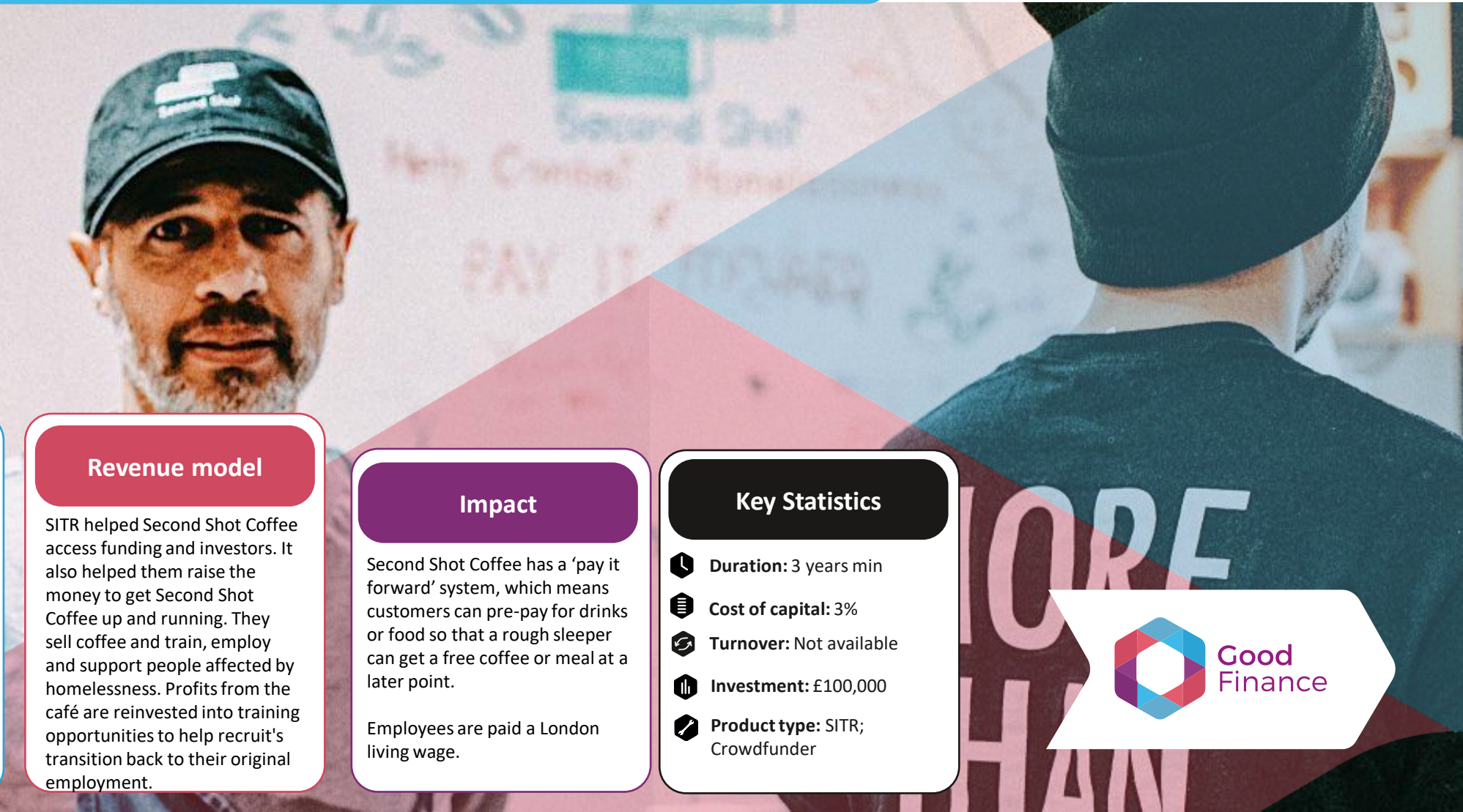


Second Shot Coffee

<https://secondshotcoffee.co.uk/>



SITR



Challenge

In London, for every rough sleeper, there are a further 100 hidden homeless people in hostels, and over 1,000 in overcrowded accommodation. Second Shot is a multi-roaster coffeeshop with the aim to tackle homelessness. To provide an opportunity for people, affected by homelessness, to secure a job in the short-term and career in the longer-term.

Revenue model






SITR helped Second Shot Coffee access funding and investors. It also helped them raise the money to get Second Shot Coffee up and running. They sell coffee and train, employ and support people affected by homelessness. Profits from the café are reinvested into training opportunities to help recruit's transition back to their original employment.

Impact

Second Shot Coffee has a 'pay it forward' system, which means customers can pre-pay for drinks or food so that a rough sleeper can get a free coffee or meal at a later point.

Employees are paid a London living wage.

Key Statistics

-  **Duration:** 3 years min
-  **Cost of capital:** 3%
-  **Turnover:** Not available
-  **Investment:** £100,000
-  **Product type:** SITR; Crowdfunder

