



José Antonio Ansedes Miranda

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Essay SBC 102: Principles of Business Model

Innovation

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## Spreading good news brings the profits.

In today's interconnected world, businesses have a unique opportunity to make a lasting impact on their communities beyond just generating profits. When a business cultivates and spreads good vibes, it sets in motion a chain reaction of positivity that can lead to significant transformations within the community. These transformations encompass not only the social and emotional well-being of individuals but also the long-term financial success of the business itself.

At its core, good vibes represent an atmosphere of positivity, inclusivity, and genuine care that radiates from a business and permeates throughout the community it serves. These principles are the core value proposition of a coffee shop located in Madrid, Barcelona and Paris called Good News! Which its business model is the purpose of the essay ahead.

Let's focus on the story behind Good News, on May 2020 the world was immersed on one of the worst chapters of our history. People started wondering their living purposes, some were saying that the end of the world was coming while many countries were closing their frontiers.

People started feeling lonely, the streets were empty and full of sadness. But as we have seen through our history, on the darkest times some people got their best version, and the pandemic was not an exception for this group of friends who wanted to remind the citizens of Barcelona that there was still joy around them.

They started a small coffee shop with the main purpose of spreading happiness through good news, the concept was simple; they wanted to change the perception of disaster through their coffee. In order to achieve this people must say or search for a good new to get a discount on their purchase, at least for a moment people will forget that not everything in the world is a catastrophe and that there is still hope around them.

Without even noticing customers started to search for this little cafeteria to create this serotonin and good vibes with the new community around "Good News". These group take this vision to a whole new level, they search for the well-intended suppliers, healthy meals, and

merchandising; the goal is to keep a smile on the customers regardless of how their day was going.

They are very conscious at the human and environmental chain surrounded by the coffee, which makes them of the most ecological cafeterias around the world.

Recently, Thoma Meyer, founder of the clothing brand “Desigual” and Barlon Capital led by Javier Rubio invested \$11M EUR into Good News becoming the biggest coffee start up in Europe with \$15M EUR. The company has 21 grab & go establishments with the target to increase the number to 50 offline spots.

They have stated that the vision to their business model is to become more digitalized through time. According to that they have launched an online subscription model for their followers and companies in which they can accommodate to you the coffee machine at your place including 1 to 2 kgs of coffee per month.

Good News are on tendency with the market, and they know what we want as young people and how we react to these changes, we love leasing things and to try new things, it is an stunning way of performance by this lovely company.

In conclusion, businesses that prioritize spreading good vibes and creating a sense of community around them can reap significant benefits in terms of profitability. By fostering a positive and inclusive environment, businesses can enhance customer loyalty, attract new customers, and establish a strong brand reputation.