

BUSINESS FEASIBILITY REPORT

Coffee Shop

Austin, Texas

BUDGET	GOAL	DATE
\$75,000	Replace My Income	July 17, 2026

PREPARED EXCLUSIVELY FOR

Email	sample@neur.co
Industry	Coffee Shop
Location	Austin, Texas
Report Date	July 17, 2026

Executive Summary

Your Coffee Shop concept in Austin, Texas scores 78/100 – a "Promising" opportunity. Austin's strong population growth, high median income, and young professional demographic create favorable conditions for specialty coffee. Competition is moderate with several established players, but your budget and commitment level position you well for a small storefront launch.

78

/ 100

Promising

Your business concept scored 78/100, placing it in the "Promising" category. This score is based on five weighted pillars analyzing market conditions, competition, location viability, financial readiness, and personal readiness.

17

Market

12

Competition

16

Location

15

Financial

18

Personal

Key Findings

- Strong population growth and high median income support premium pricing strategies
- Tech hub demographics align with specialty coffee demand in the 25-44 age bracket
- Your \$75K budget positions you well for a competitive small storefront launch
- Full-time commitment signals the dedication needed for a food & beverage business
- Established competitors require clear differentiation strategy (unique menu, location, or experience)
- Rent costs in Austin are above national average – location ROI analysis recommended
- No prior business ownership – consider SCORE mentorship for first-time operations guidance

Pillar Detail

Market

17/20 (wt: 17)

Austin's demographics strongly support a coffee shop. High median income and a young, educated workforce drive demand for specialty beverages.

Competition

12/20 (wt: 12)

Competition is moderate to high. The market is not saturated, but differentiation (specialty drinks, ambiance, or location) will be important.

Location

16/20 (wt: 16)

Austin's growing economy and urban density create excellent conditions for a walk-in coffee business. Location selection near tech campuses or downtown will be key.

Financial

15/20 (wt: 15)

Your budget supports a small storefront build-out. Break-even at ~875 transactions/week is achievable in a high-traffic Austin location.

Personal

18/20 (wt: 18)

Full-time commitment and clear income replacement goal indicate strong founder readiness. Prior business experience would strengthen this further.

Market Demographics

US CENSUS

Austin, Texas — ACS 5-Year Estimates

958,202 Population	\$86,556 Median Income	34.2 yrs Median Age
4.4% Unemployment	\$1,382 Median Rent	236,239 College Educated

Local vs National

Median Income	
Local: \$86,556	National: \$74,580
Median Rent	
Local: \$1,382	National: \$1,163
Unemployment	
Local: 4.4%	National: 3.6%
Median Age	
Local: 34.2	National: 38.9

Customer Fit

CENSUS

The local median household income (\$86,556) falls within your target range (\$35k-\$75k, \$75k-\$150k).

Industry & Labor Market

BLS

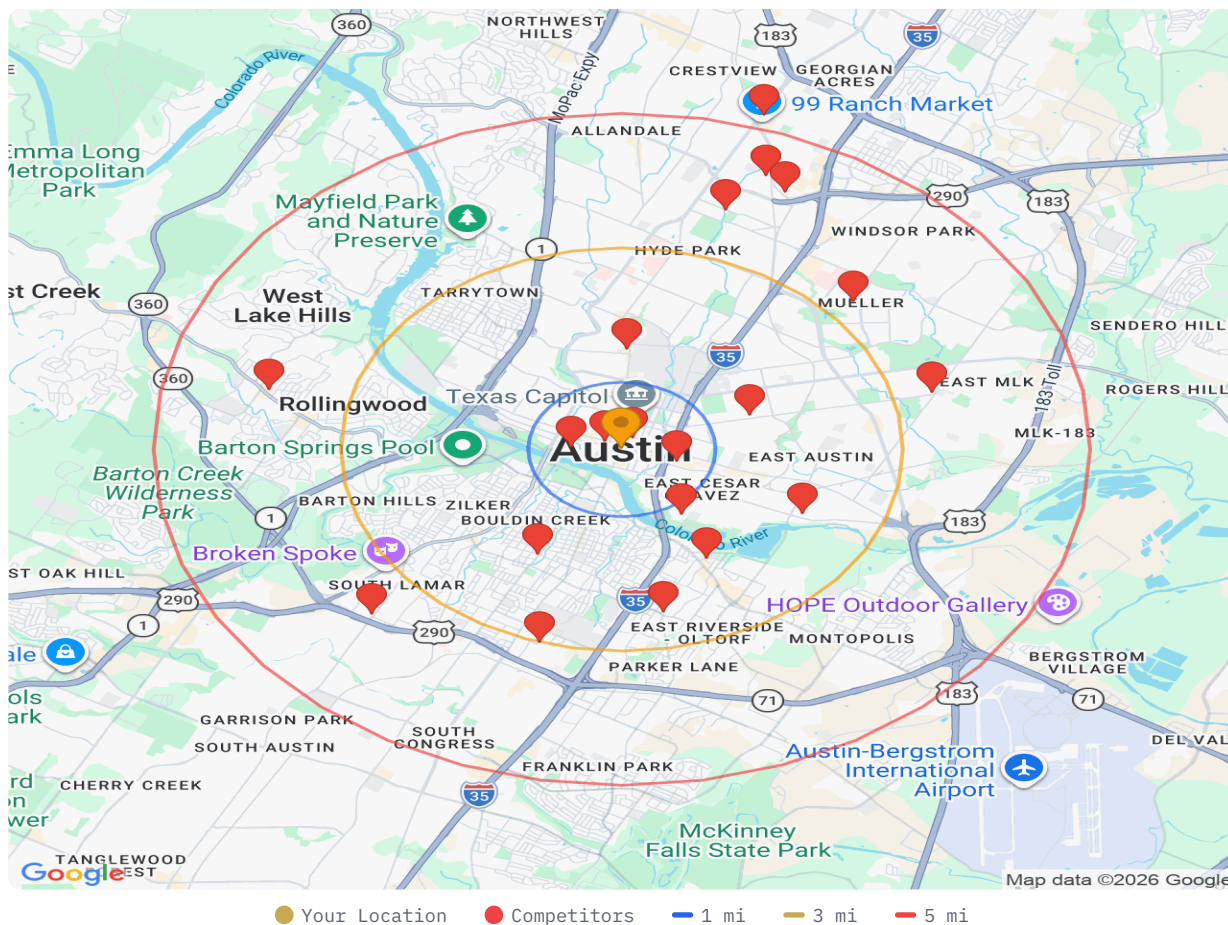
Sector: Food Services & Drinking Places

14.3M Employment	+0.8% 1-Year Trend	\$20.49/hr Hourly Earnings
4.2% Nat'l Unemployment	24.6 hrs/wk Weekly Hours	20 Nearby Competitors

Competitive Landscape

GOOGLE PLACES

Competitor analysis across the Austin metro area.



20

Total Competitors

4.7

Avg Rating

20

Rated Businesses

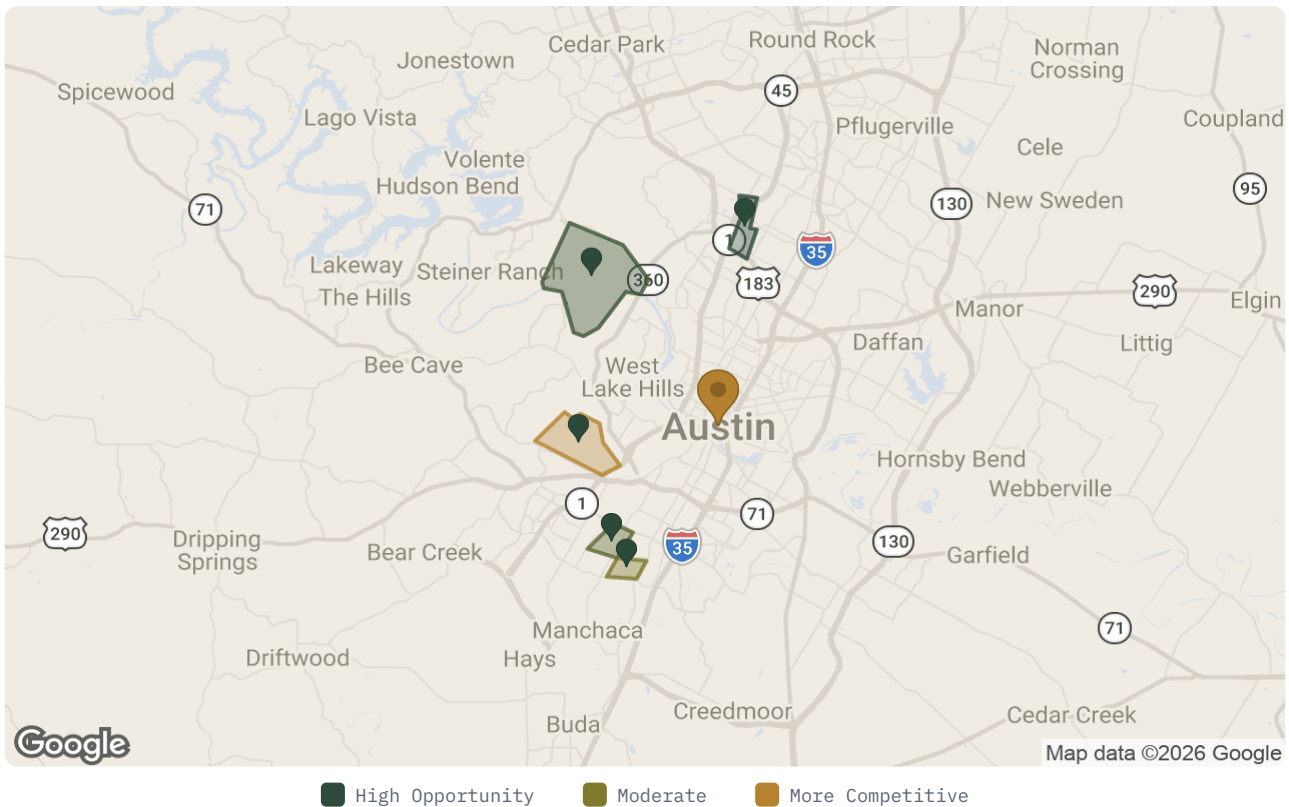
Top Competitors by Reviews

1.	Radio Coffee & Beer 4204 Menchaca Rd, Austin	4.6 3984 reviews
2.	Kick Butt Coffee 5775 Airport Blvd Ste 725, Austin	4.7 2807 reviews
3.	Epoch Coffee 221 W N Loop Blvd, Austin	4.5 2498 reviews
4.	The Brew and Brew 500 San Marcos St #105, Austin	4.5 1174 reviews
5.	Café Crème - Oltorf 1834 E Oltorf St, Austin	4.6 1055 reviews

Opportunity Map

CENSUS + GOOGLE

Census tracts scored by opportunity – balancing local demand (income, households, housing) against competition density. Green zones indicate the highest opportunity; amber zones are more competitive.



Top Opportunity Zones

1	Tract 045400 \$108,666 income · 4,547 hh · 0.0 eff. comp.	96 score
2	Tract 032900 \$147,904 income · 3,257 hh · 0.0 eff. comp.	86 score
3	Tract 030900 \$103,846 income · 3,170 hh · 0.0 eff. comp.	85 score
4	Tract 002423 \$110,368 income · 2,801 hh · 0.0 eff. comp.	82 score
5	Tract 001914 \$127,750 income · 2,800 hh · 0.0 eff. comp.	82 score

Small Storefront				BEST FIT
Leased space under 1,000 sqft, limited food menu, 1-3 employees				
Startup cost	\$80k-\$200k	Break-even		875 jobs/wk
Monthly fixed	\$8k-\$15k	Max capacity		1400 jobs/wk
Avg job revenue	\$6-\$10	Monthly at BE		\$12k
Gross margin	55-68%	Recoup startup		~18 mo

OTHER MODELS

Mobile Cart / Pop-Up	\$5k-\$20k	60-75%	215 jobs/wk
Full Cafe	\$250k-\$550k	45-58%	1650 jobs/wk

Revenue Streams

ONE	Walk-In Beverage Sales	60-80%
ONE	Food & Pastry Sales	10-25%
REC	Wholesale / Retail Beans	5-15%

- Rent is typically the #1 expense – location quality directly drives traffic
- Average ticket is low; speed of service and volume are critical
- Specialty drinks and food items improve margins over drip coffee alone

Industry estimates based on national averages. Actual costs and revenue vary by market, experience, and business decisions.

Recommended Next Steps

1. Register your LLC with the Texas Secretary of State (\$300 filing fee)
2. Apply for your free EIN at irs.gov – instant approval online
3. Obtain a Texas food service permit and health department inspection
4. Secure a lease near high foot traffic corridors (South Congress, East 6th, Domain)
5. Develop your menu with specialty items to differentiate from chain competitors
6. Explore funding programs at neur.co/funding – grants, loans, and programs you may qualify for

Questionnaire Summary

Type	Aspiring Entrepreneur
Industry	Coffee Shop
Location	Austin, Texas
Budget	\$75,000
Primary Goal	Replace My Income
Customer Type	B2C
Target Age	25-34, 35-44
Target Income	Middle Income, Upper Middle
Timeline	3 6 months

Disclaimer

This report is generated using publicly available data from the US Census Bureau, Bureau of Labor Statistics, and Google Places API. It is intended for informational purposes only and does not constitute professional business, legal, or financial advice. Financial benchmarks are industry estimates based on national averages; actual costs and revenue vary significantly by market, operator experience, and business decisions. Data accuracy depends on source availability and may not reflect the most current conditions. NEUR LLC recommends consulting with qualified professionals before making business decisions.