

Invest Ottawa DMS Future Proof

Success Story: 5:2:8 Creative Coffee Collective

The Story

After years of working as a digital nomad, taking meetings and calls from local coffee shops and working long hours from home, Ottawa architect Jay Lim knew he wanted to create a space where he and his team could host client consultations and gather together over flavourful brews to share ideas and insights. This is how 5:2:8 Creative Coffee Collective was born. It's a co-working hub and coffee shop all in one, where customers can book time to work in a comfortable, cool and equipped open office setting or try one of the shop's specialty micro roasts sourced from across the globe.



The Obstacle

5:2:8 Creative Coffee Collective was just getting started when COVID-19 began, and unfortunately the pandemic caused a lot of uncertainty about when and how the shop could open. This meant Jay began to focus on increasing the store's social media presence and developing an online coffee subscription for local coffee lovers. Navigating the implementation of an e-commerce platform and social media strategy proved difficult, which led Jay to reach out to Digital Main Street for support.

The Solution

The Transformation Team provided by the Digital Main Street Future Proof program worked collaboratively with Jay to develop his e-commerce platform so that 5:2:8 Creative Coffee Collective could generate revenue during the COVID-19 lockdown measures. The team also focused on the development of a social media marketing campaign which encouraged consumers to shop online for their coffee through the store's e-commerce platform. Now Jay has gained new social media followers and increased social media engagement which he hopes will influence in-store sales in the future.

The Update and the Future

Jay hopes that soon the shop will be able to host its official grand opening so it can attract new and like-minded creatives from the local community. He wants 5:2:8 Creative Coffee Collective to change the dynamic of coffee shops as we know them and be a place where people feel they can come to get away and relax, either through a hot cup of coffee or a creative conversation with shop-goers and staff.



Testimonial

“Digital Main Street provided us with an opportunity that we didn’t even know existed,” says Jay of his experience. “Working with the Transformation Team gave us time, energy, and skills that we didn’t have before, which is invaluable to any new business. Working with the team was the catalyst that allowed us to caffeinate our company!”

Get Connected!

Jay Lim

Founder, 5:2:8 Creative Coffee Collective

528coffee.com

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