

# BrewStack

*Inventory + recipe + batch tracking purpose-built for craft producers — home roasters, micro-distilleries, craft brewers, small chocolatiers. Generic tools miss the craft-specific workflows. \$15/month.*

<b>Category</b>	Set 7 · Verticals & Creator
<b>Customer</b>	Craft producers in the 100-5,000 unit/month volume range — micro-roasters, craft brewers, small distilleries, craft chocolate makers, specialty cheese producers
<b>Monetisation</b>	\$15/mo Solo · \$39/mo Pro (multi-product line + advanced) · \$99/mo Multi-facility
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

BrewStack is a vertical SaaS for craft producers — the small businesses producing coffee + beer + spirits + chocolate + cheese + similar at 100-5,000 unit monthly volume. These businesses share specific operational workflows: recipe formulation + batch-level tracking + ingredient inventory + production scheduling + per-batch quality tracking + customer-specific batch attribution + regulatory compliance per product type. Generic inventory or production-management tools miss this craft-specific structure.

Year-1 target: 1,500 paying producers generating █2.7 crore annual revenue against █48 lakh costs. Cash-positive month 4. The wedge against generic tools is vertical depth (recipe + batch + quality tracking that small-batch craft producers actually need).

## The Problem

A craft producer (micro-roaster + craft brewer + small distillery + chocolate maker) operates with specific workflow that generic tools don't structure. Per-batch tracking: each batch has unique characteristics (which beans + which roast curve + which day's water + which fermentation profile) requiring batch-level documentation for both quality consistency + regulatory compliance. Recipe management: recipes evolve continuously based on feedback + ingredient variation; tracking version history + per-batch deviation from recipe matters.

Existing options. Generic inventory tools (Vyapar + Zoho Inventory) treat products as SKUs without batch differentiation. Production-management software (NetSuite Manufacturing + Fishbowl + similar) is enterprise-priced + designed for large-scale assembly-line production not craft small-batch. Per-vertical specialty tools exist sporadically but coverage is thin.

Market gap: focused craft-producer SaaS with recipe + batch + ingredient + quality tracking at accessible monthly subscription pricing.

## The Solution

BrewStack structured around craft-producer workflow. Per-vertical configuration on onboarding (coffee roasting vs. brewing vs. distilling vs. chocolate vs. cheese — each has different specifics).

Recipe management: per-product recipe with version history + per-batch deviation tracking + ingredient quantity scaling.

Batch tracking: per-batch profile (date + recipe used + actual quantities + production parameters + quality measurements + sensory notes); batch-to-customer attribution.

Ingredient inventory: structured ingredient tracking with lot numbers + supplier + cost + age tracking + reorder alerts.

Production scheduling: capacity planning + production-calendar + ingredient-availability constraints + batch-sequence optimisation.

Quality tracking: per-batch quality measurements + sensory evaluation + customer feedback aggregation + recurring-issue identification.

Regulatory compliance: per-vertical compliance helpers (alcohol-production logs for distilleries + brewers; food-production records for chocolate + cheese; certification documentation).

Pro tier (\$39/mo): multi-product-line + advanced analytics (per-recipe profitability + per-batch margin + ingredient cost tracking over time).

Multi-facility tier (\$99/mo): for producers with 2-5 production locations.

## Market Opportunity

Global craft producer market: ~500k craft producers across coffee + beer + spirits + chocolate + cheese + similar verticals. Subset in BrewStack's volume range (100-5,000 units/mo): ~250k.

At \$400/yr blended ARPU, SAM is \$100M globally. Realistic 4-year capture: 1-3% = \$1-3M ARR.

Adjacent expansion. Year 2: tasting-room + retail integration. Wholesale-customer-portal (B2B sales infrastructure for craft producers selling to restaurants + retailers). Year 3: certification + audit-preparation tools.

## Target Customer

Primary persona: a 38-year-old craft coffee roaster in Bengaluru roasting 800 kg/month across 6 single-origin offerings. Currently uses Excel + WhatsApp. Will pay \$15/mo Solo for structured recipe + batch + inventory tracking.

Secondary persona: a 42-year-old craft brewery owner in Pune brewing 4 beer styles + occasional limited-release. Will pay \$39/mo Pro tier for multi-product line + recipe-profitability analytics.

Tertiary persona: a 51-year-old founder of small distillery network in Goa with 2 production locations. Will pay \$99/mo Multi-facility tier for consolidated dashboard.

## Product

Per-vertical onboarding configuration.

Recipe management: version history + per-batch deviation tracking + scaling.

Batch tracking: per-batch profile + customer attribution + quality measurements.

Ingredient inventory: lot tracking + supplier + cost + age + reorder.

Production scheduling: capacity + calendar + sequence.

Quality tracking: per-batch measurements + sensory + customer feedback.

Regulatory compliance: per-vertical helpers.

Pro tier additions: multi-product-line + recipe-profitability analytics + per-batch margin.

Multi-facility tier additions: consolidated dashboard + cross-facility inventory.

## Technical Architecture

Frontend: Next.js + React Native mobile (mobile-primary for in-production-floor logging).

Backend: Python on Hetzner cloud, Postgres.

Per-vertical configuration: structured templates per vertical with custom-field flexibility.

Quality measurements: integration with common quality-measurement instruments (TDS for coffee + refractometer + pH + similar).

Compliance helpers: per-jurisdiction regulatory-form templates.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Three tiers. Solo \$15/mo or \$149/yr (single product line + single location). Pro \$39/mo or \$389/yr (multi-product line + analytics). Multi-facility \$99/mo or \$989/yr (2-5 locations).

Conversion: 14-day trial converts at 26%. Distribution: 60% Solo, 30% Pro, 10% Multi-facility.

Gross margin: 84%. Costs: infrastructure + per-vertical content + customer support.

LTV: \$180 × 28 mo = \$504 (Solo); \$468 × 36 mo = \$1,685 (Pro); \$1,188 × 42 mo = \$4,990 (Multi-facility).

Strong stickiness because craft-producer-operational-system switching is hard.

### Unit Economics (Year-1 base case)

Year-1 paying producers	1,500
Blended ARPU	\$220/year
Year-1 revenue	\$330,000 (~■2.7 crore)
Gross margin	84%
CAC	\$120
Year-1 all-in costs	~■48 lakh
Year-1 net contribution	~■1.7 crore

## Go-to-Market

Channel 1 — Per-vertical industry community (40%): coffee-roaster + craft-brewer + craft-distiller communities + their trade associations + their trade publications.

Channel 2 — Industry-conference presence (25%): Roasters Guild + Craft Brewers Conference + craft-spirits events.

Channel 3 — Supplier partnerships (20%): partnerships with ingredient suppliers + equipment vendors who reach craft producers.

Channel 4 — Content + SEO (15%).

### Roadmap (first 12 months)

- Month 1-3: MVP with coffee-roasting vertical + Solo tier. 80 paying producers.
- Month 4-5: Craft-brewing vertical + Pro tier, 280 paying producers, ■6 lakh MRR.
- Month 6-8: Distilling + chocolate verticals + multi-product-line + Multi-facility tier, 700 paying producers, ■14 lakh MRR.
- Month 9-10: Cheese + remaining verticals + regulatory compliance helpers, 1,100 paying producers.
- Month 11-12: 1,500 paying producers, ■2.7 crore annualised.

### Key Risks

- Per-vertical depth requires investment: 5 verticals × per-vertical specifics = significant product complexity. Mitigated by phased vertical rollout + community-led content for each vertical.
- Niche market scale: craft-producer segment is small. Mitigated by accepting focused-business shape + adjacent expansion (tasting room + B2B portal).
- Generic tools improving: NetSuite + Zoho could add craft-vertical modules. Mitigated by depth + price-tier positioning.

- Regulatory variance by jurisdiction: alcohol + food production regulations differ widely. Mitigated by per-jurisdiction compliance-template library + careful scope-disclaimer.
- Slow trial-to-paid: craft producers are operational-conservative. Mitigated by extended trial + onboarding support.