The PÜRE Project is a product design and development initiative that consists of North Carolina State University Graduate level students. The team, currently operating out of Raleigh, North Carolina consists of two high performing Jenkins MBA candidates with backgrounds in Sales and Supply Chain Management and a world class Industrial Designer & Design Strategist.

The Team was introduced while participating in NCSU’s graduate level course, “Product design and development”. The course was ranked in Forbes magazine as one of the “Best ten business classes” in the United States. At the conclusion of the course, all design teams were entered into a product design and development exposition held in downtown Raleigh. The Pure project swept all categories, including Investor favorite and the people’s choice awards. Today, we are working with groups in both the school of management and engineering to flesh out a finalized model and marketing strategy. We plan to take on the industry by upsetting the consumer market that has come to expect convenience at the cost of great tasting coffee.

Through countless hours of market research and extensive VOC interviews, we’ve solidified our market viability. Worldwide coffee consumption is a 100 Billion USD market annualized, and is primed for further disruption through innovative product development. We believe the Pure Project is capable of realizing a significant portion of that market; therefore we are positioning ourselves to make Pure an extremely attractive opportunity for early investment.

Our Vision for Pure, the first smart coffee roaster, grinder and brewer, is that we capture the specialty coffee segment on its upward trend. In-home coffee roasters have been around for years, but the knowledge to operate them has been reserved for true coffee aficionados. Our product was created for the everyday coffee drinker that wants to up the flavor of their brew while drastically lowering their costs. It’s easy enough for anyone to use, just take one of our green bean packages, scan it against the pure logo, and select your roast preference. Once you hit the “Pure” button, the machine takes care of the rest, giving you the freshest cup or carafe of coffee you’ve ever tasted.