

A clearer path from franchise approval to opening.

A practical collaboration proposal for Himalayan Java Coffee, designed to standardize franchise onboarding, coordinate setup, and help every approved operator open with confidence.

PREPARED FOR

Himalayan Java Coffee

Prepared by Satya Financial

EXECUTIVE PROPOSAL

Himalayan Java has built the brand and operating model. Satya can help each opening move faster.

The proposal is not based on a shortage of capital. It is based on a coordination opportunity. A new franchise must move through operator readiness, site and plan approval, supplier handoffs, setup milestones, training, and opening. When those steps live in separate conversations and documents, strong operators can still lose time.

01

One guided journey

A clear path from approved operator to opening day.

02

Consistent readiness

One current plan across the franchise team, operator, and suppliers.

03

Clearer oversight

Shared milestones and evidence without changing who decides.

THE ROLE BOUNDARY

Himalayan Java keeps every franchise and brand decision. Operators choose how to fund their setup. Banks and licensed providers retain their approvals and regulated roles. Satya coordinates the workflow, evidence, permissions, and status.

FIRST PRINCIPLES

A promising operator should have a clear path to a healthy open store.

01

Operator readiness

Gather identity, lease, project plan, budget, and readiness information once, with consent and clear ownership.

02

Opening coordination

Give the franchise team, operator, suppliers, and any chosen finance partner the same approved, current plan.

03

Early operations

Turn setup milestones and the first 90 days into lessons that strengthen the next opening.

CORE INSIGHT

The opportunity is not capital alone. It is a more coordinated franchise journey.

THE SATYA PROPOSITION

One guided path from franchise approval to opening day.

01

Prepare

Create one consented operator, location, lease, budget, and readiness profile.

02

Coordinate

Route the approved plan to the right internal team, supplier, and optional finance partner.

03

Verify

Confirm agreed setup, invoice, training, and readiness milestones.

04

Support

Give Himalayan Java and the operator a shared view through opening and the first 90 days.

OPERATING PRINCIPLE

One current plan. Clear permissions. Accountable handoffs. Himalayan Java remains in control.

WHAT SATYA PROVIDES

A light operating layer around the franchise process.

01

Branded intake

A mobile-friendly operator journey with clear requirements and progress.

02

Shared readiness record

Current evidence, decisions, comments, versions, and ownership in one place.

03

Milestone workflow

Agreed steps for lease, design, suppliers, equipment, training, and opening.

04

Partner bank workspace

When requested, route a structured dossier with tools that help partner banks assess the business faster.

05

Management view

A concise status view across candidates, openings, delays, and support needs.

06

Early operating record

Capture the first 90 days so each opening improves the next playbook.

FASTER FINANCE, WHEN USEFUL

Make business loans easier for operators and faster for banks to assess.

Satya packages the approved opportunity once, routes it to partner banks, and gives their teams structured evidence and underwriting tools. Self-funded operators follow the same opening journey.

01

Apply once

The operator provides consented business, lease, budget, and project evidence.

02

Java validates

The franchise team confirms the approved format, scope, and readiness plan.

03

Bank assesses faster

Structured evidence, risk flags, and review tools reduce underwriting work.

04

Bank decides

Each partner bank retains policy, pricing, approval, and disbursement control.

ROLE CLARITY

Satya facilitates the workflow. Partner banks retain credit risk and every lending decision.

A SECOND NETWORK OPPORTUNITY

Himalayan Java × the Yango and 1M Fleet network × Satya.

Yango remains the market-facing demand and incentive sponsor. 1M Fleets is the contracted operating layer. Himalayan Java provides the venue and coffee experience. Satya can make each benefit simple to issue, redeem, and reconcile.

01

Yango

Funds and sponsors the campaign

02

1M Fleets

Manages biker eligibility and support

03

Satya

Issues, clears, and reports the benefit

PILOT IDEA

Three Java outlets, a controlled 1M biker cohort, three benefit types, and 30 live days. Measure activation, redemption, incremental spend, repeat visits, support cases, and reconciliation accuracy.

A BOUNDED FRANCHISE PILOT

Start narrow. Learn what works in 90 days.

DAYS 0 TO 30

Design

Map the journey, evidence, milestones, roles, and optional partner requirements.

DAYS 31 TO 60

Configure

Launch the branded intake, shared workflow, milestone view, and management dashboard.

DAYS 61 TO 90

Prove

Run real candidates under agreed controls and compare outcomes with the current process.

PILOT SCOPE

- 5 to 10 applicants
- One opening template
- Optional finance partner
- Java remains in control

SUCCESS MEASURES

Handoff time | Document rework | Applicant clarity | Time to opening | Milestone completion | Support needs

THE NEXT STEP

One working session can shape a practical pilot.

Bring the franchise, operations, finance, and partnership leads. We will map the opening journey, agree where Satya can help, and return with a focused pilot design.

PROPOSED WORKING SESSION

- Confirm the current franchise journey and decision owners
- Choose the few handoffs worth improving first
- Agree a pilot scope, measures, permissions, and partner roles

PROPOSAL BOUNDARIES

All features, benefits, timelines, and outcomes are proposals to validate. Himalayan Java retains franchise and brand decisions. External finance is optional and remains subject to the chosen institution's policies and approvals. Regulated payments remain with licensed providers.

SELECTED PUBLIC SOURCES

Himalayan Java franchise

Himalayan Java Express

Associated Press, July 2025

Yango Drive in Nepal

1M Fleet

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