

**INSPIRING AUTHENTIC  
CONNECTIONS  
AND COMMUNITY  
ONE SIP AT A TIME.**

**2026**

**[www.real-love-is-boba-1square.site](http://www.real-love-is-boba-1square.site)**



# THE PROBLEM

The pace of the world is becoming faster and less interactive. Many neighborhoods lack safe, welcoming places where individuals and families can gather without social or financial barriers. Young people, in particular, are seeking outlets for creativity and connection that are both affordable and culturally resonant. Small businesses that aim to provide such experiences often face high operational costs, limited visibility, and the challenge of sustaining foot traffic while serving their communities.





## VISION & MISSION

To restore meaningful connections and become a leading community hub centered around art, culture expression, and boba. We see a future where every sip and every gathering brings a sense of unity, and shared moments of joy. We aim to create safe, welcoming spaces where people of all backgrounds can experience belonging, creativity, and culture.



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01

**AUTHENTICITY:** We embrace honesty and sincerity in all that we do.

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02

**CREATIVITY:** We value expression, artistry, and innovation. Inspiring through culture and design.

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03

**COMMUNITY:** Creating environments that celebrate diversity and togetherness.

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04

**QUALITY:** Ensuring high quality service, beverages, and experiences.

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05

**GROWTH:** Steady evolving by learning the community, adapting to change, and finding new ways to connect.

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# CORE VALUES



## TARGET MARKET

We serve a diverse and growing audience united by a shared desire for connection, culture, and creativity.

Our customers include individuals, families, and community members who value authentic experiences and inclusive spaces.

- **Local community and families.**
- **Teens and young adults**
- **Events and collaboration Partners**



# PRODUCTS & SERVICES



We combine  
hospitality, artistry,  
and innovation to  
provide products and  
events that  
encourage  
connection,  
creativity, and joy.

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01

Specialty Drinks, Sweets, &  
Snacks

02

Community  
Activations

03

In- store POP UP  
Experiences.

04

Event hosting and  
Collaborations

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## USE OF FUNDS

The requested funding will be used to strengthen operations, enhance branding and marketing for pop-up activations. Each expense directly supports our mission of fostering creativity, connection, and cultural appreciation worldwide.

## WE ARE SEEKING \$5K-\$60K

- + 50% TO ACTIVATIONS & COMMUNITY EVENTS
- + 20% PROMO MERCHANDISE
- + 10% POPUP SETUP
- + 10% STAFF
- + 10% INVENTORY



# ABOUT THE FOUNDER

Our founder **Asa Aziz**, also known as **DJ ASA ACE**, vision and creativity is the foundation to everything we do. With a background in healthcare and years of experience as an **international DJ and Sound Healer**, Asa brings a unique blend of **compassion, artistry, and leadership** to our brand. Her career journey reflects a **deep understanding of people, how they connect, express themselves, and find joy in shared experiences.**

Asa was inspired to create something that combined her **love for community with her creative passions.** Her transition from healthcare to entrepreneurship was driven by the **desire to build spaces where individuals could feel seen, valued, and inspired.** What began as casual gatherings over boba tea grew into a larger mission: **to bring people together through culture, creativity, and genuine human connection.**

Her leadership is at the heart of our identity. Asa's ability to **merge cultural celebration, music, and hospitality** has shaped us into more than a café, it has made us a hub for **togetherness and positive energy.** Through her vision, we continue to **expand our reach, host meaningful events, and build experiences that remind people of the beauty in community and the joy found in everyday moments.**





# THE IMPACT

We measure success by the connections we create, the experiences we inspire, and the sense of community we help foster.



## Community Engagement and Growth

Increased attendance at popups, family-friendly events, and cultural activations demonstrates our ability to draw people together. Positive feedback from attendees and returning customers affirms that we are achieving our goal of creating inclusive, uplifting spaces.

## Customer Experience and Satisfaction

Our online reviews, social media engagement, and store feedback serve as key performance indicators. The growth of our digital presence and the consistency of five-star reviews highlight customer satisfaction and loyalty.

## Operational and Financial Metrics

We evaluate performance through revenue growth, event participation numbers, and inventory turnover.

## Social and Cultural Impact

We measure our broader influence by the number of partnerships we establish with schools, local organizations, and community leaders.



**THANK  
YOU**

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