

1. Project Status

Item	Status	Owner
Brand name	■ LAVORA COFFEE (rebranded July 1)	Team
Domain lavora.coffee	■ Registered + privacy on	Founder
Domain lavoracoffee.com	■ Registered July 1	Founder
Domain drinklavora.com	■ Registered	Founder
Instagram @lavora.coffee	■ Suspended — reclaim pending	Gabi
TikTok @lavoracoffee	■ Created	Gabi
UAE Trademark filing	■ NOT STARTED — critical	Javier
Trade name DED (Dubai)	■ Deadline missed — status unknown	Gabi
China samples	■ 2 labs contacted — lost in transit	Carol
Carol engagement confirmed	■ Not confirmed before July 10 meeting	Carol
Founders meeting	■ July 10, 2026	Az/Gabi/Carol

2. Team

- **Az / Javier** — Founder · Vision · Capital · Strategic decisions
- **Gabi Stockler** — Co-founder · Creator · Community · Face · Dubai setup · UAE market
- **Carol Stoffella** — Product · Supply · China (lab, formula, samples, packaging, MOHAP) — engagement unconfirmed
- **Growth & Data** — Open seat (Az interim)

3. Immediate Actions (This Week)

Priority	Action	Owner	Deadline
■ CRITICAL	Mandate UAE trademark agent	Javier (~\$285)	TODAY
■ CRITICAL	Confirm Carol's engagement	Az	Before July 10
■ URGENT	Instagram reclaim request	Gabi	This week
■ IMPORTANT	Secure @lavoracoffee on X, YouTube, Snapchat	Gabi	This week
■ IMPORTANT	China samples — contact Cherry Li (Tianjin) & Melody (Shanghai)	Carol	This week

■ IMPORTANT	Start KSA SFDA registration process	Javier	Now — 3–6 months delay
■ IMPORTANT	DED trade name registration	Gabi	Overdue

4. GCC Compliance Requirements (Carol's docs)

5 documents required to sell in UAE + KSA:

1. Product Registration — Dubai Municipality (UAE) + SFDA (KSA)
2. Free Sale Certificate — GACC/CNCA China
3. Health Certificate — GACC/CNCA China (per shipment)
4. Halal Certificate (finished product) — ESMA-recognised body (UAE) / SFDA-recognised body (KSA)
5. Label Approval — Dubai Municipality (UAE) + SFDA (KSA)

■■ **KSA (SFDA) registration: 3–6 months. Start now — do not wait for Phase 3.**

■■ UAE (Dubai Municipality): 4–8 weeks.

9 documents required from China manufacturer (per ingredient):

1. Certificate of Analysis (CoA)
2. Certificate of Origin (CoO)
3. Halal Certificate (HKIF, MUI, or China Islamic Association)
4. ISO 22000 or HACCP food safety certification
5. Allergen Declaration
6. GMO Status Declaration
7. Heavy Metals & Contaminants Test (critical for mushroom extracts)
8. Nutritional Analysis Report
9. MSDS — Material Safety Data Sheet (for active/functional ingredients)

■■ **Some adaptogens & nootropics are on the SFDA restricted list. Verify full formula against SFDA permitted additives BEFORE finalising with manufacturer.**

5. Founders Meeting — July 10

- Carol's role: founder vs. external contributor (IP clarity — idea origination vs. execution)
- Equity split: Gabi (full-time, executing), Carol (part-time), Az (capital/vision)
- CEO designation
- Salary structure for Gabi and Carol
- Shareholders agreement + MOA
- Vesting schedule (time-based, milestone-based)
- Launch market decision: UAE only vs. UAE + KSA simultaneous
- Growth seat: who owns it?