

**Project name:** BnB – Beers ‘n’ Buddies

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**Challenge undertaken:** *“How could we use technology to create new occasions between friends?”*



**How does our product address the challenge?**

Our application is a web/mobile solution that allows consumers to join up with their friends and other like-minded individuals to create specialised ‘Journeys’, which are stop-by-stop pathways to various venues (within a user-specified kilometre radius) that stock the brews the consumers actually want. This eliminates the possibility of the user having to settle for a brew that they wouldn’t otherwise consume, had their preferred brew been in stock. Our solution allows consumers to select brews, amount of destinations the Journey will be, as well as view a Google map of the kilometre radius to better select Journey destinations. Journeys can be added to a favourites list for easy organisation the next time consumers wish to embark on another Journey.

Once selected, consumers will be able to begin their Journey with their friends at the first-chosen venue.

We believe our solution fully addresses the challenge as it facilitates the usage of technology to create the outings the consumer really wants to go on. The feeling of arriving at a pub/bar only to find that they only stock craft beer (when you were really after a lager or a pale ale) will be a thing of the past. Utilising the provided datasets, we can pinpoint which POCs have which product as well as locate them on the Google map to easily and quickly create the layout for a structured and organised night out if the consumer chooses so.

Being able to find the right brews at the right places will be beneficial to the consumer, the customer, and ABinBev. If the consumer is easily able to find the brew they want, that will only drive sales which (we can only assume) in turn will increase Sell In for ABinBev.

