

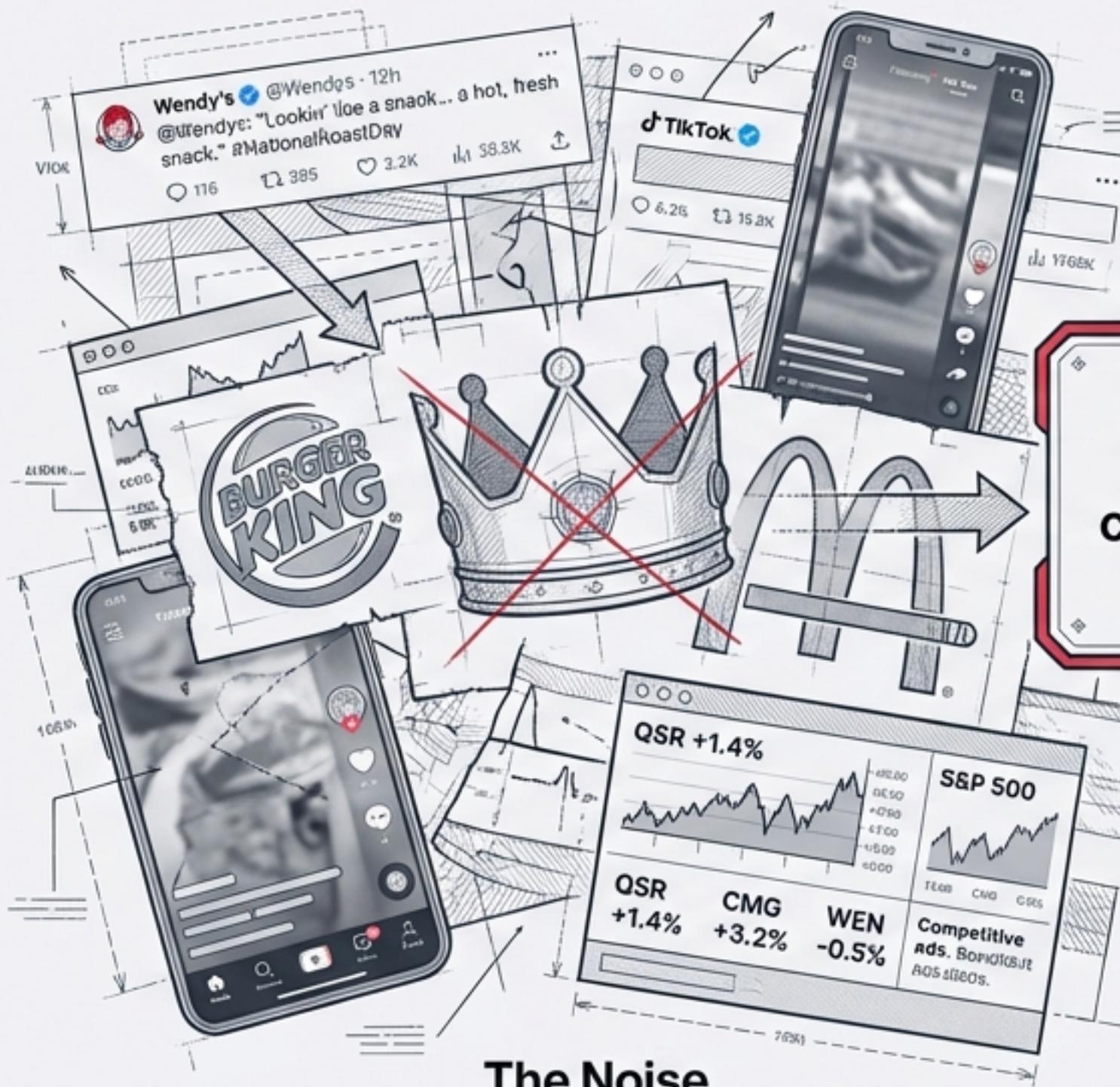
The Wendy's Signal-to-Offer Engine

Transforming Market Noise into Launch-Ready, Evidence-Backed Strategies.

The QSR Data Trap: Drowning in Signals, Starving for Strategy

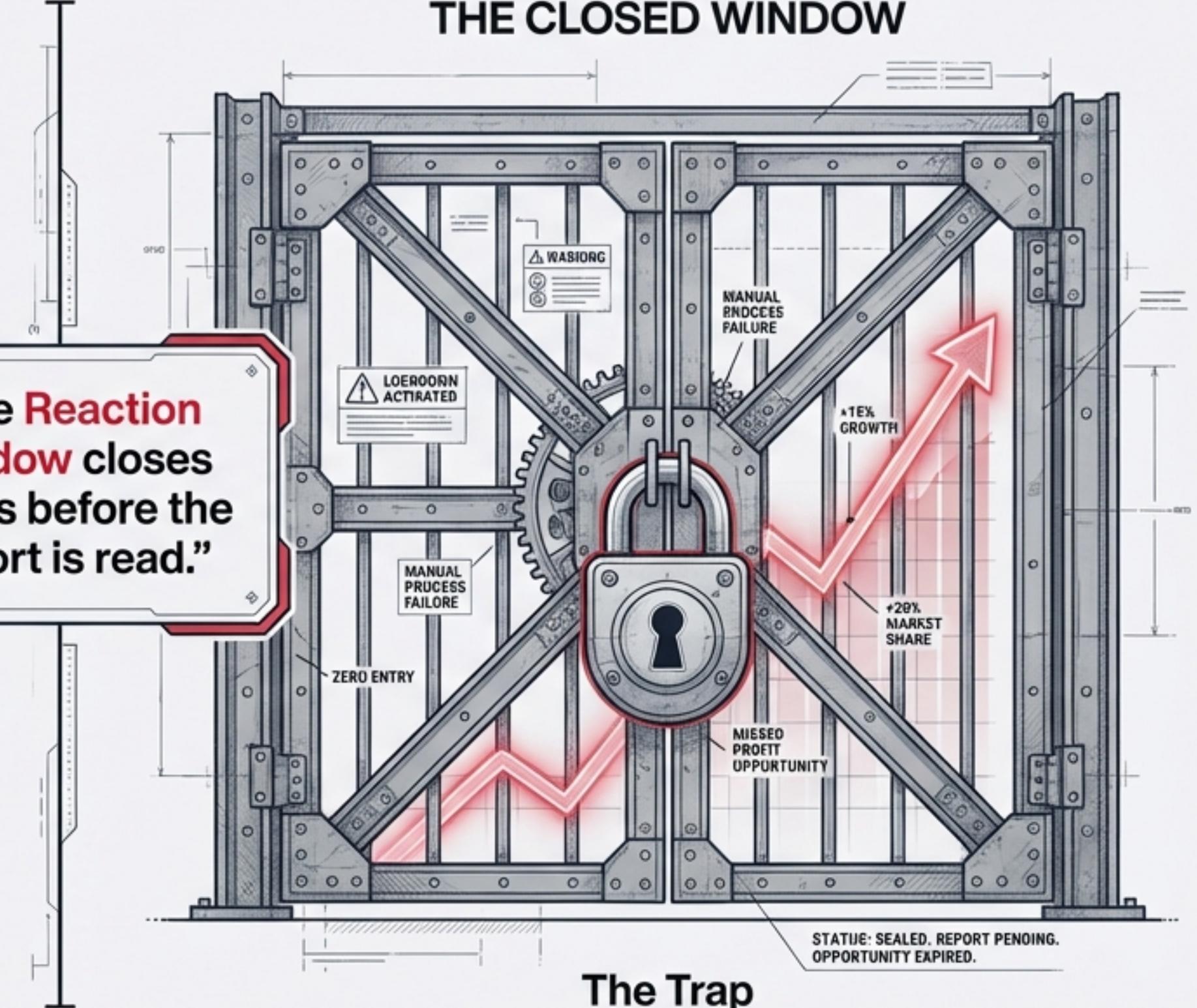
Context: Marketing teams are paralyzed by manual synthesis. Competitors move faster than reports can be written.

INPUT OVERLOAD



"The Reaction Window closes before the report is read."

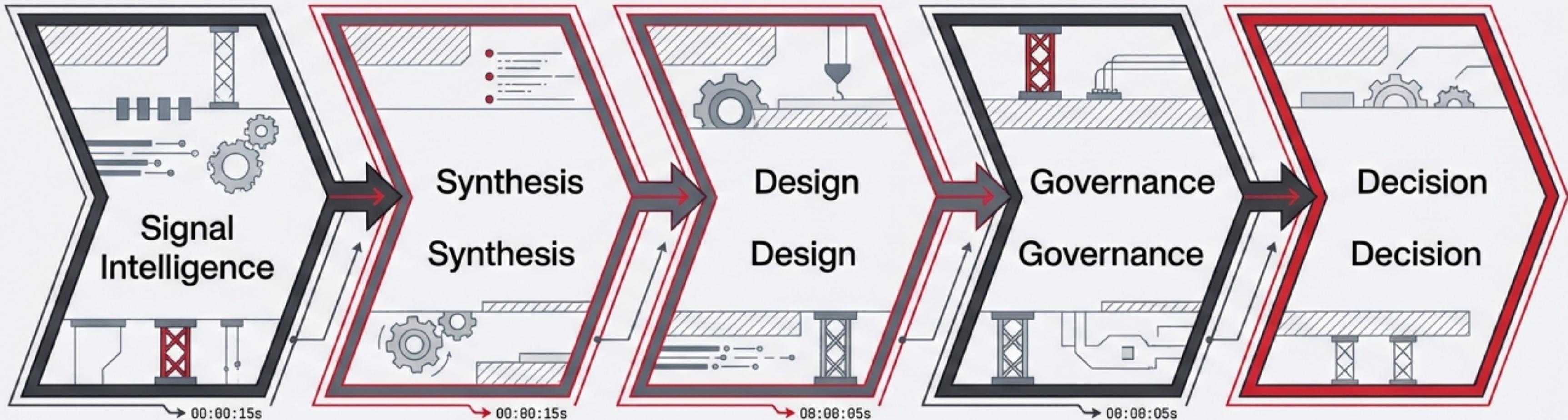
THE CLOSED WINDOW



The Noise

The Trap

From Reactive Analysis to Pre-emptive Strikes

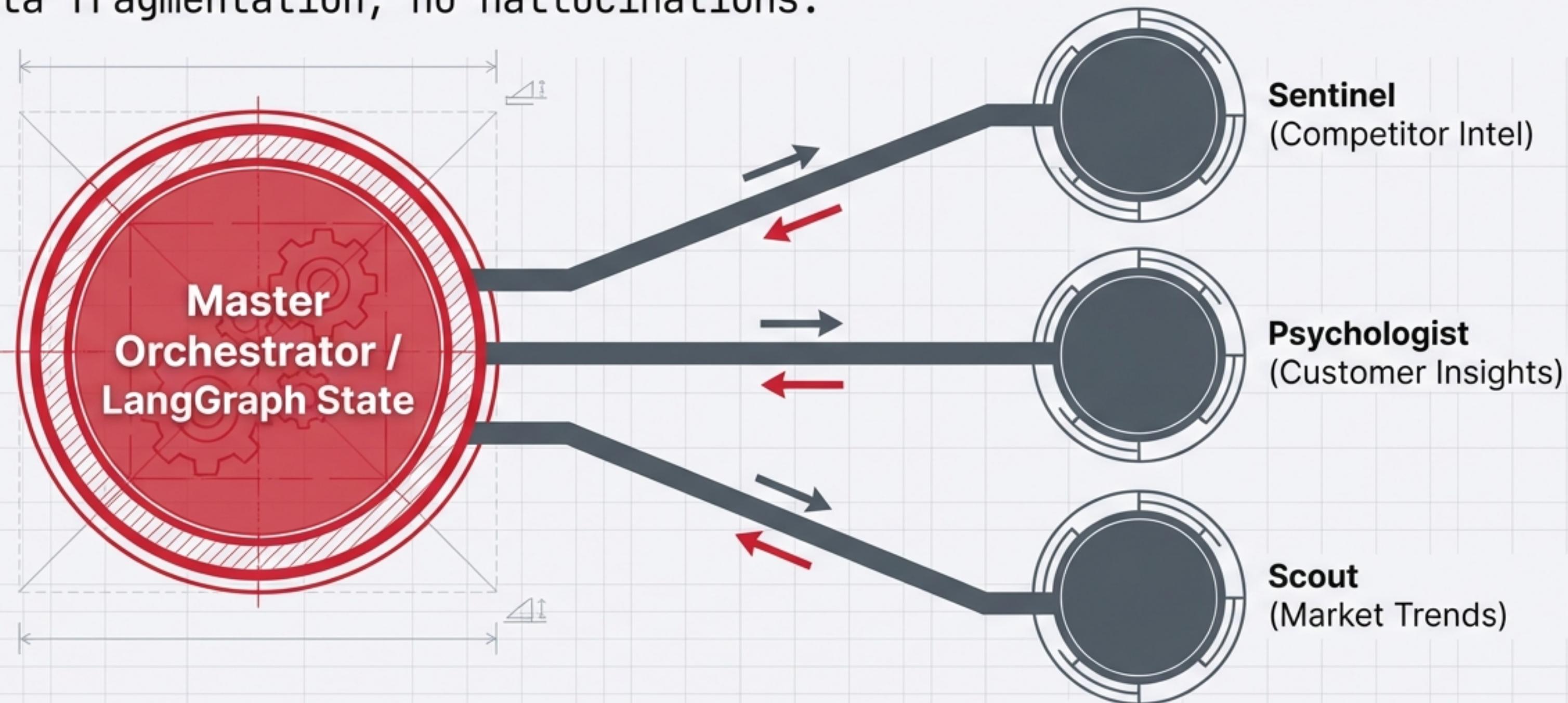


The Capability: Detect a threat at 9:00 AM → Launch a counter-offer by 9:01 AM.

The engine creates ‘Strategic Whitespaces’ by orchestrating specialized agents to solve the specific problem of data overload in the Quick Service Restaurant industry.

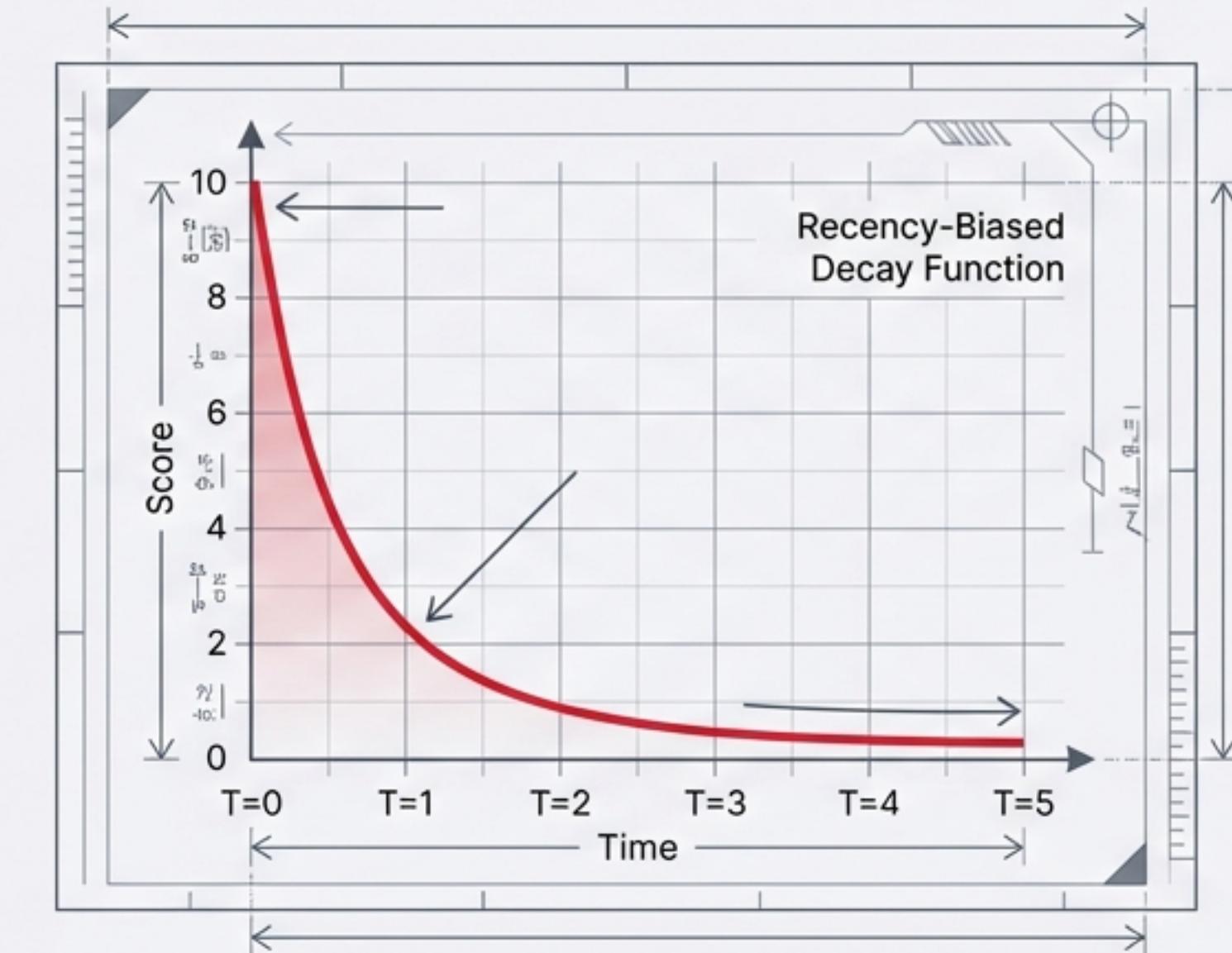
The Architecture: A Parallel Analyst Mesh

Technical Framework: Built on LangGraph to ensure stateful hand-offs.
No data fragmentation; no hallucinations.



Agent 1: The Sentinel (Competitor Intelligence)

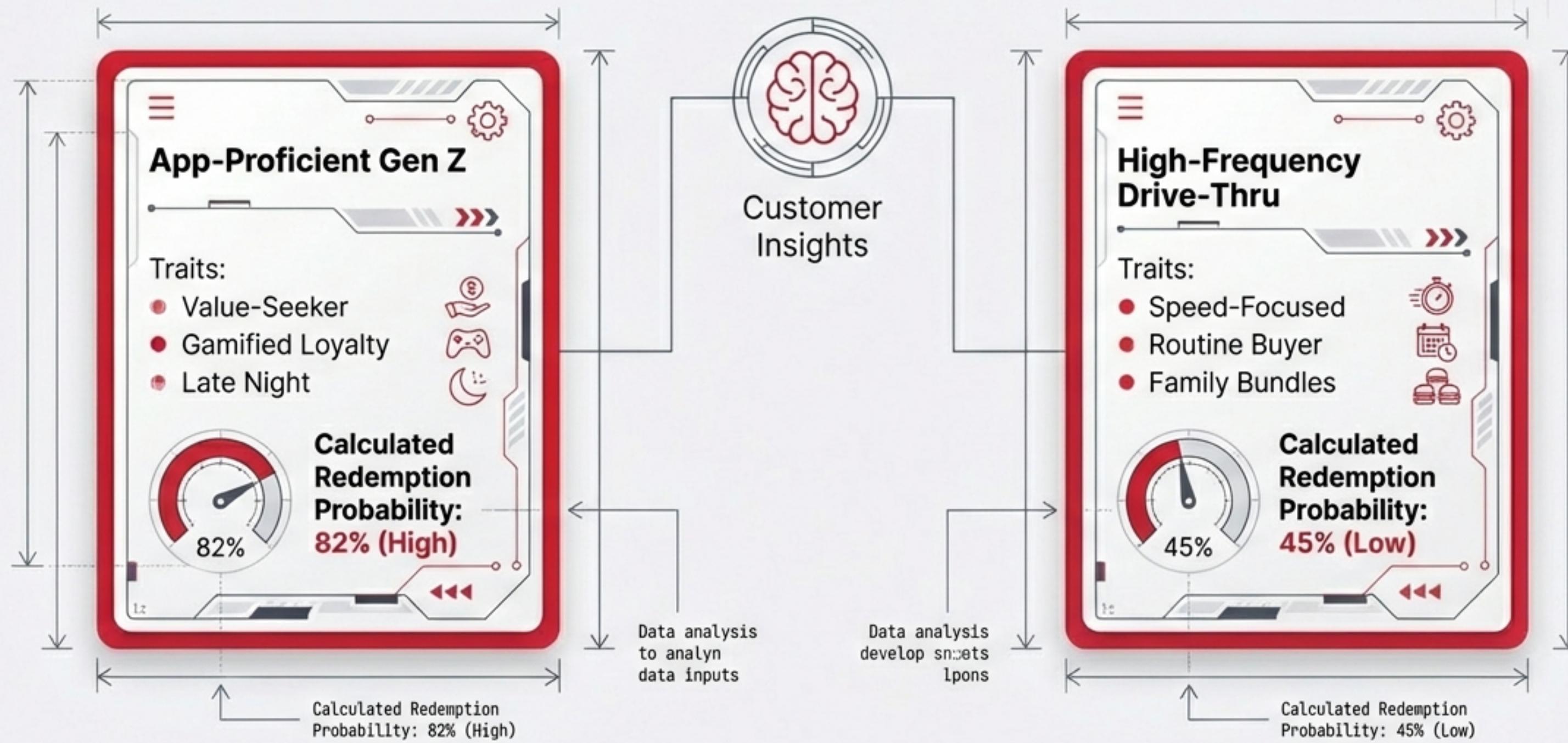
Detects “Mechanic Gaps” using a Recency-Biased Threat Score. The agent ignores old news and flags only immediate, high-impact maneuvers.



Decay function prioritizes immediate threats and discards outdated intelligence.

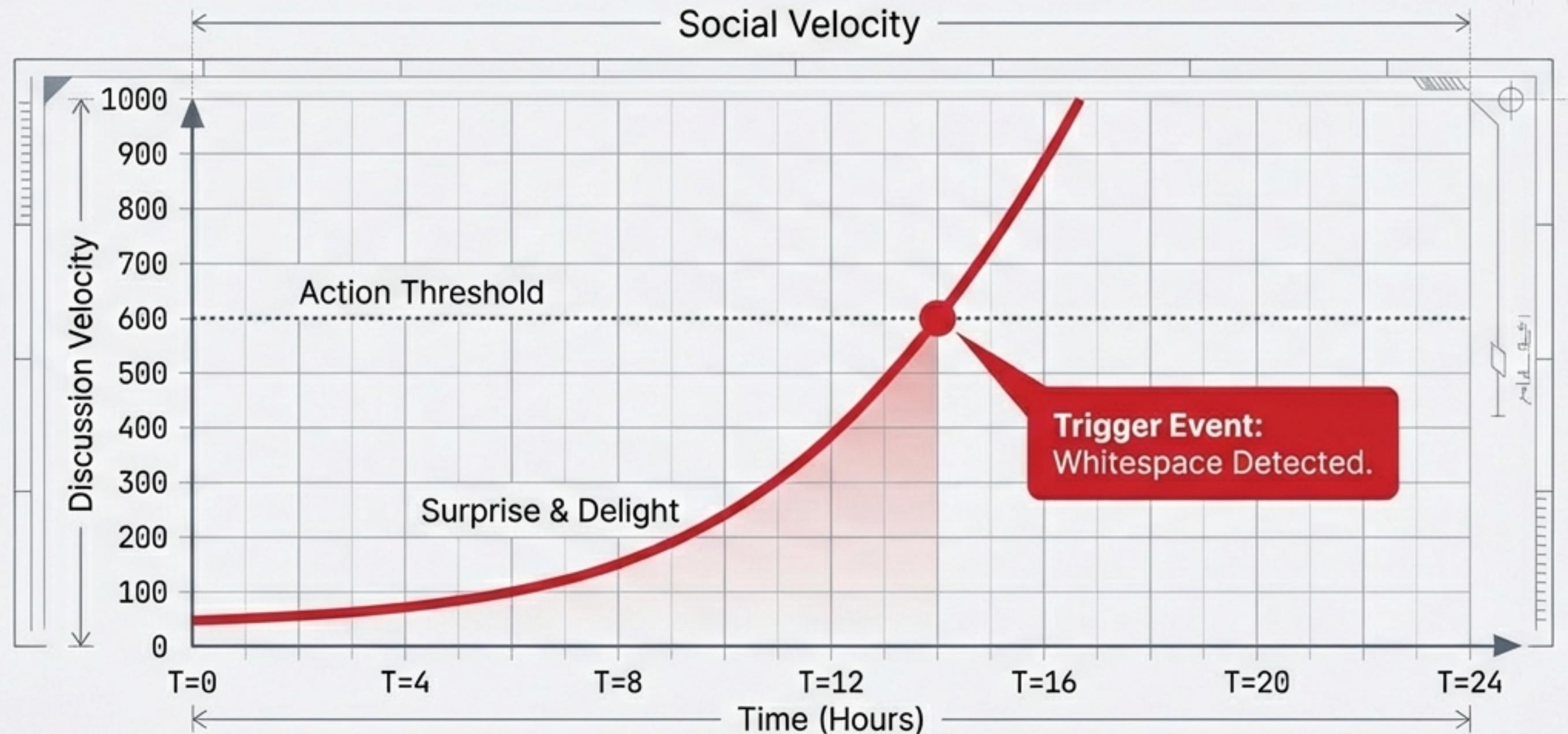
Agent 2: The Psychologist (Customer Insights)

Decodes Behavioral Elasticity. The system moves beyond demographics to answer the key question: "Who will actually redeem this offer?"



Agent 3: The Scout (Market Trends)

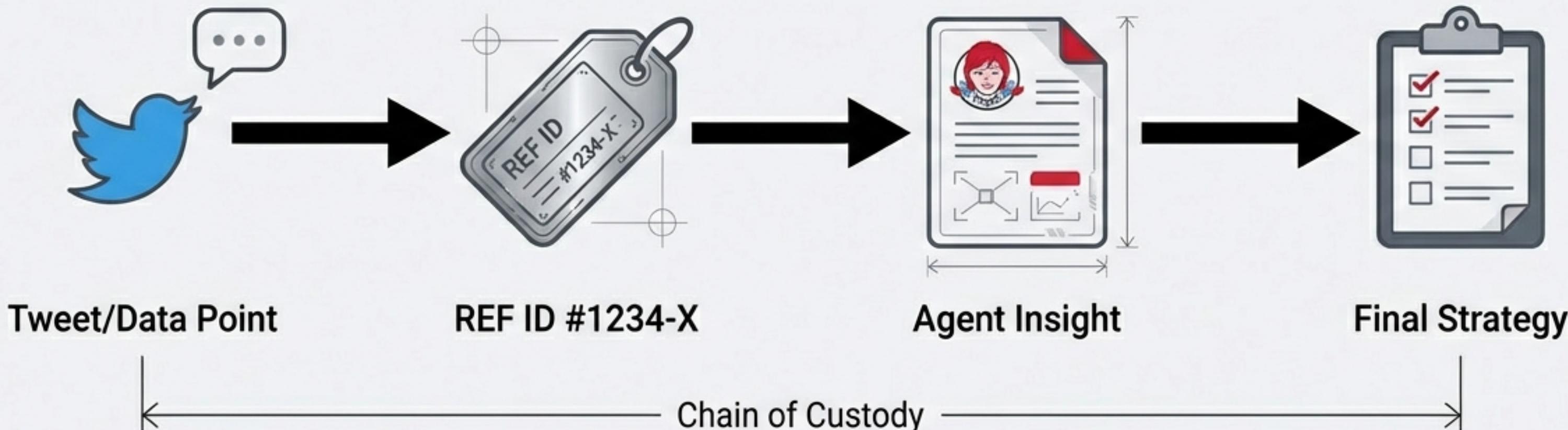
Captures Social Velocity. The Market Trends Narrator converts latent signals into defined tactical timing windows before they go mainstream.



Solving the Trust Gap with Traceable Evidence

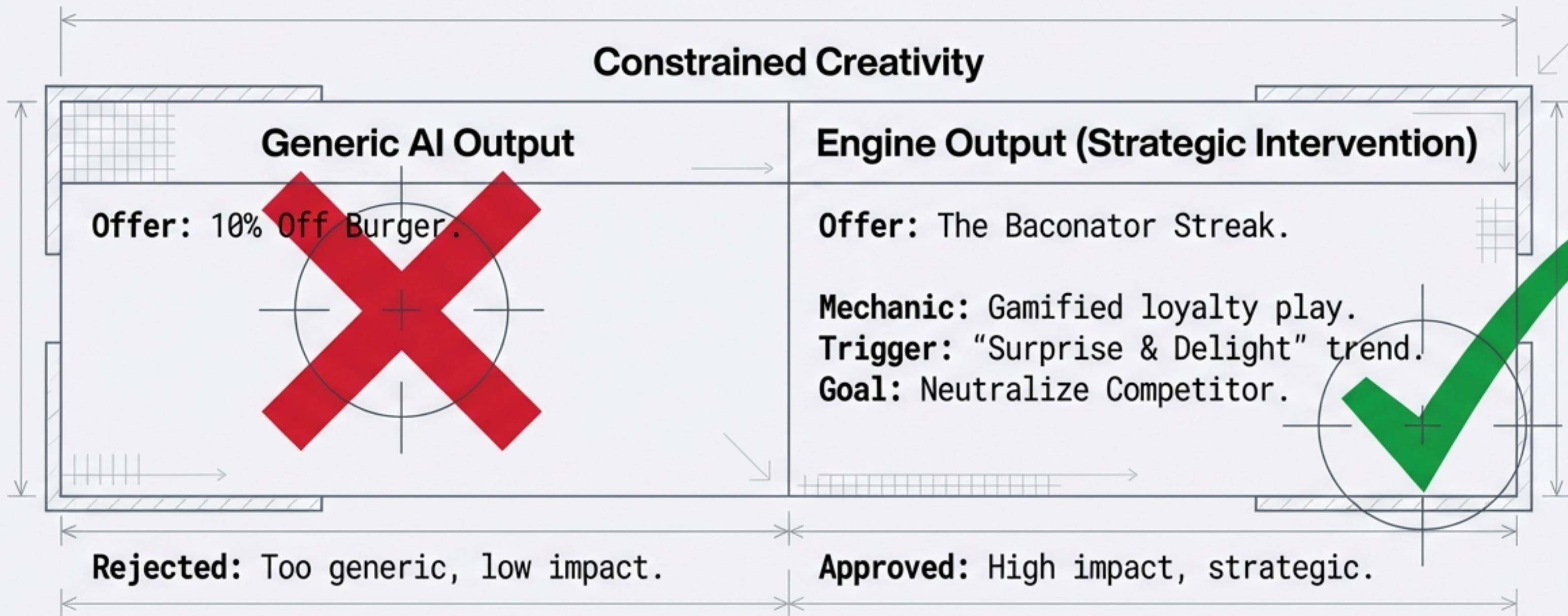
Signal Reference IDs (CTX IDs)

“Not an artifact of hallucination, but a verifiable audit trail linking back to raw synthetic data.”



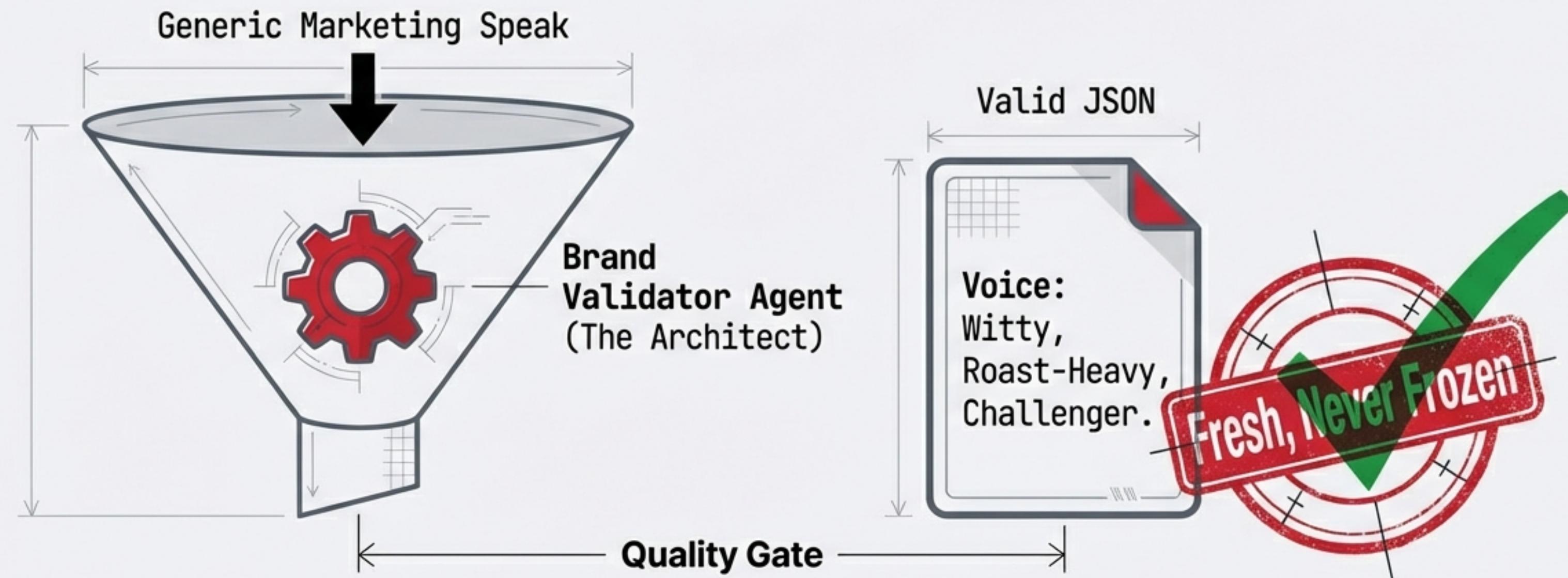
Constrained Creativity: Designing Strategic Interventions

Inputs dictate outputs. The Offer Designer Agent is mandated to produce Defensive Strategies and First-to-Market Pivots, not lazy discounts.



The “Fresh, Never Frozen” Voice

The Brand Validator Agent acts as an automated Chief Brand Officer. It rejects generic copy, enforces Wendy's witty voice, and formats everything into valid JSON for the dashboard.



The Executive Dashboard

VEED

🍔 Wendy's Signal-to-Offer Engine

Turning market signals into launch-ready offers – with evidence.

This system converts fragmented market noise into prioritised, evidence-backed offers by orchestrating millions of agents across competition, customers, and trends.

Configure Current Wendy's Context

Select currently active Wendy's offers:

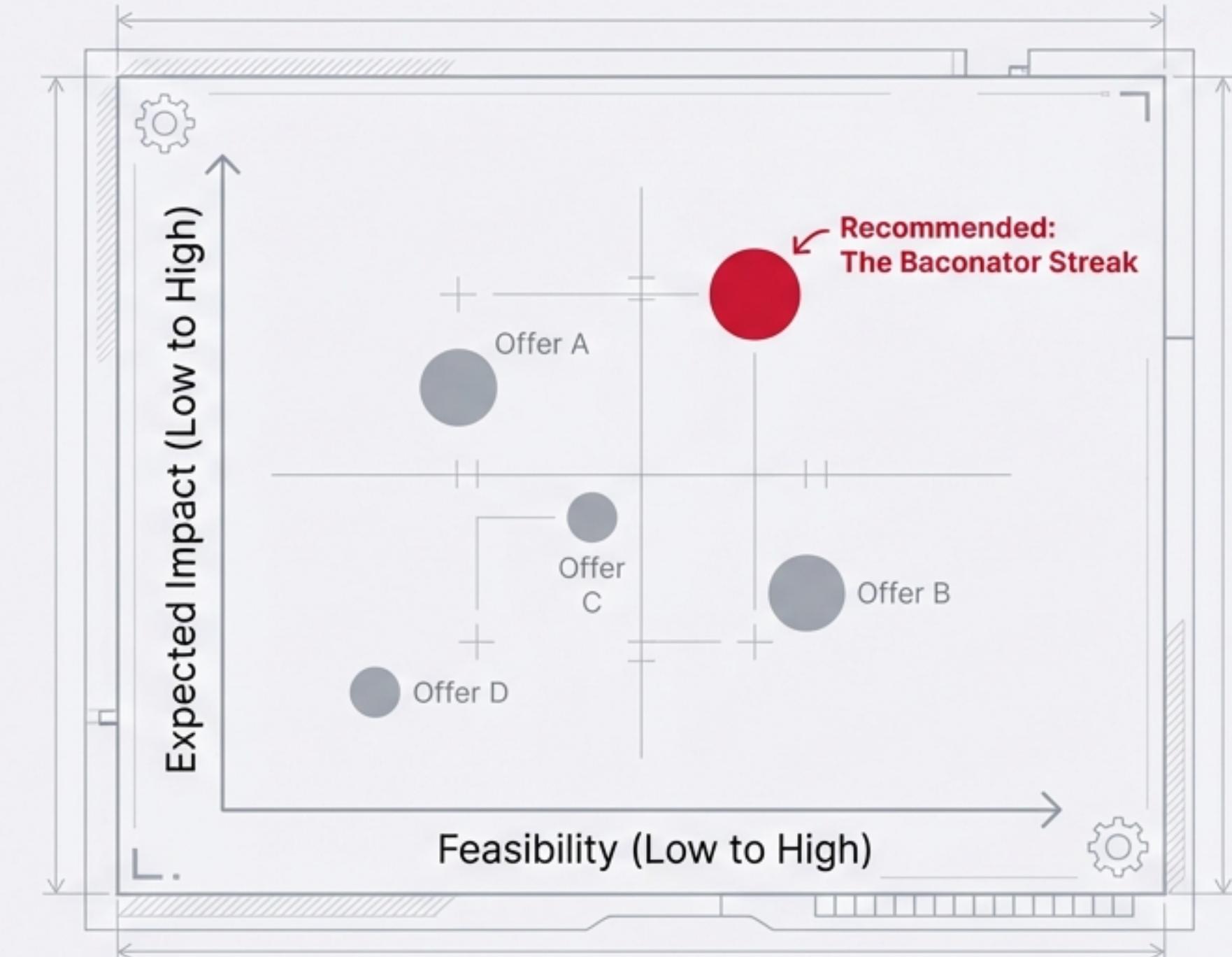
Bagel Bag Offer \$0

Generate Offers

Complex backend processing → Simple executive choice.

From Insight to Immediate Decision

The Executive Scorecard uses a visualization node to plot Feasibility vs. Expected Impact. This allows leaders to prioritize high-impact moves instantly.



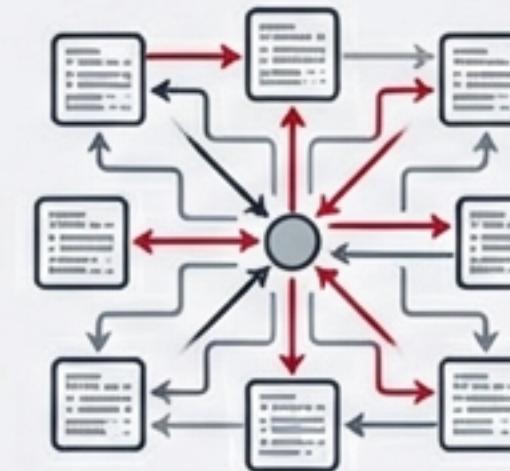
The ROI of Algorithmic Agility

VALUE MATRIX v1.2



Signal Quality

Traceable,
audit-ready data
via Ref IDs.



Agent Collaboration

Parallel processing
via LangGraph
eliminates silos.

Brand Safety

Automated voice
governance via
'The Architect'.



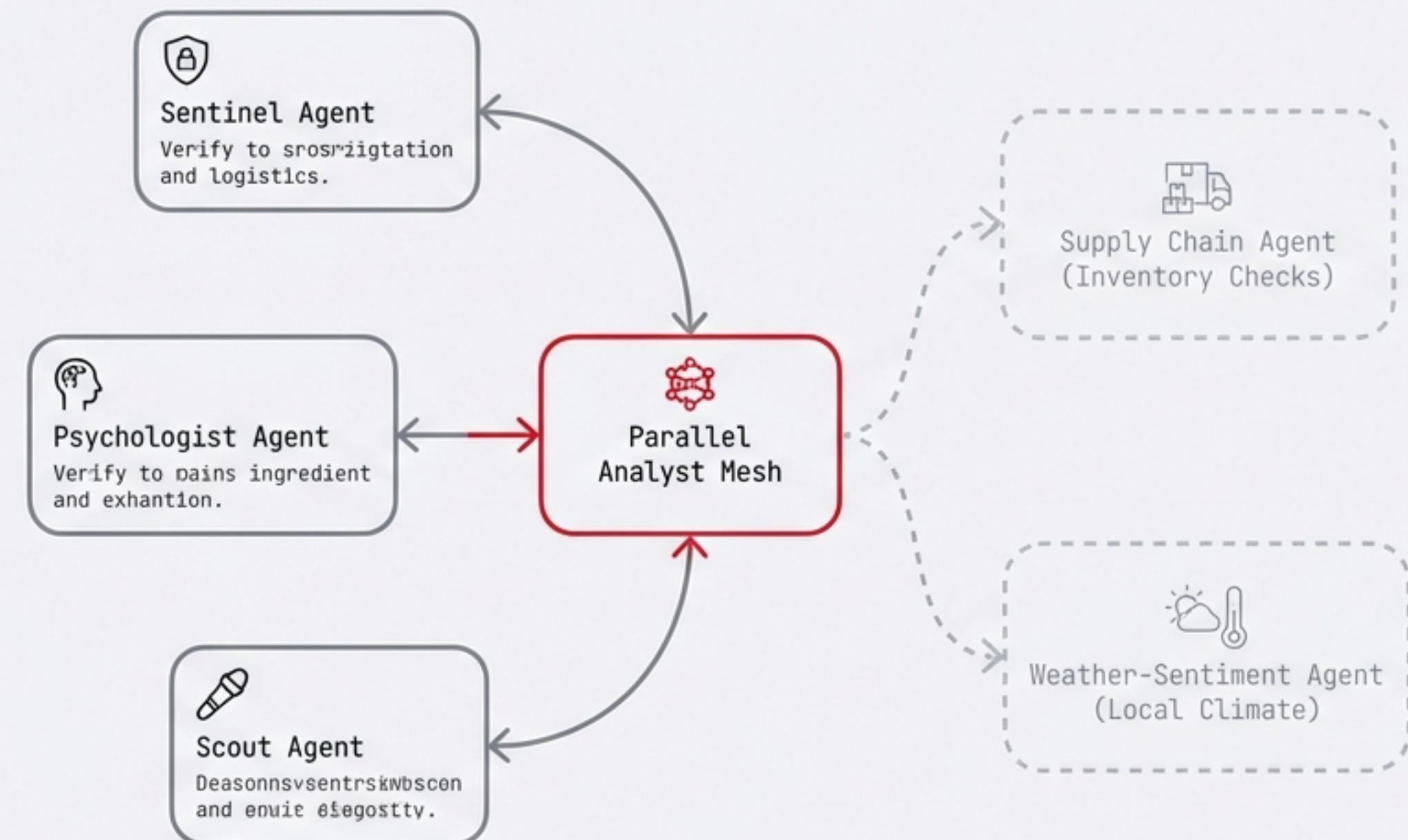
Speed

Days of manual
analysis compressed
into minutes.

VALUE MATRIX v1.2

Future-Proofing the Mesh

The modular LangGraph architecture allows for seamless integration of new agents to verify ingredient stocks or adjust offers based on real-time weather.





Ready for the Speed of Culture.

Let's replace the data trap with a decisive strategic advantage.

Team 13: The AI Alchemists

Contact Information