Dylan Butterfield

Bro. Birch

WDD130

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Elevator Pitch

I want to provide a service for people who want to dive into the world of wine but don’t know how to do it.

I want my website to connect the average consumer with experienced sommeliers, or wine experts, and to provide easy-to-read information so a beginner in wine will be able to distinguish the defining traits in each wine variety.

Customers will be able to receive advice, and tips and tricks from experienced sommeliers *while keeping prices competitive compared to other sites.*

Have you ever been overwhelmed at the sheer amount of information on wine?

Have you ever been overwhelmed at the sheer amount of information of wine? My idea for my website is to provide a service for people who want to dive into the world of wine but don’t know how to do it. The average consumer will be connected with experienced sommeliers and be provided easy-to-read information so a beginner in wine will be able to distinguish the defining traits in each wine variety. Customers will be able to receive information from expert sommeliers while keeping prices competitive compared to other sites.

Feedback:

VIN (tutor)- Dylan’s Website plan is a unique idea for people looking for help related to wine. I feel his website going to be attractive website.

Porter (roommate)- I think Dylan idea is a unique way to connect people with similar idea. There is potential for this to be a popular website.

Andrew (friend)- A very interesting idea. I haven’t seen this before and it seems like a really specific idea. It might be a good idea?