Pernod Ricard

Wise Drinking Challenge

PROBLEM STATMENT

- Consumers are increasingly concerned about what they are consuming

- Consumers want to have more information such as:
  - Alcohol content
  - Ingredients
  - Nutritional Information
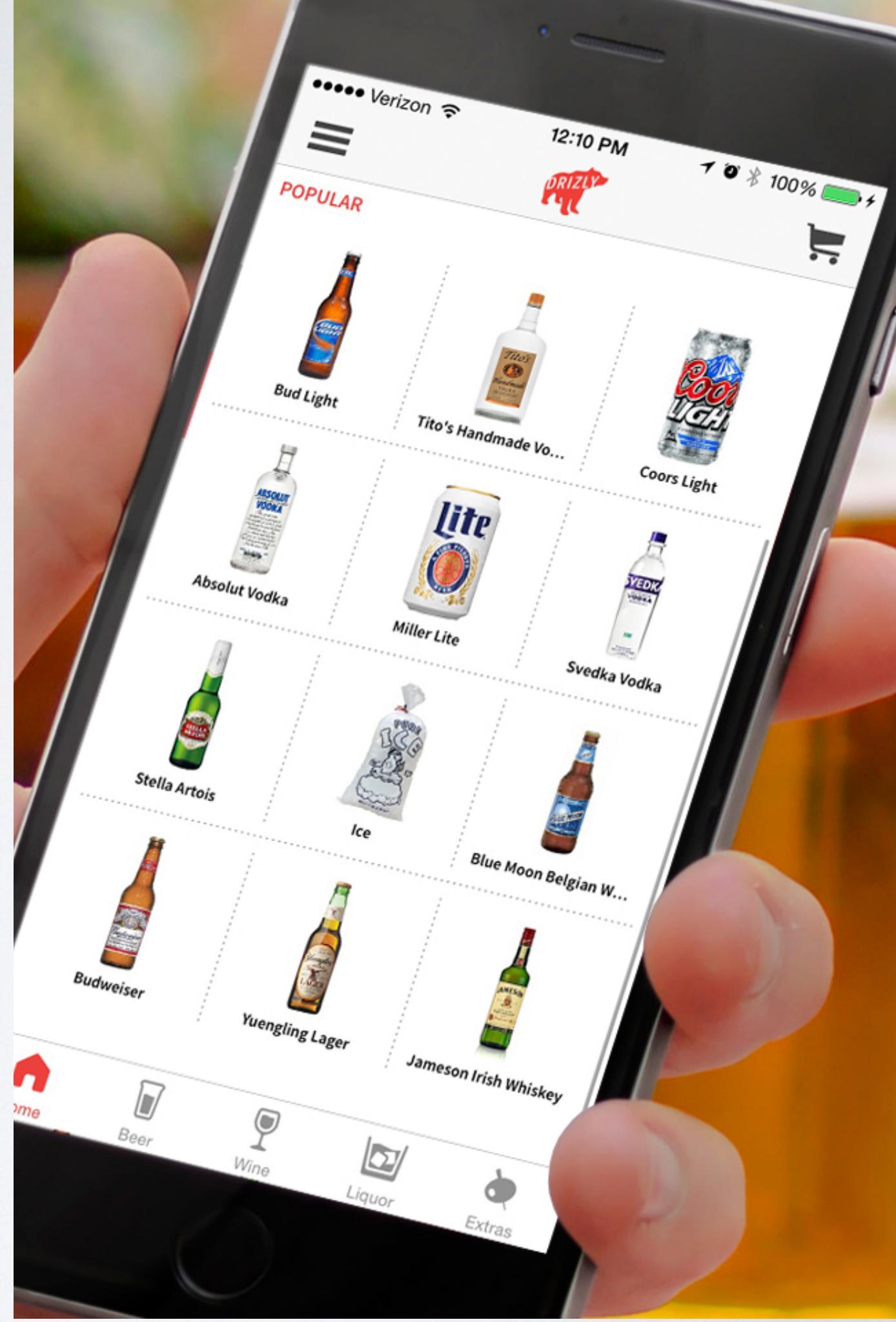 - How to consume responsibly

VALUE PROPOSITION

- Powered by
  - Grower and Brewery information

- Information would contains as:
  - Where it was grown and how
  - Alcohol content
  - Ingredients

- The information collected would be the repackaged via an API and parsed into the mobile app

- Have a mobile app (code-name: Tappd)
  - Be accessible via Android and iOS app store

- Consumers would be able to get insights about their drinks
  - Search for a beverage and it would provide alcohol, nutritional and ingredient information
  - Provide calorie information for all genders
  - Provide best food pairing and how much would be needed before you get intoxicated
  - Provide information telling the user were the drinks were sourced
  - Provide reviews about the drinks

TECHNOLOGY

- **Mobile App**

  - Android and Apple

- **Data System**

  - Data via (Excel files, csv, databases)

  - Data processing pipelines

  - Data storage (Azure, AWS)

  - APIs for getting it to the consumers

FEASIBILITY

- Technology

  - Current mobile tech and data is available

- Demand

  - Growing consumer sentiment about where products are made and ingredients

- Impact

  - It would help users better and more informed consumers

DIFFERENTIATION

- Powered by

  - Best Mobile and UX practices

- Information

  - Using best available information from farmers and brewery

    operators

- Market

  - No other company has anything of the market

TEAM PROFILE

- **Professional Experience**
  - Freelance Consultant - edimaudo.com
  - Business Analyst - Canadian Tire

- **Education Experience**
  - Queens University - Masters
  - University of Waterloo - Bachelors