# [Website] Proposal

## Core Objectives

1. **Create a Wine Community Hub** – Connect wine lovers globally through interactive profiles, posts, and events.
2. **Enable Personal Wine Cellars** – Allow users to catalog, review, and display the wines they've tried.
3. **Drive Real-World Connection** – Introduce event creation and meet-up features centered around wine experiences
4. **Leverage AI Personalization** – Offer smart wine recommendations based on user preferences, tasting history, and context.
5. **Foster Discovery and Education** – Encourage exploration of new wines and pairings through collective insights.

## Platform Features

### 1. Personal Wine Cellar

1. Users can **log and rate** wines they've tasted — including name, year, region, tasting notes, and pairing details.
2. Each user's "cellar" acts as a **digital portfolio** of their wine journey.
3. Option to **upload bottle images** and share tasting experiences.
4. "Tried / Wishlist / Favorite" categories for tracking.

### 2. Community Feed

1. A social timeline where users share:
    a. Wines they're tasting
    b. Photos
    c. Recommendations and reviews

2. Commenting, liking, and following functionalities.
3. "Wine moments" posts can be public or friends-only.

### 3. Event Creation and Meetups

1. Users can **create events** such as:
2. Others can express **interest, RSVP, or join**.
3. Integrated event chat and reminders.
4. Venue partners can host official events and tastings.

### 4. AI-Powered Wine Recommendations

1. AI learns from user taste logs and preferences.
2. Suggests wines based on:
    a. **Flavor profiles** ("bold reds," "fruity whites")
    b. **Occasions** (date night, celebration, casual evening)
    c. **Meal pairings**

3. Suggestion feed personalized per user — "Tonight's Pick," "Discover New Regions," etc.

### 5. Discovery and Education

1. Interactive guides and community
2. "Sommelier Tips" powered by AI and Moderator for quick insights.
3. Option for wineries to feature collections or host educational sessions.

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# AI & Data Layer

1. **Machine Learning Engine**: Trained on community data and tasting notes to cluster wines by flavor and sentiment.
2. **NLP Models**: Parse user reviews and posts to extract preferences and detect nuanced taste patterns.
3. **Recommender System**: Combines collaborative filtering (community behavior) with content-based filtering (wine attributes).
4. **Chat-based AI Sommelier**: Users can chat with an assistant to ask "What wine pairs with sushi?" or "What's similar to this Merlot?"

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# Monetization Model (Suggestions)

1. **Premium Memberships** – Unlock advanced analytics on tasting habits, AI sommelier chat, and cellar insights.
2. **Affiliate Partnerships** – Integrate wine merchants for easy ordering.
3. **Event Sponsorships** – Partner with bars, restaurants, and wineries.
4. **Winery Pages** – Allow merchants to feature and promote their wines.