

Drinkworks: Home Bar by Keurig

1. Intro: Is Drinkworks a good product? What problem is it trying to solve? What is its reference market?

2. How do you characterize the target market segment(s) of Drinkworks? What is its potential target market size?

3. What is Drinkworks' value proposition, and what is its positioning in the market? What Pods should be introduced?

4. How should the device and Pods be priced?

5. Will Drinkworks be the next billion-dollar opportunity of Keurig and AB InBev? What are the risk opportunities, and what would you recommend Keurig to do to address them?