

## Group 2 - First Team Meeting (8:50 AM September 22)

Who attended the meeting: Amaima, Han, Leah

Raza was not able to attend but he contributed to the team document

### Summary:

- Starting off with discussing what idea we want to go with; what we would need to produce for the idea in the deliverables
  - We discussed what were our personal favorite ideas we came up with + what pains they solve; Amaima led the discussion by asking us questions about our ideas / providing criticism
  - Leah brought an idea about a Discord Dungeon and Dragons extension platform/software; social app to play DND with other players and/or find people to play with - has built-in functions specifically for playing DND that Discord doesn't have
  - Han brought up making tea products (tea cake) that can be sold / advertised with the help of VTubers and Youtubers; making them limited edition products with packaging cover images themed with the VTuber. Tea has positive health benefits, and since tea like puerh isn't popular, these products will encourage its consumption
    - We suggested that this idea can instead be developed into an organization that promotes tea consumption (especially to younger groups of people)
      - Software/app/platform used for providing access to purchasing tea related products (e.g. the tea cake that was thought of at first), it will spread information about the benefits of tea to change how people think about it
      - Raza suggested the integration of AI into the product app so a user can be offered a personalized tea purchasing experience
        - The tea products purchasing function will have different grades of tea (pricing based on how much the tea has aged); the app will show off the tea's medical effects
          - Some health benefits: reduces risk of heart disease, fat loss, makes one more alert, improves bone and gut health, regulates blood sugar levels, etc.
    - These benefits can be highlighted for each type of tea in the app.
  - Organization collaborates with celebrities that are popular with young people to get them to promote tea for us; the software will also promote the celebrities to people (elders) who are already interested in tea but don't know about the celebrities, so it's a 2-way collaboration
    - For the above, Raza suggested that we could offer subscription boxes to bring limited edition tea packets to people and market them like collectables.
    - We could also have a tea community platform and offer rewards for higher engagement (reviews, brewing tips, etc).
  - Collaboration with existing tea producers for selling the tea rather than producing the tea ourselves (too costly)
- We concluded we should go with the tea products organization / software idea because it sounds the most viable to all of us. We had some questions about how we will afford to pull off the idea (especially with how expensive tea can be sometimes), but decided that can be discussed in our next meetings.
- We think that this idea can work with our existing target customers in mind: young people who like celebrities that the organization would collaborate with, and elder people who like tea