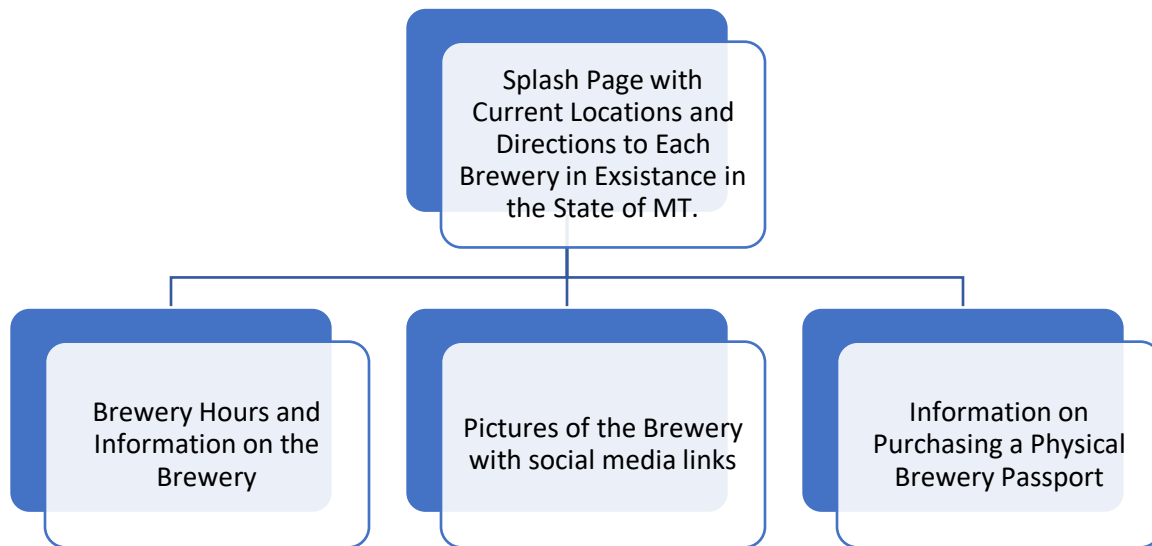<u>MT Brewery Passport Phone App</u>

http://montanabrewerypassport.com/

      I have currently been in contact with Ryan Newhouse the creator of the paper version of the MT Brewery Passport via email and by phone. I wanted to collaborate on this project with him because he is a wealth of knowledge on the subject matter. Not only is Ryan an alum of the University of Montana, but he has written such books as *Montana Beer: A Guide to Breweries in Big Sky Country* and *Brewing in Montana.* Ryan had explained to me that he wanted to make the MT Brewery Passport "a place to keep track of the breweries you visit" and has made a unique stamp for all the breweries across the state of Montana so there is an interactive component to his current passport.

      I would like to incorporate more of a social media and a historical perspective of each brewery so that other passport holders can communicate directly with breweries that they have previously visited. I also want to connect the paper passport with the utilization of the app itself by allowing people to collect their stamps even without the physical passport itself if they forgot it. I think there is also potential to collect rewards and coupons in the future just for application users so there is incentive to use the app on a regular basis for both the brewery and the consumer.

<u>Free Version of App</u>

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                  ┌─────────────────────────┐
                  │   Splash Page with      │
                  │ Current Locations and   │
                  │  Directions to Each     │
                  │ Brewery in Exsistance in│
                  │    the State of MT.     │
                  └─────────────────────────┘
            ┌──────────────┼──────────────┐
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│ Brewery Hours and│ │Pictures of the   │ │ Information on    │
│ Information on the│ │Brewery with      │ │ Purchasing a     │
│ Brewery          │ │social media links│ │ Physical Brewery │
│                  │ │                  │ │ Passport         │
└──────────────────┘ └──────────────────┘ └──────────────────┘
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Paid for App and Yearly Subscription for Participating Breweries

Splash Page with Current Locations and Directions to Each Brewery in Exsistance in the State of MT.

Highlights of new and upcoming breweries in the state.

Brewery Hours and Information on the Brewery

Pictures of the Brewery with Social Media Links

Information on Purchasing a Physical Brewery Passport

Customer check-ins and virtual stamps for visiting breweries

Customer Reviews and written comments

If breweries upgrade subscription they can post and change:

Virtual user notes (a diary for the user) about their experience of a brewery.

Breweries can respond to customers with upgraded subscription.

Menus with Weekly Specials

Participant Coupons to incentivize revisiting their particular brewery for the users.

Ratings are shown in beer glasses instead of stars for certain categories.

Beer Taste

Location

Atmosphere

Food

Family Friendliness