Slide 1 – Introduction

Good morning, everyone and thank you for joining us today. Our team are excited to present our project for Quantum Leap Enterprises: Thrive – the energy drink and wellness platform designed to empower women on their health journey.

Together, we have worked to develop a solution that not only provides a health-focused product but also connects women through innovative digital tools.

Our mission with Thrive is to deliver a product and platform that aligns with Quantum Leap Enterprises’ vision of enhancing health, well-being, and community connection. Over the next few minutes, we’ll walk you through the problem, our solution, the business model, and a demo of our prototype.

Let’s dive into the story of the problem and how we’ve tackled it with Thrive.

Slide 2 – The Story of the Problem

Women today face increasingly demanding lifestyles – whether they’re professionals, mothers, or athletes. These demands take a toll on women’s energy levels, mental clarity, and overall well-being.

Despite these challenges, there’s a noticeable lack of products specifically designed to meet women’s unique health needs. Many energy drinks on the market focus on quick fixes without addressing core issues.

This gap leaves women without access to sustainable, health-focused solutions tailored to their needs. Beyond the product itself, there’s also a need for a supportive community where women can connect and access personalised health advice.

With Thrive, we’ve created not just an energy drink but a complete lifestyle solution in order to address these challenges. Let’s explore how Thrive makes this vision a reality.

Slide 3 – Our Solution

Thrive goes beyond just boosting energy; it supports mental clarity, hormone balance, immunity, and gut health. Thrive is tailored to help women succeed in every aspect of their busy lives.

But Thrive is more than just a drink. We’ve paired it with an innovative digital platform – a web platform and a mobile app. Together, they deliver a seamless wellness experience through personalised health advice, educational resources, and a rewards scheme to increase engagement.

With tools like gamified elements and real-time feedback, our platform empowers women to take charge of their well-being while connecting with others on the same journey.

Now that you’ve seen our solution, let’s look at how it works in action through a short demo.

Slide 4 – Screenshots of Website and App

As you can see, Thrive’s web platform and app are designed to be intuitive, engaging, and impactful.

Slide 5 – Website Prototype Demo

Our short demo will highlight the key features of the website and mobile app.

In these videos, you’ll see how the user navigates the platform to explore product benefits and utilise personalised activity tracking features. We will also showcase the seamless experience of accessing educational resources and interacting with the app’s user-friendly design.

Here is our website prototype demo.

Slide 6 – App Prototype Demo

Now, here is our app prototype demo.

Slide 7 – The Business Model

Our approach ensures sustainability and scalability, while delivering value to both users and the community.

Our customer segments focus on women aged 25 to 55. These individuals seek natural, health-focused solutions tailored to their unique needs.

Thrive provides more than just a drink – it’s a better lifestyle. The energy drink offers natural benefits like increased energy, mental clarity, hormone balance, and gut health, while the digital platform empowers users through activity tracking, user engagement, educational resources. The mobile app also helps users keep their habits consistent, through a point-based reward system.

Thrive would generate revenue through two main streams: direct product sales, and partnerships. Our channels include retail stores for product distribution and our web and app platforms for digital engagement.

With this solid business model in place, we now want to introduce the team behind this project.

Slide 8 – Meet the Team

Behind Thrive is our dedicated team.

We are Digital Partners, a group of students from Robert Gordon’s University. Each of us brought unique skills to the table. Together, we’ve worked to deliver this solution.

Our client Aladin’s expertise in health, marketing, and community building has been instrumental in shaping Thrive. Her vision of empowering women through innovative products aligns perfectly with our approach.

Now that you’ve met the team, let’s take a closer look at what makes Thrive truly unique.

Slide 9 – Key Features

The energy drink and its accompanying platform have been designed with a focus on innovation, health, and user engagement.

The drink itself features natural ingredients sourced locally in Scotland, offering benefits previously mentioned.

The digital platform strengthens this offering with a personalised wellness experience. Key features include health advice tools and educational resources.

To keep users engaged, we’ve incorporated gamification elements like a point-based rewards system, as well as push notifications to encourage consistency. The app is easy to navigate, making it accessible for all users.

Together, these features create a holistic wellness solution. Next, let’s discuss how we’ve addressed the legal, ethical, and social considerations to ensure this project aligns with the highest standards.

Slide 10 - Legal, Ethical and Social Considerations

Ensuring Thrive operates responsibly is at the core of our development process. The platform adheres to GDPR and the Data Protection Act. Clear policies are in place to manage data collection, user consent, and access controls.

Ethically, we’ve taken steps to ensure transparency in how data is used. Marketing and product claims are backed up by research to avoid misleading users, ensuring accuracy and trustworthiness in all communications.

Thrive’s impact extends beyond its users. By sourcing ingredients locally and partnering with Scottish suppliers, the project supports job creation and strengthens the economy. Also, the platform fosters a positive, health-conscious community, by promoting wellness standards that are achievable.

By addressing these considerations, Thrive not only meets its goals of empowerment and innovation but does so with integrity and responsibility.

Slide 11 – Conclusion and Future Work

To conclude, Thrive represents more than just an energy drink – it’s a comprehensive health solution designed to empower women on their wellness journey. By combining natural ingredients with innovative digital tools, we’ve created a product as well as a platform that addresses real-world challenges faced by our target audience.

This project not only supports women’s health but also fosters community engagement and economic growth. Through local sourcing, partnerships, and job creation, Thrive is making a positive impact both on individuals and the wider community.

Looking ahead, we plan to enhance the platform further by integrating wearable device compatibility and introducing multilingual support for global reach.

With these advancements, Thrive has the potential to become a top name in health innovation, empowering women everywhere to take control of their well-being. Thank you for joining us today.