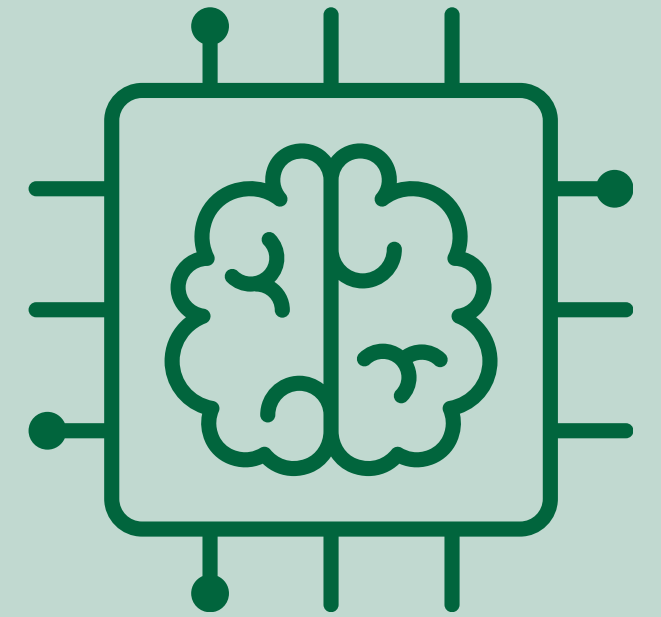


STAYING FUTURE-PROOF



STARBUCKS & AI PERSONALISATION



Problem

The company is struggling!

Q4 FY2024 results:

- **7% ↓ : global comparable store sales**
- **3% ↓ : net revenue & constant currency basis**
- **25% ↓ : GAAP Earnings/Share** (Starbucks Reports Preliminary Q4 and Full Fiscal Year 2024 Results).



Why is that?

- Lack of **creativity & innovation**
- Decaying **Reputation**
- **Competitors** standing out (eg: Tim Hortons, Dunkin')

If the declining trend persists, Starbucks will no longer have the highest market shares in the coffee industry!



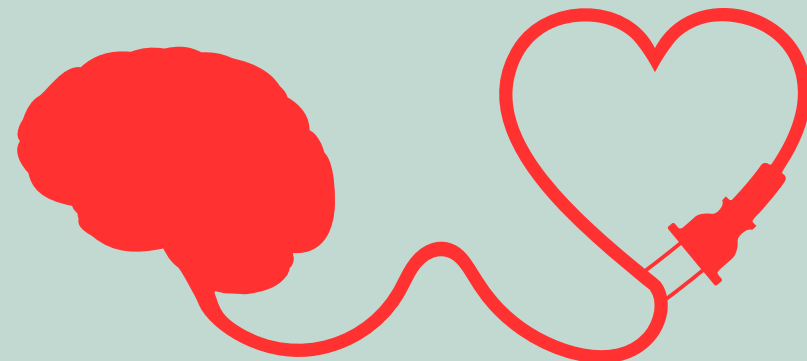
Proposal

The “Think What You Drink” AI Software

What is Emotional Intelligence AI?

Artificial Intelligence with the ability to comprehend human emotions and make responses as programmed (Logan).

**Connects our thoughts and feelings with
technology!**



TW
YD

Proposal - Cont.

TW
YD

This is a new function on the Starbucks App

- 1: TWYD scans customer's face
- 2: TWYD processes customer's mood
- 3: TWYD personalises drink for customer based on mood

Sometimes, you might want more than just a matcha latte every day.
TWYD knows what you want!

It's a great day for coffee



What's your mood today?



Sign in



Inbox



Benefits of TWYD

- Soaring **popularity** of AI, adapted by businesses and individuals alike
- AI is modern & technologically advanced - a **timeless** invention
- A **comeback** innovation after having nothing interesting for years
- **Competitors** do not use AI to read their customers' minds
- **No extra workload or training** for store employees



Tackling the problems

- Feature enhances customer satisfaction
 - Increase in revisits and loyalty
- Impressing customers with useful invention
 - Gives better look of the company
- Innovative idea - only seen in Starbucks
 - Stands out above competition

More Trust -> More Customers -> Higher Revenue/Market Share



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