myTastee

People who want to learn about wine are often intimidated by its world of « experts ». myTastee connects wine amateurs to a community willing to experience unique tastings while meeting new people and learning in a relaxed way.

“Revolutionizing your wine tasting experience”

TEAM MEMBERS
1. Lucile Regourd, EPFL, MSc in MTE
2. Gabrielle Anne Laguisma, EPFL, PhD

1 Who are your clients?
Wine amateurs:
Students, newcomers to town, 40-60 y.o. with money
Wine professionals:
Producers, sellers, sommeliers

2 How do you make money?
1. Commission on each tasting
2. Delivery of ready-to-go tasting pack

3 What gives you credibility?
We have a team that not only includes a wine expert but is connected to more than 400 wine producers around the world.

Next steps
Next 6 months:
• Have myTastee website up and running
• Develop our communication tools
• Start our activity in Lausanne and around
• Delivery of ready-to-go tasting packs

We need to recruit:
• Marketing specialist
• Related-to-wine content redactor
• Financial manager / accountant

In the future:
+ Further training / coaching
+ Funding (100,000 CHF for web and app development)