

Annabelle Lawton
Daniel Juarez
Jada Joseph

THRIVE

THRIVE: a food destination and a lifestyle.



Executive Summary

Who are we?

THRIVE is a cutting-edge, fast-casual restaurant brand targeting health-conscious millennials and Gen Z consumers

Target:

Young professionals and college students (ages 18-25), predominantly female but inclusive, within urban, fast-paced city locations, such as Dallas, Texas

Offering:

Customizable, nutrition-focused salads and bowls prepared with precision and care

Goal:

To revolutionize the fast-casual dining experience by making healthy living convenient, customizable, and rewarding.



FAST-CASUAL INDUSTRY

Data and Insights

76%

More likely to purchase
if personalized options



Source: Business Insider
<https://markets.businessinsider.com/news/stocks/the-global-fast-casual-restaurants-market-is-expected-to-grow-by-63-25-bn-during-2020-2024-progressing-at-a-cagr-of-12-during-the-forecast-period-1029188511>



The Global Fast Casual
Restaurants Market is
expected to grow by \$63.25bn
during 2020-2024 progressing
at a CAGR of 12% during the
forecast period

Source: The Drum
<https://www.thedrum.com/opinion/2024/01/30/personalization-the-future-commerce-so-why-are-brands-still-lagging#:~:text=Each%20one%20of%20these%20issues%20is%20the%20enemy%20of%20conversion,your%20customers%20leads%20to%20loyalty.>

83%

Prefer health and wellness
when purchasing food



Source: Deloitte
https://www2.deloitte.com/us/en/insights/industry/retail-distribution/future-of-fresh-food-sales/fresh-food-as-medicine-for-the-heartburn-of-high-prices.html?id=us:2ps:3gl:foff22:awa:cp:092922:food%20for%20health:p:c:kwd-298769043753&gclid=EAlaIQobChMI596C95yn-wIV9RStBh0-lg7-EAAYASAAEgJBIfD_BwE

Position Statement

At Thrive, we take pride in providing our guests with healthy choices. Thrive offers guests the ability to personalize and customize their experience, which builds loyalty and allows guests to create a healthy lifestyle that is fun, flavorful, and rewarding. With the help of AI Technology, we deliver services that are of high quality and provide a unique experience for guests.

THRIVE



Why THRI^{VE}?

Competitive, Hearty, Fast, Personal, Healthy!



Customer Experience

Unique fast casual food company, with a signature hearty menu and incentives that make overall customer experience eccentric



Rewarding Health

Promote customer loyalty through reward programs and healthy challenges that promotes a healthier lifestyle



Personalization

AI powered ordering kiosk provides personal recommendations based on past orders, personalized emails and app experience



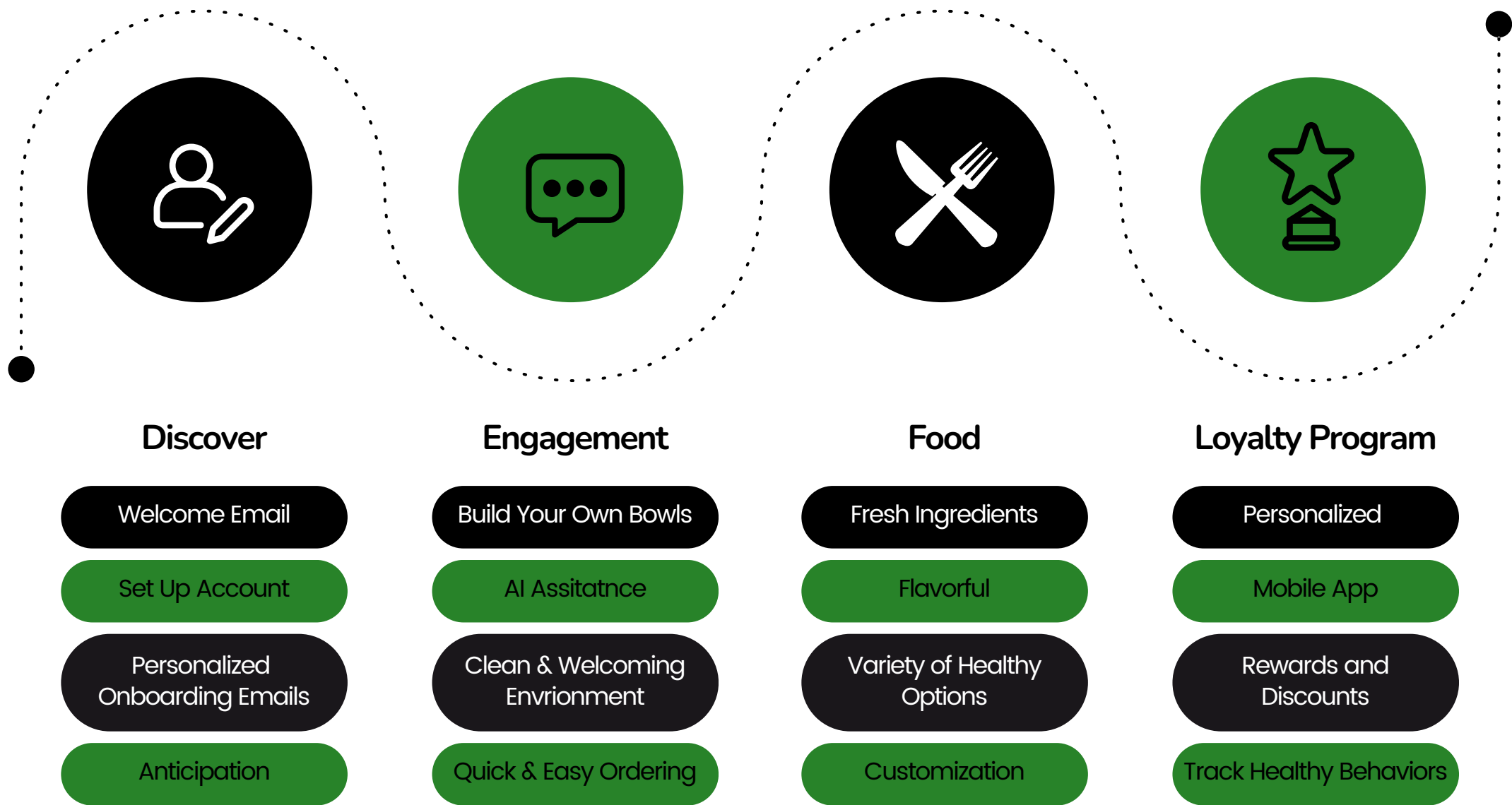
Convenience

With multiple AI-powered kiosk, food preparation and mobile app ordering features, customers are able to have a convenient experience





Customer Experience Journey Map



MENU

How do you want to THRIVE today?



SIGNATURE SALADS

Avocado Ranch Salad
Caesar Salad
BBQ Chicken Salad
Italian Chop Salad
Green Goddess Salad



BUILD YOUR OWN

Base
Protein
3 Toppins
Dressing



GRAIN BOWLS

Tex Mex Bowl
Fall Harvest Bowl
Asian Flare Bowl
Chicken Parm Bowl



SIDES & EXTRAS

Beverages
Sides
Treats

AI Trends

Personalization and Efficiency



Increasing demand for personalized dining experiences and operational efficiency through AI.

Data-Driven Insights



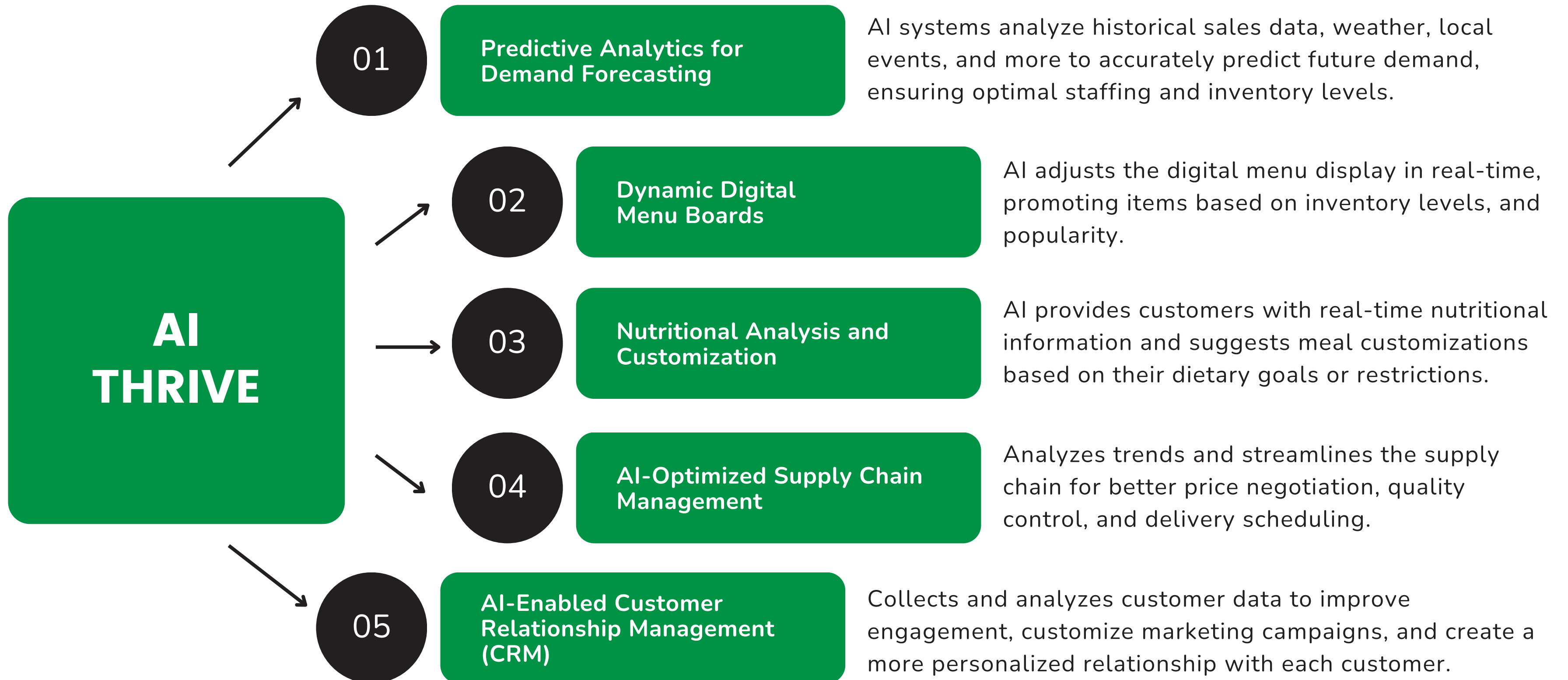
Leveraging customer data for improved menu offerings, marketing strategies, and customer engagement.

Sustainability and Waste Reduction



AI algorithms optimize inventory to reduce waste and support sustainable practices across all areas of the restaurant.





Robotics Trends

Automation for Efficiency



Robotics streamline operations, from food prep to inventory management.

Enhanced Customer Experience



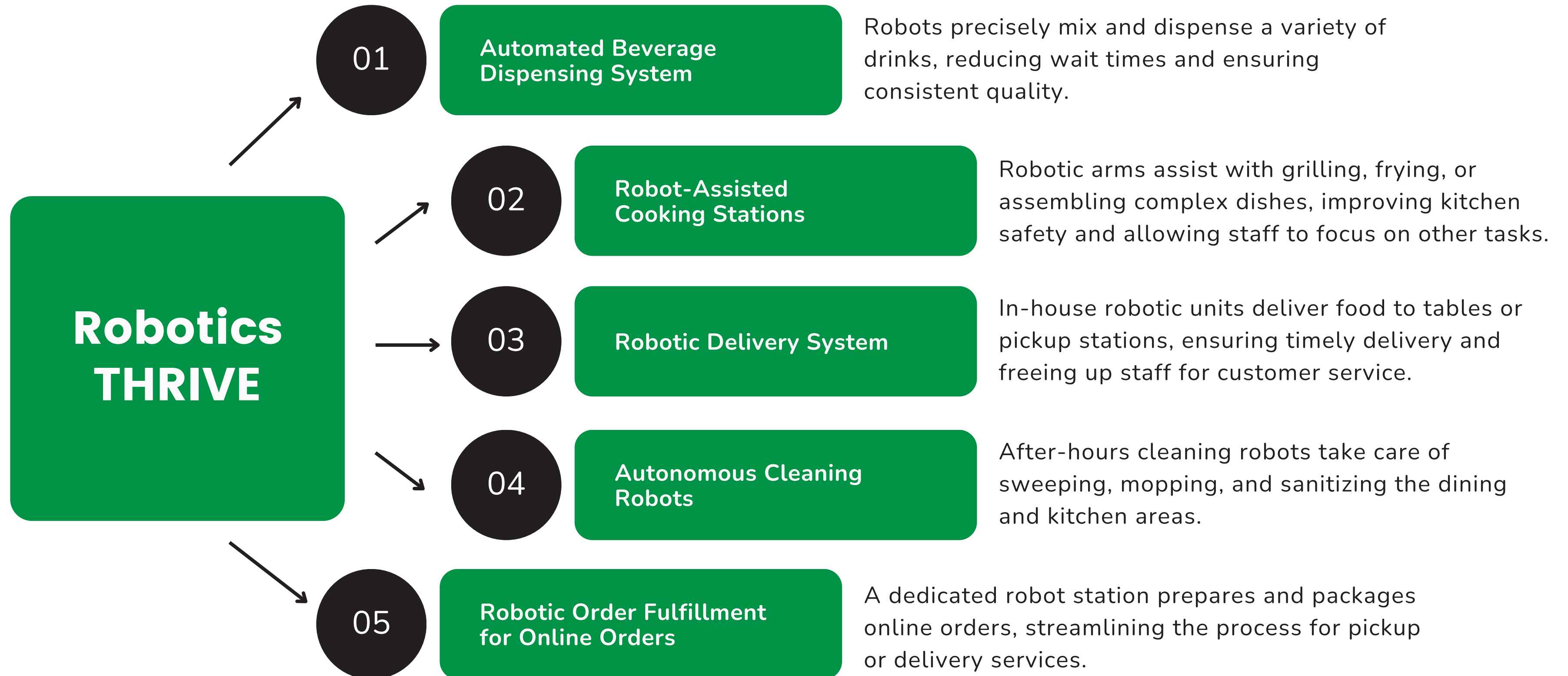
Robotics technology not only speeds up service but also ensures consistent quality.

Innovation and Engagement



Robotic elements in restaurants serve as a point of differentiation and innovation.





CURRENT TECHNOLOGIES IN THE INDUSTRY

01

Discovery



Servi

Robot server that autonomously deliver food and drinks to tables, and return dishes to the kitchen.

Company: Bear Robotics

Year of Creation: 2020

Implemented by: Chili's Grill & Bar chain

02

Engagement



Toast Kiosks

Restaurant Self-Ordering Kiosks that creates quick and easy ordering experience for guests

Company: Toast

Year of Creation: 2013

Implemented by: 106,000 restaurants across the US

03

Food



Robot Sally

Vending machine that creates customizable salads, grain and poke bowls, parfaits, and cereals.

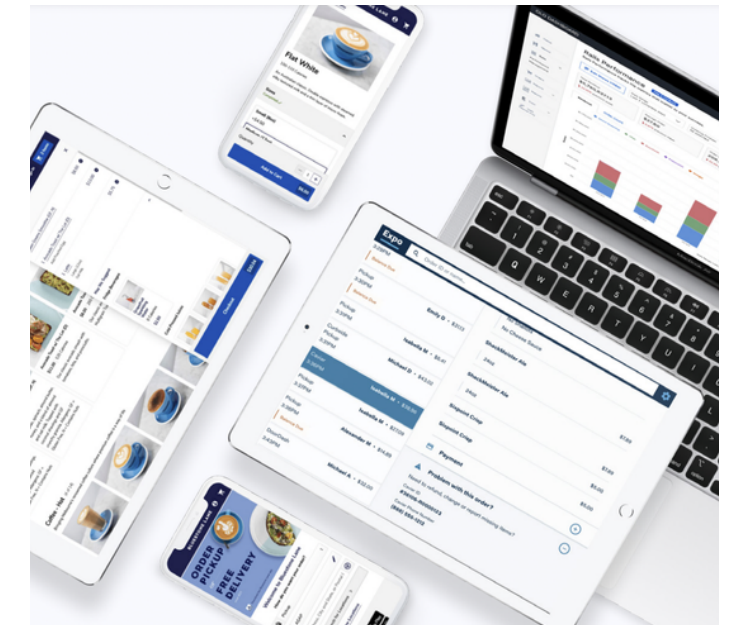
Company: Chowbotics

Year of Creation: 2014

Implemented by: Universities, hospitals, and grocery stores

04

Loyalty



Olo Switchboard

Suite of restaurant-specific marketing tools: Email Marketing, Loyalty Programs, Online Ordering.

Company: Olo

Year of Creation: 2005

Implemented by: Shake Shack, Panera, Chipotle

CURRENT TECHNOLOGIES IN THE INDUSTRY

05

Discovery



AI Face Recognition Ordering System

A facial recognition ordering system using AI to predict orders based on visual cues.

Company: Baidu

Year of Creation: 2017

Implemented by: KFC in China

06

Engagement



Pepper

Pepper is a humanoid robot by SoftBank, processing orders, recommending products, and handling payments with AI.

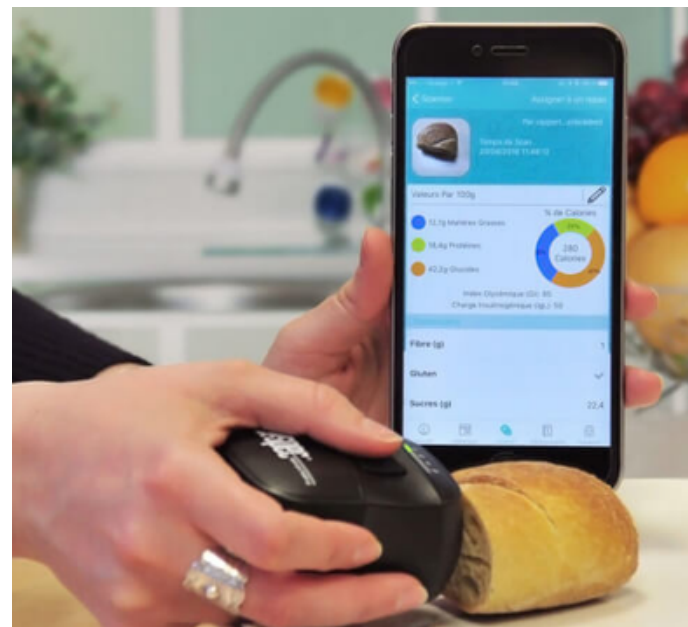
Company: SoftBank & MasterCard

Year of Creation: 2014

Implemented by: Nestle' & Pizza Hut

07

Food



TellSpec Food Scanner

A The TellSpec scanner uses AI and NIR spectroscopy to analyze food contents at a molecular level.

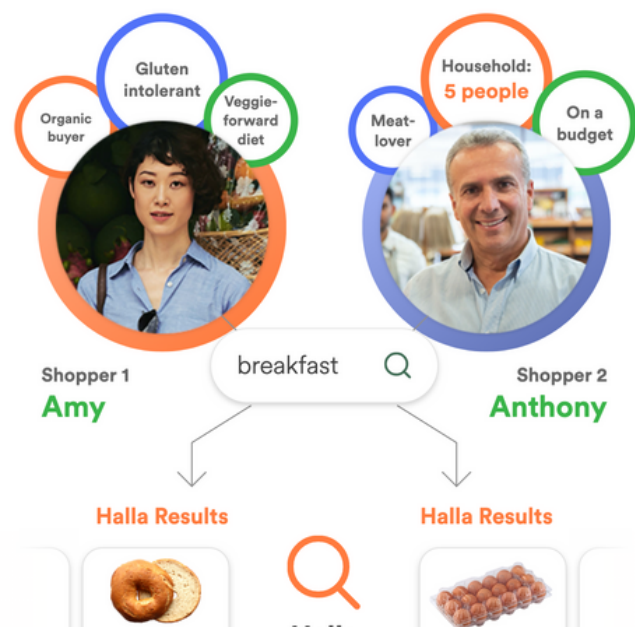
Company: TellSpec USA

Year of Creation: 2013

Implemented by: Restaurants, chefs, supermarkets, agriculture

08

Loyalty



Halla AI Software

AI search engine for personalized restaurant recommendations based on taste profiles.

Company: Halla

Year of Creation: 2016

Implemented by: Restaurants, Apps, & Loyalty Programs

MARKETING & BRANDING



BRAND IDENTITY

Drivers: quality, avoids hassle, sensory appeal, rewarding, and motivating



SOCIAL MEDIA

Connects with health-conscious millennials and Gen Z consumers



LOYALTY

A food destination that makes healthy food an easy experience



PARTNERSHIPS

Collaborating within the community to promote our values





Key Challenges:

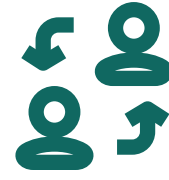
01



Ensure technology enhances rather than replaces human interaction

Train staff to engage with customers beyond the technology, providing a warm, personal service that complements the technological convenience.

02



Advanced technologies and high-quality ingredients can drive up costs

Leverage economies of scale in purchasing, optimize operational efficiencies with AI and robotics to reduce waste, and carefully manage inventory.

03



Some customers may be hesitant or find it difficult to use new technologies

Offer intuitive interfaces, customer education programs, and staff assistance to ease the transition and improve the user experience.

04



Maintaining the quality of food and service can become challenging

Use AI and robotics to ensure consistency in food preparation, and invest in continuous training for staff to uphold service standards.

05



Handling customer data, especially health-related, raises privacy concerns

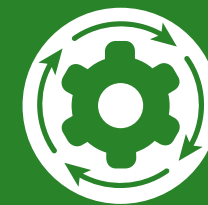
Implement robust data protection measures, comply with all relevant regulations, and be transparent with customers about how their data is used and protected.

SUCCESS METRICS



FINANCIAL METRICS

Gross Profit Margin, Break Even
Point, Food Cost Percentage



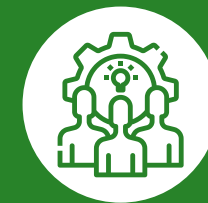
OPERATIONAL METRICS

Inventory Turnover Ratio, Average
Revenue per Customer, Table Turnover



CUSTOMER METRICS

Customer Satisfaction Score, Online
Reviews, Social Media Engagement



OTHER CONSIDERATIONS

Industry Benchmarks, Employee Satisfaction,
Adaptability



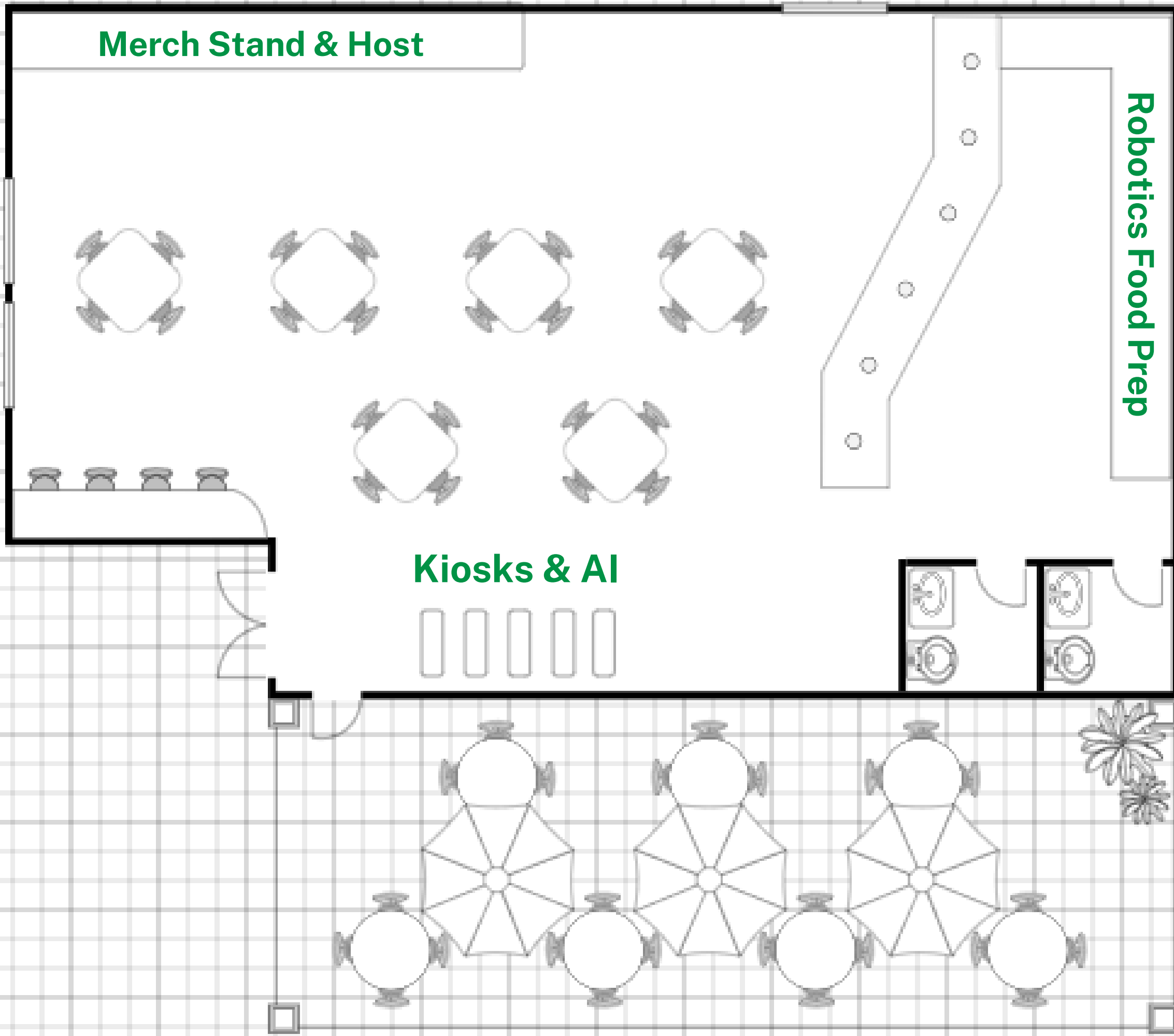
THRIE

STORE LAYOUT

Open Kitchen
Concept

Multiple Ordering
Kiosks

Merch & Host
Stand



THRIVE

a food destination and a lifestyle

At Thrive, we take pride in providing our guests with **healthy choices** while promoting a **healthy lifestyle** through our efforts to make healthy living fun, flavorful, and rewarding. With **AI Technology**, our services are **high quality** and provide a unique **experience** for guests.



\$10-\$16 CUSTOM SALADS & BOWLS

BUILD YOUR OWN

2 Bases, 1 Protein, 4 Toppings, 1 Dressing

OR PICK A CLASSIC

SALADS

Italian Chop Salad
BBQ Chicken Salad
Classic Caesar Salad
Green Goddess Salad
Avocado Ranch Salad

BOWLS

Tex Mex Bowl
Greek Out Bowl
Asian Flare Bowl
Fall Harvest Bowl
Chicken Parm Bowl



HOW IT WORKS



1 Browse our healthy and affordable menu



2 Order ahead on the app or with our kiosks & robot host, Pepper



3 Admire the cool atmosphere while you wait



4 Observe our open, AI assisted kitchen making your food



5 Receive your order via robot



6 Embrace the THRIVE lifestyle & earn points in app

THRIVE

A food destination and a lifestyle.

QUESTIONS?