TippleTribe: Curated Social Drinking Events

Product Vision & Value Proposition

TippleTribe is the **next generation of authentic social connection**, elevating the simple act of enjoying a drink into a curated communal ritual.

It enables a future where **meaningful interactions** are the norm, not the exception, providing a sophisticated alternative to generic dating or networking apps.

Unique Selling Points:

Curated Quality: Moving beyond large, anonymous meetups by focusing on small, themed groups (e.g., Rare Scotch Club, Experimental IPA Tasting).

Venue Empowerment: Provides local bars and breweries with predictable, **high-margin foot traffic** during off-peak hours.

Intentional Design: Built-in icebreaker tools and preference matching ensure **high-quality conversations** and relationship building.

Consumer & Market Impact

Primary User Personas & Pain Points Solved:

The Urban Professional (30s): Tired of superficial networking events; seeks genuine friendships and sophisticated social outlets. Pain Point: Lack of quality, organized social opportunities.

The Beverage Enthusiast (25+): Eager to deepen knowledge and share passion but finds expert clubs intimidating or overly formal. Pain Point: Need for low-pressure, themed educational/social mixing.

The Accidental Tourist (40s, Non-obvious): Business traveler or short-term transplant seeking immediate, low-commitment integration into the local scene without relying on generic tourist traps. Pain Point: Isolation and inability to quickly tap into local culture.

Early Use Cases: High-density urban cores (e.g., NYC, London, SF), specializing in partnerships with **boutique craft venues** and high-end cocktail bars.

Inspirational Quotes:

“I finally found a group that loves experimental sour beers as much as I do. This feels like **finding my tribe**.”

“As a new resident, TippleTribe instantly **made my city feel smaller and friendlier**.”

“This saves me hours of scrolling through event listings. It’s **curated discovery** for my social life.”

Feasibility Assessment (TRL & BRL)

NASA’s TRL (Technological Readiness Level): Measures how close a technology is to being fully integrated and functional.

Current TRL: 5 (Component and/or breadboard validation in relevant environment). The core mobile application infrastructure (matching algorithms, ticketing, venue integration APIs) exists and has been tested, but a fully integrated, live, end-to-end prototype needs to be stress-tested with real users/venues.

Next TRL Step: 6 (System/subsystem model or prototype demonstration in a relevant environment). Full pilot deployment across 5-10 partner venues to rigorously test user experience, payment processing, and location-based services reliability.

KTH Innovation’s BRL (Business Readiness Level): Measures how close a business model or offering is to market viability and profitability.

Current BRL: 3 (Proof of concept on business model viability). The core revenue streams (venue commissions, premium user tier) have been modeled and look promising, and initial qualitative interviews confirm demand, but no actual sales data exists.

Next BRL Step: 4 (Concept is validated with potential customers). Secure official MOUs (Memorandums of Understanding) with the first 10 venue partners and pre-sell tickets/memberships to a targeted beta user group to confirm price sensitivity and demand curves.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Launch (3 Months)

Develop core features: **User registration, event listing, digital ticketing, basic matching algorithm**.

Establish **Partnership Playbook** for rapid venue onboarding (BRL focus).

Launch closed beta in one micro-market (e.g., one specific neighborhood).

Phase 2: Targeted Field Trials & Iteration (4 Months)

Conduct **A/B testing on event pricing models** (subscription vs. ticket commission).

Introduce **Iterative Refinements** based on feedback, prioritizing icebreaker features and post-event rating systems.

Validate scalability of **Venue API integration** for dynamic scheduling.

Phase 3: Geographic Expansion & Premium Model Validation (5 Months)

Expand to a second, adjacent city/market.

Pilot the **TippleTribe Premium tier** (access to ultra-exclusive, high-cost events and early ticket drops) to confirm ARPU goals.

Focus on optimizing user retention and **community growth metrics (BRL 5)**.

Strategic Launch & Market Integration

Macrotrend Alignment: TippleTribe leverages the growing consumer shift toward the **Experience Economy** and the post-pandemic need for **intentional, high-quality social interaction** over mass gathering. It taps into the surging popularity of **localized craft beverage culture**.

Distribution Channels: Primarily **D2C (Direct-to-Consumer)** via mobile app stores, supplemented by B2B partnerships targeting **corporate team-building events**.

Strategic Partnerships:

Form exclusive partnerships with **Major Beverage Distributors** (e.g., local wine importers or major craft brewers) for co-branded events and ingredient sourcing.

Integrate with **Local Tourism Boards** to position TippleTribe events as unique local cultural experiences for visitors.

Pilot Incentives: Offer **"Founders Club" status** to the first 500 users, providing lifetime discounted access and influence over future event themes, generating essential word-of-mouth momentum.

The strategy signals **momentum** by focusing on density and high-value partnerships before wide geographic expansion.

Next Step

Immediately secure **Letters of Intent (LOI)** from three highly desirable, niche local beverage venues to validate immediate market readiness and partnership terms for the MVP pilot.