

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.

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. Paying for MyTasteePro version.

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.

“Revolutionizing your wine tasting experience”

TEAM MEMBERS

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



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)



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

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