

MegaBucks

Executive Summary:

As a consulting team for Starbucks, Team Megabucks decided that the appropriate theme that they wanted to pursue was that of community. They wanted to put an emphasis on the one cup, one person, and one neighborhood at a time. The team's main focus was to be able to use Starbucks' technological resources to be able to bring the community together as a whole. Their recommended ideas for Starbucks fall under further development of the app and the incorporation of Caffeinated Canvases, a paint night adaptation for Starbucks. As the team prepares to assist Starbucks in bringing the community together, they want to know, "Are you ready to hit the MegaBucks?"

TM