

6/04/2025

Jamie Grande

Lion Pub Crawl App



At a glance

Lion is always looking for more ways to increase sales. There is an opportunity to increase brand awareness and sales through a fun and interactive mobile app for users. The idea is a Lion Pub Crawl app that recommends different Lion preferred venues that serve Lion products on tap based on users' profile and taste preference. Lion's purpose is "To make the moment mean more". And true to that purpose, we want to make it easier for our consumers to choose the drink they will love.

Challenge

1. Find opportunities to increase Lion brand awareness and sales to consumers.
2. Recruit more consumers to expand the beer category.
3. Encourage consumers to try broader range of Lion beer products.
4. Build an app that can show the Lion preferred venues to ensure that they book events in the right location. Currently, there is no easy way for Lion employees to determine which venue is a Lion Preferred Venue. Lion employees should book Lion preferred venues for company events.
5. Find an easy way to capture beer tap information to store in C4C. Currently, the Lion Sales team would manually enter data in C4C of what Lion products are on tap for each venue they visit. The ability to crowdsource this information and not only rely on the Sales team to capture this information and automatically update C4C will save time and effort from Lion Sales team, so they can focus on selling.
6. Create leads in C4C/CRM where venues are not serving Lion products.

Main Feature : WHAT



Set User Preference

2:18

Type of Beer

☐ Draught

☒ Lager

☐ Pale Ale

☐ I want ALL!

Preferences

☒ Low Carb

Alcohol Content

< 4%

Save Preferences

Venues Map Filters All About Me Sign Out

Lion Preferred Venues based on user location

3:28

Search by venue name

Hills District Bowling Club 0.43 km

Bull & Bush Hotel 0.67 km

Baulkham Hills Sporting Club 0.96 km

NBC Sports Club 2.74 km

Winston Hills Hotel 2.92 km

Strike Castle Towers 3.13 km

Castle Hill RSL Club 3.40 km

Castle Hill Bowling Club 3.44 km

Castle Hill Hotel 3.65 km

Tollgate Hotel 4.18 km

Castle Hill Country Club 4.43 km

West Pennant Hills Sports Club 4.99 km

Toongabbie Sports Club 5.15 km

Venues Map Filters All About Me Sign Out

Venue Information

2:20

Hills District Bowling Club

(Club)

1 colleagues recommended this

18 Jenner St Baulkham Hills NSW 2153

Hahn Prem Light Hahn SuperDry

Hahn SuperDry 3.5 James SQ 150 Lashes

James SQ Gngr Beer Little Crt PA

Tooheys New Tooheys Old

XXXX Gold

Liked Web Directions

Camera

Venues Map Filters All About Me Sign Out

Map View of Venue Locations

2:19

68 York Street, Sydney NSW, Australia

Venues Map Filters All About Me Sign Out

Venue Filter

2:31

Filters

Clear Save

Remember my filters

Change location

Search Address

Products

Type here...

Venue Type

Accommodation Club Entertainment Not assigned Catering Dining Hotel / Bar Over the Bar

Venues within 10km distance

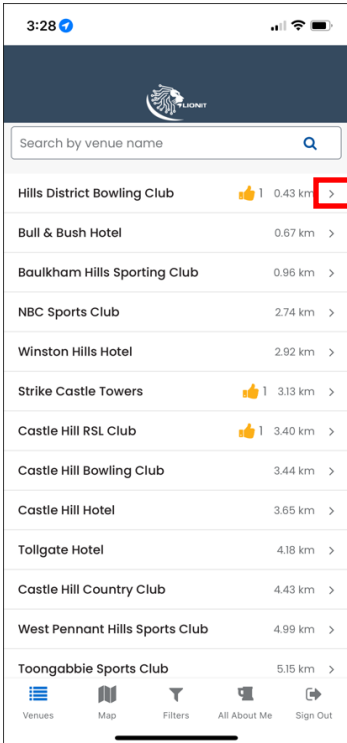
Venues Map Filters All About Me Sign Out



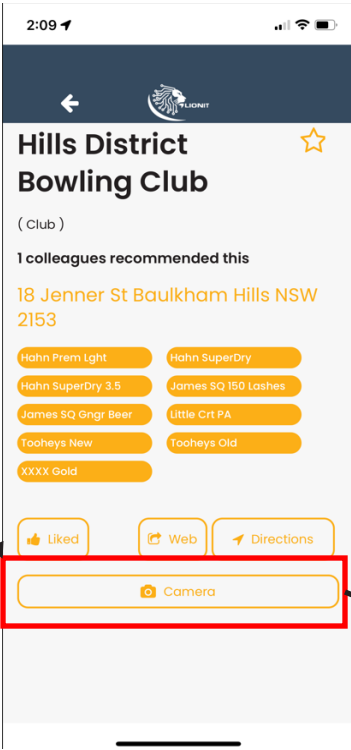
Main Feature : WHAT



List of Lion Preferred Venues



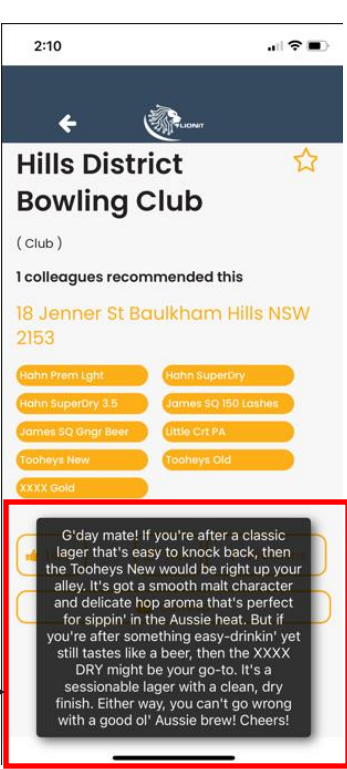
Venue Details



Taps Picture



BTP AI-generated Recommendation



Technology used

- AI Core
- AI Launchpad
- BAS
- Build
- CAP
- HANA Cloud
- HTML5 app repo
- Identity Services
- Workzone
- AWS Rekognition
- Azure OpenAI
- Google Geocoding API

Identity Services + Workzone + Build + HANA Cloud



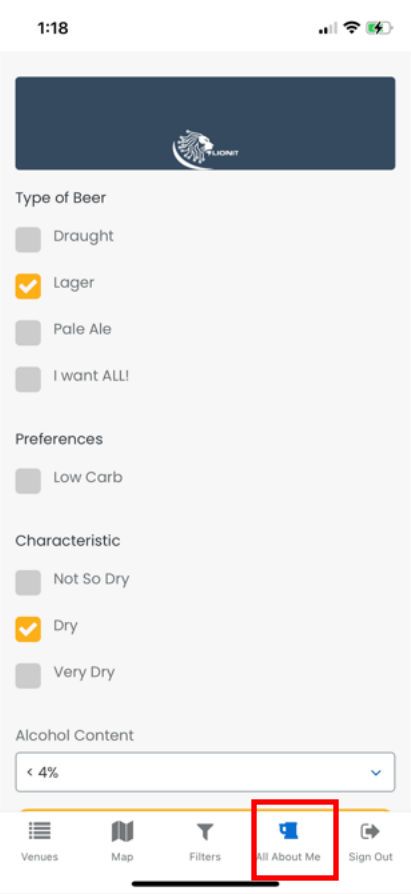
AWS Rekognition + BAS + CAP + AI Core + AI launchpad + Azure OpenAI



Main Feature : WHAT



User Profile

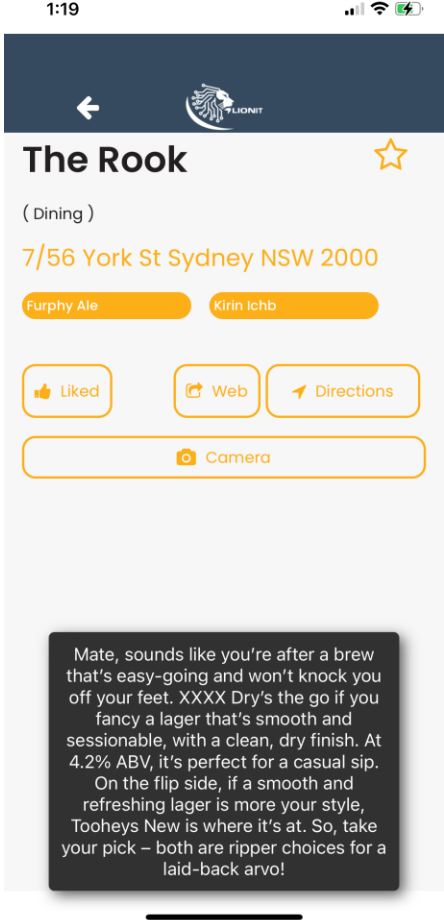


List of Products



Joey, I want a **dry lager** with **low alcohol** content. Do you recommend **XXXX Gold**, **HAHN Super Dry**, **Tooheys Old** or **Tooheys New** or **Stone & Wood**?

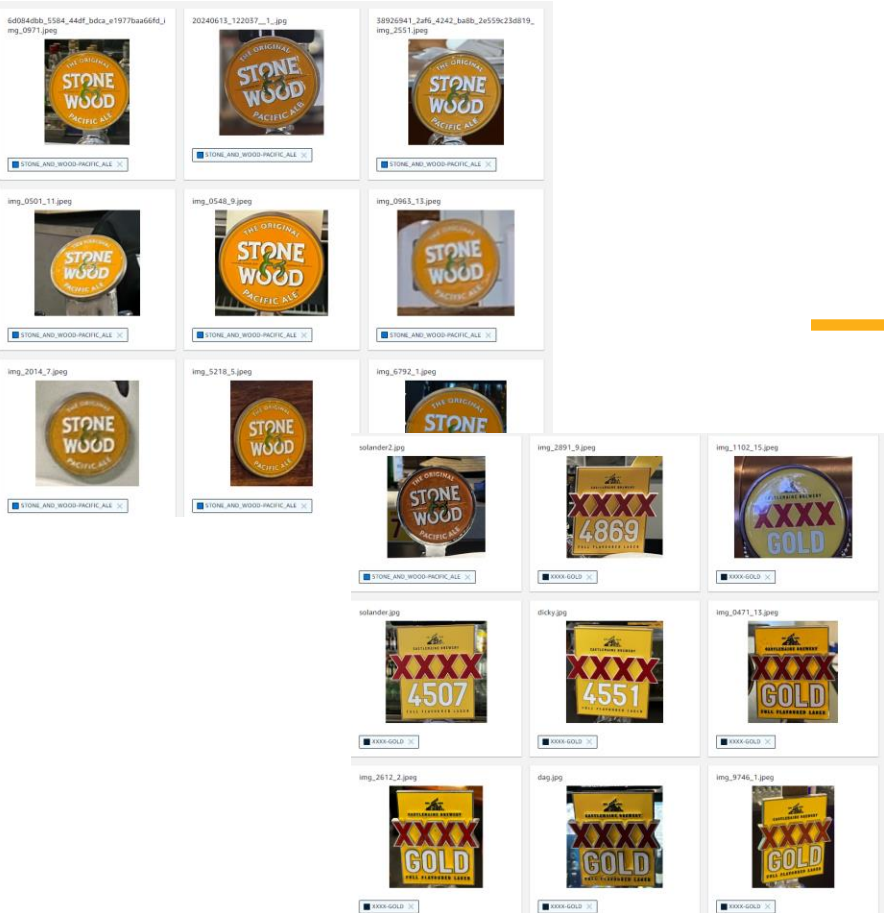
Joey's Recommendation



Main Feature : HOW



Train model in AWS Rekognition to recognize Lion products and build API to query the models



Images (17) info

Search images by file name

6d084dbb_5584_44df_bdca_e1977baa66fd_img_0971.jpeg

20240613_122037__1_.jpg

38926941_2af6_4242_ba8b_2e559c23d819_img_2551.jpeg

Box #	Labels	Confidence
0	STONE_AND_WOOD-PACIFIC_ALE True positive	88.2%

Box #	Labels	Confidence
0	STONE_AND_WOOD-PACIFIC_ALE True positive	91.1%

Box #	Labels	Confidence
0	STONE_AND_WOOD-PACIFIC_ALE True positive	91.1%

Box #	Labels	Confidence
0	STONE_AND_WOOD-PACIFIC_ALE True positive	85.7%



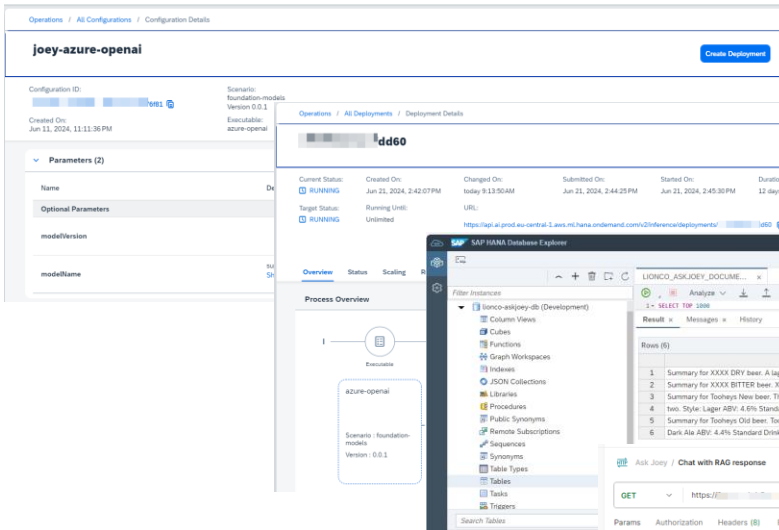
Main Feature : HOW



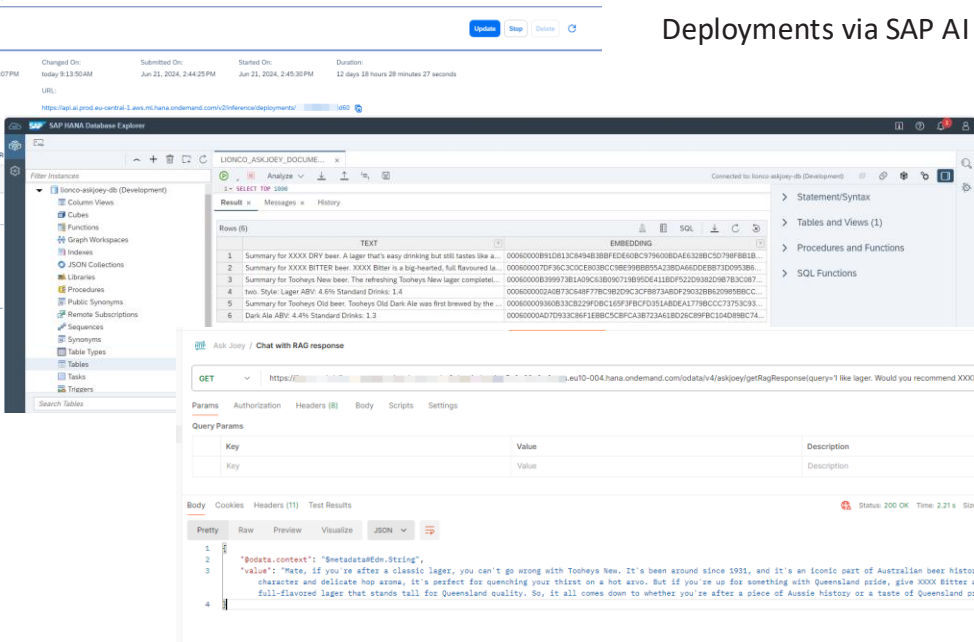
AI Joey responds in 2 steps:

Retrieval: Joey fetches information from Lion's pre-loaded content in the SAP HANA Cloud database.
Generation: Joey uses this information and its language generation abilities to craft accurate and context-aware responses.

This method, known as **Retrieval-Augmented Generation (RAG)**, is powered by the **SAP BTP AI Core** and **SAP HANA Cloud Vector Engine**.



Setting up configuration in SAP AI Launchpad for LLM and embedding models (Partner Foundation Models)



Deployments via SAP AI Launchpad for SAP CAP service to consume

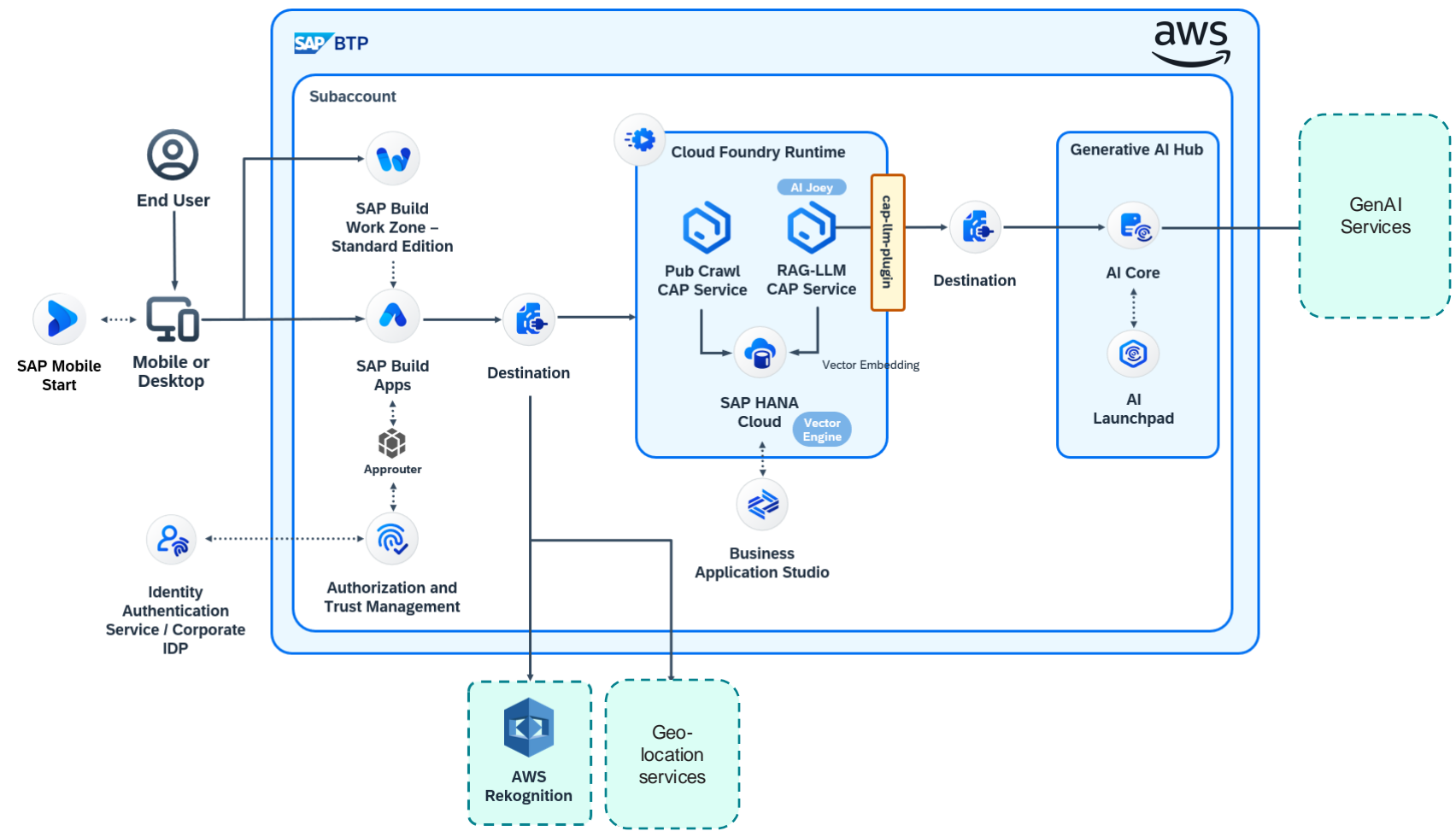
Storing embeddings in SAP HANA Cloud via SAP CAP LLM Plugins

Getting RAG response via SAP CAP LLM Plugins

SAP AI Core &
SAP HANA Cloud
Vector Engine



Main Feature : Architecture



7:56



Search by venue name



- | | | | |
|--------------------------------|---|---------|---|
| Hills District Bowling Club | 1 | 0.43 km | > |
| Bull & Bush Hotel | | 0.67 km | > |
| Baulkham Hills Sporting Club | | 0.96 km | > |
| NBC Sports Club | | 2.74 km | > |
| Winston Hills Hotel | | 2.92 km | > |
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| Castle Hill RSL Club | 1 | 3.40 km | > |
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| Castle Hill Country Club | | 4.43 km | > |
| West Pennant Hills Sports Club | | 4.99 km | > |
| Toongabbie Sports Club | | 5.15 km | > |



Venues



Map



Filters



All About Me



Sign Out



Q & A



