

Meeting Notes – Chat with Radu (5 To Go)

Main Themes

- **Trust + AI:** Radu is still a bit wary about data sharing, even public reviews. Totally fair. Wants clarity on:
 - How we choose competitors
 - Legal & ethical guardrails (esp. Google scraping)
 - How deep/useful the insights will actually be (store managers should get value, not just "insights")
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Agreements / Actionables

- We'll **co-create a list of competitors**, starting from my shortlist (~5 locations), then Radu adjusts with his gut feel
 - He asked for a **one-pager on SerpAPI compliance**—I'll prep that before wheels spin
 - We'll define **2–3 top-level trends + one actionable per trend** for the pilot (e.g., speed of service, friendliness, quality)
 - Focus = **diagnosis by location**, but with **cluster context and category-wide trends**
 - MVP will be **lean**: 2–3 competitors, ideally one per cluster type, with sharp insights—not bloat
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Radu's View on His Network (Really Useful!):

- Clusters (not official, but very clear in his mind):
 - i. **Flagships** – high image, high volume (Unirii, Victoriei)
 - ii. **Office Zone** – weekday heavy (Pipera, Grozăvești)
 - iii. **Dormitory** – stable, loyal (Titan, Militari)
 - iv. **Transit** – grab & go, tough to build loyalty (metros)
 - v. **Malls** – ok sales, high rent, high expectations

vi. **Experimental** – campuses/hospitals – unpredictable

- **Heroes:**

- Flagships → great visibility, but sensitive to bad reviews
- Dormitory → solid, loyal, rarely cause trouble
- Some Office ones → gold mines if near the right crowd

- **Headaches:**

- Transit → hard to justify improving speed for low-ticket items
 - Malls → rent and picky customers
 - Experimental → inconsistent foot traffic/staffing
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What Radu Wants from AI:

- Spot **oddities inside clusters** (e.g., one metro shop worse than the others)
 - **Location-level insights** (“Pipera has more bitter coffee complaints than other office shops”)
 - **Cluster-wide patterns** (“mall locations see more queue complaints overall”)
 - Flags for under/overperforming shops
 - Ideally, even **normalize for foot traffic & context**, so we can show *effort*-driven wins (important for motivation + internal competition)
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Review Monitoring Today:

What works:

- Franchisees use GMB dashboards + respond to reviews
- Occasional manual scans
- Escalations from franchisees

What sucks:

- Too **reactive**—see problems after damage

- No structure—just star counts, not sentiment/themes
 - Too noisy—don't know if a 1-star is noise or serious
 - No benchmarking—don't know how they compare to others
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MVP Vision (from Radu's dream scenario):

- Even without a full dashboard, a **weekly report** that shows:
 - Flagged locations (with keywords + comparison)
 - Best-performing location (name drops, sentiment!)
 - Category-level trends
 - 2–3 concrete suggested actions → This alone = value, and enough to make him feel "this was worth it"
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Competition Strategy:

- No real *network-wide* competition—so focus on **individual shop-level battles**
 - “Starbucks Unirii” is a competitor, not “Starbucks Romania”
 - He wants benchmarking for both:
 - what *normal* looks like
 - what *excellent* looks like
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Suggested Competitors (by Location):

1. **5 To Go Unirii** – vs Starbucks, Narcoffee, Ted's
2. **5 To Go Victoriei** – vs Frudisiac, Origo, T-Zero
3. **5 To Go Universitate** – vs Starbucks, 5ENSI, Boiler
4. **5 To Go Pipera** – vs Starbucks Oregon, Tucano, Gloria Jean's
5. **5 To Go Drumul Taberei Plaza** – mixed results
6. **5 To Go Titan Metro** – overperforming, want to understand why

✅ Will start lean—pick a few competitors to validate the pipeline ✅ He likes the idea of picking "one top dog per category" + one underdog that performs well

🔧 Next Steps (Sprint Plan):

- **Mon** – Notes + initial feature list draft
- **Tue–Thu** – Deep dive on features + review structure
- **Thu** – Build wireframe v1
- **Fri** – Review meeting
 - Show: review insights, wireframe, technical feasibility
 - Align: MVP scope, direction
 - Decide: go for a short demo or straight to POC?

🔔 Will send feature list draft on **Wednesday evening** → Radu said that would help him give quick feedback

📦 Vibe:

Radu was open, sharp, and clearly knows his network inside out. He wants value, not fluff. No BS dashboards. If we get him 2–3 things per week that help him *act*, we've won.

Feels like we're aligned. I'm genuinely excited. Let's build this well.

— R.