Caffevolve™
TECHNOLOGIES
CAFFEINE MANAGEMENT & DELIVERY PLATFORM

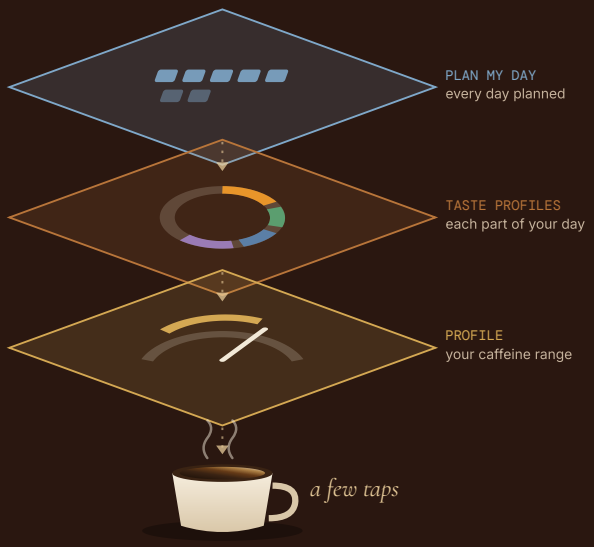
THE CAFFEVOLVE BLUEPRINT · PURPOSE AND COMPONENTS

The Caffevolve Blueprint.

Three tools, set up once, make every brew nearly automatic.

Spend a little time telling the Caffevolve™ Platform about yourself, your tastes and your daily rituals, and from then on every cup is anticipated, personalized and brewed with just a few taps. Three tools make up your **Caffevolve Blueprint**: the User Profile, Taste Profiles and Plan my Day. Each one answers a question you'd otherwise face at every cup.

- **User Profile** learns your reaction to caffeine
- **Taste Profiles** learn how you like your drinks to taste
- **Plan my Day** captures the drink routines of most, if not all, of your days



Built from the bottom up · brewed from the top down

WHY IT MATTERS · WHERE THIS LEADS

An unequaled experience beyond.

Coffee has always come with a curfew. Somewhere mid-afternoon you stop, not because the day is done, but because one more cup could leave you on edge or cost you a good night's rest. Once your **Caffevolve Blueprint** is in place, that automatic stop fades.

> *In its place comes a new confidence that your caffeine is being managed for you, and a new sense of control emerges as you enjoy this remarkable drink well into the evening.*

Why it asks. A coffee maker that asks nothing can only pour the same cup for everyone. Caffeine kept inside your Comfort Zone, and a cup made exactly to your

taste, are impossible without first knowing you. So the Platform asks a little more than a brewing appliance ever has, once, and accuracy is the payoff in every cup after.

Value from the first cup. None of this is required to start. A guest can brew a well-judged cup right away, with no profile at all.

Built from the bottom up. Brewed from the top down.

The Platform understands how caffeine affects you, how you like each drink to taste as the day goes on, and what your daily routines are. So when it's time for a drink, it does the work for you: it matches the moment to what your routine calls for, applies the taste and add-ins from the Taste Profile you set for that time of day, and makes the bean blend or size adjustment needed to keep you inside your Caffeine Comfort Zone. It all happens behind the scenes.



i

Every cup is 100% you

The caffeine its hour calls for, stronger when the day demands it and lighter as bedtime nears, with the strength and add-ins you chose for that part of your day.

ii

Later cups, settled nights

The afternoon cup you used to skip, and still a good night's sleep.

iii

Effortless, everywhere

At home, at work or away with CaffevolveGo. When the day changes, the plan bends with it.

> *A little effort up front. Then, with just a few taps, coffee precisely measured and crafted uniquely for you, from your first cup to your last.*

THE THREE TOOLS

One Blueprint, three tools.

The limits, the taste and the plan for the day.

The User Profile sets the limits, Taste Profiles set the taste, and Plan my Day sets which drinks you'll have and when. Each one builds on the one before it. Stop at any tool and you still get a well-judged cup. Set up all three, and the cup is ready to brew before you even ask.

TOOL ONE

User Profile

Helping the Platform understand the basics about you.

This first tool answers one important question: how caffeine affects you. You answer about a dozen everyday questions, and from your answers the Platform builds your Caffeine Comfort Zone and works out how fast caffeine wears off for you. Every cup it makes from then on lands inside your Comfort Zone.

WHAT IT ESTABLISHES	WHEN YOU SET IT UP	ATTENTION NEEDED AFTER THAT?
Your Caffeine Comfort Zone: where you start to feel caffeine, and your daytime and bedtime limits. **Your Caffeine Decay Rate:** how fast caffeine wears off for you.	When you first begin using the Platform, and you can change it any time. Everyone in the household or office should have their own.	Nothing required, though you can always adjust any of the tools by hand. Beyond that, the Platform reviews your User Profile now and then and fine-tunes it from your answers to short feedback questions.

TOOL TWO

Taste Profiles

Tell the Platform how you prefer the taste of your drink as the hours of the day pass.

This part is all about taste as the day goes on. Your preferred add-ins are listed once, at the end of your profile. A Taste Profile is simply a recipe for part of your day: a strong cup with collagen first thing, something gentler mid-afternoon. When that time comes around, the Platform already has that cup ready. Taste Profiles are optional: without one, you make the same taste choices yourself each time you brew.

WHAT IT ESTABLISHES	WHEN YOU SET IT UP	ATTENTION NEEDED AFTER THAT?
The brew strength and additives included in the cup for each part of your day	Right after you set up your User Profile, or any time later. Up to six Taste Profiles per person.	Nothing, unless your taste changes or new additives are available. The caffeine in each cup is still worked out fresh every time.

TOOL THREE

Plan my Day

Lay out the usual timing of your drinks for the day, and if other days of the week are similar, set it up as a Routine Plan and apply it to all the similar days. Set up as many Routine Plans as you like.

When a plan is not in place, the Platform works one cup at a time, fitting each cup inside your ceilings at that moment, without considering what you'll drink later in the day. With Plan my Day, it looks at everything planned for the day as a whole. You lay out what drinks you expect to have, and when you plan to have them — both at home and while out — and see right away whether the day you've planned fits within your Caffeine Comfort Zone. If it doesn't, you can adjust the blend of each drink manually or use the one-tap fix to adjust the blend of all of your cups to fit within the zone.

WHAT IT ESTABLISHES	WHEN YOU SET IT UP	ATTENTION NEEDED AFTER THAT?
How much caffeine goes into each cup across the day, so you feel good while awake and still sleep well	Anytime, and as often as you like. Set up a Routine Plan once for each kind of day, such as workdays and weekends, or plan a single day, the night before or that morning. Any plan can be changed whenever your day does.	Nothing, beyond a glance: each time you go to brew, Plan Check shows what you planned and whether your day is still on track, ready to brew in a tap.

Who decides what, in a planned cup

Each tool answers a different question about your cup, so nothing is left to decide when you're standing at the machine.

USER PROFILE

The limits

Your Caffeine Comfort Zone. No Taste Profile or plan can go past it.

PLAN MY DAY

The caffeine

How much of the day's caffeine this cup carries, balanced against every other cup.



TASTE PROFILE

Strength and add-ins

Picked by whichever Taste Profile covers this time of day.

PLAN MY DAY

The size

Set when you planned the drink. Without a plan, you choose it at brew time.

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Screens and wording follow the Caffevolve™ User-Experience Prototype. Illustrations are simplified.