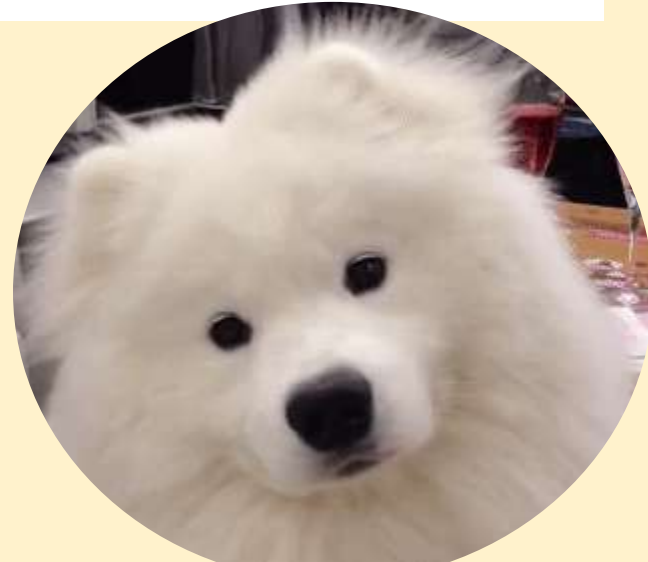




MORNING BREW

Week of February 1st

Review of the Week!!



Watch: How does the stock market work?

IPO - Initial Public Offering

Stock markets and investing can often be perceived as confusing and daunting topics to discuss.



What could the financial industry do better to make its concepts easier to understand?



Students, write your response!

Watch: Kitchen United and Westfield team up to bring ghost kitchen tech to the mall

Slide 1 of 2

- Westfield Valley Fair said it will use Kitchen United technology to make it easier to order food for pickup and delivery from the mall.
- The goal is to offset headwinds faced by malls and restaurants during the pandemic.
- 2020 accelerated shifts in the restaurant industry in favor of the ghost kitchen model as a way for restaurants to make up for lost revenue, and for restaurant and retail space to be repurposed.
- [Test Kitchen Video](#) - read article & check out the quick video explaining.

Kitchen United and Westfield team up to bring ghost kitchen tech to the mall **Slide 2 of 2**

What is a ghost kitchen?

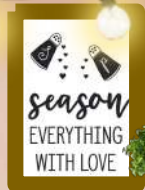
Ghost kitchens, also known as virtual or dark kitchens, allow companies to prepare food strictly for delivery, sometimes with multiple brands under one roof sharing a kitchen. The concept also allows brands to operate virtually, without a physical restaurant, serving food for delivery only.

“One the biggest issues of being a virtual-only restaurant is you are one of many different restaurants competing for space. On a delivery app, it’s very difficult to stand out when you’re ‘Joe’s Hamburger Shop’ competing against 50 other hamburger places. But if you’re McDonald’s, everyone knows McDonald’s ... it’s much easier to stand out. It’s challenging when you don’t have that value.”

Students, write your response!



QUESTION: Pretend you are a virtual only restaurant. What would you name it? What would you do to set yourself apart from well known brands similar to your company?



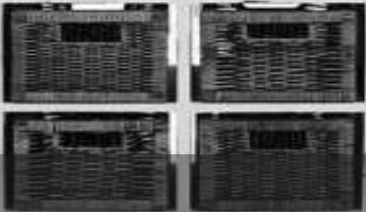
What is your favorite place to eat? What do you order?



EAT



KITCHEN
The heart of the home



Students, write your response!

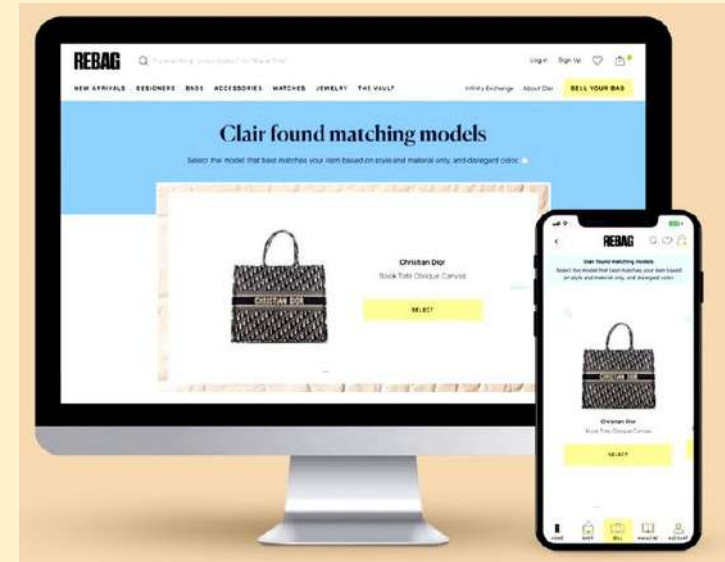
Pear Deck Interactive Slide
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The Power of AI (Artificial Intelligence)

How it works: “To some extent, Clair AI feels like a Shazam for handbags,” Rebag CEO Charles Gorra told Retail Brew. After shoppers download the Rebag app...

- Shoppers scan the bag they’d like to appraise with their phone camera.
- Clair AI then taps six years’ worth of handbag data across 50+ brands to ID the designer, bag model, and typical resale price.

Ideally, Clair AI will have more use cases than aiding and abetting Emily in Paris outfit repeaters. Gorra said the image recognition tech will eliminate pricing guesswork, making the resale listing experience quick



QUESTION: What other brand/company could use this technology? Explain how you would envision it working.

Students, write your response!

Pear Deck Interactive Slide

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Jeff Bezos is stepping down as CEO of Amazon - Things to know...

Bezos launched Amazon in 1994 and grew it from a humble online bookstore to a sprawling \$1.7 trillion empire of which "the everything store" is just one part—Amazon is now a major player in cloud computing, tech products, streaming entertainment, and even physical retail with its purchase of Whole Foods and its cashierless stores.

QUESTION: How/Why do you think Amazon grew in sales during the Pandemic?

Students, write your response!



Quiz - This company unveiled its new headquarters this week...What is the name of the company?

Hint: The big picture: The project is part of [REDACTED] \$2.5 billion investment in Northern Virginia, which is expected to create 25,000 jobs in the state.

- The plans are awaiting approval from Arlington County. The company expects construction for the Helix to begin in 2022 and to be finished in 2025.



Students, write your response!

Nike's new Flyease Go ([check them out](#)) shoes snap right onto your feet

“It’s our first hands-free shoe,” says Hatfield. And while Go is made for people who have difficulty tying their laces—that could be anyone from a pregnant woman in her third trimester to an older adult with arthritic hands—Nike believes its lace-less design will resonate with anyone who’d like to slip into their shoes with more ease.

How does it work? The Flyease Go is a single shoe with the heart of two shoes inside. To remove the shoe, Nike played off the gesture we all make instinctively: Scraping your toe on your opposite heel. Go shoes feature an extra back platform dubbed the “kickstand heel”





































Super Bowl Commercials

Circle the
commercials are
you most looking
forward to?

We will
analyze/watch
them on Monday
:)



Students, draw anywhere on this slide!

					
AB-InBev "Let's Grab a Beer"	Amazon "Alexa's Body"	Bud Light "Bud Light Legends"	Bud Light Seltzer Lemonade "Last Year's Lemons"	Cheetos "It Wasn't Me"	Chipotle "Can A Burrito Save the World?"
					
Dexcom "Rant"	Doritos "Flat Matthew"	Dr. Squatch "You're Not A Dish"	Frito-Lay "Twas The Night Before Super Bowl" Extended Cut	General Motors "No Way, Norway" Extended Cut	Guaranteed Rate "Believe You Will"
					
Indeed "The Rising"	Inspiration4 "Join Us"	Jimmy John's "Meet the King" Extended Cut	Logitech "Defy Logic"	Klarna "The Four Quarter-Sized Cowboys"	M&M's "Come Together"
					
Mercari "Get Your Unused Things Back in the Game"	Michelob Ultra "Happy"	Michelob Ultra Organic Seltzer "All Star Cast"	P&G "Come Clean to Close the Chore Gap"	Pringles "Space Return"	Robinhood "We Are All Investors"
					
Scotts Miracle-Gro "Keep Growing"	Skechers "Tony Romo to the Max"	Squarespace "5 to 9"	Tide "The Jason Alexander Sweatshirt"	Toyota "Upstream"	TurboTax "Spreading Tax Expertise Across the Land"
					
Uber Eats "Wayne's World & Cardi B's Shameless Manipulation"	Vroom "Dealership Pain"	WeatherTech "WeatherTech Family"	WeatherTech "We Never Left"		

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MORNING BREW



Do some reading on your own. Tell me something new you have learned this week.



Students, write your response!