

6 Creative AI Wins

Tested by Startups, Ready
for Any Business



ANDRAS BANETH

baneth.eu

Nov 2025

We help global teams master the skills of tomorrow

EXPERTISE

Public Affairs
Communications
Advocacy

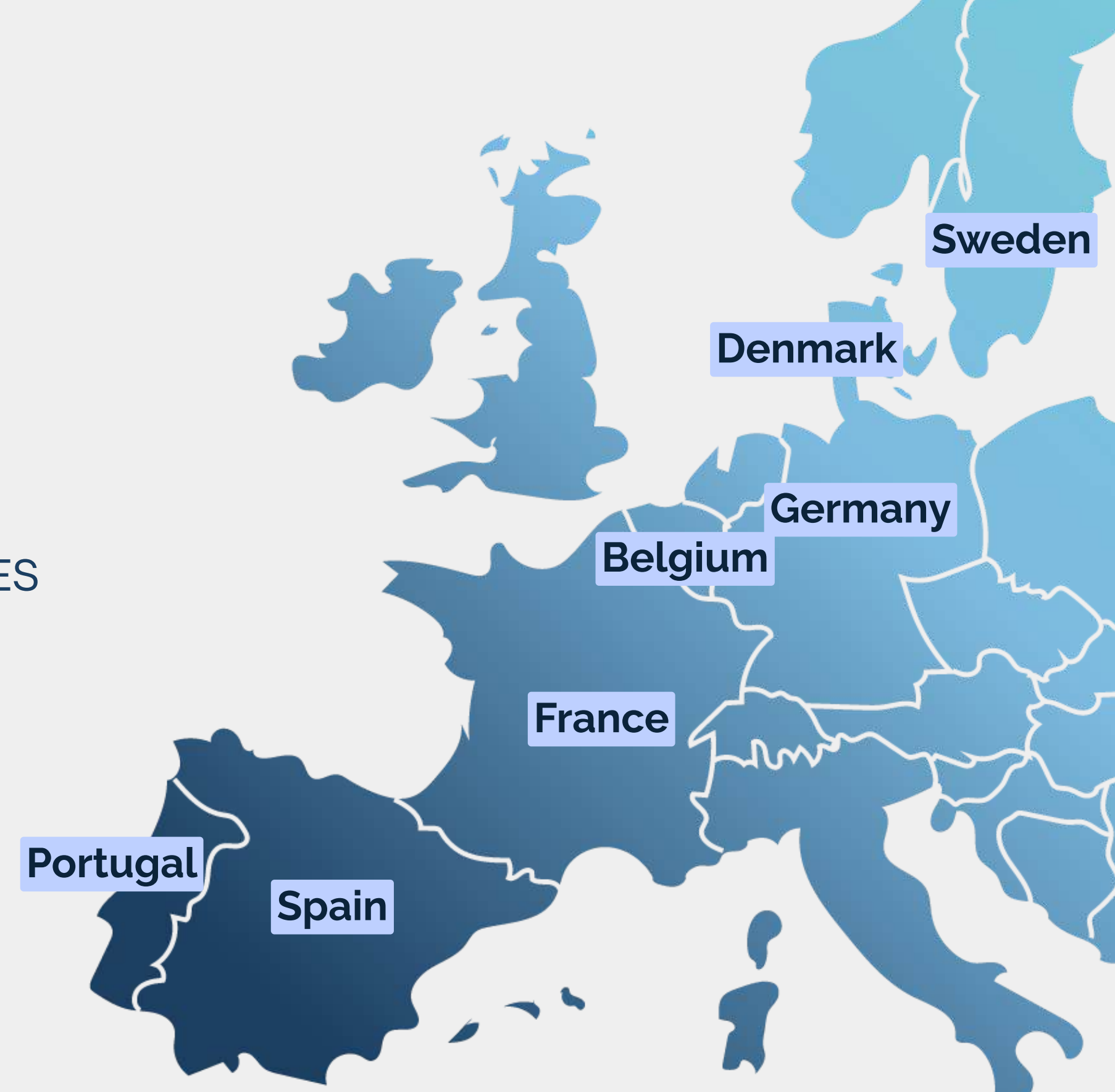
PEOPLE TRAINED

1500+

COUNTRIES

8+

USA
(D.C, Boston)





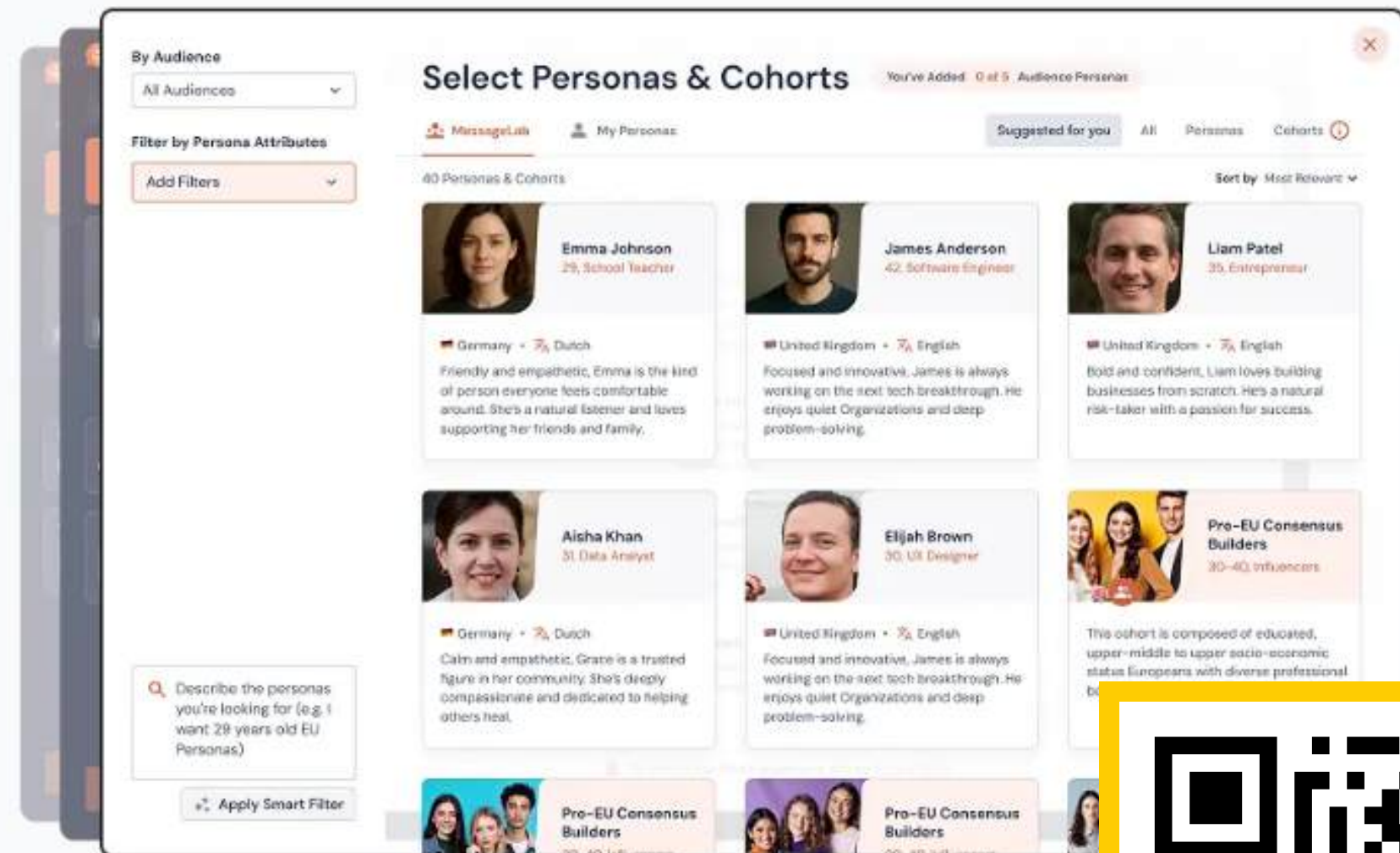
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Don't Assume... **Know** That Your Message Resonates

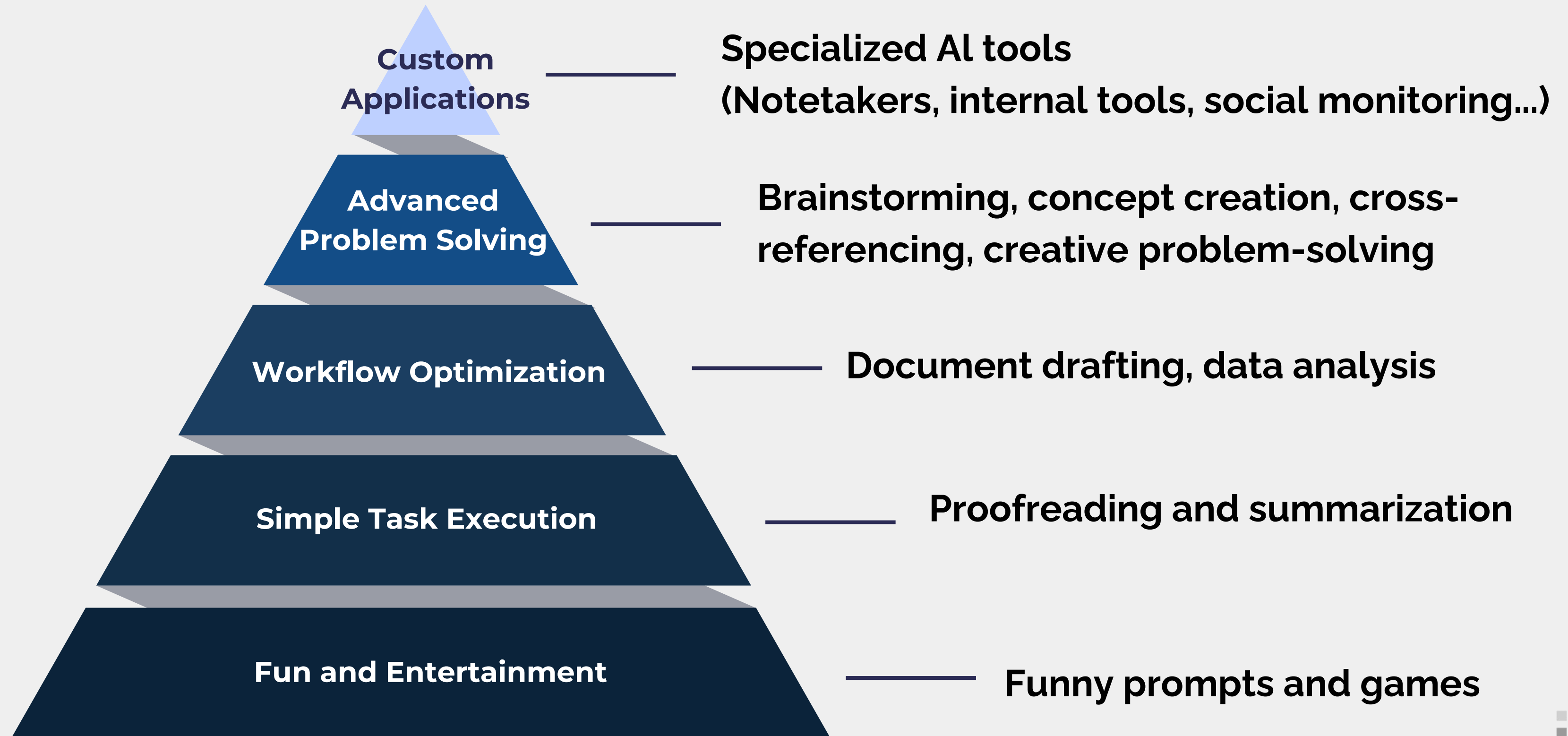
AI-powered personas for message testing & focus group simulation for political, PR, and marketing teams.

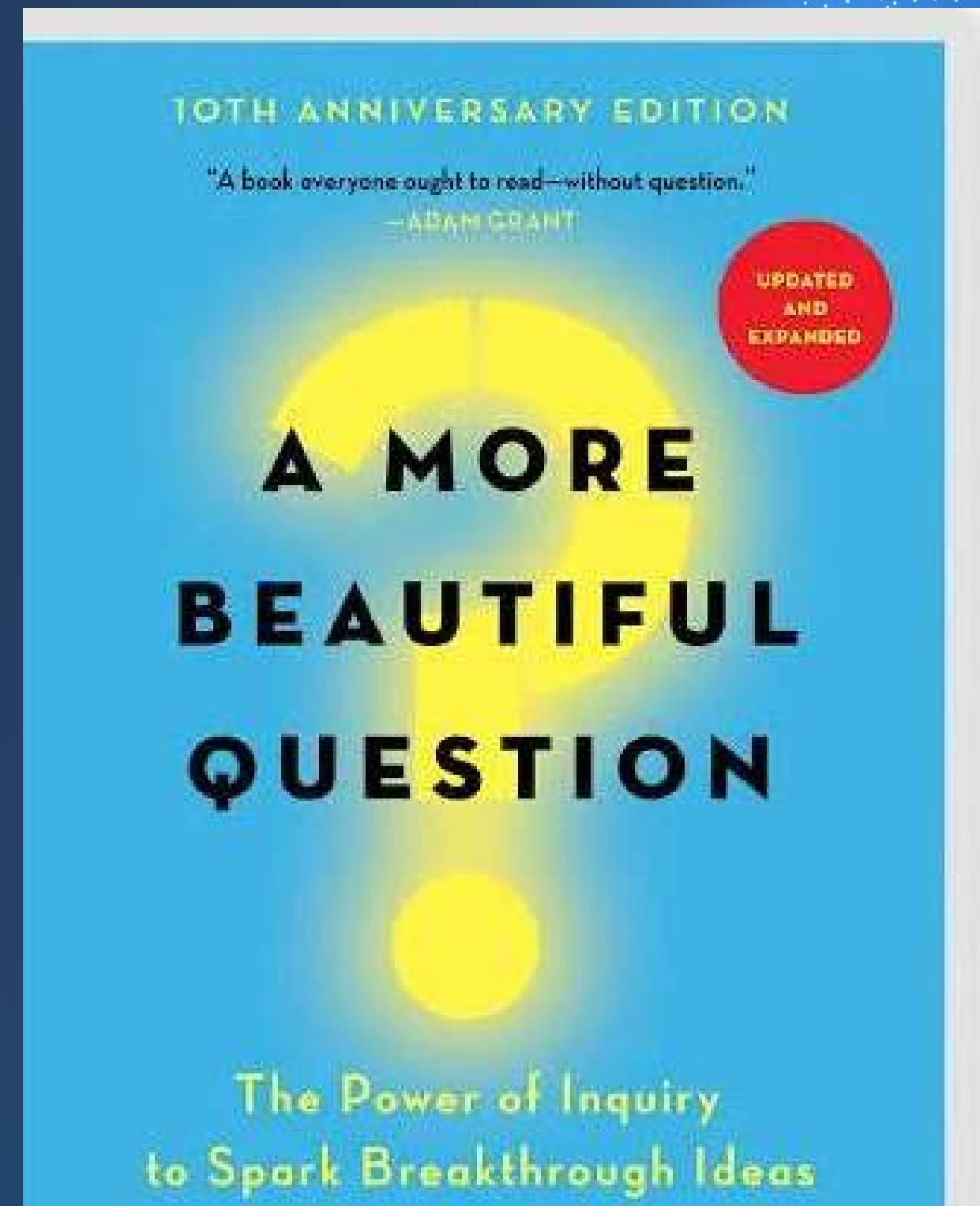
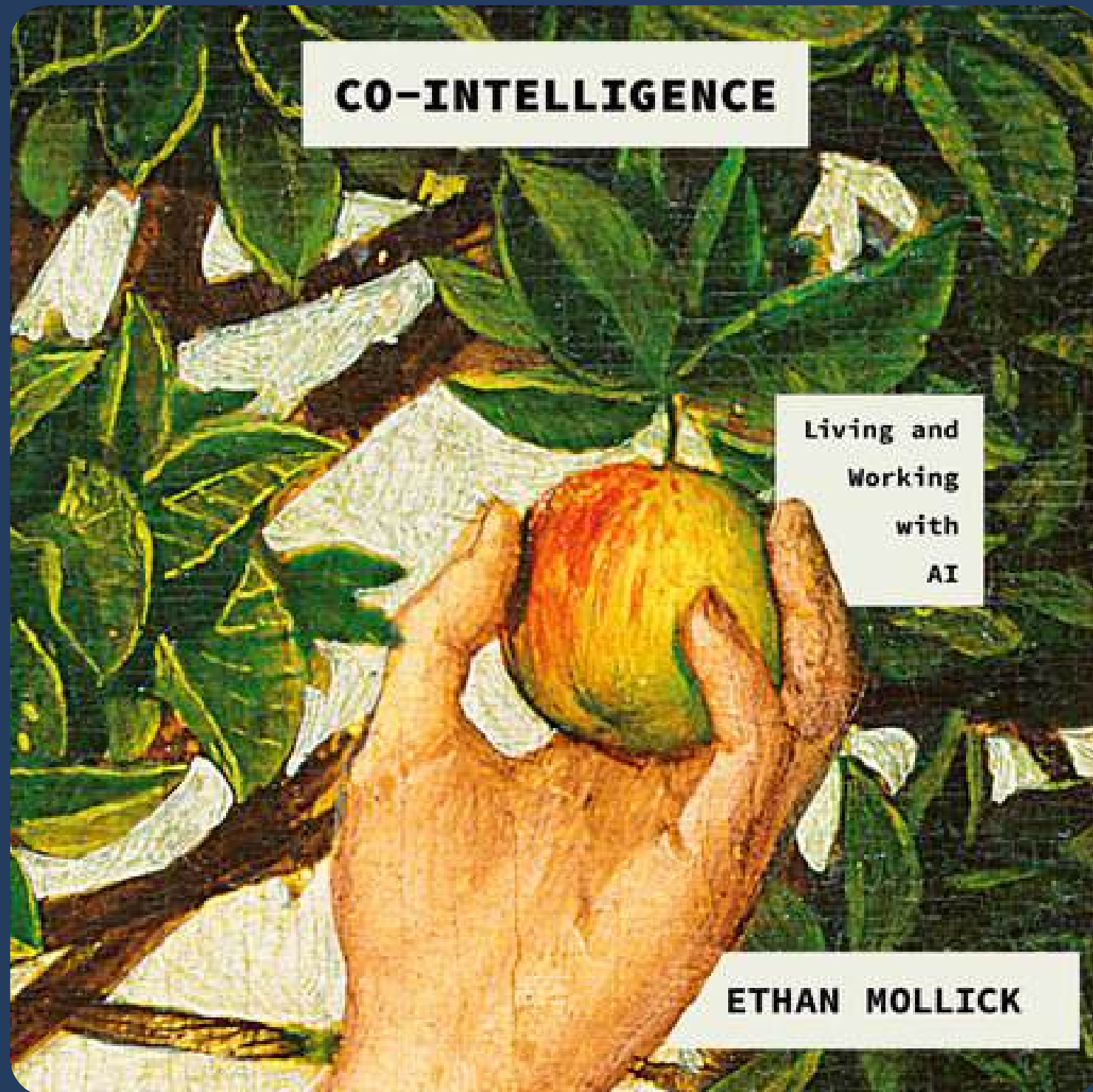
Get Early Access





「 Maslow pyramid of AI/GPT use







**Let's launch a
new business.**



Our approach:

WHAT first.

HOW second.

AI-POWERED MOOD-MATCHING FLOWER SHOP

How can I assist you today?

- Mood analysis
 - Occasion templates
 - Budget-sensitive bundles
 - AI-generated card messages
- Color psychology mapping
Packaging recommendation

AI-powered Mood-Matching Flower Shop

How can I assist you today?

You feel overwhelmed out of sight
Recommend a message that
SON MENTIONS: just a paper

A small physical flower shop where every bouquet is
recommended by an on-site AI.

Customers describe their mood, the occasion,
or the person they're buying for.

The AI interprets the emotional input and suggests the ideal
flower, color palette, bouquet size, and packaging style.



I want to launch an AI-powered flower shop.

Ask me 11 relevant, practical, challenging questions

I need to think about before I get started.

Wait for my answer to each before you proceed.



1. Understand humans before data

Give me a deep, detailed demographic, psychological, sociological description of the target group that would be interested in buying flowers using AI advice in my Vilnius shop.



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≡ Answer

The target group interested in buying flowers in a Vilnius shop using AI advice can be described through a detailed demographic, psychological, and sociological profile based on available data and AI personalization insights:

Demographic Description:

- Typically urban dwellers in Vilnius, ranging from young adults to middle-aged adults, approximately 25 to 45 years old, a demographic shown to be actively purchasing lifestyle products such as flowers.
- Likely to have a middle to upper-middle income level, as flowers—especially premium or artistically arranged bouquets—are often considered luxury or lifestyle items for gifting, decorating, and celebrations.
- Working professionals and busy individuals who appreciate the convenience and personalization AI shopping offers, favoring an effortless and tailored purchasing experience.

From this description, generate 4 “typical” customer personas who are going to be my very best customers.

Present their profile as a narrative story.



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Present their profile as a narrative story.

Here are four typical customer personas for your flower shop in Vilnius, based on the detailed demographic, psychological, and sociological profile previously described:

1. Lina, The Busy Professional Gifter

Lina is a 33-year-old marketing manager working in Vilnius. She lives in the city center and has a demanding schedule. Lina values convenience and quality in her purchases, so she uses your AI-powered flower shop for quick, tailored bouquet recommendations. She often buys flowers for anniversaries, birthdays, and personal milestones for her close friends and family. Lina appreciates that the AI suggests unique combinations that fit each occasion's emotional tone. She is willing to pay premium prices for arrangements that stand out and reflect her thoughtfulness. Flowers are her way of expressing care despite a hectic lifestyle.

2. Tomas, The Romantic Partner

Tomas is a 40-year-old IT specialist living in Vilnius with his long-term partner. He is occasion-driven, often buying flowers on anniversaries, Valentine's Day, or as spontaneous romantic gestures. Tomas prefers large, classic arrangements like roses that symbolize love. He relies on your AI advice because he is not confident in flower selection but wants to impress his partner with something memorable. Price is less of a concern than the emotional

* Take person 1. What feelings/attitude does s/he come into the shop with?

Focus on fears, aspirations, desires, ad hoc situational expectations.



*** Take person 1. What feelings/attitude does s/he come into the shop with?**

Focus on fears, aspirations, desires, ad hoc situational expectations.

Lina, the busy professional gifter, comes into the shop carrying a mix of feelings and attitudes rooted deeply in her lifestyle and emotional aspirations. She is driven by the desire to express care and thoughtfulness through flowers despite her hectic schedule. Her primary aspiration is to find something beautiful, meaningful, and personalized that resonates emotionally with the recipient, reflecting her own attentiveness in a seamless, efficient way.

Her fears include the anxiety of choosing the "wrong" flowers or an arrangement that falls flat emotionally, as well as concerns about her limited time. She expects the AI advice to simplify and speed up the decision-making process by offering options tailored to the occasion and the recipient's tastes without requiring her to be a flower expert. She hopes for assurances — through persuasive visuals, descriptions, and timely reminders — that the bouquet will deliver the right emotional message and create a memorable moment.

Situationally, Lina expects the shopping experience to be frictionless and highly responsive. She wants instant, intelligent recommendations that feel bespoke but don't add to her time stress. She

What are 7 things that I absolutely must provide to satisfy them?
What are 7 mistakes I should avoid?



Here are seven essentials you must provide to satisfy Lina, the busy professional gifter, and seven mistakes to avoid in your Vilnius AI-powered flower shop:

Seven Must-Provides to Satisfy Lina:

1. **Personalized AI Recommendations:** Tailored bouquet suggestions that consider occasion, recipient preferences, and Lina's past purchases to save her time and effort.
2. **Seamless and Quick User Experience:** A user-friendly interface with minimal steps to find, customize, and purchase flowers efficiently.
3. **High-Quality, Unique Arrangements:** Premium, aesthetically pleasing bouquets that feel special and thoughtful, justifying the premium price.
4. **Accurate Occasion Reminders:** Timely notifications about important dates (e.g., anniversaries, birthdays) that prompt her to buy on time.
5. **Clear Emotional Messaging:** Descriptions, images, and AI advice that connect bouquets to specific feelings or symbolic meanings, helping Lina express the right sentiment.
6. **Flexible Delivery Options:** Reliable delivery services with options for scheduling, express, or same-day deliveries to accommodate her busy lifestyle.
7. **Trust and Credibility:** Transparent pricing, clear policies, and positive customer reviews to assure Lina of quality and reliability.

Seven Mistakes to Avoid:

1. **Unclear or Overwhelming Choices:** Offering too many options without clear guidance that increases decision fatigue.
2. **Slow or Complex Checkout Process:** Any delays or complicated steps that cause frustration for busy customers like Lina.
3. **Generic, Uninspired Arrangements:** Mass-produced or uninspired bouquets that fail to feel personalized or special.
4. **Ignoring Context or Occasion:** Failure to recognize or suggest flowers fitting the specific occasion or recipient's preferences.
5. **Poor Communication:** Lack of timely updates on order status, delivery, or customer support responsiveness.
6. **Unreliable Delivery:** Late, damaged, or missed deliveries that break trust and inconvenience the customer.
7. **Lack of Mobile Optimization:** A non-responsive or poorly functioning mobile site or app, given Lina's on-the-go usage preferences.

By focusing on these must-provides and avoiding these common pitfalls, your AI-driven flower shop will best serve Lina's needs, making her a loyal, satisfied customer who values both efficiency and emotional depth in flower buying. [myaifrontdesk +2](#)

Tell me how my flower shop can serve person A best.

Give me a concrete customer journey from the moment they have an idea to buy a flower until the flower is gifted or put in a vase at home. Be specific, and brief.



To serve Lina, the busy professional gifter (Person A), best, your flower shop should create a streamlined, emotionally resonant, and convenient customer journey:

1. **Idea Sparked:** Lina receives a timely AI reminder about an upcoming occasion (e.g., anniversary), or she spontaneously decides to buy flowers to express care.
2. **Browsing & Personalized Suggestions:** Upon visiting your AI-powered website or app, Lina is greeted with curated bouquet options tailored to the specific occasion, her past preferences, and recipient profiles. The interface is clear, intuitive, and mobile-optimized.
3. **Selection & Customization:** Lina selects a suggested bouquet but easily customizes it with options like flower types, colors, or added gifts, aided by AI recommendations that explain the emotional significance of each choice.
4. **Smooth Checkout:** The checkout process is quick, with saved payment info, delivery details, and promotions for loyal customers, minimizing friction.
5. **Order Confirmation & Updates:** Lina receives instant confirmation and periodic updates on bouquet preparation, shipping, and delivery timing via preferred communication (SMS, email, or app notifications).
6. **Timely Delivery:** The flower arrangement is delivered on the chosen date, in pristine condition, with elegant packaging and a personalized note option, enhancing the gifting moment.
7. **Post-Gift Experience:** If flowers are for home decoration, Lina receives care tips from the AI or shop to prolong freshness. She is invited to provide feedback, rate her experience, and receive exclusive offers, nurturing loyalty and future purchases.



2. Steal from the geniuses



WWJD

If it was Apple / Coca-Cola / Nike / Vinted launched this business, how would they approach it? What concrete steps would they focus on and why?

Keep in mind that it would still be a small business, I am only looking for their mindset/best practices.



Apple's Approach:

- **Customer Experience First:** Apple would deeply focus on delivering a clean, intuitive, and visually stunning digital interface for your AI-powered flower shop, ensuring every interaction is effortless and emotional.
- **Personalization & Technology:** They would leverage advanced personalization, possibly augmented reality to “preview” bouquets in the user’s home, making the experience interactive and unique.
- **Premium Quality & Design:** Emphasis on impeccable product design, packaging, and presentation that looks and feels premium—making flower buying a luxury experience.
- **End-to-End Support:** AppleCare-like support for customers, providing excellent customer service, guarantees, and easy returns.
- Apple’s mindset: Innovate to simplify and beautify, creating loyal customers through flawless experiences and emotional design. [insightsofa](#) [youtube](#)

Coca-Cola's Approach:

- **Emotional Storytelling:** Coca-Cola would build the brand story around shared human experiences, nostalgia, and community, encouraging customers to share their flower-gifting moments.
- **User-Generated Content & Social Proof:** They would actively involve customers in campaigns where they share photos and stories of flowers gifted or received, creating viral word-of-mouth.
- **Personalization:** Like “Share a Coke” names, Coca-Cola would push custom, personalized bouquets and cards to make buyers feel special and connected.
- **Community & Events:** Leveraging local events and partnerships in Vilnius to build community loyalty beyond transactions.
- Coca-Cola’s mindset: Create emotional con↓ tions and community through storytelling and shared experiences. [kdsolutions +2](#)

Nike's Approach:

- **Athlete-Centered Innovation:** Nike's mindset is about innovation that solves real problems — here, they'd focus on the "why" of flower buying (expressing love, celebration) and innovate accordingly.
- **Selective Partnering:** Nike would identify the best local flower growers and delivery services, ensuring quality and reliability.
- **Simplify & Focus:** Following their "less is more" strategy, they'd limit choices to expertly curated bouquets that appeal broadly and promote direct-to-consumer sales.
- **Performance & Feedback Loop:** Constant iteration based on customer feedback to improve bouquet design, delivery, and the digital experience.
- Nike's mindset: Solve core customer needs with innovation, simplicity, and high standards.

analytics +1

Vinted's Approach:

- **User Engagement & Journey:** Vinted would optimize the entire customer journey with data-driven segmentation, reconnecting customers with personalized reminders and targeted promotions exactly when interest wanes.
- **Listing & Visual Appeal:** Emphasizing quality photos and clear presentation of each bouquet, with "list little and often" for a dynamic, fresh catalog.
- **Seamless Mobile Experience:** Prioritizing mobile usability for on-the-go purchases.
- **Community & Trust:** Building a trusted marketplace feel, encouraging reviews and transparent buyer-seller communication.
- Vinted's mindset: Use smart automation, personalization, and continuous user engagement to build trust and repeat business.

beckybarnesstyle  youtube

Give me 10 marketing ideas these companies would definitely consider for my flower shop business.



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Reviewed 10 sources >

Here are 10 marketing ideas inspired by the mindsets and best practices of Apple, Coca-Cola, Nike, and Vinted that would suit your small flower shop business:

1. Leverage Apple Business Connect for Visibility

Optimize your flower shop's presence on Apple Maps and Siri search to attract premium, tech-savvy customers looking for quick, local flower options. [floranext](#)

2. Personalize with Names or Occasions

Like Coca-Cola's "Share a Coke" campaign, offer personalized bouquets named after individuals or special occasions, boosting emotional connection and shareability. [biznakenya +1](#)

3. Sell the Emotion Behind Flowers

Market the feelings flowers evoke—love, celebration, gratitude—rather than just the physical product, creating deeper and memorable connections. [biznakenya](#)

4. Create Seasonal & Event Campaigns

Own holidays and local events with themed floral campaigns and limited-edition bouquets, tying your shop to moments that matter in customers' lives. [biznakenya](#)

5. Host Floral Workshops & Experiences

Offer flower arranging classes, care workshops, or self-serve flower bars as experiential marketing that builds community and drives flower sales. [clover](#)

6. Run Social Media Contests and Sharing Campaigns

Encourage customers to share photos and stories of their bouquets, offer rewards or features to boost word-of-mouth and social proof, like Coca-Cola's hashtag campaigns. [biznakenya](#)



**3. See what
you can't see**

Known

Known

OPEN AREA

You have all the data, it just needs to be 'processed' efficiently.

Unknown

HIDDEN AREA

You know where you need input or lack information, but it needs to be researched, analyzed, or identified.

Unknown

BLIND AREA

You are unaware of or forgot a critical information, and you need help to surface or see it.

UNKNOWN AREA

You don't know what you don't know, and you need help to shed light on this blind spot.



671238a1760733194e006c9...jpg
271.0 KB



Take this matrix and apply each quadrant for my flower shop's:
business plan and launch strategy

1. marketing
2. legal
3. finance

to ensure its success.





4. Frame it like Michelangelo

What would Harvard Business School suggest I do to make my flower shop successful?
And McKinsey ?



Every challenge, issue, or problem in the world has several 'best practice' frameworks to solve or improve it.

Business strategy, GLP, negotiation, persuasion, plumbing, organizing a conference, project management, raising kids etc.

But what if I don't know what I don't know?

Unknown knowns:

"What are the world's best frameworks on starting a new business?"

"Which organizations have come up with the best concepts/ideas on marketing?"





**5. Fail virtually,
not actually**

Consider this scenario.

“I launched my flower shop 1 year ago. It is making a big loss each month and I’m considering to close it down. Give me a post-mortem: what went wrong?

And how could I have avoided it?



“What are the risks I can already see? What are my blind spots?”

What are the 13 most common yet little known or understood surprises with a large negative impact on the business?

And what are some small but high-impact changes/improvements I can introduce already?



Here are my sales figures and customer feedback from the past 3 months.

If I were to raise my prices by 20%, how would that impact return customers and ACV?

Do a proper hypothesis, analysis, and forecast based on customer patterns in Lithuania and the specifics of my flower shop business.





6. Automate to accelerate

Build something Lovable

Create apps and websites by chatting with AI

A dashboard for the operations of my AI-powered flower shop to provide an easy overview of all key parts.



Attach





19 Nov at 07:49

A dashboard for the operations of my AI-powered flower shop to provide an easy overview of all key parts.

Thought for 13s

I'll create a beautiful operations dashboard for your AI-powered flower shop with a fresh, nature-inspired design.

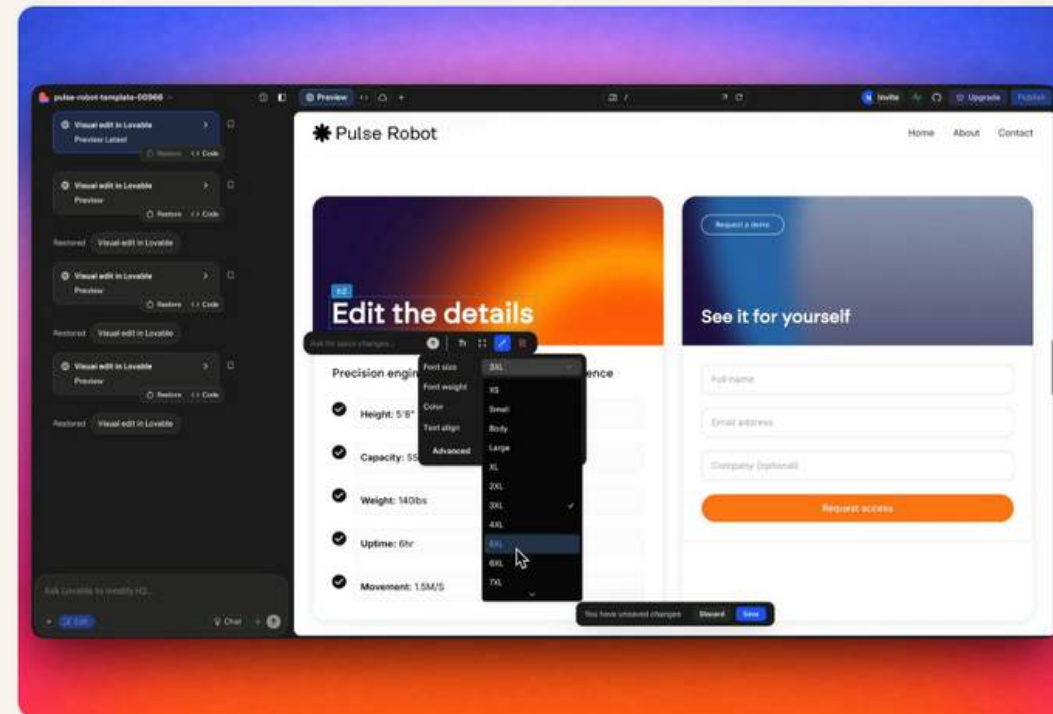
Design inspiration: Modern e-commerce dashboards (Shopify admin) with a botanical aesthetic - clean data visualization, fresh green and rose pink accents, professional yet inviting.

Features for v1:

- Overview metrics (sales, orders, inventory, customers)
- Sales trend chart
- Recent orders table
- Inventory status
- Quick actions sidebar



Getting ready...



Edit visually

Click to edit directly or describe changes to Lovable.

A dashboard for the operations of my AI-powered flower shop to provide an easy overview of all key parts.

I'll create a beautiful operations dashboard for your AI-powered flower shop with a fresh, nature-inspired design.

Design inspiration: Modern e-commerce dashboards (Shopify admin) with a botanical aesthetic - clean data visualization, fresh green and rose pink accents, professional yet inviting.

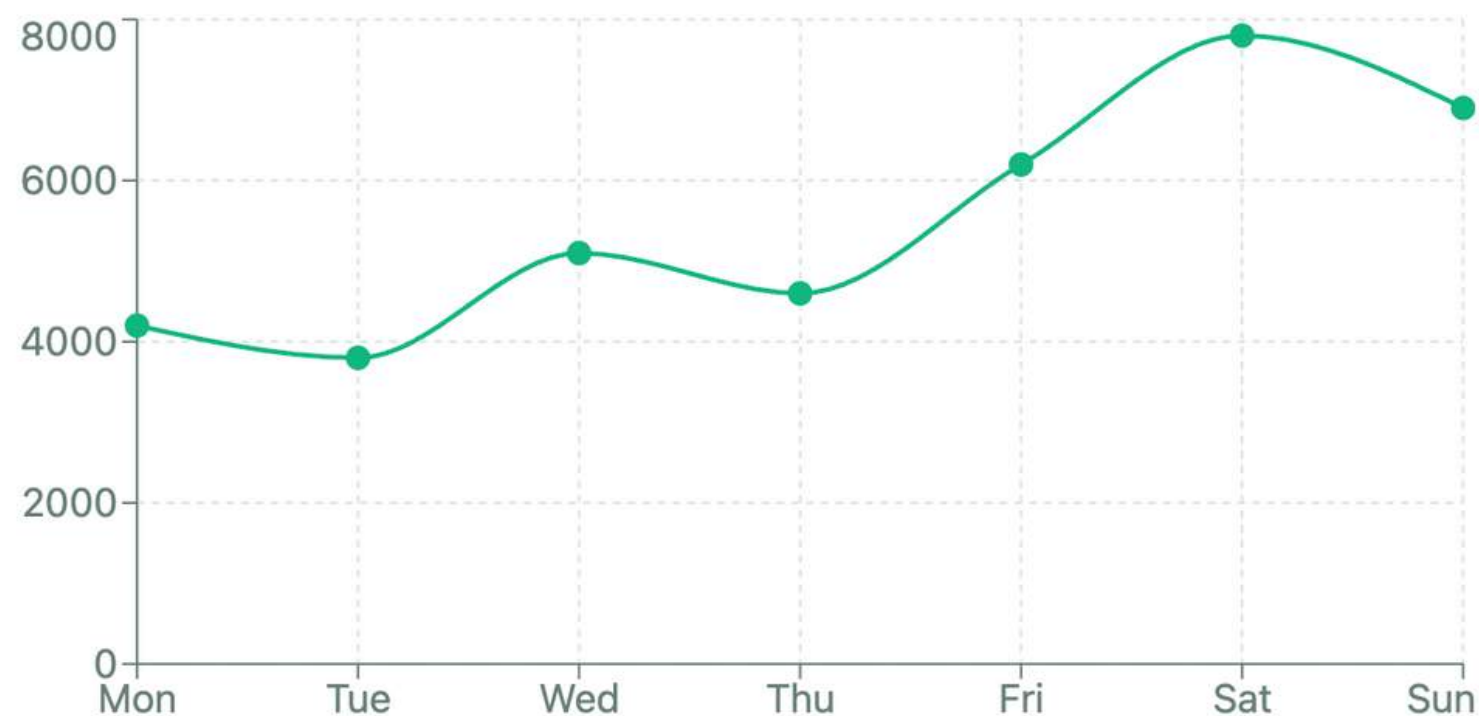
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Ask Lovable...

↑ 15.3% from last week

Weekly Sales Trend



Inventory Status



WHEN A NEW
SHOPIFY ORDER
ARRIVES



Shopify
Watch Orders

CREATE A NEW
ROW IN GOOGLE
SHEET



Google Sheets
Add a Row



Router

NOTIFY
THE TEAM



Telegram Bot
Send a Text Message or a Reply



NOTIFY THE CUSTOMER

SendPulse

Send a Whatsapp Bot Message by Phone Number



Run once



OFF



Every 1 minute.



CONTROLS



TOOLS



FAVORITES

In short

1 Understand humans
before data

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3 See what you can't see

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AI is
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Aim to **formulate
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Thank you.



influence-builders.com



Let's connect on LinkedIn.