Value Proposition Assignment

# Seonhye Yoon

## Business Practices

## DMIT 1006

## OA01

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**Season10 Ep.8 (on December 2nd,2015)**

**Episode Description**

: "A food chain offers the Dragons an unconventional twist on a great Canadian classic; two friends hope a friendly contest will help steer their pitch towards a deal; a father-son team aims to land a Dragon partner. Plus, a professional boxer thinks he can make it to the top if he can get a Dragon on his team." (CBC Gem, 2015)

CurdZ Poutinerie

* The Ask: $500,000 for 40%
* Poutine has been confined within Quebec for a long time, but it is breaking out into the whole of Canada. CurdZ is looking to expand its brand with this trend.
* They made $33,000 on the first month, $37,000 on the second month, and then trending to about $45,000.
* They got an offer from Michael; "$500,000 for 45%. You get a 5% royalty and 10% equity stake for in the franchise of the nine stores. I would like to have a district, which we'll determine after the fact, and in that district where the nine stores are, I can add stores. I'm going to match this off with WahlBurgers, and put them kind of side by side, just kind of couple it together. Store within store, so my cost is going down a lot." (5:15 in the episode)

Quick Brush

* The Ask: $100,000 for 20%
* QuickBrush is a brush that has a pumping system with a canister. The regular brush needs both hands, but this QuickBrush needs only one hand because it already has the paint ink in the canister.
* It does not get any offers from dragons.

TdotPerformance

* The Ask: $1,000,000 for 25%
* They operate a website that sells auto performance parts and accessories at a low price by avoiding the exchange, duties, and taxes of cross-border shopping.
* The revenue: $1.5 million in 2012, $3.5 million in 2013, $6.5 million in 2014, and (estimated) $10.5 million in 2015
* They have got three offers and offer detail what they chose: $1,000,000 for 30% from Michele because they thought she has high understand about internet shopping

Jump-on

* The Ask: $400,000 for 20%
* Jump-on is an airplane-sharing service for travellers with a unique way to access low-cost flights.
* It does not get any offers from dragons.

Support for Dillon

* The Ask: $50,000 for 5% of earnings
* Dillon is a Heavy-weight Champion of Canada, and he wants to become a Heavy-weight Champion of the world. So he needs the fund for training, such as training camp, good sparring partners, and a nutritionist.
* Dillon is also a 1999 All-Ontario chess champion.
* Get three offers from Jim, Michael, and Manjit.

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| **Value Proposition** |
| Products & Services |
| * **TdotPerformance** * Sellling high quality performance parts and accessories for cars at low-cost. |
| Gain Creators |
| * Searching the fit parts and accessories to customers' auto * Delivering products to places where customers want * Selling items at a relatively low price compared to other online shopping malls   + TdotPerformance is Canadian owned and operated, so they do not charge any custom duties or brokerage fees. |
| Pain Relievers |
| * TdotPerformance has warehouses all over Canada for fast delivery system. * TdotPerformance provide a easy-return service in 30-day. |



<https://www.strategyzer.com/resources/canvas-tools-guides>

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| **Customer Segments** |
| Customer Job(s) |
| * Finding out what parts and accessories customers need. * Finding and purchasing the proper performance parts for their car * Checking if items work well after the delivery. * If the products work well, changing the old one to the new product. |
| Gains |
| * Customers can buy the product at a lower price than the offline shop. * Customers can find some rare parts or accessories that cannot find at the offline shop. * Customers who do not have time to go offline shop can buy the product anytime with free delivery service in Canada. |
| Pains |
| * If there is no inventory near customers’ house, they may wait for a long time. * If Customers do not know how to fix or change the parts, they have to visit the auto repair center anyway. * If customers get defective products, it should be difficult to exchange or refund it. |

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| Customer Relationships |
| * Inexpensive/Cost Reduction   + TdotPerformance can reduce the product cost by deducting the rental fee for the offline shops. * Convenience   + TdotPerformance have advantages of online shopping malls; deliver products to the customers’ house, can shopping regardless of day and night * Variety/Diversity   + TdotPerformance provides various items regardless the type of car; Truck, OEM car parts for diverse vehicle makes and models. * Accuracy   + Choose a product what customers need and find the exactly fit merchandise to their car. * Updating constantly   + Brand-new autos and accessories are launched every year and every month, so TdotPerformance updates their product list constantly. |

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| Channels |
| * Awareness   + Promoting provisional customers to be at the top of the list when they search for items sold on the site. * Purchase   + Creating a search engine that gets results depending on the type of car   + Categorizing according to the type of product * After sales   + Customers can return easily during the 30-day |

# References

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