

DIGITAL\_TRANSFORMATI  
ON\_SHIFT\_CULTURE\_TEC  
HNOLOGY\_CHANGE\_DESI  
GN\_INTERNET\_SOCIAL\_M  
EDIA

INTRODUCING THE YEC  
2021 THEME //



**YEC**  
2021

# DIGITAL BOOM

MARCH 27 / 9AM-5PM

INDUSTRY\_PROFESSIONA  
LS\_STARTUPS\_CONNECTI  
ONS\_ENTREPRENEURIAL  
VISION

CASE COMPETITION  
KEYNOTES  
PANELISTS  
NETWORKING

BUSINESS\_INFORMATION  
\_TECHNOLOGY\_ENTREPR  
ENEURSHIP\_MARKETING\_  
DIGITAL\_ENTERPRISES\_S  
TARTUPS\_INNOVATION\_I  
DEAS

DIGITAL\_TRANSFORMATI  
ON\_SHIFT\_CULTURE\_TEC  
HNOLOGY

## **The Challenge:**

### **THE DECISION**

Since launching DOUGH T.O, Hana and Farrah had been able to take their passion for cookie dough and share it with the Toronto community. They had put in several hours in their commercial kitchen testing new flavours and believed they had an opportunity to establish their brand as a household name. Although Hana had completed some preliminary research, she wondered what other pieces of information would be helpful to guide their decision. As the sun began to set, Hana opened her laptop and began reviewing DOUGH T.O's historical sales data and social media profiles. Whichever option she chose could not be "half-baked" but needed to make a material impact on profits and align with DOUGH T.O's fun and youthful brand identity.

Which decision would you recommend and why? Would your decision change due to COVID? If so, how? If not, why?