

# HACKATHON

BrainStation x EY

*Local- $\epsilon$*



# B2B MARKETPLACE FOR FOOD

Empowering...



Farmers



Restaurants & Grocers

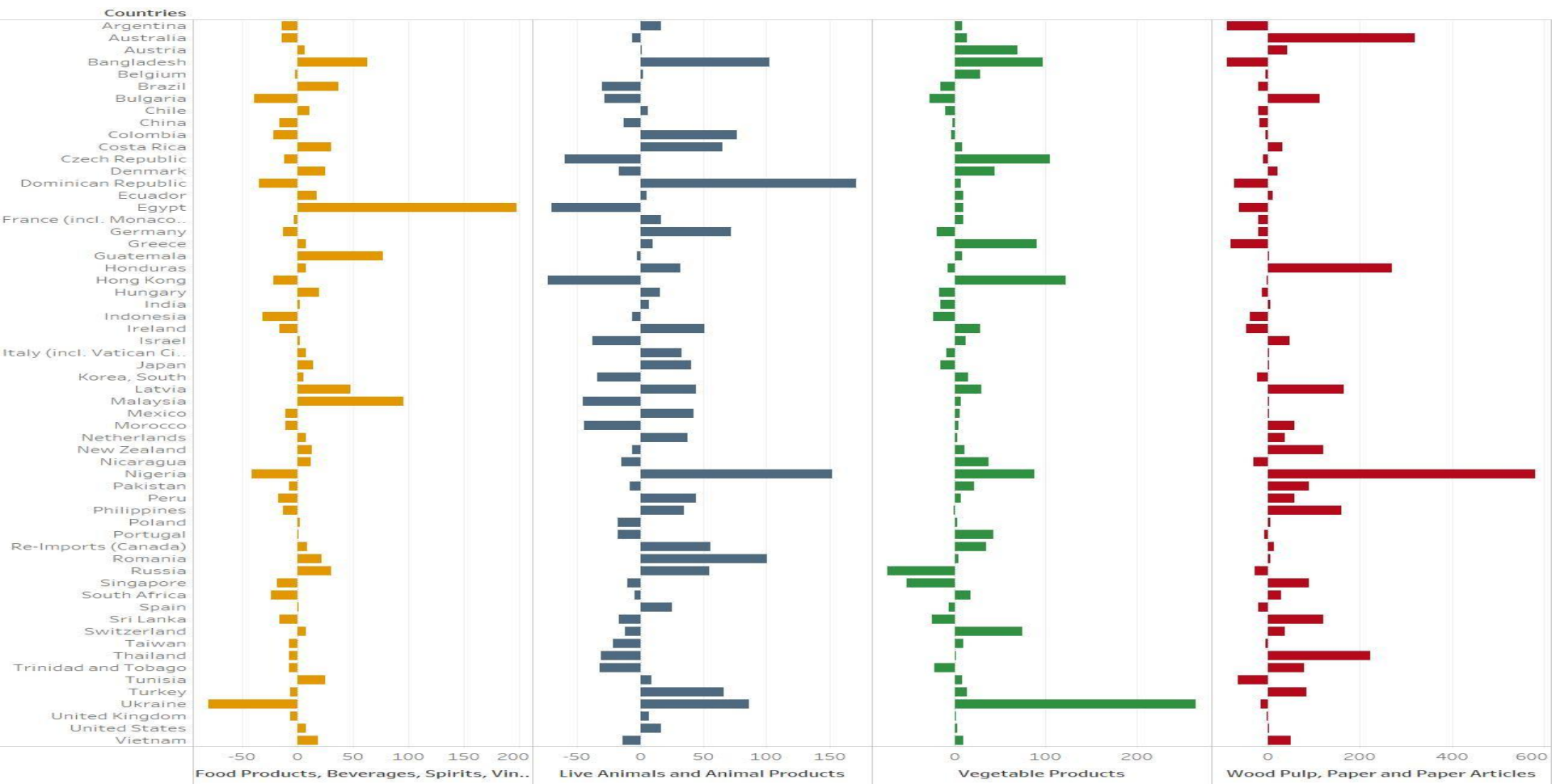


Local Shipping Companies

## **ESTABLISHING CONSTRAINTS:**

- Bankruptcies and lower production levels has led to disruption of global supply chain.
- Borders are closed between countries in a post-pandemic Canada so new suppliers are needed for businesses.
- Complying to new hygiene standards will be a challenge for international suppliers.

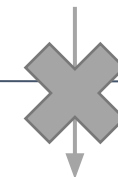
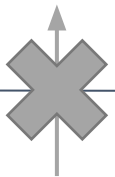
# Quarter 1: 2019 vs 2020 COVID-19 Import Disruption



## **THE IDEA:**

Small businesses that may have had their supply chains or some of the foods that they normally import disrupted. So we can source and we can connect them to local producers within Canada, and have that marketplace where they could both connect.

Domestic



Foreign



# SHIPPING



Partner with local transportation companies

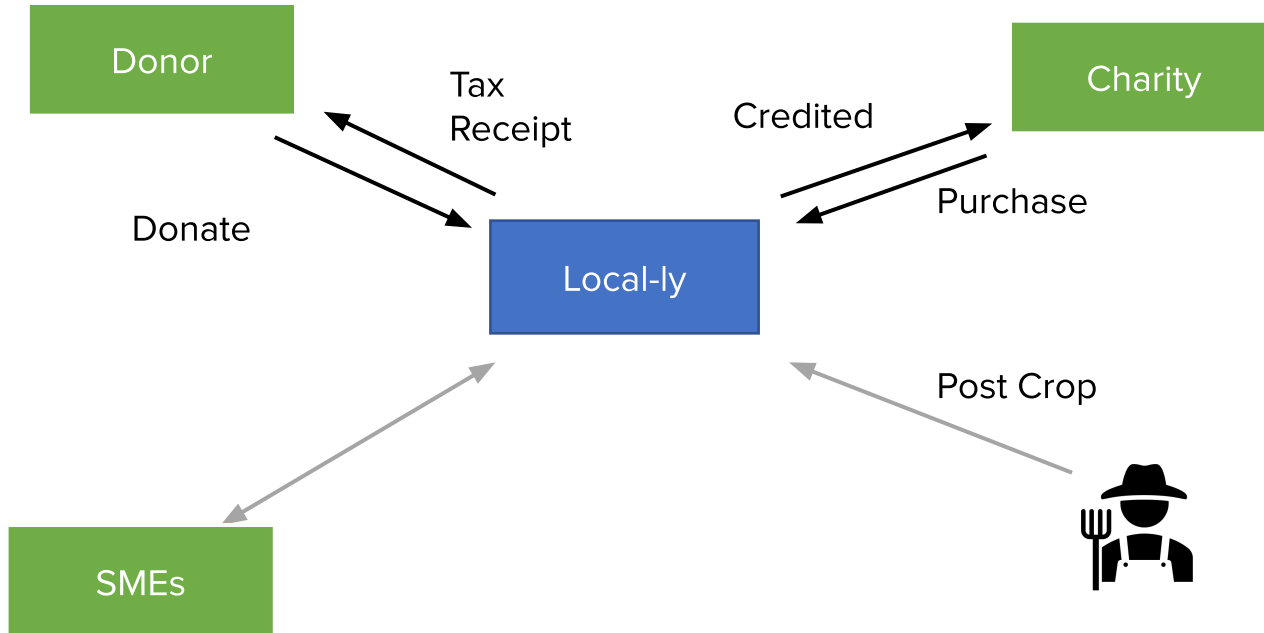


Personal Pickup



# ENGAGING USERS:

## Driving Demand Through Charities



# REVENUE STREAMS



Percentage Transaction Fee



Priced to break even



# FUTURE DEVELOPMENT



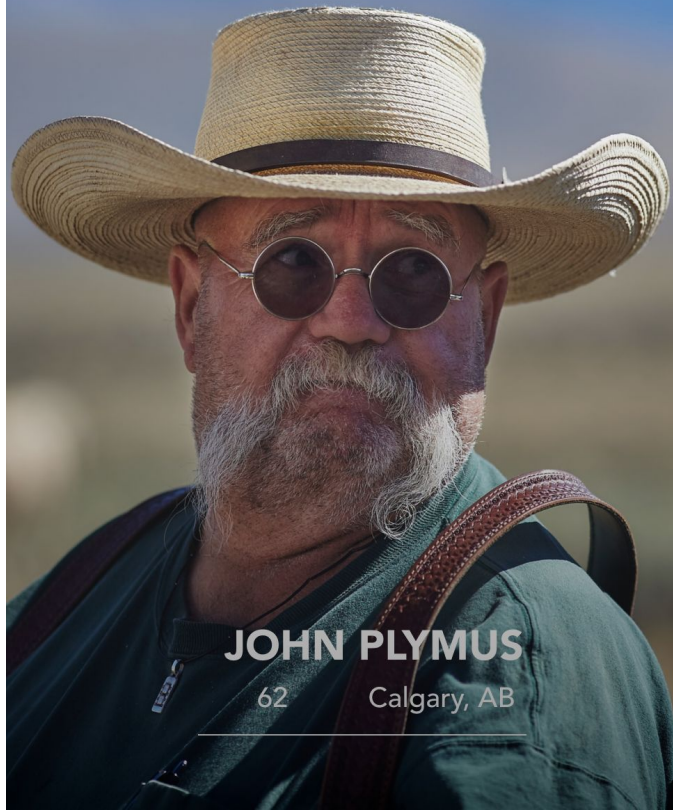
Consolidated Purchases amongst buyers



Independent transportation contractors



# PERSONA



**JOHN PLYMUS**

62

Calgary, AB

## QUOTE

*"I had to layoff half of my staff because my overseas orders from Asia were cut in half! I'd like to find a way to connect to new buyers within Canada."*

## ABOUT

Philip is a 62 year old farmer who lives in rural Alberta.

## PERSONALITY

Hardworking

Likes to set goals

Family Oriented

Networking

## PAIN POINTS

- Products about to rot and needs a way to sell them.
- Doesn't fully understand technology for his business
- Doesn't want to incur additional cost to get new customers

## BEHAVIOR

- Does not use any digital solutions
- Normally sells in high volumes

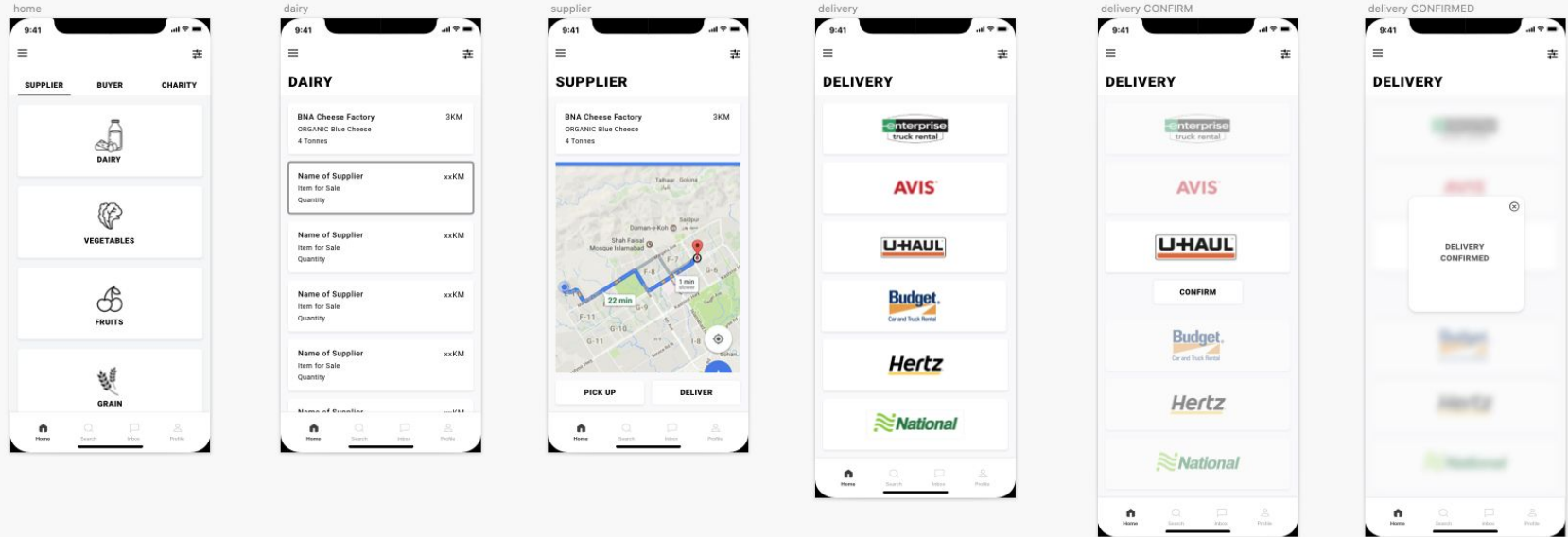
## MOTIVATION

- Doesn't want to spend more than he can afford
- Wants to be rewarded for spending money

## GOALS

- Would like to grow his business locally
- Looking for a means to deliver his products to customers in other cities and provinces.

# PROTOTYPE



<https://invis.io/J4XI0L1ADTR>

**THANK YOU**

# PROBLEM SPACE

Covid-19 has expedited the need for new tools and processes that enable digital transformation across businesses large and small. We, as businesses large and small. We, as digital-forward teams, have a chance to **reset and fundamentally reimagine consumer relationships and the way businesses define and create success.**

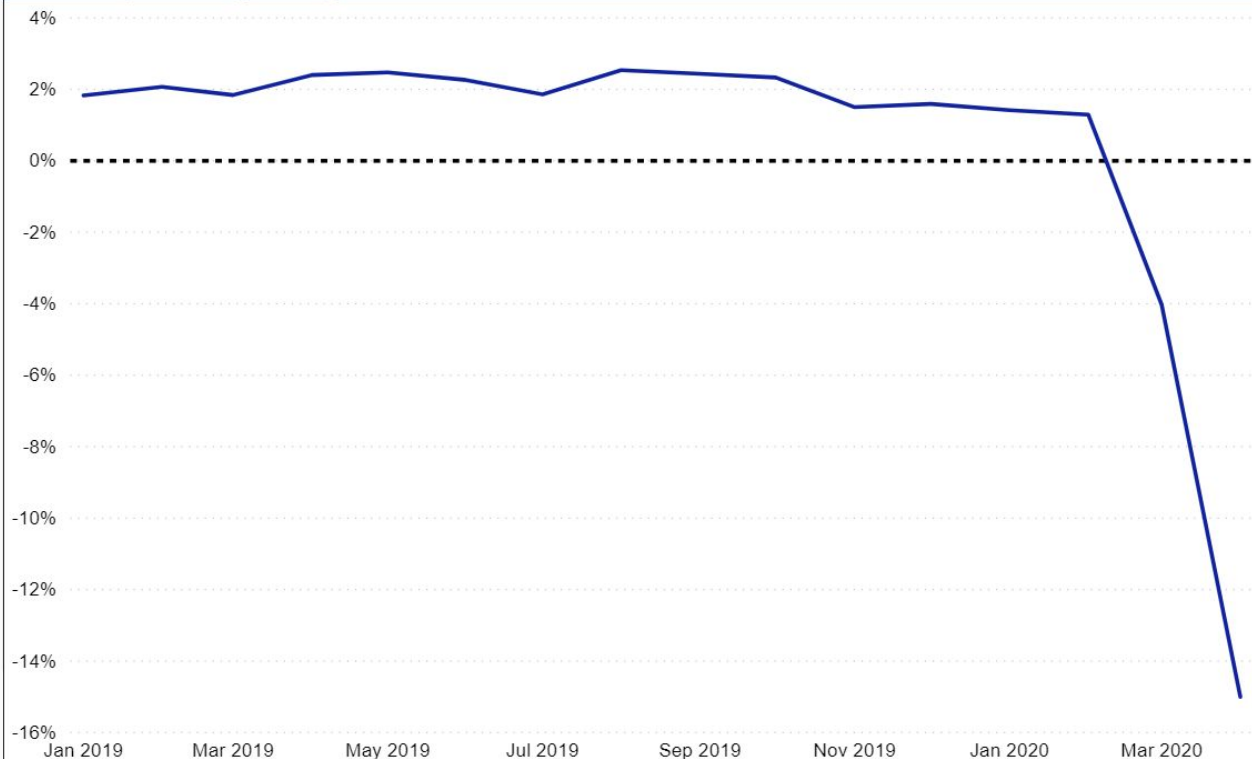
# HOW MIGHT WE...

HMW... create a digital solution to empower small-medium businesses (SMB's) to succeed in a post-COVID19 landscape?



# STATISTICS CANADA

## 12-month percentage change



## Indicators

- ☐ Real gross domestic product (chaine...
- ☐ Consumer Price Index (2002=100)
- ☒ Employment (persons)
- ☐ International merchandise trade, exp...
- ☐ International merchandise trade, imp...
- ☐ Retail trade sales (dollars)
- ☐ Actual hours worked at main job (hou...
- ☐ Manufacturers' sales (dollars)
- ☐ Aircraft itinerant movements, domesti...
- ☐ Aircraft itinerant movements, transbo...
- ☐ Aircraft itinerant movements, other in...
- ☐ Railway carloadings (tonnes)
- ☐ US travellers to Canada (persons)
- ☐ Overseas travellers to Canada (pers...
- ☐ Canadian residents returning from U...
- ☐ Canadian residents returning from ov...

## THE IDEA

Looking at the supply chain, and the disruptions that have happened around the world globally due to Covid-19. With supply chains and specifically small businesses SMB's no longer being able to get supply from usual sources the focus is on creating a solution where we could have a marketplace for SMB's to bring together local suppliers and businesses within Canada. No cross-border supply.

**Small businesses that may have had their supply chains or some of the foods that they normally import disrupted. So we can source and we can connect them to local manufacturers within Canada, and have that marketplace where they could both connect.**

- That's the idea at a basic level.

Example.... If a restaurant that normally imports flour for pizza from Italy and can't do that anymore, this app/digital solution would help identify a supplier within Canada that might have a similar product that meets the need of the restaurant to make the pizza.

This digital solution is to increase economic activity within the borders of Canada without halting businesses from functioning by not having usual supply from cross borders or over-seas. This assumption is from a post pandemic state based in Canada, while the pandemic of Covid-19 might still be going on throughout the rest of the world. Goal is to increase economic activity, that will also help build the transportation industry.

*Example... if a product is available in Vancouver or Saskatchewan or Ontario, the transportation industry that is used for carrying and transporting containers, along with the trucks, across the country will be beneficial in the solution as they will likely be small businesses themselves.*

The justification is, this will increase economic activity by acting as a broker between the supply and the demand of these products.

**The assumption is, a company is going to sign up for this voluntarily.**

**- or-**

**Are we sourcing through a known algorithm on the internet?**

**How are we getting information on the site?**

The idea is to create a platform where we meet the needs of a broken supply & demand chain due to COVID-19. Businesses would sign up and create a profile based on if they're a buyer or a supplier. And then the type of products that's needed will be categorized based on the data sets available. For example, a restaurant might need cheese that they can no longer get from they're previous supplier. So they can create that profile and source a local supplier for the cheese to keep their restaurant open and running as the customers have known it too.

**Need a hook that's going to encourage small businesses that this is the solution to help them in keeping supply and demand going for their customers.**

- *Example... if two people in Toronto have ordered from two stores in Vancouver, this digital solution will match those together so the delivery fee is cheaper. So from the small business perspective, this solution will help them more than just putting it on the internet or reaching out to current contacts like how are you differentiating yourselves.*

In that respect it's basically a supply chain, but the core idea is based on the fact that the borders aren't open so transportation costs have skyrocketed. And the cost of getting anything shipped from Italy especially in a post pandemic world, even if Covid-19 has settled, shipping can take up to 15 days to come from Europe to Canada, and then further days to get it delivered to the restaurant.

We're predicting the cost of shipping individually could most likely be very expensive or it's a fee the businesses will have to negotiate based on the demand of supply. But in the process an SMB can partner up with the transportation industry. To support our buyers and suppliers in the app/ digital solution we could have discounted rates for shipping between two businesses ordering from one supplier in location A going to location B (where those two businesses reside).