

WestCoast Treasures cdrom

Investment Proposal

Vacation Destinations British Columbia

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We have carefully considered the needs of our business and why it will be a good investment. We hope you will consider an Investment in our company. Attached to this cover page is an Investment Proposal for our business, WestCoast Treasures cdrom. The Investment Proposal contains complete details and is ready for investment. WestCoast Treasures cdrom was established in 1998 and have since developed and a first of its' kind CD-ROM. The CD-ROM is copyrighted: Idea, Design & Content "A CD-ROM Vacation Planner Guide For BC[®]" and is entitled "Vacation Destinations British Columbia".



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INVESTOR PROPOSAL

WestCoast Treasures cdrom is seeking an investor. A business partner to finance and promote our product and its' upgrade. We are looking for a partner with experience and with contacts both nationally and internationally but not limited to the tourism industry. Our mandate is to broaden our market and make available our quality, one of a kind Canadian product to the world at large.

WestCoast Treasures cdrom is seeking an investment of \$50,000 to continue our expansion. WestCoast Treasures cdrom in return, offer a percentage interest in the company and a modest return on investment along with an attractive buy-out arrangement.

We are seeking an investment partner with capital for product redesign and market positioning in the tourism market, as well as for advertising and promotion.

Executive Summary

Objectives

WestCoast Treasures cdrom concept is to provide information on British Columbia to visitors, provincially, nationally and internationally. BC businesses international businesses and residents will gain an insight to the province with this comprehensive information medium. Our product would be well received in B.C. tourism related businesses as well as other travel related companies nationally and internationally.

Information is provided on a CD-ROM, which can be ordered by individuals and companies through our Internet site, using our secure on-line ordering.

Various businesses throughout British Columbia can be advertised permanently on the CD-ROM and on our web site.

Our mandate is to also make our product available through travel-related retailers and wholesalers nationally and internationally, especially the RV market.

A part of our vision is to develop and have our product available through our business partner or a download from our web site.

Mission Statement

Based upon our prototype, our mission is to provide our clients with a fully operational upgraded CDROM. The CD-ROM will help the consumer become more informed on vacation destinations in British Columbia and persuade them to vacation in BC.



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Company Summary

WestCoast Treasures cdrom is based in Vancouver, British Columbia. WestCoast Treasures cdrom is the sole owner of "Vacation Destinations British Columbia" CDROM. We hold the copyright for the Idea, Design and Content of a CD-ROM VACATION PLANNER GUIDE FOR BC.

WestCoast Treasures cdrom has been in business since 1997 in early development. We have been selling on-line since 2000. Our product has been well received locally and internationally. It is time to re-program to give it a new look in order for us to grow.

Ownership and Management

WestCoast Treasures cdrom is a partnership, owned by Claude DeCoursey and Donald Hogue. Mr. DeCoursey is the innovator with an interest in the outdoors and has plans in mind for product enhancement. Mr. Hogue is experienced in business and has 28 years as a small business owner. Both parties have many years with WestCoast Treasures cdrom. Mr Hogue's recent business experience included experience with a West Vancouver tourist information and marketing company. Both parties have clear company and product direction and innovative design ideas.

To keep our overhead costs low, WestCoast Treasures cdrom is currently located in a home address in Vancouver. We are equipped with up to date computer programs, a fax machine and Internet connection. WestCoast Treasures cdrom web site has been designed in-house.

Product

The primary service is supplying visitors with British Columbia vacationing information. This is on a CD-ROM, which contains considerable detailed information about the province and provides vacation planning options.

WestCoast Treasures cdrom product (Version 1) is presently available for private sale. Upon reprogramming it will be available for distributor, resale and promotional incentives. Special pricing is available on our CD-ROM's to Companies: e.g. Travel Agents and Tour Operators. Since the 2010 Winter Olympic Games, tourism has expanded. Now is the time for your company to invest in BC. Make your investment WestCoast Treasures cdrom! With an investment, our product will be even better.

Competitive Comparison

We have a considerable advantage over government related agencies in that we cover the province not just the local "agency" area. We provide more complete and unbiased information on all areas of this province. Information on our CD is not restricted to selected businesses, locations, accommodation, attractions, tours, etc. provided now by paying advertisers only.

There is at present, no direct competition in the tourism market segment on which we focus. Our product "Idea, Design and Content" is copyrighted work. This alone assures a firm place in the



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market. We are a first of its' kind in Canada. We will continue to excel in its' expansion, content and development.

Based upon our research, we currently have no direct market competition. There is no other CD-ROM on the market to supply the detailed tourist information on British Columbia that we do. We offer a stand-alone program of BC Information. If you operate a business in Travel or Tourism and wish to use our product as part of an incentive package, we can help you.

The Market

Market Analysis Summary

We opened our product for review to the public and got a positive response. We have introduced our product to businesses and also received a positive response. The market is there whether it be one-time visitors, returning vacationers or BC resident wishing to explore British Columbia. The demand is there for not only destination options - more importantly, the demand is there for a "personal planner".

Market Segmentation

The need and desire for information on British Columbia is driven by four market segments.

- 1) Individuals and families. British Columbia attracts tourists from many countries. As well, British Columbia attracts visitors from all provinces and a large segment of the US, Europe and Asia.
- 2) Tour and charter operators overseas. This is a profitable market for operators, but information to them is limited. In many cases it is static and controlled by Tourism BC "members" and selected agencies.
- 3) Trade and Convention groups. While B.C. attracts many organisations, the information needed to persuade convention members to extend their stay before or after a convention, and explore our province, is often inadequate, and restricted by Tourism Vancouver and Tourism BC member restrictions.
- 4) Corporate Promotion and Incentive strategies. An edge in travel industry is what a company wants. We feel our product is the answer to small, medium and large businesses in gaining that edge. Having a product that promotes the province will help promote a business wishing to gain that travel edge. Gain that client and secure your business future.

Target Market Segment Strategy

Our primary target markets are: Travel related businesses both locally and internationally, the BC visitor and their family. RV companies and their clients will benefit from the product we have developed. The 2010 Winter Olympics, combined with the 2012 Canada-China agreement and expanded convention centre in Vancouver, has generated \$6 billion to \$10 billion in direct economic activity Be a part of it with WestCoast Treasures cdrom.



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- 1) Internet users who are interested in visiting British Columbia would purchase our product through our secure server. Consumers may also buy our product from our resellers. This market segment is located worldwide.
- 2) Travel information suppliers who would give or resell our product to potential or secured travel customers. Restaurants –cafés, Event planners –caterers, real estate agents and rental companies, retail shops – selling “Made in Canada” souvenirs for visitors to take back home.
- 3) Corporations who would use our product as a promotion or an incentive item. It is not just the event organizers that require specialized goods and services. The sponsors themselves will have a wide range of needs – and business that can meet those needs stand to profit. If an alternate language version e.g.: German version if it were available, sales could increase, based upon our web stats.

Market Needs

There is a market for our product. From real estate agents to travel agents, to tour operators to RV parks our CDROM will be an asset to securing new clients, complimenting and possibly guaranteeing the hold on present ones.

Sponsors will get exceptional exposure to their prospective and current clients during the busy travel year. Today, more than ever, your success is dependent upon creating the most effective business relationships while limiting risk and unnecessary expenses. We can help you with that.

WestCoast Treasures cdrom Spring 2017 will be the place for your business to be. WestCoast Treasures cdrom is the one place where you can be sure to spend quality time with your clients and prospects in an effective, efficient and professional media environment. Your investment in our product is unlike any other product you will see on the market. You will receive an exceptional return on your investment.

Market Needs continued....

Advertising in our product, will give you more exposure, clients and buyers than with any other investment at a fraction of the cost of print media. You get to reinforce your visibility with your existing customer base and educate the market about what you have to offer.

Don't miss this opportunity to join WestCoast Treasures cdrom's most influential CD of its' time and to secure relationships with potential clients.

Market Trends

To thrive in the Tourism Travel market and to become more resilient, all industry stakeholders are jostling for new positioning within the travel marketplace. With WestCoast Treasures cdrom, your business future growth can be guaranteed. WestCoast Treasures cdrom “CD-ROM Vacation Planner” has the potential to be sold to customers world-wide, including: United States Australia, England, France, Spain, Germany, Netherlands, and Brazil, Peru and Asia to note a few. These customers, as shown by our web stats, could be part of your market.



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Travel-related companies now in the market mainly on line, really expect the consumer to know where they want to go. The majority of – travel destination companies - do not always help the consumer in making "smart choices" about possible destinations. Our product offers hundreds of choices.

Market Growth

The vast increase in the number of consumers, worldwide, that own computers, including laptops, assures an increasing market for our CD-ROM. More people are becoming familiar with computer each year, and are open to trying different products. The number of Rver's for example; seniors who travel frequently, baby boomers is on the increase. Our product is ideal for this market.

The Industry

Industry Outlook

Leisure-related software programs that are user friendly are a huge market. They will continue to increase in both volume and choice. To thrive in this new environment and to become more resilient, all industry stakeholders are jostling for new positioning within the travel marketplace. Our Emerging Technology "Vacation Destinations British Columbia" CD-ROM, provides the hottest media offerings and the latest travel technology solutions in a relaxing environment.

Industry Participants

While we have no direct competition (no other cdrom available) government agencies for example and affiliates are considered a very tight group, resistant to new ideas, and reluctant to assist in broadening the avenues of information available to the tourism industry.

Who is out there? Other travel companies and they number in the thousands. Who offers British Columbia as we do? No one! There is no other business that offers BC as we do! We also have a copyright on our product.

Main Competitors

Government affiliates and their members are considered a very tight group. They are resistant to new ideas. They are also reluctant to broaden their borders of information available to the industry.

The tourism market in British Columbia is tightly controlled and connected to "paying members" of Tourism BC for example. Information is supplied to those who request "specific" area details. Annual magazines are available for most regions, but information is restricted to "member" supplied information.

Strategy and Implementation Summary

Sales had been made mainly to individuals through our web site secure ordering. We have included companies such as BC Ferries and Natural Resources Canada as previous resellers. The interest is out there. Refer to our Testimonials page.... Lack of sufficient development of Version 1 and promotional funding has restricted our growth.



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We have demonstrated our management capabilities by our success in bringing our product vision to this point. We now need investors with additional skills to complement ours. We would prefer an active partner but we are open to working with those who want an investment only position. We have built a creative Investment Proposal and Business Plan that is designed to meet your business and investment needs, to raise funds for our expansion and sell our idea and product.

We have available for private viewing our spread sheets, detailing projected cash flow for three years. WestCoast Treasures cdrom is worth the investment and the time. Our investment proposal is designed to meet your business and investment needs, raise funds for expansion and sell our idea.

If you are thinking of promoting your business, or making an investment, WestCoast Treasures cdrom can demonstrate to you that we not only have a good product, but a product that sells - and a plan to sell it.

One area that would promote sales is the independent tourism industry. Another is foreign tourism operators who are actively seeking ways of promoting British Columbia as a travel destination. We would also like to investigate the viability of producing German, Japanese or Chinese versions of this product.

Marketing Strategy

In the past few years, web sites catering to consumers have been the fastest growing categories on the Web. Being online is the place we want to be and our product compliments our business. Studies show that the acceptance of on-line shopping is dramatically increasing. Industry analysts predict huge growth in on-line sales as more and more consumers find their way to the Internet.

Pricing Strategy

A noted travel information CD on the market does not come close to the design and information we do. The company has a product called Trip Planner priced in the range of \$30.00. Our full retail price will be \$19.95. Resellers and volume corporate purchasers will be sold at \$15.00 per CD.

We also provide value added by way of our advertising on line brochure, a British Columbia road map and parks guide, BC postcards, and your company brochure. In future versions we offer a limited but high profile advertising option.

Promotion Strategy

We plan to attract investor capital to update our product, produce an initial product run, and provide contacts overseas and in other provinces to interest new resellers.

In our Business Plan, we have a mission statement outlining our priorities. We have a list of the company's strategic and operational objectives and specific plans for meeting the objectives of both the investor and WestCoast Treasures cdrom



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Our web site provides extensive information and is well established on all major search engines. In fact in a key word search, we are listed top page.

Web Plan Summary

Website Marketing Strategy

Presently WestCoast Treasures cdrom is listed first on three main search engines. Key word search British Columbia Vacation Destinations and Vacation Destinations British Columbia. This was acquired by proper meta tags only. Advertising on key web sites and print media, will guarantee exposure for both parties. Advertising on such search engines would foster an even better search outcome and gain more customers.

Development Requirements

Your initial investment will assure our product upgrade re programming, research and data entry.

<u>Financial Plan</u>	<u>Projected Cash Flow</u>	<u>Projected Balance Sheet</u>
Important Assumptions	see separate sheet spreadsheets	see separate sheet spreadsheets
see notes section		

Long-term Plan

WestCoast Treasures cdrom priority is to pay back the investor. We also at the same time, look forward to having the investor stay on board for a longer term. Dependent upon the investors percentage of the company, a buy-out option could be included. We expect to have solid business contacts and commitments within three years. The resulting sales will provide the cash flow required to make WestCoast Treasures cdrom financially independent. WestCoast Treasures cdrom plans substantial growth within three years. In doing so, it will expand to other provinces, under such names as “Vacation Destinations Alberta”, “Vacation Destinations Ontario” and so on.