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UCI and Entrepreneurship, Blog 3

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UCI and Entrepreneurship

<https://rampages.us/entrepreneurship/>

Shantavia Royal

THOUGHTS ON “ASSIGNMENT #1 – ENTREPRENEURSHIP CREATIVITY”

Shantavia Royal

[SEPTEMBER 21, 2015 AT 6:30 AM](#)

Hello! As I watched the race this weekend I noticed a lot of people standing on the outer course of the race. That’s expected right? Yes, it is but what if they were able to rent or buy chairs to sit in while watching the race? Thinking in regards to the weather these chairs can come with an umbrella to block the sun and even keep them dry from the rain. For those who prefer to stand and watch the race but don’t want to be blinded by the sun or soaked by the rain, umbrellas with the UCI Championship logo can be sold to them. Everyone loves a souvenir especially one that is useful. What about those who’d like to be mobile during the race but are tired of walking? Skywalkers are a huge thing these days. Why not give people the option to rent or buy one of those? Renting something as popular as that can be a risk so, they can have a chip in them to track the location of them. This may be far fetched but I also think it would’ve been a great idea to sell raffle tickets for a bicycle autographed by the champions.

ASSIGNMENT #2 – DRAFT VALUE PROPOSITION

Shantavia Royal

[SEPTEMBER 22, 2015 AT 3:46 PM](#)

Value Proposition- Chairs with umbrellas

Customer- UCI Championship spectators who are tired of standing in the hot sun

Unmet need- comfortable seating while watching the race

Solution- Option to buy or rent chairs with umbrellas attached to block the sun or rain

Benefit- comfortable seating for the spectators that blocks the sun and rain while watching the race

Value Proposition- Souvenir Umbrellas

Customer-UCI Championship Spectators

Unmet need- something to protect them from the weather

Solution- Souvenir umbrellas with UCI logo

Benefit- protection from the hot sun and wet rain and a souvenir from a historical event

Value Proposition-Skywalkers

Customer- UCI Championship spectators who are tired of walking but want to be mobile during the race

Unmet need- A way to be mobile without using a great deal of energy and getting tired

S- Option to buy or rent skywalkers with GPS tracking to minimize ability for it to be lost or stolen

B- Effortless mobility and security

Value Proposition- Raffle tickets for UCI Championship autographed bicycle

Customer- UCI championship fans of winning team

Unmet need- autographed souvenir for hard core fans of winning team

S-sell raffle tickets for a chance for a special fan to win an autographed bike and share the profits with the winning team

B- happy fan, ability to share profits with the winning team while building a profit for myself

ASSIGNMENT #3 – CUSTOMER INTERVIEWS

Shantavia Royal

[SEPTEMBER 23, 2015 AT 2:42 PM](#)

For my customer interviews I interviewed six people, three women and three men. Two of the women had little children with them so I approached them with my ideas on the chairs and the umbrellas. Both of them said that they'd buy a chair with an umbrella attached if it were available to them. However, they weren't too thrilled about the hover board (skywalker). The woman without children wasn't thrilled about any of my ideas. All three men said that they'd buy a hover board if it were available to them to be mobile throughout the race and one was thrilled about the bike raffle idea. They were all rather young males. After my customer interviews I've concluded that the souvenir umbrella value proposition isn't a good one so I wouldn't go forth with it. Also, because the bike raffle wasn't highly favored I wouldn't go forth with that either. As for the others here are my updated value propositions:

VP- Portable chair with umbrella

C- spectators of the UCI races that are mothers with little children

U- comfortable seating on hand to protect from weather while watching the races

S- portable UCI souvenir chairs with umbrellas attached

B- comfortable and portable seating for mother and children during the races

VP- Hover board (skywalker)

C- young male spectators of the UCI Championship races

U- effortless and fun mobility throughout the races

S- Hover board with tracking in case lost or stolen

B-effortless fun and secure mobility throughout the races

ASSIGNMENT #4 – UPDATE V.P. AND MORE C.I.

Shantavia Royal

[SEPTEMBER 24, 2015 AT 1:02 PM](#)

I was able to interview a few more customers to discuss my value proposition. Since I drew attention from mothers for my first interviews with the chairs I focused on mothers for the chairs again. This time I interview a mother with a child who was probably about ten years old. She said she wouldn't be interested in the portable chair with the umbrella because wouldn't plan to watch the race long enough for her and her daughter to want to sit. Another mother I interviewed said no she wouldn't want the chair for herself however she would like to have some kid size chairs with umbrellas for her toddlers. I went on to discuss the hover board with a younger woman if she'd be interested in buying a hover board to be mobile throughout the races or would she rather have a portable chair. She opted for the chair and her reasons were that although the hover board would be fun to have it could pose safety hazards for her and other spectators while being operated through crowds. Before speaking with her I never considered the safety risks associated with the hover boards. A young male I interviewed also stated that he'd rather have the chair because of safety risks associated with the hover board. I

expected him to go for the hover board. The last person I interviewed was a family that consisted of a mother a father and two middle aged kids. I presented both ideas to them and asked which they would rather have to make their race experience better. To my surprise they said neither and their reasoning was because they are fine with standing and walking is safer than the hover board. They also pointed out that their kids are old enough to withstand the standing and if need be walking to follow the race. After speaking with these customers here are the updated value propositions I have come up with:

VP- Portable chair with umbrella (adult and kid size)

C- spectators of the UCI races that are mothers with toddlers

U- comfortable seating on hand to protect from weather and rest while watching the races

S- portable UCI souvenir chairs with umbrellas attached for adults and kids to rest

B- comfortable and portable seating for mother and children during the races

VP- Hoover board (skywalker)

C- young male spectators of the UCI Championship races in less crowded areas

U- effortless and fun mobility throughout the races with a minimal risk to spectators in crowded areas

S- Hoover board with tracking in case lost or stolen

B- effortless fun and secure mobility in less crowded areas with a peace of mind for safety and security

ASSIGNMENT #5 – YOUTUBE VIDEO

Shantavia Royal

[SEPTEMBER 25, 2015 AT 6:29 PM](#)

Here is my value proposition as Beep Inc.

Here is my video for the portable chairs in the toddler zones. Thanks for that idea!

<https://youtu.be/h-RpEOObbHE>



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