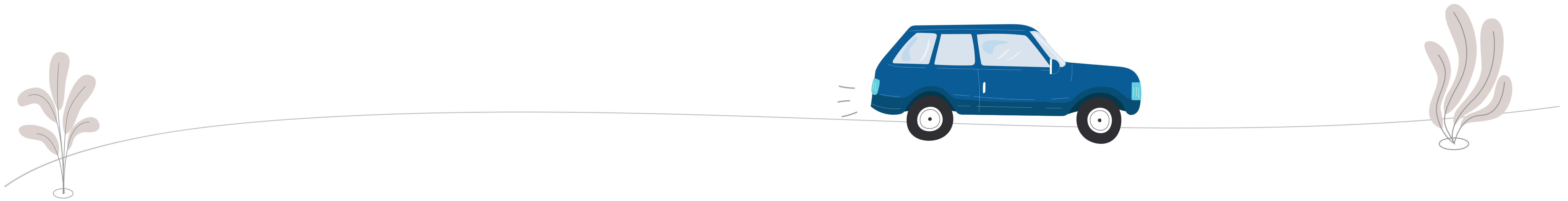




## FAMILY MISSION

To make a happier world by simplifying repair





# RIGHT TO REPAIR

---

## 01

Breakdown and premature obsolescence of our possessions is incredibly frustrating and expensive.

At PartsAvatar, we stand behind the Right to Repair movement. The Right to Repair is the idea that people and independent shops should have access to information, diagnostics, tools and parts necessary to do repairs on products at a reasonable price.

There's a certain connection that people develop with their gadgets and we want to ensure that it lasts longer with the right knowledge, the right parts, at the right time. With the money saved on choosing repair over replacement, our customers have more to invest in following their larger pursuits in life.

### Introspection:

- Do you believe that we are oblivious to the pressures our actions are putting on the planet?
- What do you think you can change in your lifestyle that could make you a part of the right to repair movement?



# MAKE A DIFFERENCE

---

## 02

When we believe and promote a lifestyle of wasting less, we take a very vital step in reducing the waste streams on this planet, thus creating a healthier, sustainable world.

For our employees, creating an environment that promotes freedom to learn, make decisions and build a fulfilling career which isn't limited to a job profile is at the core of our human resource policies. We're big believers in having a life beyond work and encourage our employees to invest in their personal relationships and interests.

### Introspection:

- How could I make a larger difference to my colleagues and their lives?
- As a business, how could Partsavatar make a bigger difference to the lives of our customers?
- Do I follow sustainable business practices in the way I live and take actions when no one is looking?



## HONESTY

---

### 03

We believe transparency should form the very being of an organization as it builds employee confidence and a sense of ownership. We hire for integrity; any other skill comes much later. We foster an environment where people innovate, make mistakes and own them instead of passing the blame.

When it comes to our industry, our goal is to bring absolute transparency by providing the right information to our customers and empowering them to be able to repair their cars through quality products at the true price.

#### Introspection:

- Are you known for your authenticity, transparency, and being non-political?
- Do you provide honest, helpful and timely feedback to your colleagues?
- Do you say what you think, when it's in the best interest of PartsAvatar, even if it is uncomfortable for your team?
- Do you question actions inconsistent with our values?
- Are you able to be vulnerable, in search of truth?



## FREEDOM

---

### 04

Happiness never thrives in a cage. We recognise that each of us has a personal preference for how and when to work. The role of managers in PartsAvatar is not to micromanage people and their tasks, but to spell out the importance of a task and what the end result should be. With us, you'll not find multi-level bureaucracy, unnecessary meetings, office politics, and a brilliant bunch of jerks.

When it comes to our customers, we give them the freedom to repair their automobiles themselves instead of not knowing what goes on behind the scenes every time their car is sent to an 'authorised workshop'.

#### Introspection:

- Do you feel free to do your job as you want to?
- Do you think there's an emphasis on process rather than results, in any aspect of life at PartsAvatar?



## LEARNING AND GROWTH

---

### 05

Becoming the best version of ourselves is one of the fundamental pursuits of life, and we look at ourselves as employees' partners on that journey. We encourage dedicated learning times and have one-size-fits-one growth plans.

Challenges taken-up here are self-goals set by individuals ranging from hard-skills (eg. new technologies), soft-skills (eg. leadership and communication) to personal goals (health and reading challenges).

As a company, we don't just want to sell automotive parts as an e-commerce company but evolve to create tutorials, DIY content and the necessary learning resources that foster a culture to repair. In the long run, choosing repair over replacement saves our customers' money which contributes to their monetary growth too.

#### Introspection:

- What is your ambition in life?
- What is your 90-day plan?
- What is your 1-year plan?
- Do you have any fitness goals?



## HAVING FUN

---

### 06

Life is short. Too short to spend working hours at a place where you dread Mondays. We don't want to be such a place. Building PartsAvatar has to be an essentially fun and memorable experience. The kind we'll want you to look back at fondly and nostalgically a few decades from now.

The same way, we love it when our customers go on a fun ride in the car they repaired themselves (and enjoyed doing it because we made it super simple for them).

#### Introspection:

- Do you dread Mondays?
- Are you having fun at PartsAvatar?
- How can we have more fun at work?
- Are your colleagues also your friends beyond work?







## FOSTER PARTNERSHIPS

---

### 07

While we have grown quickly in the past, we do recognize that there are going to be difficult challenges ahead to tackle.

We believe that in isolation, no one has the resources or capabilities to capture, defend, and win in the ever-evolving business environment. Meeting our customers' needs and building a sustainable business requires serious cross-domain collaboration.

We encourage our team members to identify "white spaces" which we need to fill, and then find partners that can best help with those gaps.

Similarly, we understand that our customers may not be able to carry out all automotive repairs on their own and to ensure that they still get the best repair at a great value, we aim to create an ecosystem of mechanics and professionals who could charge a fair amount for the services rendered.

#### Introspection:

- Are you looking outside of your own domain to find solutions via collaborations?
- What are the potential partnerships you can propose to PartsAvatar to promote growth?
- Ask yourself: How can this partnership be a win-win situation for all the parties involved?



Got Questions? Speak with

**Akshat Verma**

**+91 75063 35612**

**[akshat.verma@partsavatar.ca](mailto:akshat.verma@partsavatar.ca)**