

# Discover How 9 Young Entrepreneurs Are Shaking Up The Canadian Economy Today

Canadians have a better opportunity now than ever before to jump into entrepreneurship.

Whether you're still in high school, going to university, or already in the middle of your career, starting a business in the True North is looking more promising than ever in 2019.

With the age of the internet taking over the industrial age, new business owners are popping up all over the place and launching successful businesses that generate millions in sales. Many of these new internet entrepreneurs launched businesses that hit the multi-million dollar level. Take for instance Elon Musk, who founded PayPal in 1999 as a 28-year-old. Musk went on to sell PayPal to eBay for \$1.5 Billion. And then there's our friendly Facebook entrepreneur... You know the guy who founded the biggest social network in history? Mark Zuckerberg? He started Facebook while attending Harvard University at the young age of 19. Zuckerberg currently owns \$70 billion worth of shares in Facebook.

Those guys are great... But they're American you say. And we all know Americans have an advantage in business... Or do they?

Have you ever thought that maybe America is pumping out more successful entrepreneurs than Canada because their population is ten times bigger than Canada's... We may be small but we have just as many opportunities, resources, and tools available to us to get started. Oh and by the way, Elon Musk may be American, but did you know he also holds South African and even Canadian citizenship? You can now be proud to tell all of your friends he's Canadian, just like you.

So where are the rest of the Canadian entrepreneurs? You main not hear about them from the mainstream media, but they sure are causing a ruckus in their communities and even internationally.

Here are 9 young entrepreneurs under the age of 32 in Canada who are shaking up their industries:

## **Brian Bondy (Brave Software) from Ontario**

Brian Bondy is the co-founder and Chief Technology Officer of Brave Software and Basic Attention Token platform (BAT). Before starting Brave Software, Brian was in leadership roles at Mozilla, Khan Academy, and Evernote. He had already started and

sold a backup software company prior to this. He also has a bachelor's degree in Computer Science where he graduated from the University of Waterloo with honours in the Faculty of Mathematics.

### **Taran Ghatrora (Blume) from BC**

Taran Ghatrora is the co-founder and CEO of Blume, an online organic tampon and pad subscription service. After receiving degrees in law and psychology at Simon Fraser University and Cardiff University in Wales, Taran started her journey to reaching a master of law degree at the University of British Columbia. She was on her way to becoming a human rights lawyer with the United Nations. But things changed quickly when she founded Ellebox (later rebranded to Blume) with her friend Jessica Bilmer and her sister, Bunny in 2014. Hootsuite selected them and their company in "The Next Big Thing" accelerator. They have gone on to sell more than 200,000 organic tampons and pads through their online subscription-based service, reaching an annual recurring revenue of \$360,000. They have customers in every province and employ four full-time employees.

### **Casey Binkley, (HaulerAds) from Ontario**

Casey grew up racing competitively as a ski racer in Winfield, British Columbia. Now, Casey Binkley is a lifetime entrepreneur who has been all over Canada starting and growing businesses. From Yukon to Nova Scotia, to Ontario, New Brunswick, Alberta, and British Columbia, he has made his mark in all of the corners of Canada. Right now, he is building HaulerAds, a data-fueled mobile billboard advertising business. He previously worked in special events, distribution, manufacturing, recycling, door-to-door sales, and even gold mining. Now, Casey is mining for gold in a different way... by launching successful businesses nationwide.

### **Cassandra Pichette (Greatway Development Inc.) from Quebec**

Cassandra Pichette received a Juris Doctor from the University of Ottawa and a law degree from Laval University. She is a driven entrepreneur, passionate about real estate. She pursued her real estate dreams by starting her own business in the industry, Greatway Development Inc. She is already making plans to launch her business beyond the borders, to take it international. Cassandra is a part of several organizations and her goal is to inspire young women to launch their own entrepreneurial endeavour in Canada.

### **Reid Hemsing (Two Wheel Gear) from BC**

Reid Hemsing is the founder and president of the lifestyle brand, Two Wheel Gear, a business targeting people in the business world that bike to work instead of drive. In 2018, Reid and his team were given the award of “Best Marketer” by Small Business BC. Reid is already a successful entrepreneur, artist, and marketer who, in January 2018, received the Business Mastery Award by Tony Robbins.

### **Cierra Bray (Cgal Media) from Ontario**

Cierra Bray is an advocate for entrepreneurs and sustainable community solutions. She started the company Cgal Media, which is an event planning and social media consulting business. She also started community-focused organizations YQG Talks and WE Rise, where she runs monthly events that allow local businesspeople and leaders to share their story and their career, as well as why they live in their city.

### **Jeff Alpaugh (Dangerous Dress Shirts) from New Brunswick**

Jeff Alpaugh did his time as an Infantry Captain with PPCLI of the Canadian Army. He is currently the CEO of Jeff Alpaugh Custom, the birthplace of the World’s Most Dangerous Dress Shirts. His latest claim to fame was his company pitch to the investors on CBC’s own Dragon’s Den, which was released in Autumn, 2017.

### **Stephanie Limage (Limage Media Group) from BC**

Stephanie Limage is a producer, director, and visual artist. She founded Limage Media Group just over eight years ago in Haiti where she and her team serve the communities with economic, business, and educational support. Limage Media Group offers complete production services, job creation, digital media, tools, education, and literacy media training to less-fortunate individuals.

### **Christina Disler (Werklab Inc.) from BC**

Christina Disler is the Founder and CEO of Werklab Inc. from Vancouver, BC. She originally started her post-secondary school journey by studying at the University of Western Ontario. After her third year, she dropped out to focus on her health. While taking time off from school, she learned a lot from her father who is also an entrepreneur (who sold his internet business to Paladin Security in 2015). Christina started forming Werklab, a coworking space and launched it in early 2016.

Christina's coworking space offers so much more than just a place for freelancers, and local businesses to work. Werklab screens prospective coworkers and gets them to apply as it is an upscale coworking space. Local businesses working there include Garmentory, Booje Media, and Lagree West. Werklab is currently expanding the Strathcona space to a 16,000 square foot building and expects membership to increase by over 600 per cent when the transition is finished.

These young entrepreneurs took their chances and ran with their business ideas. Some of them graduated from university, some dropped out, and some didn't have a post-secondary education at all. Some even initially failed at their first businesses or moved on to different projects. Despite their differences, one thing they all had in common is that they found a need in their community, or in the global community and went out of their way to solve it.

These entrepreneurs all started with no plan, no mission, and no idea what they would do. Some even thought they were going to do something completely different. But they all found their mission. They found their vision. They had an idea and they ran with it.

These young Canadians are no different from you. Most of the time, all it really takes is the effort to put yourself out there, and offer a solution to a problem. For Taran Ghatrora, she saw a need within the feminine hygiene industry for a more sustainable, organic solution. Cierra Bray saw that there was a need in her local community for people to become inspired by entrepreneurs and leaders who were willing to share their stories. Casey Binkley recognized that the billboard ad industry needed a shake-up and a transformation from the old ways of doing advertising. All the young businesspeople listed here simply started by recognizing a need in a market and then chased after a vision to offer a solution for that need through their businesses.

You don't have to be a genius to start a business. Sure, Mark Zuckerberg and Elon Musk may be geniuses, but they chose to act. They saw a need and worked night and day to be the solution. All you really need to start is the willingness to offer value to the world. Start by looking around you. Look for people's pain points and come up with a solution. Once you have your vision, don't look back. Just run with it. You will be amazed at where it will take you.

