

## About the Entrepreneurs' Organization (EO)

The Entrepreneurs' Organization (EO)—for entrepreneurs only—is a dynamic, global network of more than 9,500 business owners in 40 countries. Founded in 1987 by a group of young entrepreneurs, EO is the catalyst that enables entrepreneurs to learn and grow from each other, leading to greater business success and an enriched personal life. Membership in one of EO's 131 chapters is by invitation only; the average member is 42 years old with annual revenues of US\$59.7 million.

The Entrepreneurs' Organization also operates the EO Global Student Entrepreneur Awards program, as well as the Accelerator program, a series of quarterly, high-impact learning events that provide business owners with the tools, knowledge and skills they need to grow their businesses to more than US\$1,000,000 in annual revenue.

### EO's Vision:

To build the world's most influential community of entrepreneurs.

### EO's Mission:

Engage leading entrepreneurs to learn and grow.

### Our Core Values:

**Boldly Go!** – Bet on your own abilities

**Thirst for Learning** – Be a student of opportunity

**Make a Mark** – Leave a legacy

**Trust and Respect** – Build a safe haven for learning and growth

**Cool** – Create, seek out and celebrate once-in-a-lifetime experiences

For more information about EO, visit [www.eonetwork.org](http://www.eonetwork.org) or call +1.703.519.6700.



TITLE SPONSOR



CANADIAN NATIONAL  
FINALS

FEBRUARY 4<sup>th</sup>, 2015 SHANGRI-LA HOTEL



FEBRUARY 4TH  
2015

## ABOUT GSEA

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Welcome to the 2015 Canadian National Finals! As the premier global competition for undergraduate students, the EO GSEA inspires students to adopt entrepreneurial endeavors by bringing global visibility to student business owners who are innovative, profitable and socially responsible.

As an Entrepreneurs' Organization (EO) program, the EO GSEA operates a global series of competitions for student entrepreneurs who are attending a recognized high school, college or university; own a for-profit business; are principally responsible for its operation; and have been generating revenue for a minimum of six consecutive months.

Selected applicants compete against their peers by presenting their businesses to a panel of judges, who then offer feedback to the participants. The top regional and national winners go on to advance to the 2015 EO GSEA Global Finals.

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GLOBAL STUDENT ENTREPRENEUR AWARDS

An Entrepreneurs' Organization Global Competition

STEVE KEARLEY

It is my honor to host you at the inaugural Canadian Finals of the Global Student Entrepreneur Awards.

We have seen dozens of students share pretty impressive businesses from across Canada. You reflect the best of the best for 2015.

Take everything you can away from this experience. Make new friends, expand your network, find a mentor, learn from peers, but most of all Commit to being great.

You have the opportunity to make a lasting impact with your business. Create jobs, Fuel the economy, create wealth and do good with the wealth created.

***Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently -- they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do.***

**Steve Jobs.**

Good Luck,  
Steve Kearley  
Canadian GSEA Chair.



## BLAIR ASSALY



Dear GSEA Participants,

It is my great honour to welcome you to the first Canadian Final in GSEA history. You are all here because you have shown a true entrepreneurial spirit and drive. It is truly incredible to be a student and running a company at the same time. As an entrepreneur and a Canadian I am very proud of all of you and know our future is in great hands.

Good luck in the competition and no matter the outcome please remember a quote from Vince Lombardi: " The measure of who we are is what we do with what we have".

Sincerely

Blair Assaly  
EO Global Chairman

## PRESIDENT OF INTACT INSURANCE - JEAN-FRANCOIS BLAIS



Message from Jean-Francois to come

## AGENDA

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- 10:00 a.m. Speaker for Competitors & Guests  
(Museum Room)
- 12:00 p.m. Lunch (Rosedale Room)
- 1:00 p.m. – 4:30 p.m. Competition (Museum Room)
- 6:00 p.m. Cocktail Reception (Rosedale Room)
- 6:45 p.m. Announce Winner
- 7:15 p.m. Fireside chat with Peter Thomas  
(Museum Room)
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GLOBAL STUDENT ENTREPRENEUR AWARDS

An Entrepreneurs' Organization Global Competition

## GUEST SPEAKER

HAMISH MCKENZIE



Hamish McKenzie is co-founder of McKenzie Pitch Partners, formerly M Squared Communications. A proud Australian with a background in corporate banking and sales & operations management, he has spent 17 years travelling the globe helping investment bankers, politicians, commercial real estate brokers and companies ranging in size from a boutique firm with five employees to an iconic global brand with 62,000, develop winning pitches, cohesive brand strategies and polished presentation skills. A much-sought-after speaker and facilitator known for his Aussie charm, humor, straight-shooting style and willingness to challenge conventional thinking when he thinks it prevents his clients from walking out of a pitch a winner, McKenzie has engaged and informed audiences from international sales teams to global CEOs.



## GRAND PRIZE

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Today's selected champion will be awarded with the following in cash and in-kind prizes

\$10,000 in Cash

CFO – Half Day Assessment valued at \$1,000

Pitch Partners – Pitch Consultation valued at \$3,000

Jive Communications – PR Campaign valued at \$2,000

Keilhauer – Squig Chair valued at \$1,474

Master Card – iPad valued at \$600

Parcel – Brand Strategy Services valued at \$7,500

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GLOBAL STUDENT ENTREPRENEUR AWARDS

An Entrepreneurs' Organization Global Competition

## MEET THE COMPETITORS

GRADUATE STUDENT

ZACH WOLFF

### Canadian Representative Graduate Competition Global Finals



### Exigence Technologies

Zach Wolff is a Asper Business School MBA student. Prior to co-founding Exigence Technologies as an MBA student project, Zach completed an engineering degree and worked in the aerospace composites processing industry. Zach and his wife have a 10-month-old son and enjoy the outdoors when he isn't working or studying!

# MEET THE COMPETITORS

DEREK KUCKI

CALGARY



## TLink

Derek is a 21 year old entrepreneur from Calgary Alberta. Previously being a top ten junior golfer in Canada, Derek attended University for two years on a full golf scholarship in Texas. It was here where he began his entrepreneurial journey at the age of 18 by day trading the stock

market full time and starting an eBay business out of his dorm room. After success in the stock market, building his eBay business to generating over \$10,000 a month, and receiving a 4.0 GPA while playing on the golf team full time he decided to leave Texas to focus on business.

Enrolling in the innovation and entrepreneurship program at Mount Royal University in September 2013, Derek then began working on his newest idea that was related to his passion for golf; TLink. Over the first 6 months of school Derek and his partner Stefan won over \$50,000 in grants and cash through various pitch competitions to validate his idea for TLink and eventually raise \$150,000 to finish developing the product. Since then Derek has lead the TLink team as co-founder/CEO to creating extreme demand for the product as it launches in 2015 with the expectation of achieving a minimum of \$3,000,000 in sales the first year due to the partnerships and distribution they have created. He and his team are currently raising \$500,000 to purchase inventory for the increasing demand their product is seeing in this hot market.

EDMONTON

MICHAEL TESSIER

## Good Roots Landscaping Inc.

Michael Tessier is the President and co-founder of Good Roots Landscaping Inc, a company specializing in personalized landscape development. His company was founded in 2013 and has been establishing itself as a reputable brand in Edmonton, Alberta ever since. The company



recently finished its second season, hiring 7 full time employees and producing \$240,000 in sales. In November 2014, Good Roots Landscaping Inc. was honored to receive the Mark Robinson Entrepreneurship Award at the University of Alberta's Innovation and Entrepreneurship Gala. The award recognized the growth and application of business fundamentals in up-and-coming startups in Edmonton.

Michael is the head of sales, estimating & marketing at Good Roots Landscaping Inc. and is looking forward to the upcoming production season with nearly \$100,000 in completed pre-sales and vast plans for company expansion.

Michael is a third year student at the University of Alberta School of Business, studying entrepreneurship and marketing. He plays an active role as a Faculty of Business Ambassador for the University's Entrepreneurship Hub, a center for startups looking to gain mentorship, networking, and resources to accelerate their business ideas. Michael's passion for innovation and entrepreneurship is not only reflected in his work with Good Roots Landscaping Inc, but also in his willingness to collaborate with other young entrepreneurs and outside connections to create a community that embraces entrepreneurship.

# MEET THE COMPETITORS

WILL YIN

TORONTO



## Scent Trunk

Scent Trunk is a personalized fragrance subscription for men. Retail is moving online, but it's difficult to purchase and sell scented products online, because we can't smell through the internet. Scent Trunk uses technology, to custom-select 3 niche fragrance samples, per month, for men to try, so they can avoid annoying department stores, get a variety, and most importantly, get something that's tailored to them. Men can also purchase full sized products of the fragrances they loved, as well as a variety of other men's personal care products on our website. Scent Trunk adds a lot of value to fragrance brands as well. We create a customized Scent Profile for each of our consumers, so we can identify their preferences, and get a brand's samples in the hands of the men who are most likely to enjoy, and ultimately purchase their product. We are bringing the experience of fragrance sampling, to the modern age.

DANIEL DOUBIS

VANCOUVER



## ShareShed

Daniel is attending Capilano University majoring in Business Administration and graduating in 2016

ShareShed is a web app for community members to share outdoor sports equipment with one another.

WINNIPEG

BRENDAN MCANDREW

## White Pine Bicycle Company

My name is Brendan McAndrew and I am from Sanford Manitoba. I have always been interested in entrepreneurship from a young age and started my first business in high school. From there I progressed through jobs and schooling while still trying to run my business on the side. In 2012 I decided to attend the University of Manitoba of which I am still attending today. In the spring of 2014 I wrote a business plan about a bicycle shop I wanted to open in Winnipeg. In June I officially opened the business and it has been growing steadily ever since.



An Entrepreneurs' Organization Global Competition

# MEET THE JUDGES

BRUCE CROXON



Long before “social networking” became a buzzword, Bruce Croxon made his mark as a digital pioneer by co-founding Lavalife in 1987 and revolutionizing how people connect. Under his direction, he grew this early tech start-up into the marquee brand in online dating with over two million users. Partner, chairman and CEO, Croxon helped lead the company’s growth from four to 600 employees, and achieving revenue of just under \$100 million. After its spectacular rise, he led the sale of the company for a stunning \$180 million dollars. Since that time, Bruce has been active as both an investor and advisor in early stage companies in the technology and hospitality sectors, continuing to expand the reach of his entrepreneurial successes. As an ex Dragon on CBC’s Dragons’ Den, he adds a broad range of businesses and products to his portfolio that tap into his passion for digital media, health and marketing. Croxon currently helms Round13, a company dedicated to investment in growth stage digital Canadian companies. With a focus on healthy living, he also owns Vida, a chain of high-end holistic spas on the west coast of Canada.

PETER THOMAS



Thomas was one of the leading real estate developers and lenders of his time in North America, developing several billion dollars of projects, including shopping centers, apartments and condominiums, land assembly, and golf courses. He brought the franchising rights of Century 21 Real Estate to Canada, founded Samoth Capital Corporation (now known as Sterling Centrecorp Inc.), and developed the Four Seasons Resort in Scottsdale, Arizona.

After the tragic loss of his son in 2000, Thomas decided to focus his time and energy on social entrepreneurship, and to share his experience and philosophy of values-based living and leadership with others. He is currently the Founder and Chairman of Thomas Franchise Solutions Ltd, LifePilot, The Todd Thomas Institute for Values-Based Leadership at Royal Roads University in BC, Canada, and Chairman Emeritus of the Entrepreneurs’ Organization (EO).

# MEET THE JUDGES

KARIM HIJRI



Karim Hirji is the Regional Vice-President for the Durham Region of Intact Insurance. Intact Insurance is one of the largest employers in Ajax with over 350 staff, and the region has direct written premiums in excess of \$415M.

Mr. Hirji joined the company in 2001 where his analytical skills and abilities in re-engineering and implementing customer-focused workflows led to a quick progression from a Personal Lines Manager to a Commercial Operations Manager in the Vancouver Region.

In 2005, he moved to Toronto and assumed the role of National Director, Commercial Lines Research and Development where he was responsible for providing leadership and direction in the development, implementation and on-going monitoring of national business projects, processes and programs.

In 2007, he assumed the role of Vice-President, Finance for the Ontario and Atlantic Divisions where he led a team responsible for providing value-added financial and operational analysis to the organization. He was appointed to his current role in November 2009.

Mr. Hirji has an Executive MBA from the Richard Ivey School of Business at the University of Western Ontario, a Bachelor of Commerce in Finance from the University of British Columbia and is a Chartered Insurance Professional.

BILL TRIMBLE



98 Corporate Group Resources Ltd.  
President and Founder. (Vancouver, BC)

\* The Company is a privately held Vancouver, BC, Corporation, founded in 1989 to provide public company administrative management services to precious and base metal exploration and development companies .  
The Company assists in all facets of public company administration including venture capital financing, corporate administration, business development, accounting, and corporate communications.

## EO Network

- \* International Board member 1991-1994
  - \* Past International President 1993-1994
  - \* Chairman Past President Committee 2008-2011
  - \* Founding President of Young Entrepreneur Organization in Canada, co-opened eight chapters in Canada, including the first chapter in the EO (YEO) world. Assisted with California chapter launches
  - \* One of EO's longest standing members
  - \* Participant in 45 International Conferences and 15 Regional Conferences
  - \* Speaker on various subjects at a number of events and Conferences pertaining to Entrepreneurship, the organization and business experiences
- Judge for 3 previous International Global Student Entrepreneur Awards (GSEA)

## PERSONAL

Enjoy physical fitness, snowboarding, yoga, golf, music, travel, and father to four grown children



# MEET THE JUDGES

JOHN RADOSTITS



John is the President of the Radco Group of Companies based in Edmonton. After growing the family grocery business to be the largest franchisee in Canada under the Sobeys banner John Sold the company and refocused the company as a syndicated private equity investor with a focus on Energy Services, Consumer Goods and Real Estate. John holds a Bcomm from the University of Calgary and is a graduate of the ICD.D institute of Corporate Directors course. John is a sports enthusiast, an advise skier, and a very bad hockey player.

John has been an EO members since 1993 and celebrates his 22nd year in the same forum group. John was the first EO area director for Canada, and has led the launch of Accelerator in Edmonton as well as serving as the Canadian Area Director for Accelerator. John was key in the development of the Chapter Health Matrix which is now the RockStar Awards in EO.

JULIE MITCHELL



Julie is the Founder of Parcel Design, a Brand Strategy and Design Firm in Toronto. Having grown Parcel from the ground up, Julie brings her clients a business expertise earned the hard way. Her philosophy from the start has been that the best brands are defined by simplicity and clarity. She aims to think about a client's business in ways they haven't, to draw light onto the true experience of their brand. A McGill graduate in English and Communications, her strategy and design work began with Spencer Francey Peters, The Body Shop, and other top brands and marketing firms. She's an active member of Entrepreneurs' Organization and is always out there learning the newest business angles—information that she brings back to her clients at Parcel.

# MEET THE JUDGES

## ALEX READ



As a seasoned entrepreneur, and recipient of the Business In Vancouver “40 Under 40” award for 2007, Alex owns several successful businesses across North America. These include a number of hyper-growth franchises with I-800-GOT-JUNK? and You Move Me in the New Jersey area; the fast growing entrepreneurial success toolkit “Make My Marketing Work”; and WOW I DAY! Painting in the Seattle area.

Alex brings to everything a wealth of international business and leadership experience having worked in several countries around the world. These include such places as the UK, Australia, New Zealand, Bahrain and Canada. Previously in his career he has worked in a variety of senior leadership roles for companies such as American Express and I-800-GOT-JUNK?

His primary career focus has been in Sales, Marketing and Operations, especially in fast growing privately held companies. During this time Alex has developed a passion for increasing organizational effectiveness through clear and transparent leadership. With an in-depth understanding of entrepreneurial hyper-growth enterprise, Alex is able to create calm out of chaos and lead an organization to new plateaus of success.

Alex holds an honors degree in Marketing and is a former ski coach. He is also a past Chapter President and current Canadian Regional Director for the Entrepreneurs Organization (EO), a global organization uniquely for entrepreneurs.

## ROBERT FRENCH



Serial Entrepreneur

- Rob has founded several multi-million dollar Global consumer products companies in Canada, France & Great Britain
- Rob sold 3 companies, including Burt’s Bees Canada to a private equity group which later sold to Clorox.
- Rob is the recipient of the FBDB Young Entrepreneur of The Year for Ontario in 1991
- Rob is a graduate of the INC / MIT BOG program

Robert French is presently a Managing Director of The Forever Group, a manufacturer and wholesaler of Consumer Brands in the Lingerie Accessory, Premium Laundry and Natural Spa channels across Canada, USA and Europe.

Robert graduated from McGill University in 1985 with a BA in Economics and, while at McGill received the *American Ambassador’s Prize*, which included an opportunity to study at Dartmouth College in New Hampshire.

Robert started The Forever Group in 1985 while in his last year at McGill University. In 1991, he was awarded the Young Entrepreneur Award for Ontario by the Business Development Bank of Canada. He was a principal founder of the Young Entrepreneurs Association of Canada (YEA Canada), an organization formed in 1992 and Past President and Board member of EO (Entrepreneurs Organization) Toronto. Robert also was on the founding board of directors of the Innovators Alliance; an association formed to enable Ontario’s leading growth firms, to sustain and accelerate their growth by sharing experiences and ideas.

# MEET THE JUDGES

STEVE KEILHAUER



Steve is a founding partner of the Keilhauer. He heads up the team responsible for the development and engineering of all Keilhauer award winning products. Steve is a long standing member of the Entrepreneurs Organization and proudly served multiple years as President of the Toronto Chapter as well as Area Director for Eastern Canada. He is passionate about good design, ingenuity and positivity.

LAURA LOMOW



Laura Lomow is the founding partner and President of AQ Group Solutions, a national Employee Benefits and Plan Member Advocacy firm. Laura is the Past President of the Winnipeg Chapter of the Entrepreneur's Organization and currently serves as an Area Director for EO Canada as well as a Director on a number of other Community Boards in Manitoba.

# MEET THE JUDGES

JEFF LIM



Jeff Lem is co-founder and President of qdata an award winning multi-million dollar enterprise focussed on supply chain solutions. Jeff is an industry expert in barcoding and mobile workforce management, has spoken at trade conferences, written articles and widely quoted. He has been involved with EO since 2002 and has served in a number of leadership roles including Toronto Chapter President and Mentorship Director for Canada. He has a BBA and MBA from the Schulich School of Business, resides in Markham and is an avid cyclist with the goal of opening the ultimate bike store.

MARCUS NEW



Marcus New is an entrepreneur who has been involved in the capital markets for 20 years. In 1995 Mr. New founded Stockgroup Media which was built into one of the largest financial communities focused on small cap news and investing. In 2002, purchased Stockhouse Media the largest online community for active investors in Canada and one of the world's largest natural resource communities. 1,000,000 Investors, brokers, institutions and analysts visit Stockhouse each month.

In 2014, Mr. New became Chairman of Stockhouse to become Chief Entrepreneur of Investx Capital Ltd, a new cross border equity crowdfunding platform that had been incubated by Stockhouse over the past year. Mr. New is also President of Radical Capital a family office fund that invests in high growth companies.

## SPONSORS

TITLE SPONSOR



## IN-KIND SPONSORS

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