



THE DREAM CATCHERS PROFILES OF ENTREPRENEURIAL OPPORTUNITY AND SUCCESS

The Dream Catchers, Profiles of Entrepreneurial Opportunity and Success, was prepared by the Entrepreneurship Development Directorate of the Atlantic Canada Opportunities Agency (ACOA). Additional copies are available upon request:

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WHEN OPPORTUNITY KNOCKS...

Owning your own business could be one of the most rewarding opportunities you will ever experience. Just ask any of the entrepreneurs profiled in this collection. These ambitious, dedicated Atlantic Canadians share a common bond – they have realized the personal satisfaction of starting their own businesses. Not all were actively seeking to start a business, but when opportunity knocked, these would-be entrepreneurs opened the door.

These profiles provide brief insights into how each individual faced the challenges associated with starting a business. Some of the challenges are common to all entrepreneurs... some are unique to the individuals involved. The entrepreneurs presented in this book represent a diverse range of backgrounds and life experiences. Some come from different races or cultures; others have endured physical, social or economic hardships. The important lesson each has learned is that challenges can be overcome; they serve mainly to test our abilities, our creativity and our determination.

Each of these business owners encountered obstacles and difficulties along the way – long, lonely hours of work essential when starting on your own, personal and family sacrifices, and a constant search for business funding and potential customers. In the face of such overwhelming demands, many people would be tempted to concede defeat. Yet, without hesitation, all of these entrepreneurs agree they would do it all over again since the satisfaction far outweighs the effort involved.

The abundant rewards of entrepreneurship are shared by communities throughout Atlantic Canada. Entrepreneurs are critical to the health, future and growth of our private sector. Research indicates that companies with less than 100 employees comprise 95 per cent of our regional businesses and represent up to 80 per cent of new job creation in the region. Without the contributions of individuals who share common traits such as motivation, initiative, ability and the desire to start a business, Atlantic Canada would never realize its economic development potential.

ACOA is proud to assist new entrepreneurs by providing the knowledge and advice they need to succeed in business. We applaud the achievements of these dynamic Atlantic Canadians and all others who have pursued a similar dream... those who are adaptable to change, willing to take risks, who are dedicated to giving it their all and believe in the future of our region.

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