



# Founder & Entrepreneur – Technology Start-up

**SALARY RANGE (2017):** \$40,560–\$122,005<sup>i</sup>

I knew since I was a kid I was born to be an entrepreneur. I'm part financier, part product designer, part human resources manager, part market researcher, and I'm always selling my vision. In this job, I need to have confidence in my vision, the ingenuity to deliver it within limited means, and the enthusiasm to effectively tell the story and move others to action. I also need enough humility to adapt my solutions to changing market conditions and feedback.

**The Tip:** Don't get a mentor. Get *mentors*. No single person has all the answers. I find the real learning isn't in what they agree on, it's what they disagree on. This is where you can really start to ask hard questions.

## PRIORITY KNOWLEDGE AND SKILLS:

<p><b>Technical Knowledge &amp; Skills</b></p> <ul style="list-style-type: none"> <li>• IS strategy, management &amp; acquisition</li> <li>• Knowledge of applications</li> <li>• Systems analysis</li> <li>• System design &amp; software development</li> <li>• Project Management Body of Knowledge (PMBOK) skills</li> <li>• Programming skills</li> <li>• Software-testing skills</li> </ul>	<p><b>Management Skills</b></p> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Develop &amp; execute a product strategy</li> <li>• Financial analysis</li> <li>• Revenue generation</li> <li>• Measure return on investment (ROI)</li> <li>• Manage projects</li> <li>• Sales &amp; distribution management</li> <li>• Conduct sales presentations</li> </ul>
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## BUILDING BLOCK EXPERIENCES

<p><b>Education &amp; Learning:</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Computer Information Systems with a minor in entrepreneurship.</li> <li>• A commitment to be a lifelong learner. I read one book a month.</li> </ul>	<p>I was mostly a self-taught software designer but realized I had a lot to learn. What gets me up in the morning is change. In my space, if you're not learning every day, you're falling behind.</p>
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Developed my first App in high school. I only sold 300 units but I learned how to listen to real customers. My second App sold 3000 over units.</li> <li>• I did an internship at a start-up during my third-year and was hired after graduation.</li> <li>• I founded my own start-up four years after graduation and secured angel investment from my mentor.</li> </ul>	<p>I learned how to take risk early. This process reinforced a quote by the founder of LinkedIn Reid Hoffman "<i>If You're Not Embarrassed by The First Version of Your Product, You've Launched Too Late</i>". I now manage my company that way and coach my staff. Perfection is the enemy of progress. My boss at my start-up became my mentor and is now my partner. She believed in me and my vision.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Since my second year of university, I spend one week a year volunteering overseas. For the past four years, I've coordinated the trip.</li> </ul>	<p>A passionate professor in university introduced me to this field school program where I still spend one week a year abroad on project work. These experiences allowed me to realize I was born to be an entrepreneur.</p>

<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• I've never worked beyond start-ups and never will. I believe in self-reflection and I learned to listen to myself.</li> </ul>	<p>What I loved to do and I was good at was software design and never wanted to get too far removed from this.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Developed a diverse team of mentors inside and outside of social work. This includes senior people in technology, finance and academia.</li> </ul>	<p>The diversity of my mentors often creates internal conflict and challenges. This is a good thing. I think building a uniform mentor team of people “just like me” may be comforting, but I found it to be a poor strategy. I now use mentors to challenge what I think I know.</p>

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<sup>i</sup> This is the national range for Canada. Refer to <http://www.payscale.com/>