

Entrepreneur

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SUCCESS STORY

CYBF Entrepreneur: Robert Kenfield

CYBF Mentor: Alex Read

CYBF Community Partner: Canada International College

Inception: December 2005

Jobs Created: 25

Location: Vancouver, British Columbia

Website: dreamlifedesign.ca



dreamlife

DreamLife Design Inc.

CYBF 2008 British Columbia Best Award Winner

DreamLife Design Inc. is a complete real estate visualization agency. Working with real estate developers and project Marketing companies to help potential investors visualize, showcase, and help sell upcoming real estate projects.

Business Profile: DreamLife Design Inc. is a complete real estate visualization studio taking developer architectural drawings and sample textures to create fully photorealistic 3D images and animation to showcase the inside and outside of buildings. Working with architects and interior designers to make their images appear as realistic as possible, DreamLife also offers interactive websites, touch screen software and DVDs that showcase the most cutting edge 3D renderings and animation. Developers can enhance selling or closing opportunities and overall success by using DreamLife's products.

His Story: In relatively new industries, it's often easier for new businesses to move forward and grow. Real estate visualization is such an industry. Consequently, Robert Kenfield decided to enter it two years ago, with his company, DreamLife Design Inc. According to Robert, "I knew when I started the company that I was not the first company on the market, but that I was early enough into a new market cycle to have a chance at making it work." Further, Robert loves what he does. He says that "it presents a new challenge everyday." Robert has successfully conquered the challenge of growing a new business: for example, his business now enjoys record sales growth and is currently opening a new office in Toronto. As well, Robert has a background that's relevant to DreamLife. He has a Bachelor of Environmental Design with Honours from the University of British Columbia and a Certificate of Fine Arts from the Emily Carr Institute of Art and Design. Also, he helped develop another small Canadian company, Juicy Jam, before starting DreamLife. Juicy Jam was a small, rapidly expanding fresh jam company. There, Robert was primarily responsible for re-developing the Juicy Jam brand and launching it in two exciting phases. Robert took responsibility for marketing the product to local companies.

ACCOMPLISHMENTS:

- December 2006 - obtained first group of major projects (5 in total)
- Interviewed by The Real Estate Channel
- May 2007 - Increased its sales by 500% with 26 small to large projects happening simultaneously
- By March 2008, expanded into US market (Colorado, California, Texas, Arizona)

DreamLife Design Inc.-Continued

The Canadian Youth Business Foundation (CYBF) is a national charity that helps to drive Canada's economic prosperity by providing youth, age 18-34, who have a great business idea but are unable to access funds through traditional sources, with start-up financing, world-class mentoring and business resources to create and sustain their own successful business.



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Short Quote:

"The CYBF program is A MUST for any young entrepreneur. Not only are you able to secure financing to get you started, but CYBF actually includes systems and support that would cost you thousands of dollars if you were to go out and buy them yourself."

- Robert Kenfield, DreamLife Design Inc.

Long Quote:

"CYBF has been a critical aspect of my growth so far. Early on in the business, I was finding it a real struggle to gain the necessary financing to support my growth. So much so that I even contemplated finding a job on the side to fund my business. This obviously would have been a huge mistake and really impaired the growth of the business.

However, after coming across CYBF I was able to secure some initial financing and gain some invaluable insight from the mentor I was assigned. This initial financing and mentorship from CYBF gave me the external credibility to show that I had a solid business plan and more importantly the confidence of an organization like CYBF behind me. From this I was then able to gain the additional financing I needed (above and beyond the CYBF start-up financing) and as they say..... the rest is history! Also, I simply couldn't have done it without the help of my CYBF mentor, Alex Read. My mentor has enabled me to remain focused and on track, resulting in amazing growth over the last year."

- Robert Kenfield, DreamLife Design Inc.

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