

Entrepreneur

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SUCCESS STORY



Entrepreneur: Geneviève Gagnon

CYBF Mentor: Johanne Tremblay

CYBF Community Partner: SAJE
Montréal-Métro

Inception: June 2005

Jobs created: 12

Location: Montréal, QC

Website: www.lafourmibionique.com



La fourmi bionique Inc.

2007 Québec Best Business Award Winner CYBF and 2007 National Award

Business Profile:

La fourmi bionique Inc. manufactures and markets handcrafted granola blends containing natural and organic ingredients that are distributed to retail and high-profile institutional markets, including some of the most prestigious hotels in Québec and in France. La fourmi bionique Inc. has garnered the attention of industry heavy weights such as Chez Cora Déjeuners, Le Germain hotels, Sobeys, Loblaws and Metro Richelieu.

Her Story:

Throughout her childhood Geneviève immersed herself in supermarkets due to her entrepreneurial father's life-long experience in the food retail sector. The people who have influenced Geneviève to become an entrepreneur were her grandfathers and her father both of whom were entrepreneurs. As a result, Geneviève spent all her childhood playing in the universe of the supermarket and began to work at a very young age in this field. *Tel père, telle fille* - Like father, like daughter. Turning a passion for breakfast into an empire, she developed and manufactured a range of deliciously artisanal gourmet organic breakfast cereals and snack products offered in the most prestigious hotels in Québec and in France. La fourmi bionique Inc. is well on its way to becoming the Häagen-Dazs of cereals!

La fourmi bionique Inc. - continued

ACCOMPLISHMENTS:

- Winner of the 2004 Extreme Entrepreneur Challenge organized by the Young Chamber of Commerce of Montréal.
- Winner of the 2004 Québec contest in entrepreneurship
- Finalist of the Western Montréal region for the Desjardins Young Entrepreneurs Prize
- Recipient of 4 grants within the Enterprise Synergy Program of the Office Franco-québécois for la jeunesse (OFQJ) allowing Geneviève and Valérie Gagnon to finance two 10-day commercial trips to France and a third trip scheduled for fall 2008.

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:

“Winning the 2007 Best Business Award for Québec is encouraging and serves as recognition, which emphasizes our achievements and our social and economic contribution.”

- Geneviève Gagnon, *La fourmi bionique Inc.*

Long Quote:

“To launch a business, you need conviction and tenacity. Do not be afraid of the obstacles because they are your daily burning fuel. CYBF is an important partner for young entrepreneurs who have the audacity to carry out their dreams! My mentor influenced my decisions and me since the beginning. At the critical phase of seeking to install my own production facility she came through and helped me a lot. As I didn't know how to approach this phase, she guided me with her precious advice. Mentoring is a priceless tool that ensures the survival and the development of a young company and allows [a young entrepreneur] to circumvent many beginners' errors!”

- Geneviève Gagnon, *La fourmi bionique Inc.*

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