

Entrepreneur

cybf.ca

SUCCESS STORY

CYBF Entrepreneur: Crystal Kaufman

CYBF Mentor: Penny Tremblay

CYBF Community Partner: The Business Centre Nipissing Parry Sound Inc, serving the Nipissing and Parry Sound Region

Inception: 2007

Jobs created: 2

Location: North Bay, Ontario

Website: www.bioped.com

The BioPed logo features the word "BioPed" in a white, serif font, with a horizontal line underlining the "Ped" portion. The logo is set against a solid orange square background.

BioPed Footcare Centre 2009 CYBF Ontario Best Business Award Winner

Business Profile: Putting your best foot forward.

BioPed North Bay is part of the BioPed national franchise, one of the largest providers of custom orthotics, orthopaedic footwear and pedorthic care in North America. All BioPed clinics are equipped with on-site labs where a full range of custom orthotics are manufactured. BioPed Centres specialize in alleviating painful or debilitating conditions through custom orthotics, lower leg bracing, compression hosiery and orthopaedic footwear. Patients receive one-on-one care with Canadian Certified Pedorthists including an in-depth biomechanical evaluation.
www.bioped.com

Her Story: "Take the leap."

That's the advice Crystal Kaufman of the BioPed Footcare Centre gives to other budding entrepreneurs who are hesitant to start a business.

After earning her degree in Kinesiology and certification as a Pedorthist, Crystal began working at BioPed Sudbury. She then decided to make the entrepreneurial leap to open a BioPed franchise in North Bay.

With the help of CYBF through The Business Centre Nipissing Parry Sound Inc., Crystal was able to get the necessary funding and business support to get started. Providing ongoing encouragement was her CYBF mentor, Penny Tremblay, who guided Crystal throughout the launch of her business.

Since opening in 2007, Crystal's dedication, personal motivation and work ethic has continued to be the guiding force to successfully building the business with her two partners. The three have been joined by a full-time receptionist, plan to hire another Pedorthist, and open another BioPed satellite clinic in Petawawa.

BioPed North Bay - continued

ACCOMPLISHMENTS:

2009

- Won CYBF Ontario Best Business Award
- Won New Kid on the Block Award for BioPed Franchise

2008

- Hired full-time receptionist
- Opened New Liskeard and Huntsville satellite clinics

2007

- August – Grand opening with North Bay Mayor, Victor Fedeli in attendance

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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BioPed North Bay

Short Quote:

“The financial assistance is the obvious value, but through that you gain much more; access to business tools, meet a new network of people, media exposure and mentoring.”

- Crystal Kaufman, BioPed Footcare Centre

Mentor Quote:

“Like any entrepreneur you have a lot on your plate 100% of the time and initially I thought that giving up an hour each week to meet with my mentor would be hard. Now I don't know what I would do without my mentor. I feel very lucky to have met her; she has played a very significant role in my progress over the past year.”

- Crystal Kaufman, BioPed Footcare Centre

Canada's Entrepreneur Gateway – www.cybf.ca

The Canadian Youth Business Foundation (CYBF) is the 'go to' place for youth entrepreneurship. As a national charity, we are dedicated to growing our nation's economy one young entrepreneur at a time. We look at character not collateral, when providing youth, age 18-34, with pre-launch coaching, business resources, start-up financing and mentoring, to help them launch and sustain a successful entrepreneurial business. www.cybf.ca.

The Business Centre Nipissing Parry Sound Inc. - www.thebusinesscentre-nps.com

The Business Centre Nipissing Parry Sound Inc. provides support to start-up and small enterprises during their first five years of operation by offering easy access to business consulting services and information concerning market research, business planning, management, marketing, technology and financing. www.thebusinesscentre-nps.com

**For any other information required, please contact
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August 2009