

2016 Delegate Profile

Name: Alexandre Dumont

Personal Motto: “Follow my dreams, surround myself by great people, be passionate about what I am doing everyday and always be perseverant...”

Location: Quebec City, Quebec

Twitter: [@dumonthereal](https://twitter.com/dumonthereal)

LinkedIn: <https://ca.linkedin.com/in/alexandre-dumont-0956a131>



My Company

Name: SGC-Synthetic Grass & Composite

Founded: 2011

Website: www.sgcproducts.com www.gsquebec.com

Life as an Entrepreneur

The Trigger: Why did you become an entrepreneur? What prompted you to take that first step? How did you develop the concept for your business?

I became an entrepreneur because I wanted to be different and because I needed more motivation to stay focused at school. I applied the knowledge gained from running my business to my school work and I used the knowledge from my classes to help me to build my business. This kept me very well motivated.

The business idea was to sell artificial grass and it came to me when I noticed that in my grandfather's Miami villa, everyone has artificial grass in their backyards. I saw an opportunity to bring this to a Canadian market and started to develop a full line of maintenance-free outdoor products such as composite decking and fencing. I wanted to help my customers enjoy their outdoor living spaces without the maintenance.

Describe your greatest accomplishment/most rewarding moment of your career as an entrepreneur?

1. When I started to sell to Canadian Tire
2. When I started the development and production of the Ezfence – Composite Fencing product in China with our supplier.
3. Building a business while still in university

Please describe your next challenge or plans for your business or for yourself as an entrepreneur:

After graduation, I want to open an office in Shanghai to manage the quality control of our products as well as logistics and the R&D of new products.