

2016 Delegate Profile

Name: Bastien Poulain

Personal Motto: "Go big or go home!"

Location: Montreal, Quebec

Twitter: [@bastienpoulain](#)

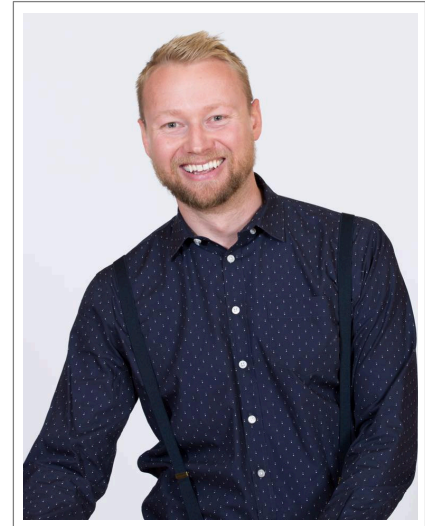
LinkedIn: <https://ca.linkedin.com/in/bastienpoulain>

My Company

Name: 1642 Cola

Founded: 2015

Website: www.1642cola.ca



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 grew up in a family of entrepreneurs. My dad is an entrepreneur in France and my grandfather had a small electricity company. Since I was young I always wanted to have THE idea. It has been very hard to find it but finally I found it: local products for local people.

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

My greatest accomplishment was to be able to deal with one of the biggest food distributor in North America. For a start-up, distribution is the key to success. Try to convince a grocery store that your product is amazing and he's going to sell a lot of bottles. When you are new, that's the most difficult thing.

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

I hope to convince more and more student to choose the entrepreneurship as a career. I want to export more in different countries such as USA, Australia and Japan.