

2016 Delegate Profile

Name: Chivon John

Personal Motto: “Don’t wait for opportunities, create them!”

Location: Toronto, Ontario

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

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My Company

Name: Secrets of a Side Hustler

Founded: 2014

Website: www.secretsofasidehustler.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 often say that I stumbled into entrepreneurship. After recognizing there was a demand for the skills and services that I enjoyed doing in my spare time, I took the steps to formalize my offerings into a consulting firm.

Mentorship played a big role in my decision to start a business and I only took the plunge after working closely with an inspiring female entrepreneur in Toronto. After ten years of working in the corporate world, I couldn’t help but notice the lack of representation and diversity in upper management so it was incredibly inspiring to see a woman of color starting and growing a successful business. And she was doing it while working full-time!

This early encounter was one of the factors that inspired me to pursue and create my own opportunities and provide a voice for the many others who want to start a business or create a new income stream to supplement their income. The idea for Secrets of a Side Hustler was born from my desire to have real and meaningful discussions about the challenges and benefits of starting a business while employed and to represent a growing segment of the entrepreneurial landscape.

A study from Intuit Canada found that 53 per cent of new businesses in Canada (those in operation less than three years) are run by part-time entrepreneurs. Being both an entrepreneur and employee can bring some unique challenges to surface and my community is designed to address these head on and provide support for individuals to create sustainable companies and heighten the importance of wellness and self-care for entrepreneurs.

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

My most rewarding career moment thus far has been the creation and launch of Canada's first Side Hustle Week in September 2015. This was the first week long event that had content exclusively focused on part-time entrepreneurs and received media attention from the Toronto Star, CBC Radio, Metro News and Breakfast Television. Over 200 individuals participated in this inaugural event and was further proof that the Secrets of a Side Hustler community is making an impact in the lives of aspiring and part-time entrepreneurs.

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

My focus for 2016 is to scale the organization to provide offering and services for individuals outside of the Toronto area. Plans include the creation of online and self-study courses to help individuals start their business, workshops to help discuss strategies for growth and additional live events in Toronto to strengthen our footprint in the community.