

2016 Delegate Profile

Name: Clinton Senkow

Personal "Live life with no regrets."

Motto:

Location: Edmonton, Alberta

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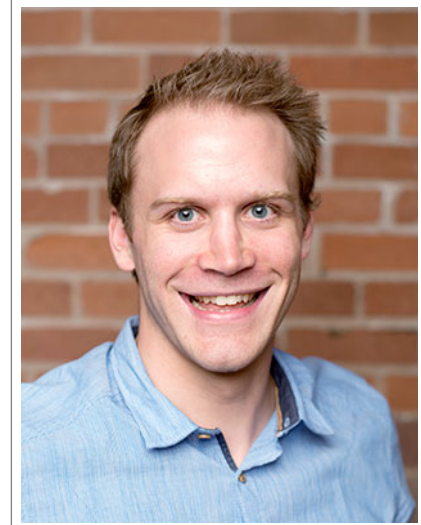
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My Company

Name: Connected Gateways

Founded: 2016

Website: www.connectedgetaways.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 found the companies I worked for had inefficient practices and procedures that were forced on their employees. When I would speak up about these inefficient processes or say that something isn't working, nothing would get fixed and that wasn't good enough for me. If you think you can do better, then go out and show it. That's what I'm out to prove.

I originally came up with the concept for Connected Getaways by noticing a need in society to teach others that being healthy and active really is the medicine of the future. Most vacations are spent drinking too much, eating un-healthy food, and not getting enough sleep or exercise. With Connected Getaways we're providing a unique fitness travel experience with like-minded people in beautiful destinations around the world focused around fitness and nutrition.

Obesity and chronic diseases are on the rise and we want to help stop this by inspiring and teaching others to live a healthier and active life. The moment that prompted me to take that first step was noticing the potential of the industry, as well as the focus and needs of society.

We all need to start living a healthier life and I feel nowadays people are realizing that eating healthy and staying active is a formula for success and happiness. But it's hard to do it all by yourself, so we want to provide the environment and experience for others to start making healthier lifestyle choices.

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

The most rewarding moment of my entrepreneurial career is this right here. Being able to represent Canada as a G20 YEA delegate is a huge honor. I played junior and college hockey in Canada winning championships in both junior and college. The one thing I never got to do was represent my country internationally. With my hockey career now over, my new passion is entrepreneurship so being able to step onto an international stage representing Canada is going to be an amazing feeling.

Getting this opportunity to represent Canada alongside fellow Canadian entrepreneurs with a goal to inspire youth around the world to pursue entrepreneurship is a tremendous honor and privilege.

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

We are busy planning our first few getaways, and looking at dates and locations. We're also trying to finding partners and other service providers to help us in providing the best overall experience and products for our guests.

For the month of April, we're also in a business plan competition called the NAIT Hatch Startup Challenge. This competition will help us focus on our business model and strategy, with the goal of securing first prize. Depending on the outcome, we will be looking to apply to other accelerators and incubators around the world to help us grow and expand the business further.