

2016 Delegate Profile

Name: Daniel Rodic

Personal Motto: "Success is measured solely on the amount of value you give to others around you."

Location: Toronto, ON

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My Company

Name: Exact Media

Founded: 2013

Website: www.exactmedia.io

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?

The simple definition of philanthropy is "the practice of giving money and time to help make life better for other people". Early in my career, I came to realize that Entrepreneurship is the ultimate form of philanthropy.

Successful companies are those which have created something new that adds value to other people. Successful companies create new jobs by defining new needs and industries, and these jobs ultimately help individuals fund the fulfillment of their personal goals and dreams.

My first step into entrepreneurship was prompted by a class I took in University called the "Economics of Entrepreneurship", which was taught by a relatively low-key and incredibly successful entrepreneur. This led to me being accepted into The Next 36, an organization privately funded by some of the wealthiest entrepreneurs and business leaders in Canada. The Next 36 funded my first company, and ultimately set me on the path of building companies from the middle of University to present day.

Our current company, Exact Media, was founded out of an evolution of our last business, Luxe Box. The previous business, Luxe Box, gave consumers a box filled with 7 to 8 deluxe-sized samples from their favourite luxury beauty brands every season. Brands used this platform to reach beauty lovers across Canada, and it grew to become the largest subscription beauty business in the country before we exited the business last year.

During the Luxe Box years, we built relationships with some of the largest advertisers in the world, i.e. L'Oréal, Procter & Gamble, Unilever... etc., and through our work with these companies, we saw an opportunity to service their mass, non-beauty products, and built Exact Media off those relationships.

Instead of using our own parcels, as we did with Luxe Box, to deliver samples, we instead leveraged the excess space in the parcels of eCommerce companies to deliver samples into consumers' homes.

Today, Exact Media is reinventing the direct mail industry — bypassing postal companies and instead leveraging the excess space in outgoing eCommerce parcels to deliver offers straight into a consumers home. Clients include global brands such as L'Oréal, Mars, Pfizer, Mondelez, Unilever and P&G, while top-tier retailers such as Gilt.com, Zulily.com, Walmart and Best Buy are just some of the recognizable partners Exact Media's delivery network.

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

Last week, we moved into a new office in Toronto. When I was doing my first walk through, it stunned me that the room which stores our Wifi Router is about the size of our first office, and our main boardroom is about the size of our second office. It really struck me how far we've come to be able to afford such a beautiful workspace in the heart of downtown Toronto.

Thinking back to the countless people who have helped us along the way, our new office is a physical embodiment of that journey, and all the hard work put into getting us to where we are today.

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

The biggest challenge facing us in 2016 is going international. Having learned through the challenges of launching into the US in 2013, we are taking on a more audacious goal of launching into multiple countries over the next 12 to 18 months.

I'm excited to see how we will overcome the challenges of nurturing our team and culture across different time zones, and across different cultures.