

2016 Delegate Profile

Name: Geneviève Bégin

Personal “Make it happen.”

Motto:

Location: Montreal, Quebec

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

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My Company

Name: PopupCamp Inc.

Founded: 2015

Website: <http://popupcamp.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've always played a lead part in projects, ever since I was a young girl. But my projects were always side projects. As I grew older, I found I wanted a fulfilling career, but I couldn't really find that perfect job. I always did more than what my boss expected. My first degree was in fine arts, but that didn't take me where I wanted to go.

So when I went back to school, at 29 years old, I aimed to get the best tools I could to drive my own projects. When I finished my MBA, I thought of consolidating my fresh knowledge by taking the job of a manager in an established business, but even then, no job description really fit me:

I wanted to develop my talents AND change the world at the same time. Specifically, I wanted to change our perspective on a topic that mattered to me. I wanted to be a social entrepreneur.

I didn't know exactly what I wanted to do, though. I reflected on my life. I thought about what I missed the most in my life, and I decided that I would launch a business that would fix the pain points I was having as a single-parent. I figured I wasn't alone and that people would join in, and we could change the world.

So I went to a StartupWeekend event. During the ideas scrum, I proposed an Uber-like platform solution for parents who have an active evening life. My idea developed into PopupCamp. I met my business partner at this weekend too, we did some prototypes, studied the market, and the business was born.

We are still working on the business now, with over 20 events, after just a few months in operation.

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

It is when PopupCamp was selected as one of the top 50 businesses by the Fondation Montréal Inc., in November 2015. PopupCamp was chosen by a jury of the best business people in Montreal. This jury decided to invest in our vision, to finance our project, and to coach us to move ahead. We are still really proud of this achievement.

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

PopupCamp is only one year old, and only been in operation for a few months, so we still have work to do to establish ourselves as THE reference in the Montreal Events Industry. We want our service to become as common and as important to the success of an event as catering is now. Our challenge is one of visibility and mindset evolution, both for event organizers and for parents.