

2016 Delegate Profile

Name: JP Desjardins

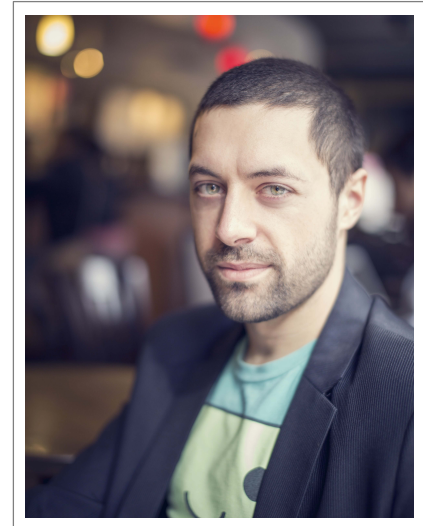
Personal "You are what you do."

Motto:

Location: Montreal, QC

Twitter: [@jpdesj4rdins](https://twitter.com/jpdesj4rdins)

LinkedIn: <https://ca.linkedin.com/in/jp-desjardins-b5425a43>



My Company

Name: The Wallrus

Founded: 2014

Website: www.the-wallrus.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?

As a PR and Communications expert, I created Orangerine, a digital agency, along with my partners. The agency's core business was mainly video production, along with a little PR. They ensured eyebrow-raising media coverage for the launch of a Montreal-based company that was itself a startup in 2011. This contract made me realize the power of a startup and that, with a lot of passion and hustle, I could create a product or service in my small city and still be able to sell it to the world.

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

My greatest accomplishment for me was being able to foster a company culture that is inclusive and fun and that I feel would continue to grow without me.

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

The Wallrus Online platform launched in January 2015 after about a year of beta testing with customers such as L'Oreal and Cadillac. Since we launched, we have done over 3000 events in 68 countries with customers ranging from small weddings, conventions, to large scale events for customers such as AT&T and Kohl's.

We are in the process of growing and scaling the business requires by adding structural layers.