

## 2016 Delegate Profile

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**Name:** Sarah Seddiki

**Personal Motto:** “Being an entrepreneur is a journey where learning is a daily activity and for me that's what living is really about.”

**Location:** Montreal, Quebec

**LinkedIn:** <https://ca.linkedin.com/in/sseddiki/fr>

### My Company

**Name:** Orisha Infusion Inc.

**Founded:** 2015

**Website:** <http://orisha.ca/>



### 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?**

To be honest, I never felt there was a moment when I 'became' an entrepreneur. I was raised by two immigrant parents who started their own business. From a young age I just loved following them in their journey. I guess I just knew early on that I would one day own my own business, embrace the same journey they did and that it would give me the opportunity to have a positive impact on the world I live in.

I don't remember a first step but I remember baby steps and giant leaps. I tried many times and sometimes I failed completely. But each try helped me improve my skills and grow my knowledge.

I have always been very excited about traveling, it feeds my inexhaustible curiosity. I have always thought that there is so much that we can learn through travel. Most of all, I wanted to see the unseen. As a food chemist abroad, I was inspired by what I saw people doing with things like tea flowers and herbal teas. I found it very exciting to create teas that focused on health benefits. Our creations are studied in the lab to maximize the health benefit of natural and organic teas.

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

In September 2015, I was selected by HEC Montreal and National Bank of Canada's (NBC) Accelerator as one of the promising and innovative companies to take part in their program of intense learning sessions and experimentation. At the end of 2015, I had the honor of being selected by a jury as the favorite after my presentation at the Demo-D.

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

To promote health, we are working very hard to use only organic ingredients and to buy only from businesses who treat their employees right. We are working to get our organic certification. Our business model includes a unique distribution model. Our ambassadors will be present at yoga centers and various other health centers. The challenge we're currently working on is to consolidate our distribution model, something we plan to have complete by September