

2016 Delegate Profile

Name: Sean Court

Personal Motto: “Rather than strive to be a success, strive to provide value.”

Location: Halifax, Nova Scotia

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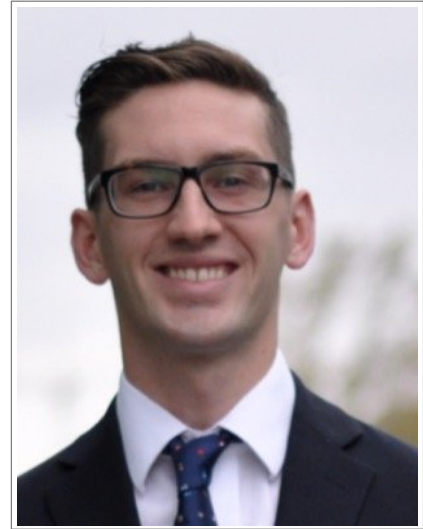
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My Company

Name: Beaumont & Company

Founded: 2015

Website: www.beaumontandco.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 provide value. With Beaumont & Company - it's to help companies show their value visually with our exhibits and displays.

I've always been extremely visual and at a certain point I realized that many companies- even large and famous ones- were not capitalizing on displaying their brand and value at different events and locations.

The realization came when my past exposure to communications/advertising enabled me to see an immediate need in the market place - that "ah ha" moment sent me into an intense study to find out what exact products and processes were needed.

We've had a good success helping our clients display their brand and value thus far but like any great chef- we're still improving our recipe.

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

Risking it. Unfortunately due to financial complications at the time of starting Beaumont & Company, all of our assets were tied up in another venture and we had to start while in debt and with no funding.

We believed that the value we were about to provide would be recognized- so we trusted our instincts and invested a significant amount of time, energy and resources into making it happen.

Sure it's best to practice, plan and prepare... but sometimes you just need to go for it. This may be a "don't try this at home" example but most entrepreneurs will tell you that at a certain point- big or small - you're going to have to risk it.

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

We're always increasing the amount of trade shows and major events we attend. Lately this has us focusing more on the US and it's looking like our next office will be in Phoenix, Arizona. This will be a ongoing project that will require a lot more time spent in Phoenix- we're looking forward to the challenge and the opportunities it will bring us.