

2016 Delegate Profile

Name: Mélanie Heyberger

Personal “Dream big and make it happen”

Motto:

Location: Montreal, Quebec

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

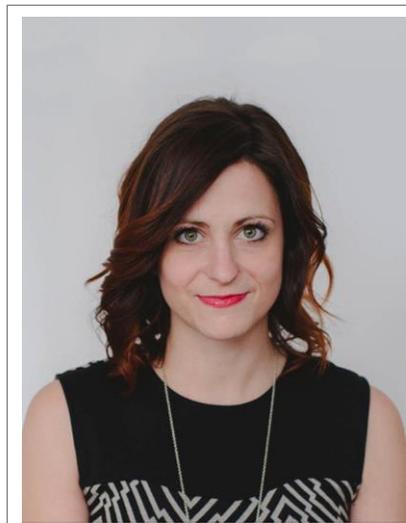
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My Company

Name: Rachel's Box

Founded: 2014

Website: <https://rachelsbox.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 grew up in a family of entrepreneurs. After studying entrepreneurship during my masters degree, I came to Montreal and I started to work at SAJE and Fondation Montreal Inc. where I worked with young entrepreneurs and helped them to start their own companies. I discovered the world of entrepreneurship and was very inspired!

I always knew that I wanted to create my own company but I didn't know when and what. Finally, during a lunch with my two partners we had a conversation about a problem that we were regularly confronted with... our tights! We came up with a solution and launched Rachel's Box.

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

At first, my greatest accomplishment was seeing the results after we repositioned our brand to better meet the needs of our clients.

Secondly, sending our boxes across the country and seeing our tights worn on the street!

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

We are working on the development of our own designs to extend our range of products and to have more exclusivity in the market.

We would also like to have an impact on the environment by recycling tights; at present there are no recycling solutions for these kinds of products - a product that is often thrown away more than a hundred times each year. We are currently working on finding a solution!

