

## 2015 Delegate Profile

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### **Name: Sarah Segal**

**Personal Motto:** "It takes 10 years to be an overnight success."

**Motto:**

**Location:** Westmount, Quebec

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

**LinkedIn:** <https://ca.linkedin.com/pub/sarah-segal/31/a73/8a9>



### **My Company**

**Name:** SQUISH

**Founded:** 2014

**Website:** [www.squishcandies.com](http://www.squishcandies.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 come from a family of entrepreneurs so I guess working with my father on a new business was my introduction to entrepreneurship. 5 years after working on our first business I developed the concept for SQUISH as a complimentary concept to our first business.

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

Every time I look around the office and see the wonderful team I get to work with I feel rewarded.

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

I want to keep growing my business to its full potential!