



# Eric Liboiron

Entrepreneur | Motivational Leader | Negotiator

## Home Base:

- Montreal, Canada

## Operations:

- New York, NY
- Multan Pakistan
- Manila, Philippines

Citizenship: Canadian

Born: October, 20th, 1979

Languages: English,  
French

## Skills

Startups

Business Development

Creative Marketing

Leadership

Data Absorption

## Introduction

I have accumulated an impressive entrepreneurial and administrative background over the last two decades.

Having designed holistic business structures for multiple native and external organizations has allowed me to develop, operate and perfect a wide array business models.

.This has given me a vast array of experience and a deep understanding of business processes allowing me to quickly map the particular algorithms of a given initiative within its broader industry.

Most impressively, I have a facility in explaining the business connector to efficiently execute the launch and implementation of the revenue model

In other words: layman's terms!

My experience has allowed me to observe, understand and accept my underlying strengths and weakness. I believe that this is of utmost important for any individual to achieve in order to ensure growth in his or her's chosen profession.



**Eric Liboiron**

## **My Specialties**

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### **Business modeling**

Truly most people don't understand the nature of business modeling, and many who do can't project the model to it's endgame.

### **Lean startup**

I have a strong belief in the lean startup method. The greatest innovators in my opinion are bred of passion and not profit.

### **Negotiation**

Win-win. I can't stress this enough. If you have to make someone lose in order to win, the model is off, and won't last

### **Networking**

The hive needs to create synapses in order to evolve. Networking is that. Get to the hubs and pitch, listen, connect and flourish

### **Financing**

Passion is the catalyst of innovation and growth, but currency ensures its continuity. Both are essential to the endgame.

### **Creative marketing**

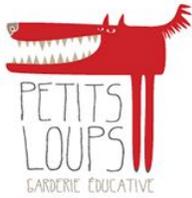
If you can't sell your vision and onboard others with hope and enthusiasm or at least an understanding of the need that can be filled, your stalled.

### **Entrepreneurship**

For better or for worst I have been living from my hustle, my ambition and my dreams. I have not done it alone, because that would be impossible. I have worked with hundreds of amazing and not so amazing people in order to realize my projects. That, in my opinion, is the essence of entrepreneurship

### **Massive idea generator**

I evaluate a person by his ideas. I am always amazed by people who dream and bring to life new products and services that don't exist yet. What a thing, to bring to life ideas!



### Axis Boutique [www.axisboutique.com](http://www.axisboutique.com)

A sports and fashion retailer geared towards the Ski/Snowboard/Skateboard/Surf market which began with one location and grew to become an internationally renowned chain, that won the Sports Industry Association Retailer of the year.

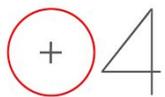
**RM Logistique** [www.rmlogistique.ca](http://www.rmlogistique.ca) An international logistics firm which grew to move 9000 loads of LTL and TL freight with notable Fortune 500 clients. Our specialties ranged from fresh produce, frozen foodstuffs and oversized loads.

**Garderie Educative Petits Loups** After my children were born, I struggled to find an educational program that suited me, so I decided to create one. Languages, Yoga, Organic nourishment, math and science were on the menu. It was a welcome break from the world of business, but was one of my most successful startups!

**Fundraising.com** The first startup I participated in, which survived the dotcom bubble burst. Marc Alcindor, the CEO, is still one of my closest allies, sitting on the board of ZERO404.

**Highland Realty** A real-estate venture through which I have built luxury homes, renovated century old mansions and holds my current properties.

## Current Projects



**ZERO404** A virtual enterprise incubator which was the culmination of my life's work of launching, structuring and growing micro to small cap companies. We specialize in legal datarooms, investor outreach and management as well as mentorship and business process support.

**Sapience Lab** A digital agency focusing on SEO, content marketing, affiliate sales, social media marketing and influencer creation and management.

**Mentorship** Some entrepreneurs require one-on-one guidance, which I am obliged to offer.