Interview With an Entrepreneur
Brad Touesnard
Co Founder of Zenutech
www.zenutech.com

Brad Touesnard is a young entrepreneur who is currently building a business and going to school concurrently. He is a 4th year computer science co-op student at the University of New Brunswick and has partnered with a fellow student to create Zenutech web hosting service. There are many competitors who offer this exact service but Brad's competitive advantage is customer service. He stated, "People seem to be very impressed when you call them back to help them as soon as they email you with a problem".

When Brad was in high school, one of his hobbies was web programming and devising ways to make money online. Brad has had this idea since high school and had much support by family and friends to pursue his venture. Brad met his partner, Pierre, in university and identified together with Brad's programming and Pierre's knowledge in web hosting, they could build a successful business.

Some early goals were to develop the software in which he did in his spare time. He is an extremely talented programmer so his software is very user friendly making his customer service a minimum expense (He carries a cell phone to class to answer business calls). Other goals included purchasing servers, setting up financial accounts, and to advertise their service.

Approximately $10,000 was invested into Zenutech which was made up of personal lines of credit of Brad and Pierre, money from parents, and start up capital from a local technology based business, Globotech Communications in Edmonston, NB. He expects to make profit early as January 2004, 6 months into operation.

After going through the start up phases of his business, Brad would have liked at least one more employee to help with the software development. This would have allowed Zenutech to get their software written quicker and more completely allowing them to go online earlier. They have an effective system in place for monitoring changes in overall plans of operations. They have defined milestones of business progress and hold meetings to discuss the planned data versus the actual outcome and implement corrections when necessary.

Brad has encountered many highs and lows of implementing his venture. The high that stands out for Brad was learning how to set up linux web hosting and e-commerce. However, a low is the stress that goes along with trying to keep clients happy when systems go down.

Brad is undoubtedly an entrepreneur, he is passionate about his business and is very determined to succeed. He had a very limited business background when he started but that has since changed. His future plans include purchasing more servers as their client list increases and to divide Zenutech into two divisions, one dedicated to web hosting and the other focusing on software development. Once Brad is finished school (1.5 years), he hopes to support himself by working at Zenutech full time.