



It was friendship at first flash at the photo shoot for our cover story. When (from left) photographer May Truong, subject Krista Kim, makeup artist Veronica Chu and assistant Yujie Wang found themselves on a rare all-women, all-Asian set, they instantly bonded.

CONTRIBUTORS

Matthew Hague

Quebec-based writer Matthew Hague covers architecture, interiors and design, and for this issue he spoke to the prolific Canadian film set designer Tamara Deverell for “Dark Arts” (p. 28). “Deverell’s ability to draw inspiration from her everyday life is impressive,” Hague says. “It’s a reminder that creativity can come from anywhere, as long as you are open to it.”



H. G. Watson

H. G. Watson is a Toronto-based freelance journalist who writes about business, labour and media. In “Look What’s Talking” (p. 40), she dove into the topic of artificial intelligence to profile the Toronto start-up Cohere AI. “I think a lot of people have an idea of artificial intelligence as malicious,” she says, “but Cohere proves there’s potential for really positive applications.”



Oumayma Ben Tanfous

Tunisian-Canadian photographer Oumayma Ben Tanfous splits her time between New York City, Montreal and Toronto. Her work has appeared in *Teen Vogue*, she has done campaigns for Apple and she was recently named “one to watch” in the *British Journal of Photography*. For *CB*, she captured fiddlehead farmer Brittany Maranger in “The New Foodies” (p. 48).



Allison Seto

Calgary-based portrait photographer Allison Seto is always trying to get a behind-the-scenes view, whether she’s touring a movie set, going backstage at a concert or simply learning about her subjects’ lives. For this issue, she photographed ReUpp founder Lauryn Vaughn for “The Queen of Consignment” (p. 14) and got to peek inside Vaughn’s enviable closet.



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PHOTOGRAPH BY (BEHIND THE SCENES) MAY TRUONG



Intuit QuickBooks Is Simplifying Business Tasks for the Chief Everything Officer

New and innovative tools from Intuit QuickBooks help small to medium-sized business owners feel confident in their finances and cash flow management skills.

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Passion, pride, greater control over their work lives—many factors motivate Canadians to start their own business. But it’s safe to say that managing business finances and running payroll are not at the top of the list.

“Ever since I was young, I knew I wanted to be an entrepreneur,” says Victoria-Rose Bozzelli, owner of Grey Willow Gifts. “What attracted me most to being a business owner was building something from the ground up.”

Based in Mississauga, Ont., Bozzelli’s company designs custom gift boxes for corporate clients. More importantly, she aims to have a positive impact not just on those receiving her selections but also on those who make the items that fill her boxes. “We live our three core values in all that we do: sourcing quality goods from local Canadian artisans, supporting small and BIPOC-owned businesses and prioritizing sustainability. And for every gift box ordered, one tree is planted,” she says.

As a small business owner, bringing this vision to life—and supporting it every day—means wearing many hats. “The most exciting thing is not knowing what tomorrow will bring,” Bozzelli says. “I wake up every day excited to see which proposals have been approved, what new corporate inquiries will come in and what new products I’ll discover. Every day is different but that’s what makes it fun.”

According to Intuit QuickBooks Canada, more than two million small Canadian businesses started in the last two years, with 83 per cent saying the freedom of owning a business is more important than salary. With finances being the most common challenge among Canadian entrepreneurs (50 per cent), Bozzelli cautions that it’s not always about doing what you love.

“It is extremely difficult to do it all. Marketing, finance, and other functions are all crucial to the survival of your business. You really can’t choose to take a break from one area because it will have a downstream impact on every other part of your business,” she says.

Fortunately, small business owners—or as they could aptly be described, “Chief Everything Officers”—have more tools at their disposal than ever before to help manage the many requirements of running a business, from single-employee businesses to larger workforces.

Consider tools that leverage AI, like ones available in QuickBooks Online Advanced for more complex businesses. The newest cloud-based product expands on the capabilities of QuickBooks Online and is purpose-built for growing businesses. Among the features is Custom Roles, where owners can now delegate to an expanding team with improved processes and cross-department decision-making, reducing the burden of manual tasks that take time away from the core purpose.

QuickBooks Online Advanced also gives business owners some powerful strategic help, through the new Performance Centre. Here, entrepreneurs can get a bird’s-eye view of all their key performance metrics, and tap into valuable insights and custom charts for help in making decisions that accelerate business performance and growth.

Small businesses can look at invoicing and payroll capabilities offered in the QuickBooks ecosystem. For example, the Payroll add-on in QuickBooks Online includes the new Auto-Payroll and E-Pay/E-File features that can help reduce much of the work associated with employee pay and taxation.

Tools like these are vital for small business owners and entrepreneurs to achieve their dreams—and Bozzelli believes that the resources QuickBooks offers can make all the difference.

“Having the right tools in place is essential to build a profitable business because a business owner’s time equals money,” she says. “When we have the right tools, we can do more, effectively and efficiently.”

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“When I first started, ‘consignment’ was a dirty word, but consumer perception has shifted”

I realized that if we could let customers know upfront what they could get back for something—before they even purchase it—we could incentivize more people to eventually sell their goods and also engage brands in resale. That’s what my new company, ReUpp Technology, is about. We launched a software last fall that lets customers know what they can sell an item back for right on a retailer’s website. If

they choose to “lock in” the guaranteed buy-back price—which is displayed alongside the retail price at the point of sale—we remind them of their buy-back offer within a year. They get cash from ReUpp or a site credit from the brand they originally bought from. Then we sell the item on behalf of the brands on sites like The Revente and eBay and give them a portion of the revenue. We make money in two ways: from the platform fees we receive from brands and the revenues we make from reselling.

We’ve gone live with Canadian labels like Smythe and have investors from Saks Fifth Avenue and Gap. We won the Audience Choice start-up award at Shoptalk 2022, which will help build on the momentum we have after raising \$750,000 in pre-seed funding last year. We started in fashion, but I’m excited to see how we can also help other businesses resell goods. I keep joking, “Someone from Peloton, call me!” 🗣️



MOVES

Who’s in, what’s launching and other big business news



Aritzia appoints its first woman CEO

Jennifer Wong is now the CEO of clothing chain Aritzia, having taken over executive duties from founder Brian Hill in May. Wong has been at the Vancouver-based company for 35 years; she started as a sales associate and was most recently COO. In her new role, she will lead the brand’s expansion in the U.S.

U.S.-based Snowflake gets new home in Toronto

Montana-based cloud-computing company Snowflake is entering Canada with a 4,645-square-metre office in Toronto. The plan is to hire hundreds of engineers to double down on the firm’s goal of developing an app marketplace. The expansion follows Snowflake’s US\$3.4-billion raise in 2020—the world’s largest IPO for a software firm to date.



Canadian cancer-drug maker signs billion-dollar deal

Montreal-based cancer-drug company Repare Therapeutics signed a licensing deal with pharma giant Roche worth more than US\$1 billion. EVP Kim Seth said in June that

the agreement will help Repare develop and commercialize its targeted-therapy drug, camonsertib, which attacks genetic defects in tumours.



Canadian crypto platform becomes first of its kind on the TSX

In June, Vancouver-based start-up WonderFi became the first Canadian-regulated cryptocurrency trading platform to be listed on the Toronto Stock Exchange. CEO Ben Samaroo says the move will make WonderFi’s stock more accessible to retail and institutional investors in Canada and the U.S.

MaRS launches program to tackle climate change

Toronto-based innovation hub MaRS Discovery District has teamed up with KPMG in Canada to create the Climate Impact Accelerator. The program, launched in June, aims to advance commercialization in Canada’s cleantech sector by supporting companies that are working on climate innovation. Montreal-based BrainBox AI, a start-up that helps buildings reduce their carbon footprint, is the first company to join the accelerator.

PHOTOGRAPHS BY (VAUGHN) ALLISON SETO; (WONG) COURTESY OF ARITZIA; (SETH) COURTESY OF REPARÉ; (SAMAROO) COURTESY OF WONDERFI



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