

**Todd Parsons and Joel Flatt**  
**Give & Go Prepared Foods Corp.**  
 Etobicoke



After more than 20 years of success, every day is sweet for Joel Flatt, Todd Parsons and their staff at Give & Go Prepared Foods Corp. Give & Go is a bakery focused on serving retail and food-service customers with fully baked thaw-and-sell solutions that their customers love because of the quality built into every bite. Their passion is to bake and market great products including mini-treats and cupcakes under the popular and trusted two-bite® and Kimberley's brands as well as customers' own private label brands. Give & Go is driving growth through investments in innovative product development.

**Are entrepreneurs born or made?**

**Flatt:** Absolutely made!

**Parsons:** Entrepreneurs are people willing to pursue a passion and typically believe in themselves and their idea with such passion they make it a reality.

**How important have good employees been to your success?**

**Flatt:** It's ridiculous to think any of us can be successful without recognizing the unbelievable efforts of so many individuals who take their work seriously and fight to build the company.

**Parsons:** Top talent is essential for success. People make the difference. There is no substitute for great employees.

**What was your first job?**

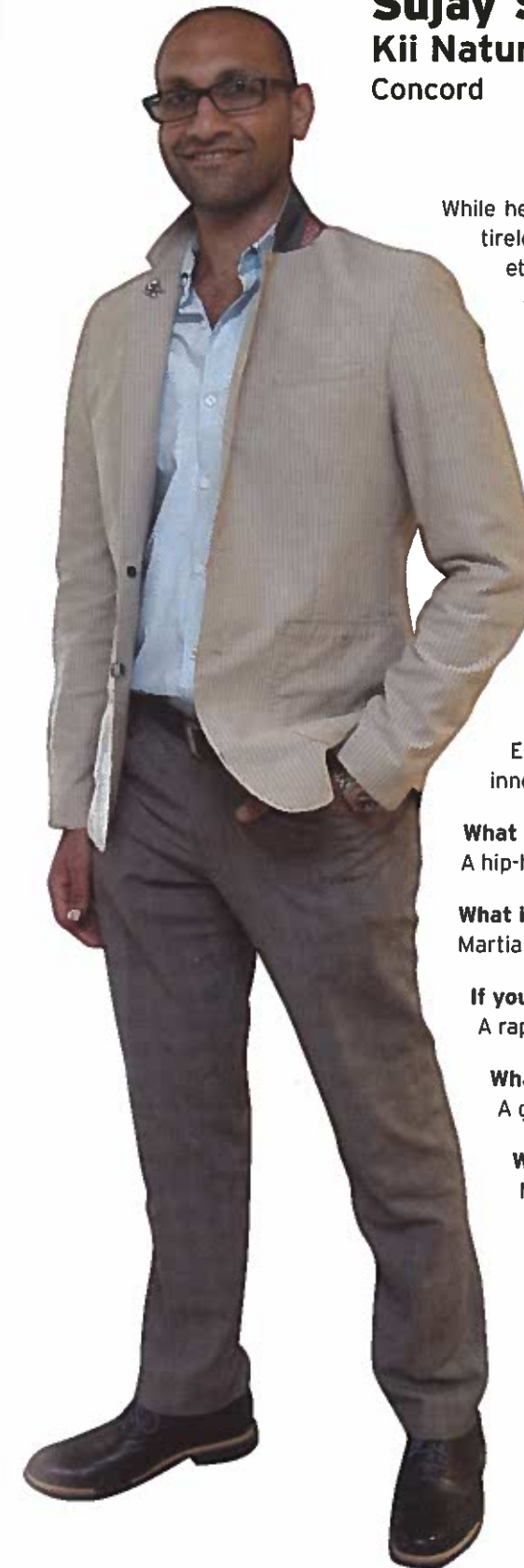
**Flatt:** My first job was a Globe and Mail paper-boy in my neighbourhood.

**How do you define success?**

**Parsons:** Success for me is about getting to work at something I love and have fun with every day, and creating a comfortable future for my family.

**Successful entrepreneurs need vision, communication, tenacity, leadership and the ability to sell. And remember - it's a marathon not a sprint. Measure twice and cut once, style matters and be brave. Don't be afraid to change it up.**

**Sujay Shah**  
**Kii Natural/Shashi Foods**  
 Concord



While he was growing up, Sujay Shah credits a lifetime of exposure to his father's tireless efforts to become one of Canada's largest importers of rice, grains and ethnic foods. He developed a passion for unearthing the finest ingredients from around the globe. Shah's involvement with martial arts profoundly influenced his personal and professional commitment toward achieving physical and spiritual well-being, inspiring Kii Naturals and Shashi Foods.

**Are entrepreneurs born or made?**

I definitely believe that entrepreneurs are born, but it's the unique experiences that shape them to be who they are.

**How important have good employees been to your success?**

They are the lifeblood of my organization. Without them I would not have been able to achieve the success I have had today.

**What sets Canadian entrepreneurs apart on the world stage?**

Innovation - as Canadian entrepreneurs you cannot rely on the Canadian market alone, due to its size. Entrepreneurs must consistently look for opportunities in new markets to grow businesses, such as the US, Europe and Asia. In order to be successful in such markets, you must have innovation in the products or services you are selling.

**What did you want to be when you were a kid?**

A hip-hop artist or a rapper.

**What is your passion other than entrepreneurship?**

Martial arts and cooking.

**If you weren't in your current leadership position, what would you be doing?**

A rap mogul running a hip-hop empire.

**What motivates you?**

A good challenge - doing the undoable.

**Who has been your greatest inspiration?**

My father.

**A good entrepreneur must have the ability to manage, inspire and grow people. They must also have the ability to adapt to change and the ability to persevere. And do not listen to others ... only the smart ones.**