



**Entrepreneur:** Etienne Esquega  
**Business:** Esquega Law Office  
**Industry:** Law Services



Three years ago, Etienne from Rocky Bay First Nation proudly established Esquega Law Office. After practicing law for eight years, Etienne came to a point in his life where he wanted to decide where he would be in the long run. With careful consideration and business planning, Etienne took a leap to go on his own. With existing clients from his old firm, he was able to calculate cash flow and expense projections for the next three years, which allowed him to finance the law office during the initial stages.

In order to carry out his mission of providing cost effective legal services to Aboriginal people, Etienne received financing through Aboriginal Business Canada (ABC). Going through the process with ABC helped Etienne in the long run, as he was required to follow their requirements and provide projection plans. Using a phased in approach, Etienne began by purchasing the basics to keep his expenses reasonable. Two years after starting his practice, Etienne assisted his wife Dr. Cheryl Everall, by opening Joseph Esquega Health Centre, where she manages the daily operations and he assists with legal, human resources and building maintenance. Etienne is continually motivated to succeed by his family. As a father, he wants to be a good role model for his children and provide them opportunities that he may not have had growing up.

To achieve long-term success, Etienne believes it is important to look down the road and plan for the future. From the initial stages of business planning to where you see yourself in 25 years, keep an eye on the short term but don't forget long-term goals. Etienne's advice to upcoming entrepreneurs is to utilize resources and educate yourself, whether it is from mentors or books, don't hesitate to ask for help.



Anishinabek Employment  
and Training Services

