



**Entrepreneur:** Alice Sabourin  
**Business:** Beedaubin Resources  
**Industry:** Counselling



Alice of the Ojibways of the Pic River First Nation first established Beedaubin Resources 12 years ago. After working in consultation industry over 20 years and receiving her Master of Social Work, Alice always had a vision of doing something amazing. As a youth travelling to her family's First Nations, Alice valued the way her grandparents lived off the land and provided encouragement to younger generations. This is when she first dreamed of sitting in a management chair and helping others.

Her mission and purpose behind Beedaubin Resources was to give back what she had been given. To start realizing this mission, Alice utilized Paro Centre for Women's Enterprise which provided her a stable income while she developed a business plan and needs assessment. Additionally, Alice received professional advice from Crupi Consulting and BDO Canada to assist in growing the business over the next five years. Throughout her career, Alice has learned to be protective over her work and she encourages others to advocate for themselves when others might be critical.

Alice recognizes having a name that stands well can help you achieve long-term success. It is important not to discredit your family name and to remember your name is everything. Her advice to upcoming entrepreneurs is to do research to ensure there is a market for your product, and to think outside of the box without doubting yourself.



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