

Name	Billy English
Cell phone	506 921 0592
Company(s)	Kindred Home Care
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The questions below allow the judges to determine the fit between you and ELP. Please feel free to adjust the space per answer, but **do not** exceed this single page or change font from 11point. Send it to [apply@wallacemccaininstitute.com](mailto:apply@wallacemccaininstitute.com) by March 31<sup>st</sup>.

- Describe your business (activity/size/geography)
  - We provide in-home non-medical care to seniors in the comfort of their homes in New Brunswick
  - Staff = 400, Clients = 500, Annual Revenue = 7M
  - We serve clients in Moncton, Fredericton, Woodstock, Saint John and everywhere south of those locations in New Brunswick
- What are your proudest business accomplishments to date?
  - Increased net income by 500% from year end 2012 to year end 2013
  - Increased annual revenue from 4.4M in 2012 to 7M in 2013 (monthly revenue increased from 350K to 750K)
  - Acquiring Revera Inc.'s NB client and employee list – adding 1.8M annual revenue, 100 new staff, and 100+ clients
  - Being selected as a salesforce.com (3.05B revenue) customer success story and (soon) being featured on their website
- What is your vision for how your company will grow in the next 10 years?
  - 2014 – Operational Focus: Continue to streamline all operational processes. If it can't scale, break it and fix it.  
Annual Revenue target: 10M
  - 2015 - '17 – Out of Province Acquisitions: Acquire a home care company in NS, and start NS growth plan.  
Annual Revenue target: 20M
  - 2018 – '20 – Enter Senior Real Estate Market: Acquire senior care facilities in NS/NB  
Annual Revenue target: 30M
  - 2021 – '23 – Expand Real Estate acquisitions to Ontario  
Annual Revenue target: 40M
- Describe your motivation to apply to become a member of ELP.
  - Access to the best network of other like minded growth focused entrepreneurs in Atlantic Canada
  - I'm tired of being the person with the biggest aspirations in the room. I want to be challenged to do more than what I currently think is possible.
  - Great speakers, great parties, and Keith Brideau highly recommended it :)
- What are the top decisions that you face during the next year?
  - How to best create a unified, energetic, and passionate work culture among 400 employees who work apart from each other (the workplace is in the clients' homes)
  - How to find a reliable source of funding for acquisitions which are not secured by tangible assets
  - Decide between focusing growth in our existing areas or create a strategy to enter French speaking northern NB

Provide the names, emails and phone numbers for 2 business references and an ELP alumnus you have discussed this with (if possible). By sending this application, you confirm that you have had a discussion with an alumni or the WMI about the cost.

- Donnie Olmstead – Olmstead Insurance/Olmstead Currency, banknote@nbnet.nb.ca, 506 467 1798
- Jeremy Barham – Volution Marketing, jeremy@volutionmarketing.com, 506 467 7561

ELP Alumnus: Keith Brideau – Historica Developments, kbrideau@historicadevelopments.com, 506 644 8720