

360 Incentives – Paper Edit

Jason Atkins – CEO and Founder

At 360incentives.com, we've built a Web-based platform for large manufacturers to run all their promotional programs through.

The retailers out there have some promotion that the manufacturers set for a period of time. There may be a \$200 rebate on a fridge. And you as a consumer get that off at the point of sale, when you buy. That retailer needs a way to claim that money back from the manufacturer. So they use our technology, put their claim in, we review their claim, and then we get them their funds, and we get the money from the manufacturer.

so a consumer, if there isn't an instant rebate happening, there's typically a mail-in rebate happening, right? So you buy the product, but instead of getting the money at the till, you've got to mail it in. So we made that one base, so you submit that claim online, the consumer submits it to us, we get the money from the manufacturer, and we get it out to the consumer, however they want it.

When we started the business, you know, it was to be close by. And as we started to go on and grow the business, we realized that Whitby is a great community, right? It's a very family-oriented place. My wife loves it. My children love it. As we started hiring people, we realized we were getting a lot of people that used to commute, used to have to go to Mississauga or go to Toronto and wanted to be closer to home for their families as well. So we've been able to build a great team in this little community and it's only 40 minutes away from downtown.

The amenities that Whitby has, the education that it has, amenities – it's got great parks for my kids, it's got some great art galleries close by, we can get to the concerts downtown or even at the GM Centre. We had a Christmas party at the GM Centre last year. We had a suite for Cirque du Soleil. So there's a lot of great amenities very close by for the family and also for the business.

What I've learned is that GO is amazing, so I use the GO all the time to get downtown. It takes 37 minutes and you can get downtown, you can have your meetings and get back on. And there's tons of trains throughout the day, so I use GO all the time. And then to get to the airport, you know, we use the 407 a lot. Because we're able to bypass a lot of the Toronto traffic by using the 407. It doesn't matter what time I fly, it's like ...

We use GO Transit a lot to get downtown. It takes 37 minutes to get right downtown and we can get around downtown very easily, and then we can get back on the train. There's trains every 30 minutes or so.

There's a lot of travel, international, going through Toronto Pearson Airport. And what we do a lot is we take the 407. So we can go up, and it goes right close to the airport, and makes it very quick. And there's never any challenge with traffic getting to the airport.

And I was very surprised about a year and a half ago, we were hiring a director of finance, and this was the first validation that there's a lot of people in this area, skilled people to hire. We had about 140 people apply for the role, so it was very easy to find individuals. And when we talked to a lot of them, they talked about being close to home, right? Which is a core value to me, being close to my family, and so we were able to find a lot of those people. I also work closely with Durham College. They have a great program for their Web development side of things, and we'll talk to interns. We brought one in and we've hired them full time since.

The Economic Development Office in Whitby here has been great. When we reach out to them, typically same day or within 24 hours they'll get me a response. Some examples will be, we were looking for some space and they put us in touch with people that had great space for what we were looking for. When we were looking for people, they put me in touch with Durham College for some technology people. They've been there when we've needed them.