

Small Business Spotlight:

Sam Mod | Co-Founder & CEO FreshWorks Studio, Est. 2014

Life Story

Engineer Sam Mod was out of his element when he emigrated from India to Victoria in 2013 to pursue an MBA at UVic. With experience developing mobile apps for large corporations in India, Sam and his business partner, Rohit Boolchandani, were in over their heads with a failed first attempt as entrepreneurs. Little did they know that starting a business took a lot of time and effort especially in a new environment. Full of ambition and hustle they found their niche in Victoria's thriving tech scene. With no network, finances and full of culture shock, they worked tremendously hard to achieve what is seemingly impossible for most. That was then and this is now...

Co-founded in early 2014 by Sam and Rohit, FreshWorks Studio is now a multimillion-dollar, award-winning Victoria, Vancouver and Seattle based firm working in the space of digital transformation.

Who inspired you to become an entrepreneur?

I give partial credit to James DeGreef, he saw what we didn't have the experience to see, the big opportunity that it could become. He once told us "It's not the destination that matters, it's the journey." There will be challenges, but enjoy the journey, the destination is just a matter of time.

What do you see as your greatest accomplishment to date?

We came to Victoria as job seekers, and now we are job providers. What I feel happy about when I go to sleep is that we were able to create 50+ jobs here in our small city – that gives me the most satisfaction.

What has been your biggest lesson learned about being your own boss?

Humility really helps me keep a level head regardless of what is happening outside. Humility is about being a constant learner in life and learning from the good stuff as well as bad situations.

What unique challenges have you faced as an immigrant entrepreneur and how did you overcome them?

It was more of a mental challenge that we created for ourselves, the fact that we were immigrants, but as we became more confident we removed that tag. You have to switch off that way of thinking that being an immigrant is different. There will always be challenges around



culture and language in coming to a new country; that is something that you won't be able to change. You should be aware of the challenges and accept them but don't create any other mental challenges which can alter your judgment. Communicate what you are good at and own it.

Your motto is?

Lately I've become really good at "working hard at working smart".

Tell us a little known fact about your company.

I have known my business partner for 12 years, yet we started out as adversaries during our undergrad back in India. Initially, we didn't get along we had two different points of views – I was the studious one and he was the troublemaker that knew how to work smartly. The more we spent time together we realized that we really complimented one another. We've learned so much from one another.

Where is your favourite B.C. destination?

Salt Spring Island is where we go ever year for our company trip.

Bottom Line

- Initially outsourcing from India, FreshWorks now employs its staff locally and has doubled in size to some 50 staff in the past year
- 2018 SBBC – Best Immigrant Entrepreneur Award
- Sam is focussing on sustainable, practical growth and a diversified client base outside of BC while still maintaining the headquarters in Victoria and creating jobs locally

[Read the full interview](#)