

# MyBabbo Receives Prestigious Honours

## From being named a top SheEO to making the W100 Rising Stars, Tracy Rossetti keeps collecting accolades

By Lisa Johnston



Some of the team members from MyBabbo being awarded a \$10,000 cheque for the Telus Small Business Challenge.

Founded in 2011, MyBabbo is dedicated to helping families tell the story of their loved one's life through photo books, video tributes and stationery products. These keepsakes help preserve memories and facilitate family connections. Starting out as a one-person operation, the company has grown exponentially in four short years to now include a team of 21 – all working remotely from their home offices. The unique company and culture has not gone unnoticed – ranking high on a number of prestigious business lists.

It all started 18 months ago when MyBabbo was selected as one of the top 10 women-led ventures across Canada by SheEO, an organization dedicated to supporting, financing and celebrating successful women entrepreneurs. Then more recently, MyBabbo co-founder, Tracy Rossetti, received recognition in PROFIT/Chatelaine's W100 ranking, Canada's largest celebration of entrepreneurial achievement by

women. While Rossetti and MyBabbo did not make the top 100 list, they were named as one of the top 10 rising stars to watch for in the future.

In the middle of June, MyBabbo was also selected as one of the top five semifinalists for the Telus Small Business Challenge. The winner of this competition – which will be announced on September 17 – receives \$100,000 to invest in their business. (To read more about the competition go to <http://www.theglobeandmail.com/report-on-business/small-business/sb-growth/the-challenge/photo-books-help-the-grieving-remember-loved-ones/article25096553/>. Readers will be encouraged to vote for their winning entrant throughout the summer.)

"We have received a lot of congratulations from the funeral homes we already service as well as phone calls from potential new clients and increased hits on our website," says Rossetti



A sampling of MyBabbo photo books.

from her home-based office in Toronto. “I feel the awareness is so important in the funeral profession because it is not an easy profession to break into. There are suppliers who have been in business for 100 years and it is very much a relationship business. A big thing about funeral homes is that they need to trust you with their valuable information because you cannot redo a funeral – they are trusting us to get their photo books, videos and stationery back to them on time.

“We are really proud that we have a family-first culture,” continues Rossetti. “Everybody on our team makes their own hours and works from home, so if they want to be at their kids’ sporting events or other family functions, they can arrange the time off. I really believe that when you empower people to live their lives with balance and make wise choices for their family, they will end up more engaged in their work.”

The name behind the company comes from Rossetti’s father-in-law, as ‘babbo’ in Italian means dad. On the first Father’s Day following his death, she created a beautiful traditional scrapbook in his honour to give to her husband. She witnessed the comfort such a book provided to someone who was grieving. Rossetti undertook a similar project when she lost a cousin in July 2008.

“It was the death of my cousin that really propelled the business,” recalls Rossetti. “I made another photo book and it went viral. I had 55 referrals within the next few months. I always say I did not pick this career; life picked it for me and I am really glad, I love it.”

Rossetti says their success can be attributed to great products and a streamlined process. Funeral directors do not have the time to create these photo books. All that is required is for them to upload photos to the MyBabbo website – a process that takes under 10 minutes. A graphic designer then takes the photos and creates the photo book and other stationery needs. Products are also placed on a website allowing family and friends to view the products electronically, share it with others or order products as needed.

Currently 95 per cent of MyBabbo’s business comes from funeral homes and when they do receive a phone call from

a family inquiring about products, they always try to link them back to the funeral home that served them during their time of need.

It has long been known that women entrepreneurs are a powerhouse to be dealt with in the business world. With significant growth year over year, MyBabbo is proving that you can do things differently and still be a success. ✨

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