

DMINDED is Brampton Minded

Shaun Ghulam, CEO and Creative Director of DMINDED.CA, a Brampton-based creative agency specializing in custom web solutions, moved around the GTA a fair bit before he chose to set up his business in Brampton.

“I was looking for a strong business community that I could grow in,” says Shaun. “We chose Brampton because of its potential – and the past five years have been phenomenal as we have seen rapid growth in our business!”

Shaun’s father owned a print shop, so he developed an interest in design at an early age. He honed his skills at Seneca College’s Digital Media Arts program, which included a course that required him to register a business. At the age of 22, he started Digital-Minded, now known as DMINDED with the company’s rebrand in 2016.

In 2012, after acquiring some valuable agency experience, he decided to pursue his business dreams on a full time basis. He now employs eight people, mainly web developers, and has won six awards from some of the biggest web design blogs for design and innovation.

He got involved with the Brampton Entrepreneur Centre in 2015 – though not as a program participant, but as a mentor, presenter and cheerleader. He told his story to the staff there, showed them how his business helps brands build a strong web presence through custom web design. In July of 2015, he was presenting to a group of young entrepreneurs about website tips to grow your business.

“It was my first time speaking in front of a crowd, and it helped me grow my confidence,” says Shaun. “And it was great to be in that position to help other people. I’ve since worked with a lot of small businesses and start-ups, and I think I can really relate to them and help them. I was there once myself too.”

He’s since supported various Brampton Entrepreneur Centre programs and events, including as a featured speaker for Starter Company seminars and as a presenter for summer sessions for entrepreneurs in Garden Square downtown Brampton. In November, he’ll be hosting a workshop on ways to build your web presence – helping entrepreneurs understand how to use a web presence to generate sales and create a buzz around their brand.

His involvement with the Brampton Entrepreneur Centre has also helped Shaun’s business. “I’m always in touch with the staff there, always meeting new people and making new contacts,” says Shaun. “It also adds credibility to my pitch on sales calls as clients trust us more knowing we’re involved with the City of Brampton.”

Shaun’s goal for DMINDED is to be one of the biggest creative agencies in Canada – an industry leader. And he believes he’s in the right place to achieve this growth. “Brampton, through supports like the Brampton Entrepreneur Centre, does a lot for the small business community.”

The Starter Company program is funded through the Province of Ontario's Youth Jobs Strategy, and delivered through regional or municipal offices like the Brampton Entrepreneur Centre. It's one of the many resources entrepreneurs with plans to launch or grow a business can tap into.

The Brampton Entrepreneur Centre runs events throughout the year to support business and connect entrepreneurs. They also offer individual consultations and advice, and are the access point for funding and programs to support start-up and established businesses. Go to Brampton.ca/bec for more information.