


Press Kit



Take off



Roosevelt Theodore

A man and a vision

He says: *"... A heavy name to carry, but it definitely pushes me to accomplish great things..."* As a youth, he did not have the head to laugh much or to fool around, but rather in his books. At an early age, he was recognized for his: perseverance, seriousness and leadership.

His short experience as a worker clearly showed him, he wasn't comfortable with the idea of being given orders.

In 2009, as soon as he finished his higher education at the ESG of the UQAM, where he obtained a bachelor's degree in business administration, concentration in Marketing, he decided to become an entrepreneur.

Almost a year later, December 1st of 2010, he found Ignition Telecom Inc. The logo symbolizes the idea that in this digital era, each individual should be perceived as a rocket standing by to take off. But what they miss really, it's the means to fly away. Ignition Telecom has for mission to give them the tools to conquer the cyberspace.

This ambitious, creative, and persevering entrepreneur has always been fascinated by the industry of communication and emerging technologies. It was only natural for him to launch this company. Jumping in this adventure was a dream coming true.

His ultimate goal: *"... To make of Montreal the capital of content..."* He describes himself as a one-man army of administration because of his talent for: sales, communication, product design, platform conceptualization, marketing, human resources management, finances, and web design.

Ironically, as every start-up that respects itself, his empire started in his bedroom with little means. In 2011, conscious of his lack of experience in the sector, he took the time to build his network and to prepare the field for his company.

In 2012, he succeeded in gathering the dream team to support him in the creation of his company. Without a drought, they are about to revolutionize the world of computing and the one of advertising. Roosevelt Theodore clearly has a great future ahead of him. Time will tell if his rocket took off.

with Ignition.