

Bandwidth

The Greatest Canadian In The Tech World I #1

The Bandwidth Podcast is the podcast where I tell you what's going on with technology. In this episode, I try to find the answers to the question Who Is The Greatest Canadian In The Tech World? Listen to the first episode of the bandwidth podcast to find out why I think Tobias Lutke (The CEO Of Shopify) is one of the greatest Canadians.

Introduction Music

Hit Warm

Hey, my name is Angelo Giustino. And you're listening to the first episode of the bandwidth podcast. This is the podcast where I tell you what's going on with technology and what you need to look out for.

In this episode, we're going to be discussing what makes someone a great Canadian, and who I think the greatest Canadian in the tech world is.

Sneak

Hit Warm

For this episode, I'm going to talk about who I think is the greatest Canadian.

This is a Canadian Who has created the largest tech business in Canada, and has helped millions of businesses around the world make their first sale. His name is Tobias Lutke.

Before we get into Tobias Lutke's life story, I have to introduce my guest for this episode, who knows quite a bit about Tobias Lutke and his giant tech company. His name is Joe Giustino, he told me about this business called shopify about two years ago. He told me that he was going to invest in this company and that I should do a bit of research.

Music Switch

Tobias Lutke is a Canadian entrepreneur. He's the founder and CEO of the successful tech business Shopify. Shopify is a Canadian company that is based in Ottawa, Canada. Its main job is to help businesses who need a professional looking website for their

business. Other big businesses such as Tesla, and Red Bull use Shopify on their websites.

Tobias Lutke was born in Germany. At a young age, his parents bought him his own computer. At the age of 11. He was already reprogramming video games that he was playing. That's how I was interested in programming started.

He decided to drop out of high school in grade 10 to get better at programming. Later, he joined a programming apprenticeship. He was pretty confident and programming. He decided to move to Ottawa, Canada in 2003, he moved to Canada to work in a snowboarding company with a couple of his friends. After he couldn't find the right software to create his website, he decided to code it himself.

Music Switch

When did you first hear about Shopify and how?

I probably first notice the name Shopify, on some of the e-commerce websites from 2017.

Just from shopping around on the internet and finding some stores that I like at the bottom of some of these sites, it would say, powered by Shopify or I would say Shopify, and I didn't know what it was. I tried to look into that a little bit.

Transition Effect

Music Switch

As Shopify started growing more Tobias Lutke struggled to be a CEO. He was new to it and it came with a lot of responsibilities that he wasn't ready for. Managing a big team like that was difficult. It was his first time being a CEO and he really didn't want to be the one that managed everything. He didn't want to let anyone down. The main reason Shopify survived is because people believed in Tobias Lutke. His team believed in the idea of Shopify, and they were with him the whole way. His father in law also played a very important role.

He believed in Shopify the most, he spent almost his whole life savings to keep Shopify alive. All of this money paid off, because now Shopify is one of the biggest Canadian companies.

Fade

Music Switch

What do you think made Shopify so unique and different from other online website builders? What made it become the top e-commerce site so quick site?

So Shopify is one of the few companies whose only focus is on making the businesses on their sites work better.

There are no other sites that do this. They're just not as well developed. Their software is not as well developed you need a whole IT department to write the software. It's not just plug and play that you can plug it in and get online you would need experts to know how to code. Shopify, you don't need any of that you can start from day one on your own. And of course, as I said they offer shipping and they offer fulfillment they offer all these things that they've paid billions of dollars to develop, that you're not going to get from other sites so that makes it unique.

As Joe said, Shopify isn't just a place to build a website, but its also many other things. It's a way to create the best looking online business you can in the shortest amount of time. Along with unique apps, shipping, and fulfillment that Shopify gives you, shopify also works as a bank, giving loans to businesses that need it. These are feature you can't get from any other e-commerceing cite.

Keyboard Typing

Fade

Music Switch

Shopify has helped entrepreneurs who are starting a business and who have already started a business. Shopify is helping more than 1 million businesses in 175 different countries.

One story Tobias Lutke said that I thought was very interesting was the story of his first sale. When he was still working on his snowboarding business, he said in an article that his first sale was a magical experience. He said that the moment I got my first sale, from that point on, I could never get that again. Now with Shopify, he's really trying to help other businesses make their first sale. Shopify has also saved businesses during COVID. I hade to interview a business for one of my school projects. They talked to me

about how when COVID was really bad, they created a Shopify business to sell their products online. Without that they may have gone out of business.

Music Switch

Do you think it was a smart move for Tobias Lutke to stay in Ottawa to work on his business? Would it have been smarter for him to move to somewhere like Silicon Valley?

So this is one thing that makes him a great Canadian is that he had a lot of pressure to move to Silicon Valley. As the company grew, they're one of the largest tech companies on the planet. Now, there was a lot of pressure, even from the early days of when the venture capitalists were funding the company. A lot of those venture capitalists live in Silicon Valley, they wanted Shopify to be there, where they could be closer to the capital and really closer to the people that know software. But he resisted that. And so part of if you thinking about his stature as a great Canadian part of that is he believed in the Canadian software developers.

But That Wasn't all. That wasn't the only reason and there's there were there are good business reasons for staying in Canada, you may have read. If you listen to some of his interviews, he points out that in Silicon Valley, because there's so many big tech companies and so much competition the average person only stays with your company for 12 months or 18 months. And then they're gone somewhere else. And he wants to develop talent.

He wants people that are going to stay with Shopify for life in Canada, he's not going to face that competition. So the people that join Shopify are going to be people that will be with the company for a decade or longer. That actually makes Shopify much stronger. And that actually give Shopify, an advantage that no company in Silicon Valley have.

It's interesting how Tobias Lutke didnt feel that he had to go to Silicon Valley. He didnt have to leave Canada to find better talent for shopify. He knew that there was already good talent here.

Music Switch

I think that Tobias Lutke is one of the greatest Canadians because of everything he's doing. Most of the stuff that he's doing does help him, but it helps others more. For example, Tobias Lutke has created a company that is for helping people creating an online business. The best part about it is you don't have to be a large corporation or a one man business to create an online website with Shopify. You don't need any sort of background in tech. You're able to create a website that looks modern and don't have to have any background in tech.

Another reason I think Tobias Lutke is such a great Canadian is because of what he's doing to fix climate change. Tobias Lutke wants to find a way to stop climate change. He's donating millions of dollars towards fighting climate change. He announced about a year ago that Shopify was going to annually pledge at least \$6.6 million.

Along with that he also he's donated \$1 million dollars to Team trees, which is a collaborative fundraiser to plant 20 million trees.

Like I talked about before, Shopify has been saving businesses during COVID. COVID has caused a lot of businesses to close down. This has led to some businesses creating a Shopify business and selling their products online. Because of this, businesses affected by the pandemic has now been saved.

Music Switch

What do you think makes Tobias Lutke a great Canadian?

Well, If you look at his Twitter feeds, he's always been an ambassador for Canada. When Trump canceled the visas for foreign born U.S workers, he tweeted out that Canada is awesome, come work in Canada, we have lots of experience helping people transfer to Canada. And you'll constantly see him acting as an ambassador to Canada.

From a more practical point of view, Shopify is now the biggest company in Canada. Canada's traditionally had companies in the oil field lumber, these companies are not going to pay the kind of bills that Canada is going to have in the next 1020 years. You need companies like Apple and Google to create that type of revenue that's going to create that type of tax revenue for the government. Shopify is going to be massive in the next 10 years, they're probably going to be a trillion dollar company. We need more people like Toby Lutke, to bring together companies like this so that we're not dependent on resources and gold miners. Those are great companies, but they have booms and busts and they're not going to be steady producers of tax revenue for the government. So from a practical point of view, every Canadian should actually really be happy that there's an entrepreneur of that caliber.

Overall, Tobias Lutke has changed the way businesses are growing around the world. He's created the largest tech company in Canada, and has helped millions of businesses. In the next episode on the bandwidth podcast, I'll be looking into the technology of World War Two. If you're interested in learning more about that, keep an eye out for my next podcast. Now, before I go, I have one more question for the listeners. Now that you've learned more about Tobias lutke and why I think he's the greatest Canadian as a listener. Do you think that Tobias Lutke is one of the greatest Canadians?

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