

Entrepreneur profile

RYAN CLARKE

* **Name of business:** Comprehensive Security Solutions Inc. * **Slogan:** The architect of security * **Years in operation:** 5

* **Services:** Security

* **Website:** www.cssibarbados.com

* **Number of employees:** 20

* **Location:** Barbados

* **Annual turnover:** US\$400,000



ABOVE & BELOW: Ryan used his experience as a prison officer and security chief to develop new security solutions



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THE SECRET OF MY SUCCESS

Continuing our series of interviews in conjunction with **UPstart Caribbean**, we ask entrepreneurs to reveal their tips for success...

WHAT'S UPSTART CARIBBEAN?

We're a new movement fostering a culture supportive of entrepreneurship in the Caribbean. **Our mission?** To be the regional leader in Public Education campaigns that excite and economically empower our citizens to become entrepreneurs and social entrepreneurs, especially youth and women. Want to be an **UPstart?** Join us at www.upstartcaribbean.com



Q WHAT PROBLEM OR NEED IS YOUR BUSINESS DESIGNED TO SOLVE?

At Comprehensive Security Solutions Inc. (CSSI) we work to reduce crime, monitor patients living with Alzheimer's or dementia, and increase the profitability of our clients.

Q HOW DID YOU COME UP WITH THE IDEA?

As a former prison officer I dealt with crime first-hand, which gave me an insight into what I wanted to achieve in the area of providing security services.

Q HOW DID YOU FINANCE THE LAUNCH OF YOUR COMPANY?

For four years, while I was employed as chief of security at a manufacturing company, CSSI was self-funded. When I had reached the point where the contracts and additional work load were increasing, I made that leap of faith – and never looked back. For me, my business is not about just money; this is my life, what keeps me happy, and I love doing it.

Q WHAT DISTINGUISHES YOUR BUSINESS FROM THE COMPETITION?

We offer a wide range of products that are



exclusive to us. For example, we use synthetic DNA to mark property to reduce theft and to track stolen goods, and a patented design for the electronic tagging of offenders to monitor the levels of alcohol and illegal drugs within their bodies. Our main focus is to partner with regional law enforcement agencies to reduce criminal activity.

Q WAS THERE A 'EUREKA' MOMENT THAT INSPIRED YOU TO BECOME AN ENTREPRENEUR?

No – I always wanted to be self-employed, and decided to work towards my goal by being in a steady job and gradually purchasing all the equipment that I needed to set up on my own.

Q WHAT'S THE BEST ADVICE YOU'VE RECEIVED, AND HOW DID IT HELP YOUR BUSINESS?

To join the Youth Entrepreneurship Scheme in Barbados. What stuck with me was the teaching on managing money: have the discipline to control income, and review the market to ensure your products are viable and cost effective, and that a profit can be made.

Q WHAT HAVE YOU LEARNT FROM FAILURES OR SETBACKS?

There is no such thing as a foolish question or answer, since you have all to gain and nothing to lose from asking. Also, being an entrepreneur is not easy – you must have a character of determination, discipline (both personal and financial) and tact.

Q HOW DOES YOUR BUSINESS 'GIVE BACK'?

We've partnered with the Barbados Alzheimer's Association to launch an innovative device to track the elderly when they wander away. Through the initiative, more people in Barbados have become aware of the disease, and everyone who joins the association receives a discount from CSSI.

Q HOW ARE YOU PLANNING TO GROW YOUR BUSINESS?

CSSI has received two exclusive distributor contracts for the Caribbean that I am sure will help us to grow through 2014 and beyond.

Q DO YOU HAVE IDEAS TO DEVELOP THIS OR OTHER BUSINESSES?

I've visited six Caribbean countries to meet with government officials to offer our services. We have offered Caribbean governments services that will be exclusive to us. We've also started free test trials of our systems in three territories. ●



LAND stores: Antigua - Dominica - Grenada
 dealers: Anguilla (Shoes Plus) - Barbados (Harrison's/ Cave Shepherd) - Dominica airport (Luxury Emporium) - Puerto Rico (Lord Jim Old San Juan) - St. Kitts (Ram's Duty Free) - St. Lucia (Basic Blue) - St. Maarten (Ama Bella) - St. Thomas (Essentric) - St. Vincent (The Trend) - Tortola (E.A. Creque) - Trinidad (Clarks Limited) - Piarco Int. airport (Fredrics Fine Leather) - Other locations: Bahamas - Bermuda - Cayman Islands - Guadeloupe-Jamaica-Martinique-Turks & Caicos

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