

Meet Matt Stewart!

Founder, Collegio



Matt Stewart always had an entrepreneurial drive, just like his father and grandfather, who are both small business owners from Brookfield, Nova Scotia. Following in the same footsteps, Matt is the founder and co-founder of a few businesses including Collegio and Click2Order.

Looking back, I don't really know where my interest in tech started. My mother is a teacher and she used to bring a Mac computer home every summer so I would play games on it all day! In school, I liked math, an entrepreneurial course I took, and I was a big sports enthusiast - and still am till this day.

I have an Accounting diploma from Nova Scotia Community College (NSCC) and a Marketing degree from Cape Breton University. The real interest in technology didn't manifest until university, when I started playing around with websites and programs. I was excited with the fact that every time you made a change, whether small or big, you got an instant result.

My family was the main influence to get into the business world, as my father and grandfather are both small business owners and I've always been interested in following that tradition. My maternal grandfather owned restaurants during his life, and I think that's how my interest in bridging tech and restaurants came to be – I love seeing how technology can transform, and evolve something.

Today, I'm the founder of a few separate companies. The main company I am involved with is called Click2Order, which I'm the CEO of. Click2Order is an online-ordering company, where we power restaurants with their own branded online-ordering systems. We are sort of the opposite of companies like SkipTheDishes and UberEats who try to attract customers to their apps and give you a list of restaurants. My main responsibilities are mostly around business development, working with customers, and working on strategic partnerships.

Interacting with people – that's what I love. I've always had good inter-personal skills and I've never been a shy person.

I think when I first started my business, I was purely focusing on selling, but that soon changed – that's really not what people value in a start-up business.

I finally realized what having a business is truly about – being able to connect with your colleagues, stakeholders, and customers – and I really enjoy that part. We've had customers that we've had for years now that will stop by the office and talk to us about non-business-related matters. I think that openness and personal connection helps our company to create strong, and long-lasting, relationships with customers.

If you want to create something on your own – just do it! Focus on learning as much as you can about your prospective customers, and what you need to provide for them to fix a problem!

We live in a province that has great prospects for growth. There are lots of opportunities and support from both the private, and public, sector. Whatever it is you want to pursue – technology, medicine, etc. - you need to enjoy it. If you are not passionate about it, you will not create a high-quality product.

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