

Joey Hébert



Founder and CEO of MOS



Community	Wemotaci
Sector(s) of activity	Automobile accessories
Services offered	Development and commercialization of automobile roof racks
Year of foundation	2017

Co-founded by Joey Hébert and Frédéric Laurin-Lalonde in 2017, MOS (moose in the Atikamekw language) is an **Indigenous business** that **designs, manufactures and distributes an innovative concept of automobile roof racks** for sports and outdoor equipment.

"We believe that the roof racks presently available on the market simply do not meet the expectations of people ... The concept is to make the roof rack as easily accessible as the trunk."



Now 28, **Joey Hébert** is a member of the Atikamekw community of Wemotaci. He grew up in La Tuque. He is **passionately interested in skiing, mountain and road biking, and entrepreneurship**. He obtained a **College Studies diploma in Recreational Therapy Intervention Techniques**, and a **Bachelor of Business Administration**, in Trois-Rivières. He then worked in the industrial sector, as account manager for a multinational company. In 2020, he completed a **Master of Business Administration - Strategy and Innovation**. He always

nurtured his **entrepreneurial spirit**, notably through his participation in a number of Startups Weekends, events that aim to promote entrepreneurship and foster networking. Joey is the president of MOS.

Frédéric Laurin-Lalonde is 31 years old. He is **passionate about great outdoors, white water kayaking and design**. He holds a **Bachelor in industrial design** and he is the head of products for MOS.

The entrepreneurial venture started in the **spring of 2015** when they met during a Startup Weekend. Sharing the same passion for sports and great outdoors, their encounter was a perfect match: Joey already had an **innovative project in mind** and Frédéric had the **know-how to develop a unique product**. It was therefore quite natural for them to **join forces to develop the project**.





Joey had already started the **brainstorming work of his business project** before meeting Frédéric, in parallel with his job and full-time studies. It is in the **course of his studies** that he initially carried through his project, notably by validating the market, the business model and the strategy. **In 2016**, he re-connects with Frédéric to **start the development of products**.

Before designing their initial product, Joey and Frédéric identified **the main problems encountered** by the users of roof racks: **lack of ease of use and accessibility to the vehicle roof**.



“Our biggest challenge was the designing of the product itself, the offering of a functional product that fits in a defined production cost in order to be able to sell it at a reasonable price that the market is ready to pay.”

This is how the first **MOS Rack** was developed: a **roof rack that deploys from the side of the vehicle**. It is installed directly on the roof bars, which makes it easier to **load and unload bikes, skis, cargo boxes, etc.**



The **greatest pride** of Joey, in the early days of MOS, is to **have been able to assemble a cohesive and passionate team in whom he has full confidence to achieve a common goal**: develop simple and unique products for sports and outdoor enthusiasts looking for memorable experiences. He gives **great importance to collaborative work** which he sees as an important tool to generate truly novel ideas, to challenge them and make progress.

“You go faster by yourself, but you go further with others ... For an entrepreneur, it is vital to be surrounded with the right people, to share one’s vision to bolster one’s own thought process, to have a team that is complementary, and to engage in learning by doing.”



In 2020, MOS had a **total staff of seven**, including the two co-founders and five employees. Parts production was subcontracted and the team of MOS did the assembling, making sure to deliver top-quality final products. **In the medium term**, MOS was considering **developing a new version of MOS Rack** and other product lines.

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