

elaine tan comeau

Mother of 3 | Elementary School Teacher | Inventor
Founder / CEO of multi-award winning Easy Daysies Ltd.

Speaker | Motivator | Mentor | Writer |
Dragons' Den Winner | 2014 Canadian Momprenuer of the Year



Elaine Tan Comeau is an enterprising mother of three children, a wife, and elementary school teacher who has just been awarded the 2014 Canadian Momprenuer of the Year. Elaine has been garnering a lot of attention lately for her multiple-award winning Easy Daysies product line, and has received the Chamber of Commerce Award for Excellence in Business, as well as an Award in Teaching Excellence. She is the CEO and Founder of one of Dragons' Den favorite pitches, Easy Daysies Ltd., which incited a bidding war among all five Dragons. Her products are recommended by child psychologists, occupational therapists, physicians and educators. Easy Daysies was also chosen by Ford Company as one the 2014 Dragons' Den Driven For Success Companies that exemplified Ford's Four Pillars of Success - Design, Smart, Performance and Efficiency.

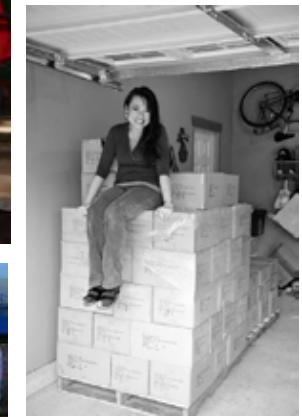
Elaine has been featured in the Financial Post, Maclean's Magazine, Canadian Business Magazine, Huffington Post, and Parents Canada Magazine, to name a few, all wanting to know her story about being a mom entrepreneur. Elaine has spoken as an expert, and Easy Daysies have been featured on CBC, CTV, Breakfast Television, Global, CBS, FOX32 News, and Shaw TV to name a few. Elaine has been published in Educational Psychology (Allyn & Bacon Canada, 2000, 2015, 5th ed.) for her insight on teaching diversity. She has written and published several e-books (2013), and continues to be sought after for her sell out webinars and speaking engagements on educational strategies for both educators and parents. She is also sought after for speaking engagements relating to entrepreneurship, and continues to be a guest blogger for Staples Canada, Scholars Choice (Canada), Momprenuer, and Creative Teaching Press (USA). Elaine is also raved about in both Kevin O'Leary's and Jim Treiving's latest books.

Areas of expertise:

Entrepreneurship (and Momprenueurship) | Household Organization
Education | Parenting | Special Needs / Autism



elaine tan comeau | 604-779-1095 | info@easydaysies.com | [@easydaysies](https://www.facebook.com/easydaysies) | www.easydaysies.com



elaine's story...

As an elementary school teacher, passionate about her career, and teaching and learning with her students, Elaine was asked to present topical workshops to her colleagues early on in her career, as well as write and publish several thematic units for her school district, and an article in Educational Psychology (Pearson). Elaine knew that a visual routine was a vital tool in helping students with learning challenges and special needs. For several years, parents asked her to make visual routines for them at home, like the one she made for her classroom, to help their children with co-operation, independence, anxiety and smoother event transitions. After making them by parent demand for many years and for free, she decided that there must definitely be a market for such a product. She did the research and discovered that there was no other daily visual routine out there in product form, and decided to make the first product of its kind. By tutoring and selling crafts, she raised the \$1400.00 it would cost to make her first batch of product which she happened launch 2 days after her 3rd child was born! The product sold out in one month by word of mouth and from the website her husband made.

Soon, the amazing speed of social media shared the positive effects of Easy Daysies®, culminating with Easy Daysies now readily available in over 1300 retail locations across North America (including Chapters, Staples, and Barnes & Noble). Many families and teachers struggle to create their own visual schedules, but now they are ecstatic to find Easy Daysies! The goal of Easy Daysies is to make products that help children and families have easier days, that is how it got its name, Easy Daysies!

Elaine is passionate about being a mom and wife first, making her a “Mompreneur”. Her passion for helping children, teaching and learning paved an unpredictable path to becoming an entrepreneur. Being a mom and teacher has taught her that it is essential to persevere, to not give up, and to be kind always. She believes that being an entrepreneur is not about what business courses you have under your belt but rather, it is the existence of PASSION, the strong compelling enthusiasm or excitement about something or about doing something. Her passion behind Easy Daysies is driven by the impact Easy Daysies has in the lives of its users. She believes that passion is the fuel that keeps entrepreneurs working hard until 4AM many nights in a row and then wakes you up for the 6AM conference call before the kids get up at 7AM! Elaine has often joked about renaming Easy Daysies, “Hard Days Long Nights”! Passion causes one to challenge themselves beyond what they thought possible.

Elaine has learned that it is always important to be true to yourself, rather than regret a decision later. She believes that Easy Daysies has made her a more complete person and allows her to put her passion into good use. Elaine is continually asked to speak about P.A.S.S.I.O.N. at entrepreneur events, and she is always honoured to share, inspire, and challenge other entrepreneurs!

Topics of Passion:

- **P.A.S.S.I.O.N. = Entrepreneurial Success**
- **Awesome Classroom Management 101 for Primary School Teachers**
- **Conquer the Afterschool Routine: 5 Strategies for Success for Your Child**

elaine's passion...

features & awards for elaine & easy daysies

FINANCIAL POST

MACLEAN'S

ParentsCanada

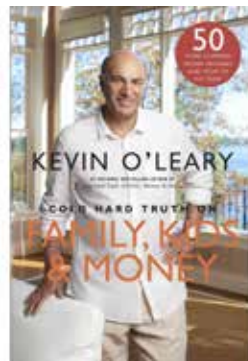
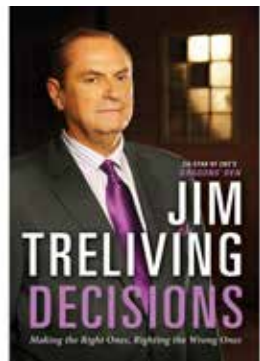
DRIVEN FOR SUCCESS 

CANADIAN BUSINESS

SFU | BEEDIE SCHOOL OF BUSINESS
SIMON FRASER UNIVERSITY

WOMEN IN TOYS
TOYS • LICENSING • ENTERTAINMENT

Today's Parent



THE HUFFINGTON POST



News1130
ALL NEWS RADIO



To connect with Elaine, please contact: Rania Walker, Publicist - SparQ Street Communications | rania@sparqstreet.com | 416-258-8953
elaine tan comeau | 604-779-1095 | info@easydaysies.com | [@easydaysies](https://www.instagram.com/easydaysies) | www.easydaysies.com