



## Securing a smart and solid future for ONYX Smart Securities

When Derek Johnstone reached out to Catapult Grey Bruce for support, he believed some marketing guidance would be the push his business needed to achieve future success. Having purchased the established 31-year-old business only a year prior, Johnstone was eager and ready to go.

“I applied to Catapult thinking I needed support in marketing,” says Johnstone. “What I got was exactly what my business needed.”

Derek Johnstone’s company, ONYX Smart Securities, provides residential and commercial/industrial alarms, security systems, cottage checks, and fire and medical monitoring. With an established clientele and a growing base of satisfied customers under the new ownership, ONYX is looking to grow.

As part of the Catapult program, each business undergoes an assessment with a specialized mentor. Onyx Smart Securities was matched with Doug Seaborn, a three time founder and startup expert.

“Doug helped me to realize I was barely getting by with the way things were going and I needed to fix my business framework. He steered me towards building systems to work more efficiently and showed me how important the profit margins are to keep this business running,” says Johnstone while working from the site of a new client project in Sauble Beach.



Working throughout Grey Bruce and servicing a long list of established customers, ONYX was in need of updated bookkeeping support to ensure cash flow and profitability were tracked so the business could thrive under Johnstone's guidance. The assessment also revealed the need for improved strategy and planning.

"It was especially rewarding for me to be introduced to ONYX and to have the opportunity to guide Derek through his growth aspirations," says Seaborn. "I enjoyed being caught up in his infectious optimism and enthusiasm for ONYX's growth potential. My job was simply to inject some planning and structure to his journey towards becoming a successful entrepreneur."

With the support of Grey County and the Government of Canada through the Federal Economic Development Agency for Southern Ontario, Catapult provided both a short-and long-term strategic plan to give ONYX the direction the business needed to acquire new customers and boost profitability.



Johnstone also has plans to increase the team size to meet the residential, commercial and industrial security needs in Grey Bruce.

Results of the Catapult program were almost immediate, and the goal of securing a smart and bold future for ONYX was achieved. It's clear in speaking with the budding business owner, the guidance found through Catapult was invaluable and ONYX is looking ahead to a bright and secure future.

"With the help of the Catapult program I have been given a fresh start. And for this I am forever grateful." Derek Johnstone, CEO Onyx Smart Securities



For more information about **Onyx Smart Securities** please visit [www.onyxsecurity.store](http://www.onyxsecurity.store) or contact [derek.johnstone93@gmail.com](mailto:derek.johnstone93@gmail.com).



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