

## Program Application Outline

*Are you a First Nations member from Skwxwú7mesh, Lílwat or Stl'atl'imc with an awesome business idea? Will your idea benefit your community? Do you need some help developing your business concept?*

If so, read on!

The Whistler Centre for Sustainability and the Squamish Lílwat Cultural Centre are teaming up to provide a new and unique program, the Skwxwú7mesh Lílwat Stl'atl'imc Business Start-up Program. The program aims to support local First Nations members in developing and launching a new business initiative.

Through the program, entrepreneurs will develop their business concept over four learning sessions, and receive mentorship and capacity-building support. At the end of the program, a community celebration event will provide a fun and engaging opportunity for all the entrepreneurs to pitch their new business ideas and products/services.



**Skwxwú7mesh Lílwat7úl**  
**SQUAMISH LÍLWAT CULTURAL CENTRE**  
WHISTLER, BRITISH COLUMBIA

### CREATING COMMUNITY 'BENEFIT'

By community benefit, we mean outcomes that are good for the environment and/or people. Community benefits could include businesses that:

- Create a stronger culture of Indigenous-based entrepreneurship that can generate greater social, economic, or environmental impact in the region (e.g. Amlec Organic Limited, [www.amlec.org](http://www.amlec.org))
- Build community confidence and business capacity through meaningful local employment that helps neighbours and communities along the way (604 Movers <https://www.604movers.com>)
- A business that fosters local employment and economic development in your community (e.g. Skwachàys Lodge [www.skwachays.com](http://www.skwachays.com))
- A business that fosters cultural practices (e.g. Creative Journey Studio, [www.xwalacktun.ca](http://www.xwalacktun.ca))

**Centre for Sustainability – Whistler**

[www.whistlercentre.ca](http://www.whistlercentre.ca) | [info@whistlercentre.ca](mailto:info@whistlercentre.ca)

## ELIGIBILITY

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To be eligible in the Skwxwú7mesh Lílwat Stl'at'ímc Business Start-up Program, you must be a local First Nation member (Skwxwú7mesh, Lílwat or Stl'at'ímc). We are looking for applicants that are:

- Solo entrepreneurs, non-profit organizations, cooperatives or small businesses
- Just starting to develop a business idea/concept
- Committed to participating in the whole program, from March to November 2018
- Aiming to create a community benefit through the enterprise/business

| TIMELINES                              |                        |
|--|------------------------|
| Application deadline                   | March 9th              |
| Successful applicants notified         | March 14th             |
| Kick off event                         | March 28th             |
| Learning Session #1                    | Week of March 26       |
| Learning Session #2                    | Week of April 23       |
| Learning Session #3                    | Week of May 21         |
| Learning Session #4                    | Week of June 18        |
| Match with mentors                     | April                  |
| Development of business plan and pitch | May to August          |
| Pitch event                            | Beginning of September |
| Ongoing individual support             | March to November 2018 |

Up to twelve applicants will be selected. Selected entrepreneurs will be matched with a mentor to help them fully develop their business concept. Program participants should be prepared to commit a minimum of 80 hours (over eight months) to participate in four one and a half day cohort-based

Skwxwú7mesh Lílwat Stl'at'ímc Business Start-up Program Application

learning sessions, prepare their business concept (using the [Business Model Canvas](#) framework), meet with mentors, develop a short video and story/pitch, develop a full business plan, and participate in the final showcase/pitch event.

Thanks to funding support from the Province of British Columbia and other supporters, this program is being offered to you at no cost. Meals, accommodation, and travel will also be covered. Please inquire if you require childcare subsidies. The Skwxwú7mesh Lílwat Stl'at'ímc Business Start-up Program is modelled after the very successful S2S Corridor [Social Venture Challenge](#).

To apply for this opportunity please complete the following application and submit by e-mail to: [djohnson@whistlercentre.ca](mailto:djohnson@whistlercentre.ca) by 5:00pm March 9th, 2018.

## Program Application Form

### CONTACT INFORMATION

Name of enterprise and name of organization (if different)

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Contact person

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Phone \_\_\_\_\_

Email \_\_\_\_\_

Web and Social Media Addresses

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### Background Information

1. Please provide a short description of your enterprise/business concept. This will be used in promotional and event materials, and may be shared with event partners and sponsors.
  
  
  
  
  
  
  
  
  
  
2. Please describe the community benefit you wish to provide through your new business/enterprise.

