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FOR IMMEDIATE RELEASE

SEA TO SKY 'DO TANK' LAUNCHES ANGEL DEN TO SUPPORT LOCAL BUSINESS IDEA

**Whistler, BC** – The Sea to Sky 'Do Tank' (not just a 'think tank'), a collective of innovators and entrepreneurs in the Corridor, launched with an Angel Den last week. Created by the Centre for Sustainability, and based on the idea of a Dragon's Den, the Angel Den is a model for providing support, encouragement and hard-hitting business advice to new shared value business propositions in the Corridor. Hosted at Alta Bistro, about a dozen Angels explored a Pop-Up kids' consignment store concept, conceived by Whistler resident Randi Kruse. "The Pop-up store is intended to provide a quality clothing and convenient alternative shopping experience to local families," said Ms. Kruse. "I'm grateful for the amazing business advice from the Angel Den participants, and I'm already incorporating their ideas into my business plan."

The Sea to Sky (S2S) Do Tank was created from a community engagement process called a 'StoryStorm' that identified key assets in the Corridor on shared value economic initiatives and experiences. Participants in the StoryStorm identified a need for an entity that could create more sustainable enterprises, ones that fulfill an economic niche and that benefit the greater community.

The proposed mandate of the S2S Do Tank is to develop and strengthen new shared value-based business initiatives, either creating a new enterprise, or building upon the current offerings of an existing enterprise. The Do Tank members include Corridor representatives from local business, social entrepreneurs, local government, and a financial institution.

The Do Tank uses an innovation and change lab model to:

- provide a network and space for collaborative thinking, co-creation of ideas and solving of business problems
- provide business expertise to start-up initiatives, acting like a 'Dragon's Den' to hone and strengthen a business plan
- incubate a business idea, and support the development of a prototype, its launch and its evaluation

“I am really excited about the interest people are showing in the Do Tank and the potential it has to provide value for our community,” said Cheeying Ho, the Executive Director of the Whistler Centre for Sustainability. “The Angel Den is an awesome process and we’re keen to lend our Do Tank expertise to other shared value business ideas.”

‘Shared value’ is about enhancing the competitiveness of a company while simultaneously advancing the economic and social conditions in the community in which it operates. An article by Michael E. Porter and Mark R. Kramer in the Harvard Business Review (January – February 2011) entitled “Creating Shared Value – How to reinvent capitalism and unleash a wave of innovation and growth” has stimulated significant discourse and thinking around how business is done. The S2S Do Tank aims to take the principles of shared value and apply them to encourage innovation and sustainability in the Corridor.

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### **About the Whistler Centre for Sustainability**

The Whistler Centre for Sustainability is an enterprising non-profit organization, with a mission ‘To work with and empower communities and the tourism sector toward an inspiring and sustainable future.’ The expertise of the Centre is derived from the experience in the development and management of Whistler’s award-winning community sustainability plan, Whistler2020, and from working with communities around BC, AB and YK on their sustainability planning and implementation initiatives. For more information please visit [www.whistlercentre.ca](http://www.whistlercentre.ca)