

Root Ventures Program Application

Are you a creative entrepreneur with an awesome food and/or art-based business idea? Can your idea help create better communities? Do you need some help developing your business concept?

If so, read on!

The Whistler Centre for Sustainability is providing a new and unique program to support food and art-based enterprises in the Pemberton Valley in developing and launching a new business initiative. Root Ventures assists entrepreneurs who aim to provide a community (environmental and/or social) benefit through their business idea. Through the program, entrepreneurs will develop their business concept over four learning sessions, 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 showcase and test their new business ideas and products/services.

WHAT DO WE MEAN BY COMMUNITY ‘BENEFIT’?

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

- A practice that uses only 100% recycled and recyclable or compostable materials
- Businesses that employ or train people with barriers to employment (e.g. [East Van Roasters](#))
- Creating or using products that don't use or produce any human-made materials that cannot decompose or will continue to build up in our environment
- Strengthening the circular economy, meaning eliminating waste products by reusing and repurposing (e.g. [Dooshi Pet Supplies](#) and the [Freed Food Society](#))
- Giving back a portion of revenues back to community organizations (e.g. [1% for the Planet](#))
- Addressing a cultural, social and/or environmental need through products and services (e.g. [Ski Heaven](#))



ELIGIBILITY

The Root Ventures program assists entrepreneurs who aim to provide community (environmental and/or social) benefit through their food and art-based business in the Pemberton Valley. To be eligible, your organization must be based in the Pemberton Valley. We are looking for applicants that are:

- Solo entrepreneurs, non-profit organizations, cooperatives or small businesses
- Aiming to create a community benefit through the enterprise/business
- Just starting to develop a business idea/concept
- Committed to participating in the whole program through to March 2017

Up to eight applicants will be selected. Selected enterprises will be matched with a mentor to help them fully develop their business concept. Program participants should be prepared to commit a minimum of 40 hours (over three months) to participate in four 3-hour cohort-based learning sessions, prepare their business concept (using the [Business Model Canvas](#) framework), meet with mentors, develop a short video and story/pitch, and participate in the final showcase event.

Root Ventures for selected applicants is valued at \$1000. Thanks to funding support from Community Futures Howe Sound and other supporters, selected enterprises only need to contribute \$75 to help cover the costs of administering the program.

The Root Ventures program is modelled after the very successful S2S Corridor [Social Venture Challenge](#).

TIMELINES

To apply for this opportunity please complete the following application and submit by e-mail to info@whistlercentre.ca by 5:00pm January 8 2017.

<i>Application deadline</i>	January 8 2017	<i>4 learning sessions</i>	January – February 2017
<i>Participants selected</i>	January 10 2017	<i>Angel Den / video</i>	February – March 2017
<i>Match with mentors</i>	January 2017	<i>Showcase/celebration</i>	March 2017

The Pemberton Valley Food Art-preneur program is generously supported by:

Root Ventures Program Application Form

CONTACT INFORMATION

Name of enterprise and name of organization (if different)

Contact person and position/role

Phone _____ Email _____

Web and social media addresses/pages

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. (100 words)

2. Please describe the community benefit you wish to provide through your new business/enterprise.

3. Please describe the stage of your business/enterprise development (e.g. twinkle in your eye, business concept beginning to form, etc.)

