

RBC Social Enterprise Accelerator

Powered by Innovate Calgary



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Series Details

The RBC Social Enterprise Accelerator (SEA) is a joint effort between RBC and Innovate Calgary to showcase and grow Calgary based social enterprise startups for whom social impact is core to mission and profitability is core to business model.

Current Cohort: Winter 2017

Date: February – June 2017

Participating Winter 2017 Startups



- Pam Krause
- Debb Hurlock

WiseGuyz is an innovative school-based healthy masculinities program for Grade 9 boys in Calgary. The program was started in 2011 by Calgary Sexual Health Centre and since, has consistently demonstrated significant positive changes for boys, including enhanced social and emotional well-being and creating more inclusive and healthier male norms.

calgarysexualhealth.ca



- Sue Crawford

Enable is a for-profit social enterprise that works to overcome the barriers to community access for people with disabilities by creating personalized matches between people with disabilities and post-secondary support workers. As a result of these partnerships, people experience opportunities to thrive and reach their full potential, students build valuable experience, and families receive respite from the sometimes demanding caregiver role.

enablecommunity.ca

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- Colin Smith

Green Event Services is a leader in responsible event waste management in Calgary, providing event organizers with the tools, resources and experience to host a successful event and minimize its impact. The company works to raise the bar of responsible event waste management and keeps striving for the ultimate goal of zero waste.

greeneventservices.ca



- Chad Zelensky

Lowen's Natural Skincare is a Calgary-based, family-owned boutique skincare company that focuses on the creation of unique, evidence-based cosmetics. Lowen's formulates with ingredients grown as close to home as possible and those coming from further locales are preferably unrefined, certified organic, fair trade and come from companies that are visibly vested in the communities they operate in.

lowens.ca



- Derek Luk
- Alex Gault

Mindful Mental Training customizes clinical interventions to reduce burnout, anxiety, and post traumatic disorder. The multi-service platform increases accessibility and affordability for first responders and their families.

mindfulmentaltraining.ca



**MOBILE
ESCAPE**

- Paul Harvey
- Eric Reynolds

Mobile Escape exists to awaken wonder in students. They bring educational escape rooms to elementary, middle and high schools. Gamifying curriculum helps students learn, succeed, discover their potential and become all they can be.

mobileescape.ca

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- Zachary Champoux

Nomad.Gives is creating machine washable yoga mats and meditation cushions from recycled jeans. Through Nomad.Gives, yogis have the opportunity to embrace a full circle lifestyle.

nomad.gives



- Gina Cherkowski

Stem Learning Lab is an innovative education company, offering world-class curriculum in science, technology, engineering and math. STEM Learning Lab enables students to engage in meaningful hands-on experiences like coding, robotics, and Maker Education to help them gain the skills, tools and mindsets they need for our highly technical, fast-paced, data-rich world.

stemlearninglab.com

Innovate Calgary Mentors



Allison Swelin

Allison is on a mission to inspire others to thrive, not just survive. Her motivation to find a simple, scalable and sustainable solution to well-being has taken her around the world to collaborate with thought leaders and lead strategic initiatives for Garmin, SMART and Motorola. Most recently, she spearheaded the creation of the German Health division and now leads the Sales & Marketing team.



Craig Elias

Craig is creator of the Trigger Event Selling™ strategies, author of the award-winning sales book *SHIFT! Harness the Trigger Events that TURN PROSPECTS INTO CUSTOMERS*, and contributing author to the #1 selling book on Amazon and The Wall Street Journal *Masters of Sales*. Craig is also a National Growth Advisor for the Goldman Sachs' 10,000 Small Businesses Program, and Entrepreneur-in-Residence at Bow Valley College.

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Kevin Franco

Kevin has more than 20 years of entrepreneurial experience, focused on experience design, branding, retail sales, marketing, and innovative web-based software. He has successfully led creative and development teams to win multiple awards.

Prior to joining Innovate Calgary, Kevin co-founded and was CEO of Enthril, a Calgary-based ebook distribution company whose joint venture with Walmart saw the launch of an innovative ebook gift card program across Canada.



Jill Andres

Jill is the founder of Creating Value and Changemaker in Residence: Social Enterprise and Innovation with the Institute for Community Prosperity at Mount Royal University. For the last decade, Jill has worked alongside inspiring leaders in the non-profit, public and private sectors to amplify social impact through adaptive strategy, collective impact and systems change, service design, and social enterprise. A lifelong volunteer, the current focus of Jill's extracurricular energy is REAP Calgary, where she supports the Be Local movement as Chair of REAP's board.



Jim Gibson

Jim has extensive executive leadership experience in the entrepreneurial and innovation area through the four startups he has built and through his current work in Canada, the US, the UK and the Calgary innovation ecosystem – including most recently leading the ongoing Rainforest Initiative, a member of the A100 and as a lead member of the Calgary Innovation Coalition team.



Peter Fenwick

Peter is an engineer, social entrepreneur, and business executive whose career is dedicated to health innovation and commercialization. Peter believes that Canadian health and medical care systems need radical reform; and that this can only happen through democratization, entrepreneurship, design thinking, and local decision making.

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Scott Pickard

Scott is a results-driven innovative leader with 18 years of experience in the technology sector. He has experience leading corporate growth and business development internationally. Scott has held many positions throughout his career, including CEO, President, COO, and various Executive Vice President and business development positions. He has raised millions in venture capital and private funds.



Leighton Healey

Leighton is a serial entrepreneur, innovator, and community and business leader with more than 10 years experience establishing, launching and growing successful ventures. In 2016 he founded Bootkik, where he has built a team focused on launching an AI driven e-learning ecosystem for entrepreneurs.



Sarah Lewis

Sarah has a passion for creating projects for the public good and bringing diverse groups together to solve complex problems. As the Program Development Officer for the School of Creative Technologies at Bow Valley College, Sarah creates new academic programming in information, communication and design technologies. Sarah considers her work designing an agricultural business development project to serve the needs of subsistence farmers in northern Ghana to be the highlight of her career.

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Program

The RBC Social Enterprise Accelerator supports companies in four areas:

Mentorship

Each participating startup is matched with a mentor from Innovate Calgary. These mentors bring decades of business, technical, and entrepreneurial experience to the startups.

Seminars/Workshops

During the program, we host in-depth workshops from leading industry players providing niche expertise. Topics include business model design for social enterprise, impact measurement and theory of change, culture, intellectual property strategy, governance and marketing.

Peer Mentoring

Oftentimes, the greatest mentoring experience comes from other startups. Companies within the accelerator are invited to monthly, confidential peer mentoring sessions to share knowledge and provide support to each other.

Demo Day

The conclusion of the program is an opportunity for participating startups to share the results of their work. During Demo Day, startups are invited to demonstrate their products and accomplishments to a select group of RBC leaders and community investors.

Registration

The winter 2017 cohort is currently underway, however a second cohort is expected to launch in October 2017. For updates, please monitor: innovatecalgary.com/entrepreneurs-and-enterprises

For more information, contact Richelle Matthews, rmatthews@innovatecalgary.com

This program is brought to you by:

