

2016 Delegate Profile

Name: Lisa Von Sturmer

Personal Motto: "The squeaky wheel gets the grease!"

Motto:

Location: Vancouver, British Columbia

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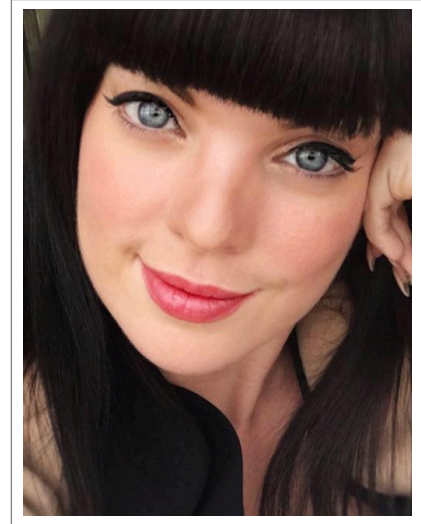
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My Company

Name: Growing City

Founded: 2010

Website: www.GrowingCity.com



Life as an Entrepreneur

The Trigger: Why did you become an entrepreneur? What prompted you to take that first step? How did you develop the concept for your business?

I wanted to create a legacy. I had been working in television and really felt the need to build something of real value, something that would have a positive impact on the environment and community even after I had passed away.

After having a challenging experience with the glass ceiling and being pulled off a shoot because - as my boss told me - it was 'no place for a lady', I decided that I wanted to take control over the direction of my life and what I would be contributing to the world.

I created a list that reflected everything I wanted my business to support - something positive, something good for the environment, something where I could volunteer, where I could work remotely, something scaleable with recurring revenue and so forth. From there, it took about a year to come up with the actual concept for Growing City. I ended up going to an island where there was mandatory composting and had an epiphany when I saw how much waste was diverted from the landfill by combining composting with recycling. I knew that this was something businesses would want to do, but the service had to be tailored to fit a corporate environment. Since launching, Metro Vancouver has recently banned organics from the landfill and this has driven a lot of growth for our team. We've also expanded our services to include residential and traditional recycling services.

Describe your greatest accomplishment/most rewarding moment of your career as an entrepreneur?

My greatest accomplishment / most rewarding moment is a tie! The first was going to the UN in November as the North American Regional Ambassador for Women's Entrepreneurship Day, and being part of an incredible organization committed to helping inspire women into greater positions in business and leadership.

My second most rewarding moment was being voted CBC's Dragons' Den's 2nd Most Impressive Pitch of All Time! Filming the show was a terrifying experience for me, and it took everything I had to just be able to force myself to do it. To be given such an incredible distinction a few years later was extremely surprising and validating. It really helped build my confidence as an entrepreneur and a person.

Please describe your next challenge or plans for your business or for yourself as an entrepreneur:

In the past 2 years, Growing City has received over 1200 applications from people internationally to open up their own Growing City location. Our next big challenge is to start expanding our company to other regions in Canada, and then globally.