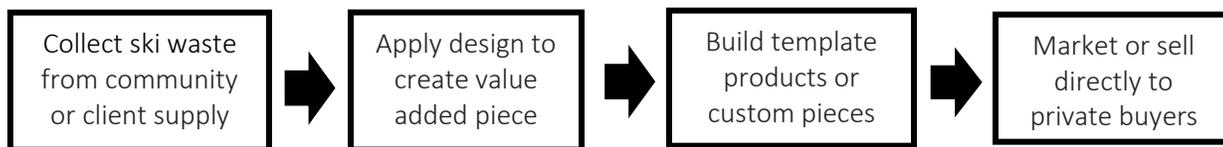




There's something special about a handmade creation that catches your eye and tells a story. Ski Heaven art and accessory pieces are guaranteed to provide this experience time and time again. Every product is a meaningful and uniquely preserved mountain memory. An innovative Whistler company that has been upcycling discarded skis and snowboards into new creations for two years, Ski Heaven has created a clientele of 200 private and corporate contacts, developed 20 product types, established strong community partnerships and has been profitable from day one.

Now it's your turn to take this firecracker to the next level.

How we do it



Sales channels include a customized online Shopify store, personal commissions, special events like the Whistler Blackcomb Turkey Sale and the Arts Whistler Holiday Market, community partnerships and client referrals. Earned media, including national and local publications, has also been key to brand awareness.

Why we do it

The new economy is all about creating value from waste and connecting to personal values. Ski Heaven provides a side door to climate change action through unique, meaningful objects. With little competition, strong alignment with mountain culture, and a proven market, this turn-key business operation provides an ideal side hustle income for creatives, who are passionate about protecting nature.



Who loves it

Ski Heaven angels are passionate people, and whether they're globe-trotting travellers, weekend warriors, or Whistler locals, they are stoked about the mission and love to tell the story about this home-grown Whistler business. Local partnerships include Whistler Blackcomb, Whistler Community Services Society, the Whistler Centre for Sustainability, AWARE, Arts Whistler, Gibbons, Whistler Sports Legacies, and many community ambassadors, who have helped to build the brand. The goodwill surrounding this enterprise knows no bounds, with pieces shipped across Canada, the US, and even Australia.

Who you are

- Skilled and experienced with power tools OR skilled and experienced with marketing tools (or both!)
- Able to access workshop and storage space (ideally 200 square feet, with decent ventilation)
- Confident exploring creative interests and passion for innovative and artistic industrial carpentry
- Entrepreneurial spirit and unafraid of creative promotion: the next frontier for Ski Heaven lies beyond Whistler and likely includes resorts in other BC locations
- Comfortable managing an existing operation with a strong administrative foundation
- Ambitious and interested in securing meaningful, independent work or a viable, established side hustle by leveraging the suite of online marketing tools

The Assets

Physical:

- Business and financial records, including revenue channels, customer segments, and detailed value propositions, all outlined in a practical 2018 implementation plan to help you hit the ground running
- \$1,000 in inventory, providing templates for many product types
- Annual corporate insurance for 2018 valued at \$800
- Collection of high quality hand held tools, valued at \$500

Market:

- Distinctive branding: phoenix rising in the mountains to live a second life
- Print-ready design files and high quality product images
- Marketing materials: press releases, supportive media contacts
- Product manual: 20 detailed construction plans allowing for efficient production
- Product pricing matrix that generates 50% profit margin
- Social media accounts; following of 400+ through organic growth
- Email network of 200 qualified leads, most of whom are past customers
- Shopify website account: www.skiheaven.ca
- Holiday Market booth display designs
- Supplier contact lists and legal contract templates
- Brand exposure to at least 250,000 individuals through past media and events



The Opportunity

The annual net profit projection for 2018 is in the \$8,000 - \$11,000 range by securing contracts with current leads and maintaining momentum with existing networks. Past trends indicate that this is achievable with an investment of one day/week in business development. The Ski Heaven leadership transition plan will be tailored to meet your needs and ensure your long term success.

Interested? Let's talk. Serious inquiries only: connect@skiheaven.ca

skiheaven.ca