



FOR IMMEDIATE RELEASE

New accelerator offers powerful, novel model for rebuilding the Canadian economy

Boutique food & beverage accelerator commercializes innovation, strengthens local economies, generates investment returns, and powers charitable sector

Vancouver, BC (October 5, 2020) – Following COVID’s meteoric impact, the world economy lies in smoking ruins — and we all agree on the need to rebuild in a healthier, more resilient way. Governments, investors and consumers all want a new paradigm for a robust economy that supports both humans and the planet. Esca Accelerator has emerged as a turnkey model for strengthening local economies, accelerating innovative ideas into profitable companies, and increasing unrestricted funding for the not-for-profit sector...all while issuing above-average returns for investors.

“The Esca model supports innovation and enables the commercialization and scaling of excellent ideas into exportable businesses which then can offer quality employment to their local communities,” says tri-sector strategist Peter Elkins, who co-founded Esca with food & beverage partners and advisors. “These accelerators will home in on key social and economic problem areas that remain persistently hard to resolve in Canadian society, starting with food security, then moving to education transformation, healthcare, conservation, real estate, software and other priority sectors. The model is fluid and flexible, which means it works at various stages of investment, and in rural or urban settings.”

Canada is well placed and suitably endowed with richness in people, communities, culture and technology to lead other countries — indeed, the world — into a new age of innovation and social impact, and to revolutionize how capital is utilized *to develop a win for all rather a win for a small group of people*. The accelerator-as-impact-vehicle is an open-source tool for other jurisdictions to use as well, thereby helping to quickly emerge a better, more sustainable and generative global economy — one that serves and nourishes all human beings while rebuilding our natural world.

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Esca Accelerator develops innovative food & beverage companies ready for global expansion and export, satisfies investors, and scales impact. The accelerator provides funding and shared services to artisans who are developing or have developed great food & beverage ideas, helping scale them into profitable companies. Esca's team of accomplished industry professionals work together to build a thriving business around the brand, freeing the artisan to continue doing what they do best — create. Innovative businesses exit the accelerator as benefit companies, with a commitment to operating in an environmentally and socially sustainable manner, with a portion of top-line revenue directed straight into the non-profit sector to enable NGOs to better address our thorniest human issues. Esca's tri-sector approach is unique, and brings the requisite power, expertise and compassion necessary to tackle these complex social and environmental problems. Investors receive excellent returns on these rapidly growing businesses that strengthen local economies and deliver meaningful social impact. We call that a win.

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