



# reframe

**CRE  
IMPACT REPORT  
2022-2023**

## A Season for Reframing

The Centre for Redemptive Entrepreneurship (CRE) at Tyndale University was founded on the belief that business should be a greater vehicle in society to witness faith and drive gospel impact.

A common theme that has emerged from conversations, presentations, and programs is this idea of 'reframing'. **The work of the CRE is challenging believers to reframe how we perceive the integration of theology, entrepreneurship, and everyday business.** This act of reframing leads to a mindset change where believers are seeing entrepreneurship through a redemptive lens; they see it as a mission.

In 2022-2023, we focused on building networks, relationships, and launching new programs. Thanks to your prayers and support, we achieved major milestones in connecting with ministry leaders, marketplace influencers, young adults, and educators in Ontario and British Columbia.

The following report celebrates God's goodness in our second year. It is also an opportunity to share our exciting plans for future growth and development. We hope you will join us in giving thanks for where we've been and join us on the journey to inspiring faith-driven entrepreneurship.

Philip Yan  
Director  
Centre for Redemptive Entrepreneurship  
Tyndale University



### THE CRE MISSION

We equip, support, and mentor emerging innovators motivated by their faith to shape culture through redemptive entrepreneurship.



## 2023-2024 Budget

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### Revenue

Seminar / Event Revenue	\$50,000
Donation / Sponsorship / Grant*	\$280,000

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<b>Total</b>	<b>\$330,000</b>
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### Expenses

Salary / Consultant / Development	\$190,000
Program / Operation Expenses	\$120,000

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<b>Total</b>	<b>\$310,000</b>
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\*The CRE is an independently funded centre at Tyndale University and relies entirely on the generosity of supporters like you!

## The CRE Team\*

### Philip Yan

Director

### Simi Lawoyin

Project Development Lead

### Joyce Chang

Associate Community Mobilizer

### Ken Burton

Coaching Program Lead

### Kevin McKay

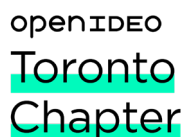
Donor Development

### Hannah Lau

Stakeholder Communications

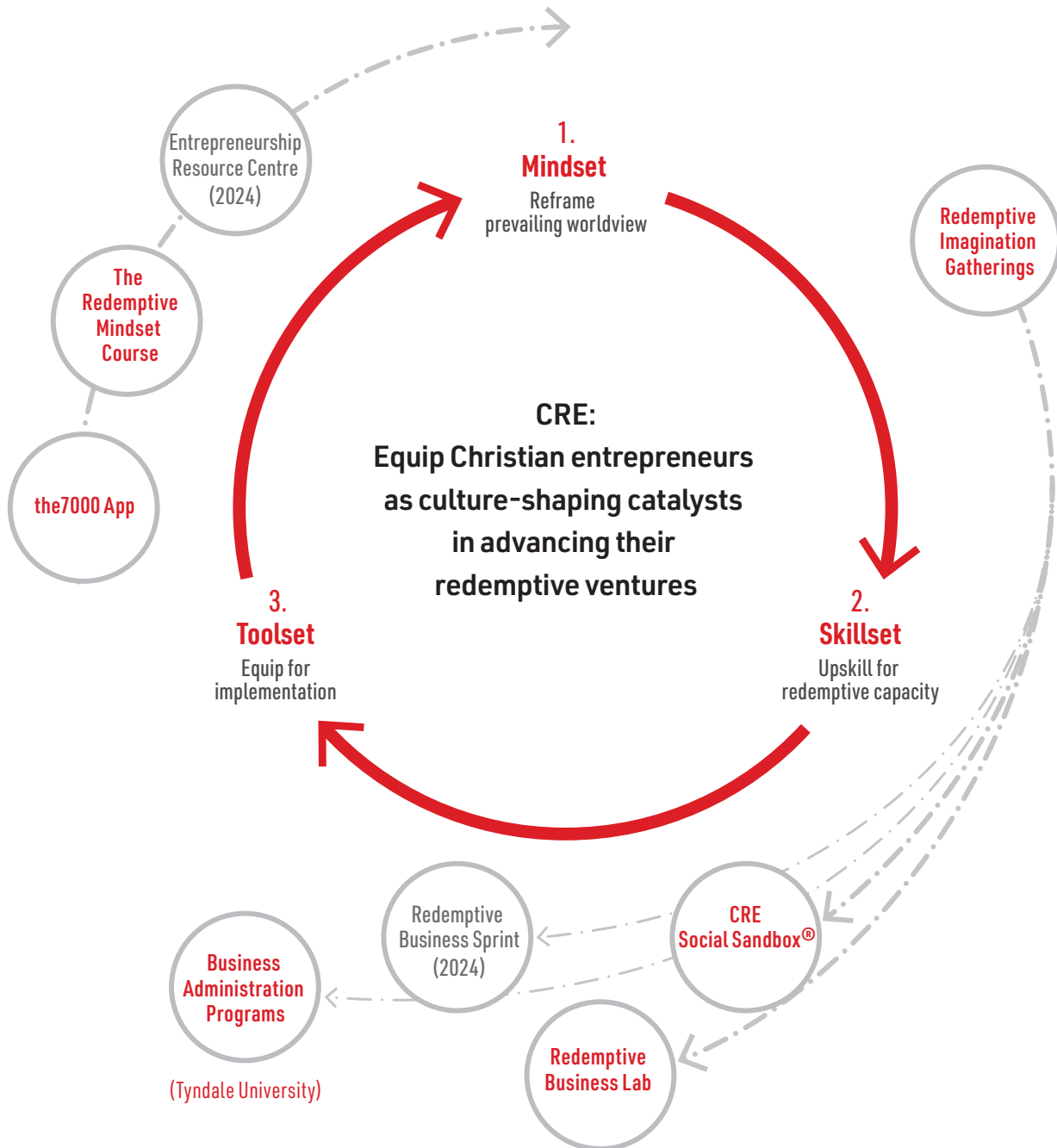
\*Order based on joining dates

## Content Partners



Entrepreneurs and visionaries have immense potential to influence. The CRE is here to increase its capacity and create a faith-driven community.

We do this with a three-pronged strategy that lays a strong foundation for a redemptive entrepreneurship movement.



# 1. Transforming the Mindset

Reframe prevailing worldview

## Redemptive Imagination Gatherings

This year, the CRE launched Redemptive Imagination Gatherings that aim to challenge existing views on theology and entrepreneurship. These gatherings are based on the methodology from Praxis Labs.

The gatherings, designed in three modules, include teaching, group discussion, reflection, and interactive activities that stretch our spiritual imagination. Over the past year, we have hosted 20 Redemptive Imagination Gatherings across Ontario and British Columbia, attended by over 500 people. We are encouraged by the diversity of participants; from universities and churches, to ministry organizations and marketplace influencers.



## Impact

Our audience is inspired to reframe their worldview with a wholistic redemptive mindset.

The entrepreneurs, marketplace influencers, and ministry leaders share a like-minded community.

Of importance, they have a growing interest in increasing their capacity for kingdom impact.

"It resonated with me in a way that helped me understand the value of my work in the eyes of God. Also, it increased my understanding of work as a sacrificial means of redemption."

"It gives me a better understanding of how my workplace is a platform for missions and the gospel continuously and in my day-to-day."

"Helped me understand how to position my startup, and to look at things from a Redemptive Frame. I was able to share this with a co-founder of mine."

"100% resonated and appreciated the opportunity to think through with like-minded entrepreneurs. Very helpful."

"Realizing I am ok with ethical, but that is not good enough."

## 2. Sharpening the Skillset

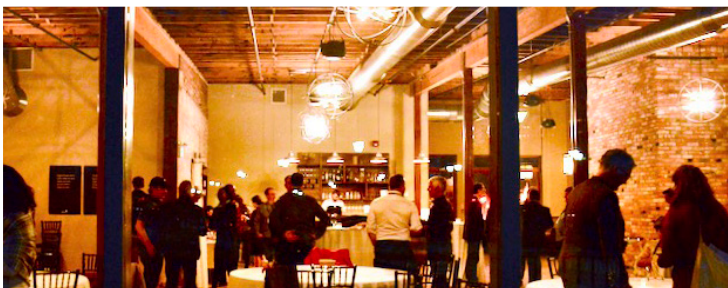
Upskill for redemptive capacity

### Redemptive Business Lab

The CRE launched the first *Toronto Redemptive Business Lab* in early April. This 3-day, 2-night event is intended to grow both founders and their ventures through the Redemptive Frame. We gathered 10 early-stage business founders to broaden their imagination in practising redemptive entrepreneurship.

Each founder was paired with four different mentors for one-on-one sessions based on venture needs. Every founder gained from professional advice, lived wisdom, and discipleship as our mentors are both seasoned business leaders and devoted followers of Jesus.

The *Redemptive Business Lab* is the first of its kind in Canada. Licensed by Praxis Labs of New York, we have adapted the Praxis Redemptive Frame for the Canadian context. The Frame covers three key dimensions in business: strategy, operations, and leadership.



### 2023 Redemptive Business Lab Founders



**Alyssa Cole**  
 Co-Founder and Director  
 of Ecommerce & Vendors  
**guudguuds**



**Bill Bayles**  
 Co-Founder & CEO  
**razepup Corp.**



**Bing Wong**  
 Co-Founder & Senior  
 Partner  
**Collision Builders**



**Cosmas Ofoegbu**  
 Co-Founder & Director  
**Core Healthcare  
 Solutions**



**Dan Klinck**  
 Founder & CEO  
**East African Power**



**Fraser Hardy**  
 Co-Founder & CTO  
**razepup Corp.**



**Jason Persall**  
 Co-Founder & Lead  
**Persall Fine Foods Co.**



**Jenni Lien**  
 Founder & CEO  
**Pink and New**



**Karen Bayles**  
 Co-Founder and President  
**guudguuds**



**Matthew Kang**  
 Co-founder & Chief  
 Innovation Officer  
**Revolve Surgical**

### 2023 Business Lab Mentors & Lab Team



**Ben Burmaster**  
 President & Founder  
**Snuggle Bugz**



**Dennis Ensing**  
 Chief Venture Advisor &  
 VP, Venture Programming  
**MaRS Discovery District**



**Hannah Lau**  
 Founder &  
 Lead Consultant  
**Astera Asia**



**John Carbrey**  
 CEO & Founder  
**FutureSight**



**Simi Lawoyin**  
 People + Culture Practice  
 Lead  
**Amplify Mission**



**Stanley Ly**  
 VP, Marketing & Talent  
**Mindfield Consulting**



**Tony Gareri**  
 CEO  
**Roma Moulding**



**Philip Yan**  
 Founding Director  
**Centre for Redemptive  
 Entrepreneurship**



**Joyce Chang**  
 Associate Community  
 Mobilizer  
**Centre for Redemptive  
 Entrepreneurship**

## Impact

In our post-event survey, 89% of respondents indicated a considerable and radical understanding of redemptive entrepreneurship.

"I'm an internationally trained physician here in Canada. I've learned so much... Now I'll know how to do things step by step and have the indicators and the activities and events that I need to go through on a daily basis to transform my projects into progress."

Cosmas Ofoegbu, Core Healthcare Solutions  
 Redemptive Labs Fellow, 2023

"I would say one of the things that impacted me the most today is just collectively coming together as a group of believers that are entrepreneurs, sharing everybody's story and learning about everybody's businesses and that we all come and have a lot of common ground."

Jason Purcell, Personal Fine Foods  
 Redemptive Labs Fellow, 2023

"One thing in particular that just stood out to me is the impact of putting people first in every aspect of business, whether that's your employees or just the customers that you're interacting with and the power of investment in a culture and creating a healthy culture internally that then flows out externally. And that is the redemptive frame. It's investing well in people, putting others before yourself and serving those that are in your organization."

Alyssa Cole, guudguuds  
 Redemptive Labs Fellow, 2023

### Toronto Redemptive Business Lab Video:

<https://youtu.be/VD7GU06QcDo?si=jon9vg0-JRyaKQQL>







# CRE Social Sandbox®

With the right tools, social innovators can introduce new solutions to challenges. The CRE's Social Sandbox® is the first of its kind; leveraging the Redemptive Frame to empower the next generation of change-makers to innovate for common grace.












Social Sandbox® is a five-week innovative program designed to enable young adults (ages 18-29) who have a passion for addressing community challenges.



## 2023 Social Sandbox® Cohort

 <p><b>Karis Hand</b> LOCATED IN Welland EDUCATIONAL INSTITUTION McMaster University AREA OF STUDY Social Work</p>	 <p><b>Aaron Snow</b> LOCATED IN St. Catharines EDUCATIONAL INSTITUTION Brock University AREA OF STUDY Biology</p>	 <p><b>Hannah Meyerink</b> LOCATED IN Thorold EDUCATIONAL INSTITUTION AREA OF STUDY</p>
 <p><b>Tapiwa Buckenham Dziva</b> LOCATED IN Notl EDUCATIONAL INSTITUTION Brock University AREA OF STUDY General Science (Computer Science)</p>	 <p><b>Paolene Nepomuceno</b> LOCATED IN Ponoka EDUCATIONAL INSTITUTION AREA OF STUDY</p>	 <p><b>Jeff/Haley Wang/Huang</b> LOCATED IN St. Catharines EDUCATIONAL INSTITUTION AREA OF STUDY</p>

## Mentors and Instructors

 <p><b>Hannah Lau</b> ROLE Mentor</p>	 <p><b>Jason Persall</b> ROLE Mentor</p>	 <p><b>Christopher Lucasius</b> ROLE Mentor</p>	 <p><b>Dan Kinck</b> ROLE Mentor</p>
 <p><b>Allan Waine</b> ROLE Mentor   Instructor</p>	 <p><b>David Kwok</b> ROLE Mentor   Instructor</p>	 <p><b>Leo Chan</b> ROLE Instructor</p>	 <p><b>Jack Li</b> ROLE Instructor</p>
 <p><b>Joyce Chang</b> ROLE Instructor   CRE Team</p>	 <p><b>Simi Lawoyin</b> ROLE CRE Team</p>	 <p><b>Philip Yan</b> ROLE CRE Team</p>	

Participants form a close-knit cohort and engage in a curriculum tailored to their needs. They attend interactive workshops, online learning, and receive group mentorship from a supportive team. The program culminates in capstone presentations to business and ministry leaders, allowing the participants to showcase their projects and receive valuable feedback.

## Impact

All participants expressed their appreciation of how supportive and caring the mentors are and the helpful guidance throughout their journey in Social Sandbox®. They learned essential tools, tested their first venture ideas, and were affirmed as social innovators.

“Something that has been extremely impactful for me through my experience in Social Sandbox was learning how to identify the needs of other people and then creating a solution for those needs; and then finding ways to make that solution as accessible as possible for as many people as possible. Social Sandbox is for people who really need a point to get started and to have an education and an understanding of how to create redemptive innovation.”

Hannah Myrick

“It takes a community around you to name where you are at and where your ideas are instead of just reflecting on your own, because that reflection is actually really helpful in gaining clarity.”

Paolene Nepomucenos

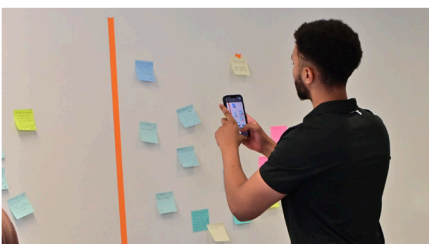
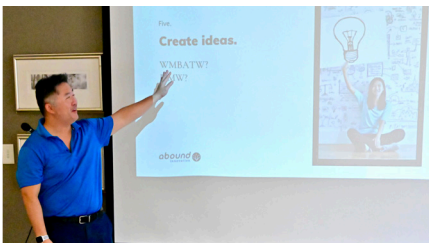
“I think the mentor meetings I've had were the most impactful because it's like intentional time carved out to help me with my venture... I would tell someone to do Social Sandbox because the people running it really care about each person in the cohort and their dream.”

Jeff Wang



**Social Sandbox® Video:**

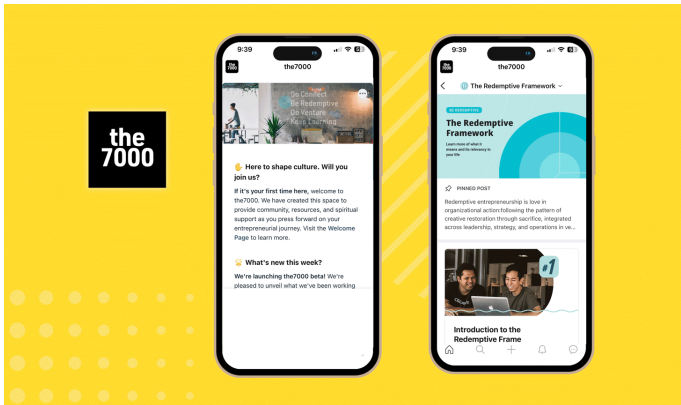
<https://youtu.be/viv11LoYj4g?si=64VbSaUsW9xRqVbR>



# 3. Building the Toolset

Equip for Implementation

## the7000 Community App



Inspired by the 7000 in Elijah's day, particularly this verse, I Kings 19:18, the7000 app is designed to support entrepreneurs at every stage of their entrepreneurial journey. This digital platform allows access to thoughtfully curated content, exclusive members-only events, and a thriving community of like-minded innovators across Canada. It will be the central hub for all CRE programs, from ideation to venture building. This community-building app aims to foster a culture of catalytic impact.

### Impact

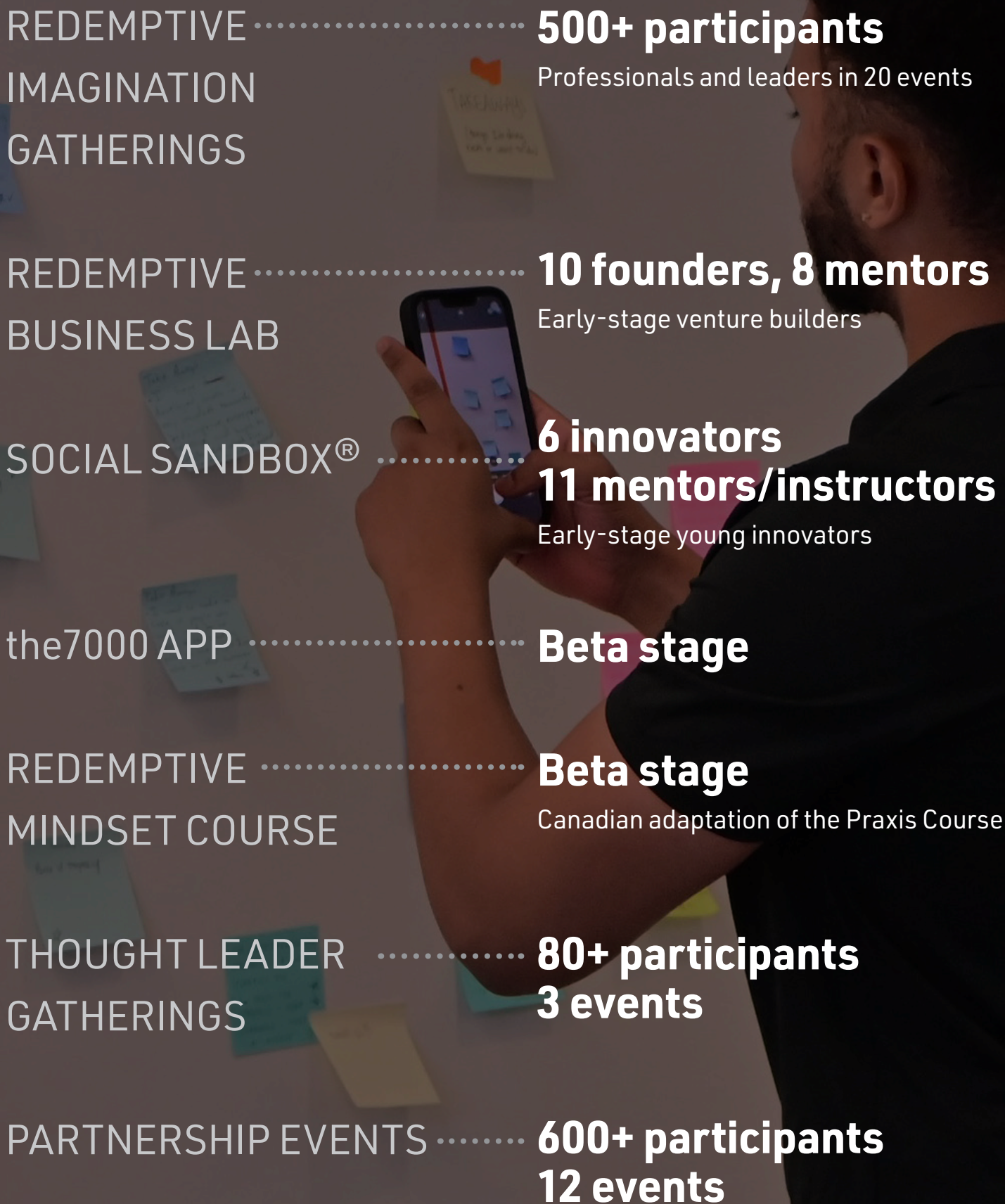
**Growth Support:** To increase entrepreneurs' capacity for making redemptive impact with specialized resources.

**Vibrant Community:** To connect entrepreneurs beyond geographical limitations with meaningful engagements.

**Collaborative Hub:** To encourage redemptive action and collaborative projects.

the7000 is in beta testing stage. We plan to launch it step by step towards the end of 2023.

INNOVATIVE LAUNCHES 2022 - 2023



REDEMPTIVE IMAGINATION GATHERINGS	<b>500+ participants</b> Professionals and leaders in 20 events
REDEMPTIVE BUSINESS LAB	<b>10 founders, 8 mentors</b> Early-stage venture builders
SOCIAL SANDBOX®	<b>6 innovators</b> <b>11 mentors/instructors</b> Early-stage young innovators
the7000 APP	<b>Beta stage</b>
REDEMPTIVE MINDSET COURSE	<b>Beta stage</b> Canadian adaptation of the Praxis Course
THOUGHT LEADER GATHERINGS	<b>80+ participants</b> <b>3 events</b>
PARTNERSHIP EVENTS	<b>600+ participants</b> <b>12 events</b>

## Your Support Catalyzes Redemptive Impact

### Spiritual Impact

The CRE's work involves taking discipleship to the workplace, where spiritual warfare prevails. The endeavour to make a spiritual impact in business is often met with unique challenges and opposition. Your support is instrumental in ensuring that CRE has healthy capacity to build relevant resources and a vibrant ecosystem for our community of redemptive entrepreneurs.

### Mindset Change

CRE helps influencers expand their Christian worldview with a Redemptive Frame in engagement-rich workshops. Our material is applicable to church ministry. We urge faith-driven entrepreneurs, educators, and churches to recognize the opportunities to amplify the gospel impact through redemptive entrepreneurship.

### Vital Sustainability

There is an imminent need to build a sustainable model to equip more leaders for kingdom impact. This sustainability depends on regular financial donations, program partnerships, and sponsors. Your generous gift and support in various forms are crucial in enabling us to fulfill our mission.

Our vision is bold and far-reaching, but we cannot achieve it alone. Your generous support is of kingdom value in catalyzing the impact of redemptive entrepreneurship in Canada.

**Your partnership with CRE is an investment in a future where faith and entrepreneurship converge.**

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### Partner with us

The CRE is an independently funded centre at Tyndale University and relies entirely on the generosity of supporters like you!

Your donation is critical to furthering the redemptive movement in the marketplace. We count on your partnership in driving kingdom impact.

Please donate at

[www.tyndale.ca/cre/support](http://www.tyndale.ca/cre/support)

Contact Philip Yan for more information  
pyan@tyndale.ca

## **More to Build for Furthering Redemptive Impact**

**It is evident that the seeds of redemptive entrepreneurship in Canada are taking root. The CRE has the following plans in 2023-2024:**

### **Business Administration Programs**

We are collaborating with Tyndale University's **Business Administration programs** in integrating the Redemptive Framework into their credit courses. This partnership is groundbreaking, as it seeks to increase the faith-driven emphasis with business practices in equipping the next generation of entrepreneurs. It's a vital step towards fostering a community of individuals who build ventures and understand their potential for kingdom impact in every sphere of society.

### **Redemptive Business Sprint**

At any stage of a business, it can be transformed into a redemptive enterprise. For established businesses to undergo such a change, founders/leaders need a community around them to guide and support them in this endeavour. The three-month CRE Redemptive Business Sprint is designed to maximize engagement and relevance for each business leader and builder to learn, discern, and design their way toward the next phase of their leadership. Personalized sessions occur in mentoring events, online cohort engagement, one-on-one leadership coaching, and spiritual direction.

**The sprint approach will target personal transformation and cover various areas of business change, including management ethos, strategic approach, and operating practices.**

### **Contextualize the Praxis Course in Canada**

The Praxis Course offers the six foundations of a redemptive mindset. This program creates an easy adaptation to any existing small groups. We plan to modify the program for broader use and rename it to Redemptive Mindset Course.

### **Keeping a Consistent Rhythm of Impact**

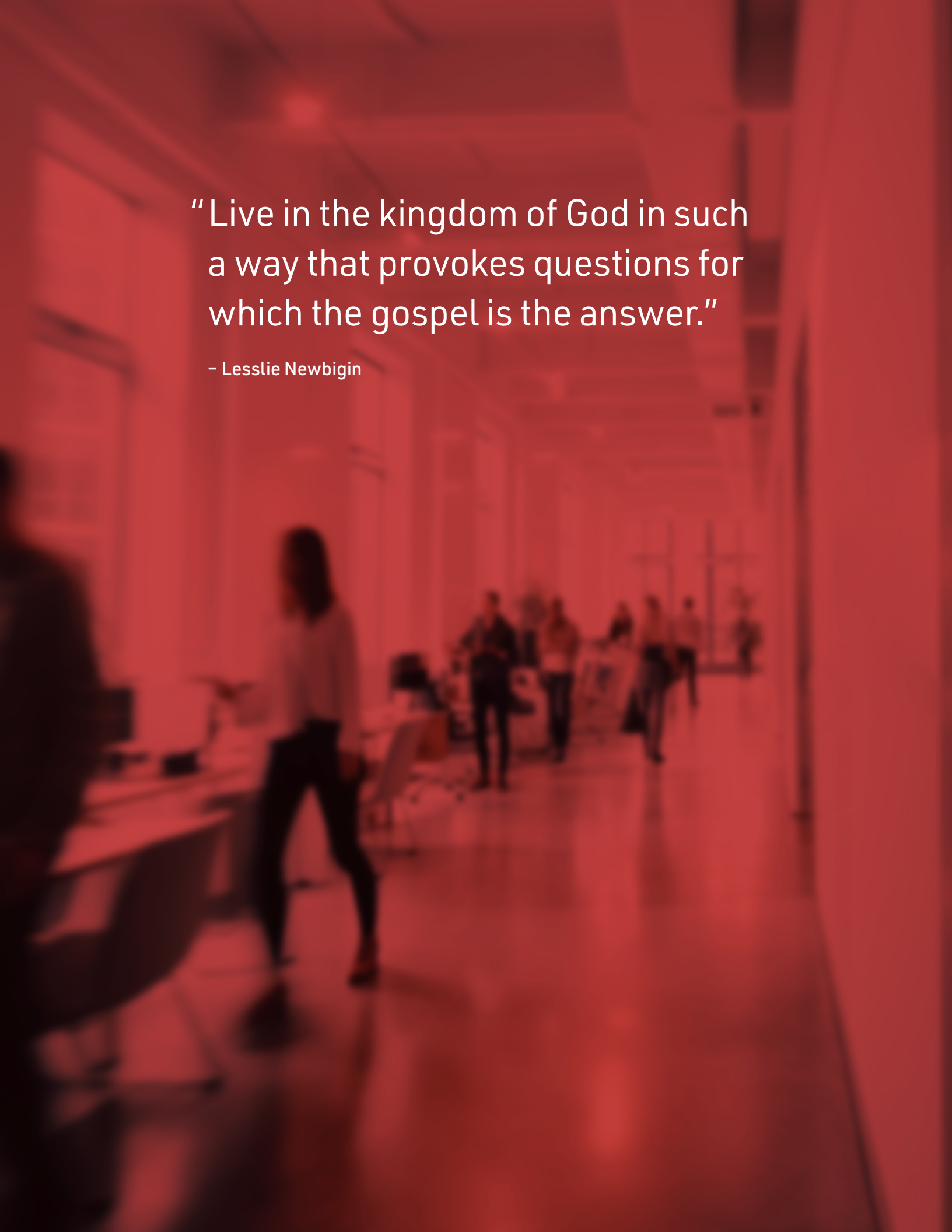
We envision surpassing the milestones achieved last year by bringing maturity to our programs. To achieve this, we will continue cultivating partnerships with like-minded groups and ministries, fostering collaboration that transcends boundaries.

To date, the CRE has shared the redemptive mindset with over 500 individuals, challenging them to live it out in their work, ministry and daily lives. Imagine the influence they could have in their communities.

But there is more ground to break, partnerships to build, and communities to reach.

**Will you join us?**

Please donate at  
[www.tyndale.ca/cre/support](http://www.tyndale.ca/cre/support)



“Live in the kingdom of God in such a way that provokes questions for which the gospel is the answer.”

- Leslie Newbigin

“The Redemptive way  
is creative restoration  
through sacrifice to  
bless others, renew  
culture, and give of  
ourselves.”

– Praxis Labs

Centre for  
**Redemptive  
Entrepreneurship**



Centre for Redemptive Entrepreneurship  
Tyndale University

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[www.tyndale.ca/cre](http://www.tyndale.ca/cre)

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