

**“Sim City” for Real Cities a Finalist  
in TELUS New Ventures BC Competition**

A Yaletown firm’s scenario-building software for urban planners has placed it among the ten finalists in one of North America’s largest technology business idea competitions, TELUS New Ventures BC.

The second annual competition attracted 148 entries from around BC. On October 10, six winners will share in \$120,000 in cash and prizes.

Envision Sustainability Tools entered the competition with their product, QUEST, in order to take advantage of the competition’s business education seminars, networking, juried presentation panels and mentorship. Mike Walsh, Envision president, says they’ve spent five years beta-testing their product on four continents and now want to make the transition from software developer to customer solutions provider.

“The competition has far exceeded our expectations,” says Walsh. “The networking was great, the seminars were good, the panel presentations provided good feedback and the mentors we were assigned were enthusiastic and helpful. It’s been a hugely valuable exercise.”

Walsh describes Quest as a tool for running workshops in which the public, together with urban planners and other stakeholders, can make decisions to create future urban scenarios – and then evaluate the results. “It’s not so much a planning tool as a public engagement tool. The software is based on research from the Sustainable Development Research Institute at UBC,” says Walsh, who with his partner Dave Biggs, are UBC alumni.

Initiated by SFU Business and operated by the non-profit BC Ventures Society, the competition is sponsored by both the public and private sectors.

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