

## **5 Questions with Lily Lynch, Sankara Cuisine:**

### **1. How do you encourage innovation in your organization?**

Sankara is an Online Cultural Marketplace to buy and sell authentic cultural products, our innovation is our business model. Sankara is used by newcomer entrepreneurs to make sustainable incomes and plant roots in their community while authentically expressing their identity.

### **2. What are some of the biggest barriers to innovation?**

The largest barrier is the time it takes to develop from the idea stage to seeing the implemented innovation at work. After that developing awareness of the innovation and finding long term adopters are hurdles of their own.

### **3. Why do you think innovation is important for Saint John and the province?**

We have to innovate to retain our newcomer population. This means developing new ways to engage with newcomers in business and in our community.

### **4. What are some simple things you've done to drive change?**

We have sought out and genuinely listened to feedback from newcomer entrepreneurs and implemented their suggestions to improve their experience using our platform to market their products.

### **5. What success have you had with innovation in your organization?**

Sankara has had the opportunity to collaborate and do business with many talented individuals, businesses and organizations as a result of developing [www.sankaracuisine.com](http://www.sankaracuisine.com).