

## **Invoke Labs welcomes myBestHelper as its newest company in residence**

*Source: Invoke Labs*

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VANCOUVER, Canada -- Invoke Labs today announced that [myBestHelper](#) will be the newest company in residence at their Vancouver headquarters. myBestHelper provides an award-winning service connecting families that need help with outstanding helpers in their local area.

Invoke Labs, launched in January 2013 by the digital agency Invoke, partners with startups to build digital ventures into successful businesses.

“myBestHelper has already proven to be a disruptive force in the home care space,” said Invoke Labs managing director Keith Ippel. “We’re looking forward to supporting their team as they continue on their impressive growth trajectory.”

The myBestHelper team will join current residents Memelabs, Quietly, and Pendo Rent. Invoke Labs works to incorporate new startups into its program at a time that works for them, as an alternative to the standard incubator group induction and graduation process. Invoke Labs alumni include social media management platform HootSuite, corporate food ordering and delivery service Food.ee, and Sprout, which provides enterprise software to maximize corporate wellness.

Alexandra T. Greenhill, myBestHelper Co-Founder and CEO, said: “We are thrilled to learn from the team that has propelled so many ideas from good to amazing. This opportunity will truly help myBestHelper grow on a global scale and become the next Vancouver tech success story.”

myBestHelper is currently available in Vancouver, Calgary and Toronto and has nearly 4,000 users. Having recently graduated from the Canadian Technology Accelerator 2012 program at RocketSpace in San Francisco and TechWomen Canada 2013, Alexandra also says she is excited to be able to continue to implement lessons learned from the biggest and best tech companies in the world.

Rob Attwell, myBestHelper’s Co-Founder and COO said “We are grateful to have been able to take advantage of ongoing advice and expertise from the mentorship programs at New Ventures BC, Launch Academy, BCIC, BCTIA’s Center for Growth and ACETECH as well as grants from IRAP and NSERC that in combination made us ready to be selected as the next startup to be accepted into Invoke Labs.”

### **About Invoke Labs**

Invoke Labs is a business building company that equips new digital ventures for long-term success.

Invoke Labs was born out of Invoke, the award-winning digital innovation company and creators of Hootsuite, Foodee and Memelabs. We partner with smart people with compelling ideas to help them realize their potential.

For more information see [www.invokelabs.com](http://www.invokelabs.com) or contact:

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## About myBestHelper

myBestHelper is an award winning innovative online solution to finding childcare or any type of help families need at the home – from housekeeping to elder care. We make finding a great helper as easy as booking a flight.

Made in Vancouver, myBestHelper was founded by a group of experienced entrepreneurs who use technology to solve a real everyday problem and build a company that people love. Co-founder Alexandra T. Greenhill is a mother of three young kids, a nationally recognised family physician, and serves on the board of the Canadian Institute for Child Health (CICH).

For more information, see [www.mybesthelper.com](http://www.mybesthelper.com) or contact:

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