



Press Materials

2023



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Our Company

BACKGROUND

We are a passionate team of innovators, collaborators and connectors who are driven to engage and inspire our future workforce. At ORIGIN, we innovate the way people connect to career and culture. Our approach is to design, develop and deliver leading-edge technology solutions that improve access to employment and culture opportunities across diverse industries and sectors. A major focus of our work is with Indigenous people and communities, in a spirit of economic reconciliation, as well as to celebrate the rich Indigenous culture of this land.

VISION

To advance economic reconciliation for the Indigenous Peoples of Canada.

MISSION

By creating tech-forward, immersive and inspiring learning experiences which improve Indigenous Peoples connection to their cultural traditions and career aspirations by facilitating meaningful relations with Indigenous communities and corporate Canada.



Many Indigenous communities and organizations have adopted the Seven Grandfather Teachings as guiding principles, in one form or another, as a moral stepping stone and cultural foundation.

Our Guiding Principles



Respect



Courage



Wisdom



Humility



Truth



Honesty



Love

Melissa Hardy-Giles

Melissa Hardy-Giles, the owner of ORIGIN was born and raised on Red Rock Indian Band. Her formal education is in Executive Office Administration and Human Resource Management. She has several years of experience as a Senior Administrator and as a Human Resource Practitioner. In addition to variety of board appointments she is an active role model and promoter of Indigenous Entrepreneurs. Melissa is proud to be an active member of the Canadian Council for Aboriginal Business as well as the first Indigenous Company to become Procurement Champion with the CCAB.

ORIGIN an Indigenous-owned progressive business enterprise that takes pride in offering innovative technology solutions to a growing portfolio of clients in targeted industries. Founded In 2009 ORIGIN's history is routed in workforce development and has evolved over a twelve-year period into a provider of full suite of 360 VR solutions.

Some of her recent accolades include: Partnership of the Year Award from the Nishnawbe Aski Development Fund, Game Changer Award with the Thunder Bay Chamber of Commerce, Entrepreneur of the Year of Northern Ontario. Canadian Business Excellence Award, Confederation College Premier's Award winner and nominee for OBAA (Ontario Business Achievement Award) and Indigenomics Top 10 to watch for 2021.



PRESIDENT & CEO, ANISHNABEKWE



What we offer

TRAINING & WORKSHOPS


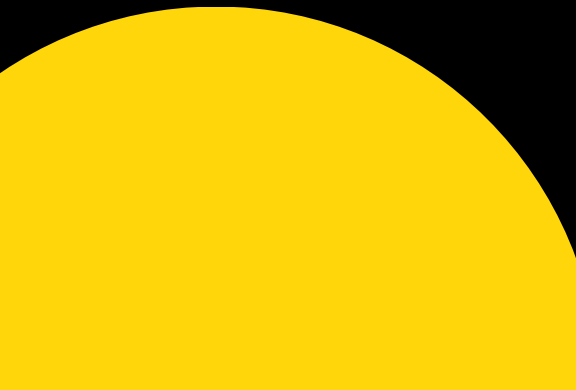
Our workshop team will travel to you to deliver a variety of workshops focusing on the areas of work readiness, cultural knowledge transfer, career skills, and program manager training.

VR CREATION

Our VR content creation services offer end-to-end support through the planning, production, post-production and distribution of VR content. Content can be created for: training, career exploration, cultural preservation and education.

VR CONTENT LIBRARY

Our ImmersiveLink Careers and Cultural libraries are created for job seekers, communities, employers, training organizations and schools to improve experiential learning connections. Access to this content is on a subscription basis or can be purchased individually through our Shopify storefront.



MORE ABOUT...



The ImmersiveLink System

**Each headset comes setup and has content downloaded so headset can operate without WiFi*

IMMERSIVELINK CAREER LIBRARY

The VR content within the career library is used to enhance a job seeker's understanding of their strengths and interests, and can instill confidence in determining the suitability/fit for potential careers.

IMMERSIVELINK CULTURAL LIBRARY

The VR content within the cultural library was created in partnership with Indigenous Knowledge Keepers from across Canada and aims to collect and preserve Indigenous heritage, traditions and stories.

360 VIDEO AND TOUR PRODUCTION

Through this streamlined process, we create customized 360 degree virtual reality content – that highlights and preserves the Indigenous cultural topic, career connection, or area(s) of your choice.



Let's work. Together.

CONTACT US HERE

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