

FOR NEWCOMERS, BY NEWCOMERS:

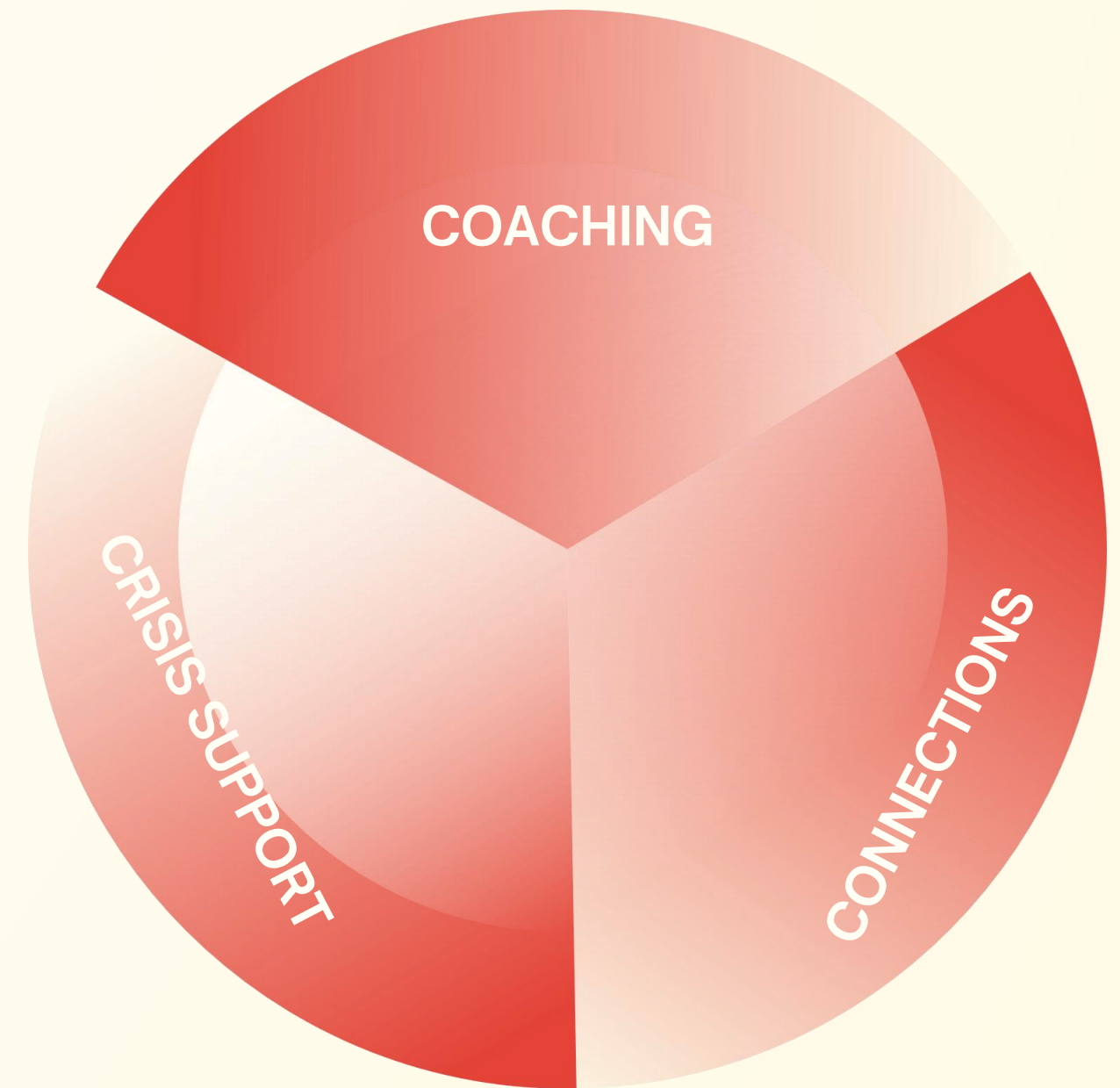
How Immigrants Are Driving Tech Innovation in Settlement

Aashima Rattan
Carolee Israel
Turner

WHO WE ARE

WrapCap started as a federal youth settlement project

Our focus is to support service providers who work with newcomer youth



We help service providers

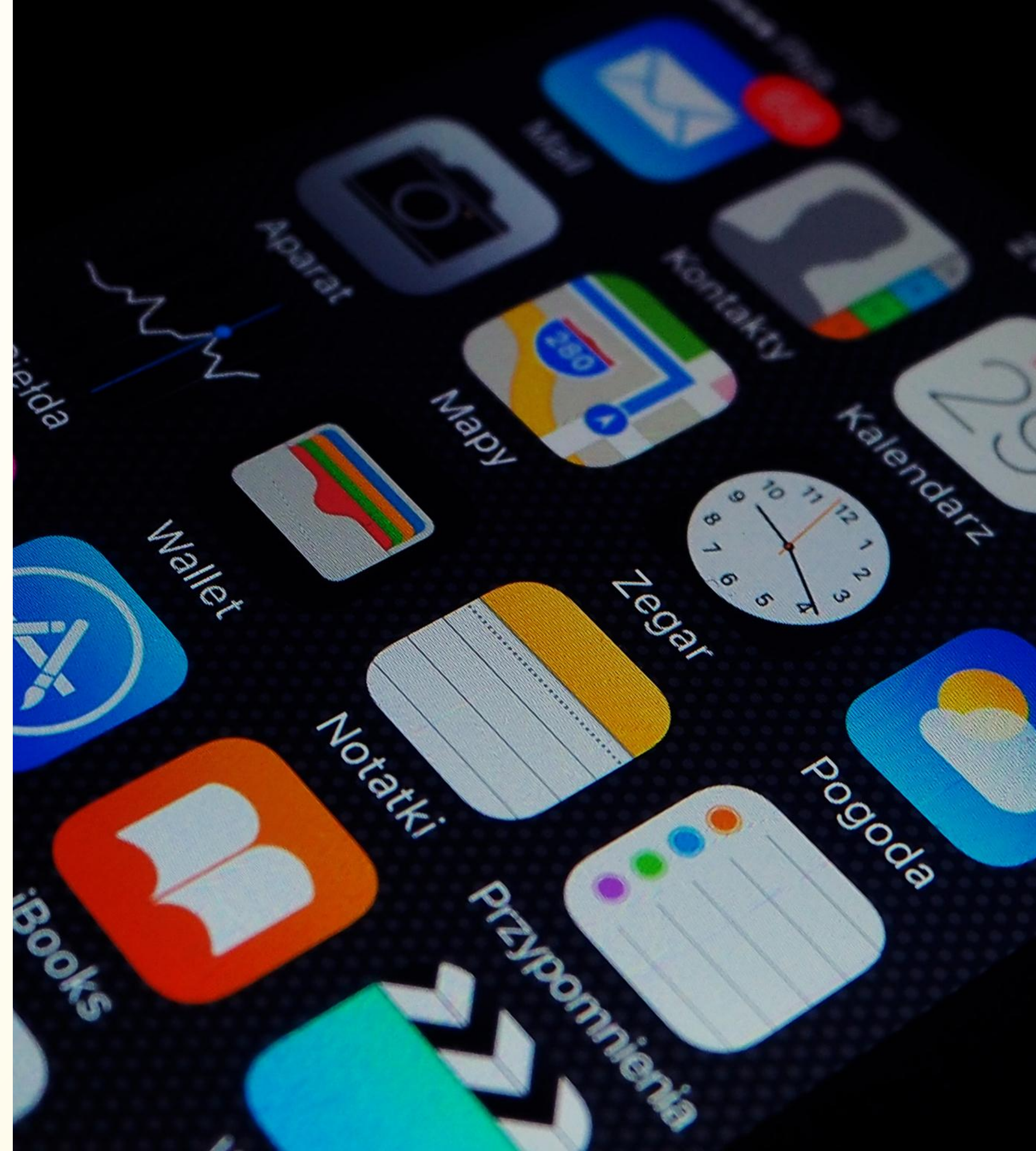
Find the right
connections

Support with
complicated
cafefiles

Coach on using
the appropriate
service delivery
models

Technology in settlement

**How did we come across
digital tools and
enterprises?**



How would you describe your/your clients'
immigration experience in **one word**?

Join at menti.com | use code **4255 0279**



Which of these ***challenges*** have you or your clients struggled with?

Join at menti.com | use code **4255 0279**





**Settlement/
Integration**



**Finance
s**

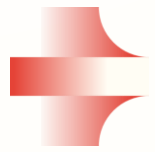


**Employment
t**

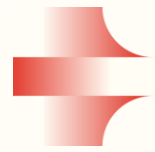


**Housing
g**

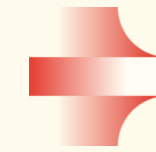
But let's focus on solutions



What tools do currently exist



How can we leverage them



Why do they need to come from newcomers

Why digital tools?

ACCESSIBILITY

Easy to use

LOWER STIGMA

Seek help without fear or
shame

GEOGRAPHICAL BARRIERS

Can be used from remote or
rural areas

MULTILINGUAL DELIVERY

Adapts to different languages
faster

Why newcomer-led innovation matters?

LIVED EXPERIENCE

They innovate out of necessity

SERVICE DESIGN

They design for sustainability, not siloed services

PLUGGING GAPS

Traditional services can be outdated

TRUST

Easier to gain traction

Elev Homes

- Co-founders came as **international students**
- Experienced challenges with finding accommodation
- Created an **app** to help students find housing more easily
- New project: **The Hive** (partnership with real estate/development company to build affordable, shared student living spaces)



elevhomes.ca



UpRow

- Settlement on an app – one-stop solution!
- Co-founder came here only 5 years ago
- Housing, legal aid, language tutoring
- Personalized recommendations powered by AI



uprow.ca

UpRow

Let's hear from the founder



Wayble

- All-in-One platform for international student success
- Co-founders were international students who had trouble finding jobs during and after post-secondary
- Act as middleman between schools and companies



joinwayble.com

Wayble

Let's hear from the co-founder



Expense Trend

- Money management tool
- Features how newcomers can save money
 - Roger's phone plans (RAP)
 - Banking info as newcomer



expensetrend.com

Tribe Network

- Community of racialized people pursuing entrepreneurship and innovation in Canada
- Located in Halifax



tribenetwork.ca



Welkom-U

- Another settlement experience app
 - more for East-coast
- Located in Halifax!



tribenetwork.ca

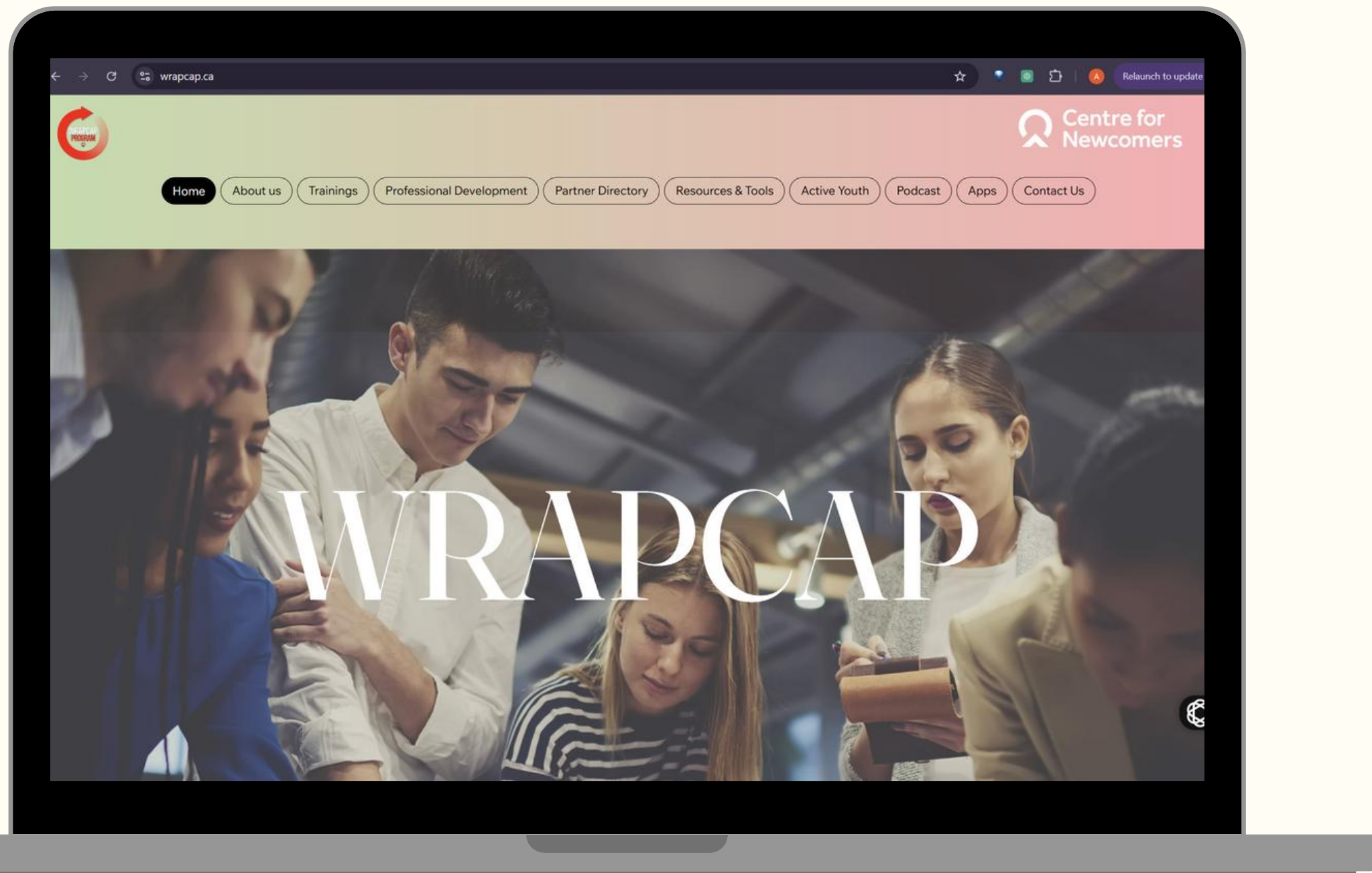
FUTURE OF SETTLEMENT



Learn how to utilize the tools



Not a replacement; can be used in conjunction



THE END

Thank You For Listening

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