

Animikii

Indigenous Technology



Animikii is an Indigenous-owned technology company that finds innovative ways to support positive social and economic outcomes in Indigenous communities through its custom technology products and services. Based in Greater Victoria, this expanding company takes a values-based approach to business in the design of its diverse projects with local and national Indigenous-focused organizations.

Operations

Animikii Indigenous Technology is a digital agency that develops custom software, websites, design and digital communications projects.

Year founded 2003

Primary Market

Indigenous-focused organizations

Employees 11 full-time

Q & A

Jeff Ward | Founder

www.animikii.com

Why did you choose to move your business to Victoria?

I was previously in California, during the dot com boom. Then I moved to Edmonton where we first started the business in 2003 and subsequently moved to Victoria in 2005. It was a personal and lifestyle decision. We had originally wanted to move to Vancouver, but my wife and I visited Victoria and decided to move here instead. It's smaller, has a community feel, it's a great place for young families.

What would you tell a CEO about moving a business to Victoria?

There are very bright technologists on the South Island. Lots of tech companies and startups. It has a good talent pool and there are good perks for attracting and retaining talent in Victoria.

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What attracts your staff to Victoria?

It's definitely the climate and nature, the forest, the ocean and mountains.

What are your biggest recent accomplishments or accolades?

We're the first Indigenous certified B Corp in Canada and we take pride in the amount of giving back initiatives we are able to do as a team. As a social enterprise we report our social impact publicly each year and in the last couple of years our team has volunteered over a thousand hours. From pro bono projects to programming workshops for Indigenous youth, each team member at Animikii has an opportunity to give back to the community and this is integrated into how we operate the company.

What are your plans for the next ten years?

Over the past ten years, we've grown rapidly. We've gone from two to ten employees just in the last four years. We intend to continue this growth trajectory and have raised our first investment. We're currently developing a software product that will further propel growth.

“ We moved here because Victoria is smaller and has a great community feel. It is a wonderful place for young families. My wife was pregnant when we made the decision to move here and we've never looked back. ”

Jeff Ward

