

FY22



ANNUAL REPORT

onlea

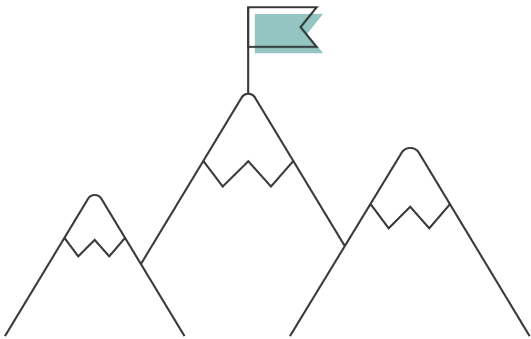


About Onlea

Onlea (on-LEE-ah) is a fully-Canadian team of online learning experts. We work with organizations who are changing the world through the creation of new pathways to knowledge. Our team combines learning design and user experience to deliver transformational, accessible, and lasting learning solutions.

Our collaborations are among the most impactful learning journeys developed in Canada, reaching over a million learners across the globe.

Since Onlea's founding, we've championed knowledge as vital infrastructure, and as a force to change the world for the better. This belief is reflected in our company values:



Diversity: We solve problems by working together from contrasting perspectives.

Lifelong Learning: We're hungry for knowledge, both as a team and as individuals. Our quest to grow our skills and understanding is self-motivated and ongoing.

Community: We take responsibility for our work, and by doing so add value to each other, our clients, and our communities.

A big congratulations to Onlea's founder Jennifer Griffin Schaeffer on receiving the 2022 Emerging Entrepreneur Award from [Alberta Women Entrepreneurs](#).

Emerging Entrepreneur
Award Recipient



Jennifer Schaeffer
Onlea Enterprises

2022 in Numbers

80

New learning experiences
developed for amazing
organizations



2 of 3 founders
identify as female

24%

Team size increase



700
Research hours
for project KIND



50
Accessibility
Tests

12% Growth

Letter from the CEO

As we turn the corner on 2022, one thought continues to present itself in sharp focus: *Change is not only a constant but a gift.*

So how was our team at Onlea gifted with change in 2022? In so many ways.

- We now have three incredible multidisciplinary and diverse studios who are thoughtful and mindful on their approach to learning as a pathway to knowledge and transformation.
- LX Labs is close to two years old and it continues to collaborate with organizations that are changing the world. The team won an ASTech (Alberta Science and Technology) award for Social Innovation/Educational Technologies.
- Our development team is growing. We are expanding and looking for software developers who understand that accessibility and universal design are key to creating new pathways to knowledge in an inclusive world.
- The alpha version of Project KIND, our first R&D product, was demoed in various settings with great feedback outlining the path forward in 2023.
- And furthermore, we learned more about the equity, diversity, and inclusion (EDI) with help from amazing partners across Canada.

Multiple years of health, social, and economic global challenges have taught us about resilience and empathy. Those are the gifts that we are taking into a new year of change.

2023 is shaping up to be about transformation. We are preparing to support our wonderful clients and partners on their knowledge requirements amid a changing world.

There is a lot to be thankful for and a lot to learn. Are you ready for the world ahead?



Adriana Lopez Forero

Adriana Lopez Forero (she, her, elle, ella)
CEO, Onlea Enterprises INC.

Onlea gratefully recognizes that our office is located in Amiskwaciy Waskahikan situated on Treaty 6 Territory, traditional meeting land and home of many Indigenous Peoples, including Plains Cree, Papaschase, Cree, Métis and Tsuu T'ina Nations. We also acknowledge that as a learning company it is our duty to assist in implementing the Truth and Reconciliation Commission Calls to Action and the United Nations Sustainable Development Goals, however and whenever possible.



Learning Journeys

In 2022 we had the honour to serve amazing organizations who are changing the world and the communities around them. Our clients are creating knowledge pathways in varied fields.



College of
Physicians and Surgeons
of British Columbia



INCEPTION



University of
Lethbridge



Equity, Diversity, & Inclusion

- ☐ Anti Racism
- ☐ Cultural Awareness Training
- ☐ Making Ethical Decisions
- ☐ Understanding the Dynamics of Domestic Violence
- ☐ Human Rights

Leadership & Management

- ☐ Accounting
- ☐ Critical Thinking
- ☐ People Side of Business
- ☐ Strategy & Entrepreneurship
- ☐ Finance
- ☐ Marketing

Science & Technology

- ☐ Controller Design
- ☐ Digital Transformation
- ☐ Energy Transformation
- ☐ Information Technology
- ☐ Software Product Management

Health & Safety

- ☐ Diabetes 101
- ☐ Informed Consent
- ☐ Patient-Doctor Relationship Practice Standard
- ☐ Pain Management
- ☐ Virtual Care Practice

Professional Development

- ☐ Human Resources Management
- ☐ Managing Conflict
- ☐ Mortgage Brokerage
- ☐ Public Relations
- ☐ Real Estate Licensing
- ☐ Tools for Success

Onlea Studios

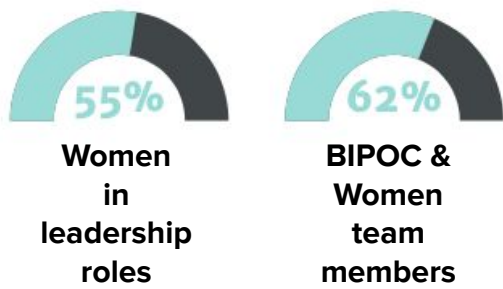
We formed a new creative studio to serve our clients and transform education:



Our **LX Labs** team provides evaluation, research, and strategy development services, as well as training workshops to organizations interested in growing their internal elearning delivery capabilities.

Our three creative studios, **Ammolite**, **Boreal**, and **Chickadee**, provide design and development services that include everything from instructional design to custom interactive programming.

These teams are composed of a diverse group of instructional designers, production professionals, and developers, all of whom share a passion for online learning. Each team works together to create our industry-leading learning experiences.



Inclusive teams create inclusive learning experiences.

It's not enough to say you believe in something. Actions speak louder than words. That means living in and creating an inclusive world.

We are honoured to develop learning experiences in **English and French** as well as Indigenous and global languages, including:

- | | | | |
|-------------|-----------|--------------|-------------|
| • Cree | • Arabic | • Indonesian | • Tagalog |
| • Dene | • Chinese | • German | • Spanish |
| • Inuktitut | • Korean | • Punjabi | • Ukrainian |



LX Labs



Highlights of the work that the LX labs team created in 2022 include:

- Innovating with the Sherwood Park - Strathcona County Primary Care Network to enhance their educational care model with hybrid classes and programs; and expanding patient access to much-needed information and training on nutrition and chronic disease management;
- Working with the College of Physicians and Surgeons of British Columbia and their 14 thousand members; and
- Building a custom comic-book style mini course for the Canadian Women's Foundation and their Signal for Help Responder campaign with the goal of empowering allies with the soft skills to respond confidently to situations of gender-based violence.

Looking outward into 2023 and beyond, LX Labs will focus on the client lifecycle to identify efficiencies in how we deliver services and improvements to our sales pipeline. Already many of our past clients are returning to us with new consulting projects, or moving on to our creative studios.

Congratulations to William Fritzberg and the LX Labs team for receiving the 2022 ASTech Award in the category of Social Innovation/Educational Technologies for their work on the consulting project [HyFlex Learning, Sherwood Park Primary Care Network](#)



Project KIND



KIND is a Knowledge INDEX – a new way of gathering, analyzing, understanding, and presenting knowledge to a user. KIND benefits teachers by reducing their workload and adding value to their instructional offerings. KIND benefits learners by enabling them to find and visualize knowledge that improves learning efficiency and understanding. Everyone wins with KIND! And the education sector is just the first market for KIND.

The past year generated considerable momentum for Project KIND. We built a functional prototype, gave demos of it to external parties, received enthusiastic reviews, and updated the roadmap for product development. For 2023 we will continue our research efforts to explore new ideas, while having a team of professionals working on turning KIND into a commercial product.

Sound interesting? Would you like to know more? Contact us!

“It’s a privilege to work with with the talented Onlea team. Their diversity of academic backgrounds and educational experiences is fueling the development of a product that will enhance teaching and learning. It goes to the core of what Onlea is all about.”

**Dr. Jonathan Schaeffer, Ph.D. FRSC, FAAAI
Onlea Co-Founder**

Connect With Us

A truly effective learning experience does so much more than deliver data. It transforms a learner's ability to take in new information, recognize opportunities, and make good decisions. It reinforces your organization's mission and values.

The key is to tailor the course, workshop, or app to your organization's specific needs. Onlea's experienced designers take the time to truly understand where your learners are and work with you to create an experience that gets them to where they need to be.

Our team has the skills and expertise to build the best experience for your learners—as defined by you—and we have a proven track record of delivering high-quality work on-time and within budget.

Connect with Onlea, and let us transform your expectations of what online learning can be.



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