

CLIENT SPOTLIGHT

Brampton Ed-Tech Entrepreneur Prieeyya Kaur Kesh gets \$577k funding to transform the Future of Work



Prieeyya Kaur Kesh was 18 years old when she left Malaysia for Mississauga to pursue postsecondary education. Little did she know that years later, education would remain a significant part of her life. Prieeyya is now the founder and CEO of Our Wave Hub (OWH), an ed-tech organization focused on making the future of work and education better. They create and deliver courses focused on emerging technologies, soft skills training, and leadership development.

Figuring out the Future

Prieeyya grew up in a household where the career options were black and white; doctor, lawyer, or engineer. After spending time studying life sciences, she realized it was not the right fit for her. Prieeyya looked for like-minded people in Brampton's innovation and entrepreneurship space to find a new path forward. ***"Anywhere they wanted a volunteer, I was there. The logic behind that was if I didn't know what I wanted to do, the best way for me to figure it out was to try a bunch of stuff by doing."*** After working with both innovators and students, one thing stood out to her. The education system was not preparing people for the future of work. She saw an opportunity to tackle this problem and took it. Thus, in 2018, Our Wave Hub was born!



Our Wave Hub logo

Funding the Future of Work

Prieyya's first step to getting OWH off the ground was the Brampton Entrepreneur Centre (BEC). In the summer of 2018, they put together a three-event series that helped OWH with data collection and program design. In addition, the series' 24-hour ed-tech hackathon brought together 120 innovators! ***"These events proved that Brampton has a vibrant underground technology scene and we can be a serious player in the innovation sector,"*** says BEC business advisor Daniel Bishun. With BEC's help, Prieyya built a network of people who firmly believed in her mission; innovating the future of work.



Our Wave Hub 24 hour Hackathon in partnership with the Brampton Entrepreneur Centre and Brampton's Economic Development Office

Staying aligned with her mission has led to immense growth and great opportunities for OWH. The most recent is a \$577,000 grant from the Government of Ontario's Skills Development Fund! As part of the Ontario Youth Upskilling initiative, 1,500 people will receive training that prepares them for the future of work. This six-week virtual training program called Data Centric Marketing will train participants in burgeoning job sectors. The target demographic are people ages 18 to 29, recent graduates, or those displaced from their jobs due to COVID-19. OWH's combined focus on emerging technologies and soft skills is sure to make this course a great asset to all participants. ***"The funding is huge because over the last like two to three years I've basically been bootstrapped so going from zero dollars, to half a million, to hopefully more is very validating in a lot of ways... this is a huge opportunity to building out the academy side of OurWave,"*** Prieeyya explains.

Focusing on the 'why'

The entrepreneurship journey has not always been smooth sailing. Prieeyya had her fair share of rejections and doubters along the way. But, as she explains, ***"the resistance I felt was mostly towards the idea that someone like me, a young woman and a first time founder, could get the idea off the ground."*** To push past this problem, she always makes sure to stay close to her 'why'. This focus ensures that she remains aligned with people and organizations dedicated to revitalizing work and education. ***"Rejection is part of the process...but if you're crystal clear about why you're doing it then the NOs guide your pathway just as much as the YESes,"*** says Prieeyya. Her next steps are to hire a stellar team to help take OWH to a bigger and brighter future.

To find out more about Our Wave Hub you can find them on Instagram, Twitter, or Facebook.