

Incorporation:

The Pinnguaq Association in one form or another has been running since early 2012 but we didn't formally incorporate, or hire staff until 2013. **Our formal incorporation was March 12 2013.**

Please note that at the same time we were forced to create the "Pinnguaq Society", in Nunavut to qualify for CLEY funding. The Pinnguaq Society was run by the same board and while technically separate from the Association on paper, was the same organization with the same purpose, goals and personnel.



2013-2014 was a year of "getting things going" and that means that often the various companies that make up Pinnguaq today were tangled as we worked out who fit where and how to legally and properly run things. This annual report, along with the financial statements that make up this year will hopefully help clarify that and make the future years easier to understand and properly report on.

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The Projects

Projects Run:

- Creation of Website

2013 saw the official language of the Pinnguaq.com website. Created in late 2012 and into early 2013, it was technically launched in April 2013,

The website was developed by Songtree of Toronto for \$500.00 and paid for by Ryan Oliver through the marketing support grant received through the Marketing Support grant received by ED&T.

- Osmos Localization

*To be fair, the translation work was done in 2012 before the company was formally incorporated. Release was June 20th 2013.

The Pinnguaq Association hosted a territory wide localization of Osmos to bring it to the Inuktitut language. Filled with 311 strings of text in English, we created a 'survey' that randomly chose 5-10 strings to be translated.

People then logged in and would translate the game for us. The Nunavut Literacy Council supplied the association with the funding for an iPad mini that was used to award a random person who had been involved with the translation.



In total the game was translated 4.5 times (a total of over 1200 translations done) and was released on June 20th 2013.

- Songbird

Songbird, which would later become Singuistics was the primary focus of 2013/2014. Work included the developed of the App itself, the logo and the creation of a translation and language learning app that focused on 3 Inuktitut songs.

The songs were licensed to Pinnguaq from Nunavik artists “Nakuriit”, and the artists commissioned were Jolly Atagoyuk (Pangnirtung) Michael H Davies (Pangnirtung) and Zorga (Ottawa/Igloodik)

The App was first showcased at the Iqaluit Tradeshow in September 2013, was released December 9th 2013 and had a major showcase/celebration at Northern Lights in Ottawa in January 2014.



- Inuktitube

Inuktitube is to be a website that aggregates all Inuktitut video content on the web in one easy to search place. Influenced by Kids Tube and similar “aggregate” services, it would take all Inuktitut content from Youtube and place it in one container, easy to search and easily organized.

Developed stopped and started throughout 2013-2014 but the project remains alive and will see release in the near future.





- Qalupalik

Qalupalik didn't exist when we received funding for a "heritage game project" idea that we wanted to create. Over 2013-2014 we worked with a number of community members, artists and storytellers to create the outline of what would become "Qalupalik".

Jonathan Wright completed a significant series of pieces of art for the game which we first showcased in San Francisco at GDC 2014. We also created a variety of different demos, including a VR demo of the game in action. Qalupalik is such a massive undertaking that moving forward will require significant partnerships and alliances moving forward to see done.

- Nunavut Passport

In 2013-2014, Pinnguaq developed an outline for what we called "The Nunavut Passport", a GPS enabled system that would support tourism across the territory. Early mock designs were created in preparation for a larger funding application.

*Of Note: In subsequent years funding applications were made but the funding was never found and this project did not move forward.



- Mentorship Program (Community of Pangnirtung)

In 2013 the Community of Pangnirtung fired its SAO and bookkeepers and nearly went bankrupt after years of mismanagement. Pinnguaq was asked by a local community youth empowerment organization, run out of the Hamlet, if we could support the mentorship program that was at risk at not running.

The department of Justice (Nunavut) had funded a Youth Employment fund to create an after school drop in program and without bookkeepers or any cashflow, the community informed the program that it wouldn't be able to support this program.

Pinngauq stepped in and for 4 months (December 2013-March 2014) we helped cash flow the program and keep it running by maintaining its books.

While this is not directly in our mandate, it was the right thing to do to maintain a community program given we had means that the hamlet did not.

- Code Club

In February 2014 with the support of the Pangnirtung Youth Council we created the first Code Club in Pangnirtung. Held during 'PD' week, the event was a partnership with EA Sports in Burnaby who sent a staff member up and hosted daily skype calls with the NHL team at the Burnaby studio.

5 days results in the creation of dozens of games, which can be [viewed here](#) including our final game "Scratch Bird" which we developed as a team. It can be [played here](#).

Images from the first Code Club [can be seen here](#).

Travel Done

- Nunavut Trade Show (September 2013)

As an introduction to the business community, , Pinnguaq appeared at the 2013 Nunavut Trade Show with a booth to showcase the work done to date on Songbird/Singuistics and Osmos. Early concepts were shared for Qalupalik and Nunavut Passport as well.

Media

[November 23 2012: Nunatsiaq News: Nunavut Firm To Bring Inuktitut Gaming To Mobile Devices](#)

[November 26th 2012- Nunavut News North: Learning Inuktitut Through Gaming](#)

[December 14 2012: The Nelson Star- Nelson App Developer Bringing The Osmos To The Inuit](#)

[June 15 2013- NNSL: Programmed for Success](#)

[June 19 2013- Nunatsiaq News: Award Winning Osmos App To Be launched In The Inuit Language](#)

[June 21 2013- Radio Canada/Eye On The Arctic: Osmos iPad Game Translated into Inuit Language](#)

[July 15 2013- Global Native Networks- The Power of Play](#)

[September 30 2013- NunatsiaqOnline- Nunavut's Pinnguaq Game Designers Aim For Mass Market Appeal](#)

[November 10 2013- #ScreenShotSaturday: Singuistics Promo](#)

February 2014- [Panqirtung Computer Code Club Lets Kids Make Games](#)

Employees

The Pinnguaq Association only paid the wages of one employee in 2013 and it was that of Evan Despault in British Columbia to oversee and program the major projects we focused on in 2013. Evan was a long time employee of Microsoft who left the company to take on the work we are doing. His primary focus was work on Songbird/Singuistics and the early demos and proposals for Qalupalik. At the end of December 2013, Evan moved on and Pinnguaq Association was administered by volunteer labour and our partnerships from the rest of the fiscal year.

Everyone else involved with the Pinnguaq Association including the board and director, Ryan Oliver, was unpaid/volunteer.