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Victoria, B.C. startup launches Indigenous-led AI platform that makes taking action on reconciliation possible in under five minutes

BRIDGE Impact launches an AI platform connecting Canadians directly with Indigenous-led projects and opportunities to take action, as new research calls for Canada to move beyond symbolic reconciliation and better measure meaningful progress

VICTORIA, B.C. — September 28, 2026 — During Victoria Tech Week, BRIDGE Impact launched a new AI reconciliation platform designed to help Canadians move from learning about reconciliation to taking meaningful action — in less than five minutes.

BRIDGE Impact gives Canadians direct access to ways they can learn, reflect, take action, make commitments and track their progress.

The launch comes as new research from the University of Guelph examines the current state of reconciliation in Canada, finding meaningful progress alongside stagnation, backsliding and new challenges. "There has been some meaningful progress toward reconciliation. However, challenges continue to impede progress. Reconciliation is something we need to actively work on," says Dr. David MacDonald, the report's author and a political science professor at the University of Guelph. The report calls for stronger measurement and Indigenous-defined benchmarks for evaluating reconciliation.

“Canada has spent years talking about reconciliation. The question is what happens after you've learned” says Laurel Anne Stark, founder of BRIDGE Impact. “BRIDGE was created to make the next step easier. You can come to the platform with a question, an interest or simply the feeling that you want to do something, and leave with a pathway to action.”

From “I want to help” to “here’s what I can do”

At the centre of BRIDGE is its AI Reconciliation Advisor, which gives Canadians a place to ask questions they may not know where to start with — from understanding reconciliation and Indigenous rights to figuring out how they can participate.

The Advisor is currently in Beta and provides source-backed responses grounded in an approved collection of Indigenous sources, with citations so users can explore the information themselves. When reliable supporting information is not available, the system is designed to say so rather than manufacture an answer.

But BRIDGE is more than a chatbot.

Users can move from learning and reflection into **direct pathways to action**, including supporting Indigenous-led projects, discovering recommended resources, completing learning activities, sharing information with others and building a personalized reconciliation plan.

The platform then turns that plan into a **Living Plan** of commitments that users can work through, reflect on and track over time.

The goal is simple: make reconciliation something people can participate in — not just something they read about once a year.

Reconciliation is becoming a legal and operational reality

The need to move beyond symbolic reconciliation is also increasingly relevant to organizations.

In British Columbia, recent court decisions have reinforced the legal significance of Indigenous rights. In December 2025, the B.C. Court of Appeal found that the province's Declaration on the Rights of Indigenous Peoples Act incorporates the United Nations Declaration on the Rights of Indigenous Peoples into B.C. law and creates rights that can be litigated. The Supreme Court of Canada granted the Province leave to appeal that decision in May 2026, meaning the interpretation of the legislation remains under active judicial consideration.

The Cowichan Tribes title decision has similarly put questions of Aboriginal title and reconciliation of existing interests into a current legal and negotiation context. B.C. and Cowichan Nation are in court-ordered negotiations while both sides also pursue appeals.

For organizations, reconciliation is increasingly connected not only to reputation, but to legal, operational and financial risk when Indigenous rights and consultation obligations are not properly addressed.

“The changes to the legal landscape mean many organizations don’t know where their risks are. BRIDGE helps them identify the gaps, a plan for implementation and 3rd-party-verified data on progress.” shares Stark.

BRIDGE’s organizational tools are designed to support organizations whose reconciliation implementation is stalled or uncertain. Its Organizational Assessment examines 26 questions across eight domains, provides a score and category-level breakdown, and generates recommendations organizations can use to identify areas requiring attention.

The platform then supports organizations in moving from assessment to planning, implementation and documentation.

Action that can start now

BRIDGE is also building a measurable ecosystem around reconciliation action.

Just days after its official launch, the platform has already distributed **$13,170 to 52 Indigenous youth-led projects, supporting 62 youth across 68 communities.**

Rather than treating reconciliation as a one-time activity, BRIDGE gives users a way to build an ongoing practice — learning, taking action, making commitments and seeing their progress over time.

September 30 remains an important day for truth, remembrance and reflection. The Government of Canada describes the National Day for Truth and Reconciliation as an opportunity to deepen understanding of the residential school system and its enduring legacy as part of the ongoing journey toward truth, healing and reconciliation.

BRIDGE’s proposition is what comes next:

What if taking action on reconciliation took less than five minutes?

Canadians can start with one question, one action or one commitment — and build from there.

About BRIDGE Impact

BRIDGE Impact is an Indigenous-led reconciliation AI platform helping individuals and organizations move from intention to action in under five minutes. The platform combines Indigenous-source-grounded AI, learning, reflection, personalized planning, action pathways and progress tracking to help make reconciliation an ongoing practice.

Media contact:
Karen Rivers
karen@bridgeimpact.ai
(250) 888-9791
www.bridgeimpact.ai