



# Choose your own *cloud wellness* adventure

How Ikkuma Life's Gary LeBlanc turned a passion into a revolutionary new wellness app for employees

by Ben Freeland



Ikkuma—it's an Inuktitut word that translates to "fire" and alternatively to "energy." And it's the name for a new made-in-Canada entrant into the increasingly crowded field of cloud-based wellness apps, one that has in a short time achieved impressive results with its engaging, gamified approach and flexible and accessible customizability.

For co-founder and CEO Gary LeBlanc, Ikkuma was something of a midlife crisis project, provoked by a friend's diagnosis with lymphoma. "When my friend fell ill, I started researching holistic health to try to help him, and this led me to co-founding Ikkuma. Developing the Ikkuma Life wellness platform was a natural extension of my professional vocation, my longstanding interest in health and wellness, and my new-found passion for health and wellness research," says LeBlanc, a mechanical engineer by training who spent 17 years in the corporate world.

While wellness apps are increasingly com-

monplace in today's digital marketplace, Ikkuma Life differentiates itself with its flexible and unthreatening aesthetic, as well as its all-encompassing focus on workplace culture. Focusing on individualized programs centred on eight "dimensions" to wellness—stress reduction, fitness, toxins, nutrition, brain health, time management, sleep and happiness—Ikkuma Life helps guide users in the direction of a wide range of personal goals that go well beyond physical fitness benchmarks, encompassing personal goals for social connections, expressions of gratitude and other elements of inner well-being.

LeBlanc says that the app's highly customizable design and holistic approach makes it an excellent tool for individuals and corporate teams alike.

"While many platforms overwhelm the user, Ikkuma Life is easily navigable, both on desktop and mobile. The platform is clean and engaging, allows the user to choose their own

adventure and uses video game dynamics for motivation."

Many companies, including Sun Life, Magna, Corcoran Consulting and Waterloo University's Games Institute, have adopted Ikkuma Life as part of their employee health and wellness programs.

"The Ikkuma platform has proved to be an excellent vehicle for teambuilding and the exchange of positive interactions between co-workers, helping us grow as individuals and as a team," says Sara Goodfellow, office manager with Toronto-based VR and game designers Globacore.

"I personally succeeded in losing 18 pounds over 90 days with the platform's help, and it inspired me to get a personal trainer. We've seen an uptick in employees opting to bike to work since its introduction, and we've introduced a Tasty Tuesday Potluck lunch as a means of both networking and promoting healthy eating." 🔥



Learn more about the platform. Scan the QR code or visit [ignitemag.ca](http://ignitemag.ca)