

January 2026 Volume 1

## We are growing again!

We want our friends, partners and sponsors to be the first to know. Here is some of our news that we know you will appreciate.

### We Are Creating a Kid's Hub

This month, we start to add the largest and most complicated addition to the app since we created it 5 years ago. **The Kids Hub** on Nuwelcom will aggregate all activities - sports, arts, public service such as Girl Guides and Cadets - designed for kids (people under the age of 18) on PEI. This will be the only place where all information including registration, costs, subsidies, coaching training and more can be found all in one central digital location. Of course, it will be free.



We will be including all areas of the Island and ALL recreation and arts activities. There are a lot! Building this digital hub could take a year. We will make sure that the first information included is from our partners in

### Events and Jobs

are free to post on Nuwelcom. If you are hosting an event, tell our 19,000 users (as of today!) about it for free. Go to [www.nuwelcom.com](http://www.nuwelcom.com) and post your event now! If you would like us to post your whole event calendar, we can do that. Write [hello@nuwelcom.com](mailto:hello@nuwelcom.com)

**BUILDING STRONGER COMMUNITIES FASTER**



## IRSA Partnership Donation

The Kids Hub is the largest ever addition to our app. It requires much more development time than our normal work. IRSA PEI (Immigrant and Refugee Services Association PEI) received a large donation that they will use to pay for the Nuwelcom Tech team to build this huge hub over the next year. We are proud to call this the IRSA PEI Kids Hub in honour of our friends and partners at IRSA PEI. Launch of phase one will be April 2026

## FOCUS GROUPS PREPARING FOR THE CLUB

When there are this many Islanders getting together virtually every day, one of the things that they are interested in discussing is saving money. We are creating **A Club** to offer members the chance to save on purchases while they patronize local businesses. Focus groups will determine which discounts our users want most. They start on January 17th and 18th in Charlottetown. If you would like to participate, write to us at [hello@nuwelcom.com](mailto:hello@nuwelcom.com) and we will save you a spot.

## 26,000 in 2026 for the #1 Information App in PEI

Our numbers keep growing. Now, we have 19,000 Islanders who visit our app every day. This community gets information on traffic, public health, school closures, gas prices and so much more.

We are proud to say that we have very few users who delete our app once they start using it. Most apps are deleted after three months. 36% is the average retention rate of apps worldwide, Nuwelcom has a retention rate of 94%!

With the addition of the Kids Hub and the Club, we expect that number to reach 26,000 daily users in June of this year. This number represents the Tipping Point for tech adoption which is when 15 - 18% of the total population use the app. When we hit that number, we become the go to app for information in that location. Safer and more accurate than facebook, instagram and Whatsapp, more easily available than community bulletin boards, cheaper than newspapers.

**Do you want to reach these committed local residents? Do you have a product or service that you think they should know about. We can help. Write to us at [sales@nuwelcom.com](mailto:sales@nuwelcom.com)**

## Front Line Services

People who don't speak English or French have a hard time understanding what front line folks are explaining to them. It gets even worse when trying to make themselves understood.



For example, law firms have a challenging time at the reception desk. The same is true at the hospital. This is why both groups are more and more using NuCHAT, part of the Nuwelcom app now. (look for the NuCHAT icon left)

This is the only safe, secure instant translation system in the world (all others track and trace users and sell the data they collect. Nuwelcom does not.)

So, if you want more freedom and effectiveness for your frontline staff, use NuCHAT when trying to communicate in a different language. It's free and a part of Nuwelcom.



Thoughts on this newsletter? How can we improve?

Contact us at [hello@nuwelcom.com](mailto:hello@nuwelcom.com)

## A TESTIMONIAL

“In a fast and crazy world, The Nuwelcom app stands alone. I liked that it saved me a lot of surfing hours by updating me about what's going on in my town, Starford, the province of PEI and even Canada, I claim to be a resourceful guy, having said that, the app did notify me about events and activities around me that I wasn't aware of! Furthermore, the fact that the app operates in many languages is convenient to the diverse community in Stratford. And PEI. Honestly, the app is now one of my primary sources of information.”

Amin Abomonasar