

MENTORSHIP FOR EYYOU ENTREPRENEURS



Niimuudaan
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MENTORSHIP

INTRODUCTION

Niimuudaan means backpack in the Cree language — the bundle we carry through life, filled with knowledge, experience, and the support of those who walk with us.

The flower in our logo reflects the dream each entrepreneur carries — personal, hopeful, and full of promise. The dots around it represent the steps taken along the journey: challenges faced, lessons learned, and growth achieved.

The flower blooms not by chance, but through the entrepreneur's effort, supported by guidance and encouragement along the way.



At Niimuudaan, we walk with entrepreneurs so their vision can grow, thrive, and uplift others.

WHAT IS MENTORING?

- A space to exchange ideas with an experienced entrepreneur
- A boost in confidence to become a change-maker
- A chance to stay true to your values
- A way to strengthen your well-being
- A relationship built on respect, listening, and trust

Niimuudaan offers free mentorship — one-on-one, in groups, or in short sessions — for Eeyou entrepreneurs at any stage, including start-ups, social economy projects, and non-profit leadership.



Mentorship is a human connection between two business leaders — one who has walked the path and one who is walking it now.

OUR HEAD MENTORS



Matthew Happyjack
Waswanipi



Charlotte Ottereyes-Ratt
Wemindji





Shaun Andrew Coonishish
Mentor - Nemaska

*Walk your path with confidence,
wisdom, and support.*

WHAT IS THE ROLE OF A HEAD MENTOR?

Head mentors are experienced members of the Cree Nation who:

- Guide the adaptation of the program to Eeyouch realities
- Encourage mentors to grow their mentoring skills
- Help build a strong sense of community among mentors
- Represent and promote the mentorship program in their home communities



WHO ARE OUR MENTORS?

Our mentors are experienced Eeyou entrepreneurs and business leaders from various Cree communities who generously give back by supporting the next generation. They are messengers of courage and trust.

Through active listening, meaningful questions, and the sharing of lived experiences, they help mentees grow both in confidence and entrepreneurial capacity.

All mentors have access to proven tools, training, and a supportive network that strengthens their ability to guide others.

WHY CHOOSE NIIMUUDAAN?

By joining Niimuudaan, you become part of a supportive network rooted in over 20 years of trusted relationships between the SCNATEA and Cree communities.

Inspired by the principles of Réseau Mentorat, and in close collaboration with local EDOs, CWEIA, and our two Head Mentors, Niimuudaan brings together:

- Mentorship based on shared experiences and lived journeys
- Proven mentorship practices
- A shared commitment to well-being and community growth

Whether you're just starting or growing your business, Niimuudaan offers a space where you can be heard, supported, and inspired.

Mentorship is not coaching or consulting. It's not about giving financial advice or telling you what to do. It's about being there, with you, as you grow.

THE ROLE OF LOCAL PARTNERS

Local EDOs and community organizations play a key role in the success of the Niimuudaan program. By referring entrepreneurs from their networks and sharing insight into local realities, they help ensure the program stays rooted in community needs and Cree values.

Their involvement helps Niimuudaan grow in a way that is inclusive, relevant, and truly connected to the lived experiences of Cree entrepreneurs.

THE SUPPORT TEAM



SECRETARIAT AUX ALLIANCES
ÉCONOMIQUES NATION CRIE
ABITIBI-TÉMISCAMINGUE

SECRETARIAT TO THE CREE NATION
ABITIBI-TÉMISCAMINGUE
ECONOMIC ALLIANCE

Geneviève Binette – Niimuudaan Program Coordinator



Geneviève oversees the implementation of the Niimuudaan mentorship program across communities. She conducts interviews, guides participants through the onboarding process, and ensures respectful, culturally grounded matching between mentors and mentees. She also coordinates communication, supports ongoing relationships, and ensures that every step of the journey reflects Cree values and community needs.

CONTACT US!



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(819) 824-9888 #1



creecreation-at.com/en/niimuudaan

TO REGISTER

Become a mentee



Become a Mentor



EEYOU ISKWAAU MENTORS



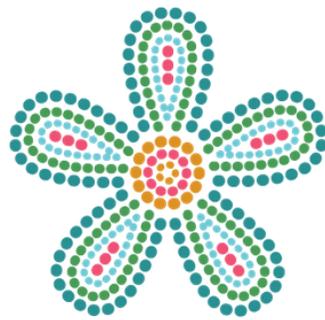
Charlotte Ottereyes-Ratt
Wemindji



Marlene I. Kitchen
Waswanipi



Emily Hester
Waskaganish



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A MENTORSHIP SPACE FOR EEYOU ISKWAAU

Niimuudaan, in collaboration with CWEIA, offers a dedicated space for Eeyou Iskwaau (Cree women) entrepreneurs to grow, connect, and be supported — every step of the way.

This space was created to reflect the realities, strengths, and aspirations of Eeyou Iskwaau across Eeyou Istchee.

Whether you're starting your first business, leading a non-profit, or building a community project, this mentorship circle honours your leadership, your rhythm, and your vision.

This space was created for and with Eeyou Iskwaau. It offers:

- One-on-one or group mentoring, at your pace
- Mentors who understand the realities of Eeyou Iskwaau in leadership
- A safe and respectful space to reflect, dream, and move forward to share, grow, and feel supported — personally and professionally

AND MORE MENTORS TO COME...



WHO IS THIS MENTORSHIP SPACE FOR?

This service is open to:

- Eeyou Iskwaau starting or growing a business
- Eeyou Iskwaau leading or developing community or non-profit initiatives
- Entrepreneurs in the social economy
- Eeyou Iskwaau ready to explore new ideas with guidance and support

