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MDI partners with workforce education provider Transfr to launch innovative virtual reality career skills programming

New VR technology creates inclusive career exploration and training opportunities for people with disabilities

MINNEAPOLIS, Minn. – Minnesota-based social enterprise manufacturer [MDI](#) and [Transfr, Inc.](#), the leading workforce education company, today announced their partnership to deploy Transfr's comprehensive VR-based career exploration and training platform. Designed to create interactive work experiences that can be used by people with disabilities to expand their areas of interests, the VR technology provides relatable career skills training. The training platform is available as part of MDI's philanthropic workforce programming endeavor, [Unified Work](#), that aims to close the employment gap for people with disabilities. The unemployment rate for people with disabilities in the U.S. is currently about twice the rate for people without disabilities. [Click here](#) to view photos of the VR technology in action.

"Powered by MDI, Unified Work has an exciting vision to expand constructive, employment-advancing opportunities for people with disabilities through these VR work experiences," said MDI's Vice President of Employment Services Jeanne Eglinton. "Our collaboration with Transfr better equips our team to support people with disabilities in understanding the many different work possibilities available to them, while also continuing to create new opportunities to experience workforce satisfaction and success."

The partnership between MDI and Transfr began in September 2024, grounded in MDI's mission to provide meaningful employment opportunities for people with disabilities and guided by the shared goal of creating interactive opportunities that support the success of this untapped talent sector in the workforce. Transfr has designed more than 30 different work experiences for participants to explore through its VR career exploration simulations, with current offerings ranging from courses in manufacturing and health sciences to architecture and construction, distribution and logistics, agriculture, and more. These VR career exploration simulations pair seamlessly with Transfr's newly launched mobile-enabled web experience that provides detailed career profiles with in-depth and up-to-date information on more than 100 careers.

“MDI is an important partner with a critical mission that makes real, positive impacts on thousands of people every day,” said Bharani Rajakumar, founder and CEO of Transfr. “As a workforce education company focused on the next generation of workers, we’re honored to align with MDI in helping individuals with disabilities advance their careers. Transfr is committed to expanding employment opportunities in underserved communities, and we encourage others to follow the example of partnerships like this that create meaningful experiences and make a real difference in people’s lives.”

[Transfr](#) revolutionizes career exploration and training through an innovative XR-based platform that seamlessly blends mobile and VR technologies with curriculum resources to deliver personalized career matching, gamified discovery, and VR career exploration and skills training simulations for immersive workplace experiences. This comprehensive solution extends beyond exploration to practical planning and skills training for a chosen career, with tools that align career aspirations with workforce education requirements while supporting educators through robust curriculum resources and professional development options. With simulations available in English and Spanish and featuring closed captioning, Transfr makes career skills training accessible to diverse learners, empowering them to set concrete goals for their professional futures and acquire skills for career success.

Over the last six months, more than 200 people from across Minnesota have virtually experienced more than 500 different career skills courses through the MDI-Transfr VR partnership. Several more VR experiences are currently in the works and will contribute to MDI’s Unified Work goal of creating one million new learning experiences by 2030. To learn more, visit the [Unified Work Academy website](#).

About Unified Work

[Unified Work](#) is founded on the belief that everyone deserves the opportunity to work. When a person is employed, it gives them independence and self-sufficiency, helping them feel empowered and valued. Created and powered by [MDI](#), Unified Work provides training to people and businesses. The goal of the program is to give people with disabilities the tools they need to thrive in their careers while also supporting businesses in their efforts to create a more inclusive workforce for people with disabilities through consulting and training opportunities, effectively bridging people and business. Learn more at [unifiedwork.com](#).

About Transfr

[Transfr, Inc.](#) is a leading workforce education company on a mission to strengthen communities by getting more people on a pathway to upward mobility. Through its comprehensive classroom-to-career platform, Transfr connects education, workforce development and community organizations with employers to provide immersive career exploration and skills training. The company’s multi-modal learning approach combines mobile technology, virtual reality simulations and curriculum resources to help learners discover, experience and prepare for well-paying careers, many that don’t require a four-year degree. With more than 330 interactive training simulations across 16 career clusters, Spanish-language support and partnerships with institutions nationwide, Transfr’s technology-driven solutions have reached more than 400,000 learners. The company was ranked 106th on the 2024 Inc. Magazine 5,000 list of fastest-growing companies. For more information, visit [transfrinc.com](#).