

14TH ANNUAL GROWTH SURVEY

PROFIT

100

The Magazine for Canadian Entrepreneurs



HEROES FOR HARD TIMES

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survival and success

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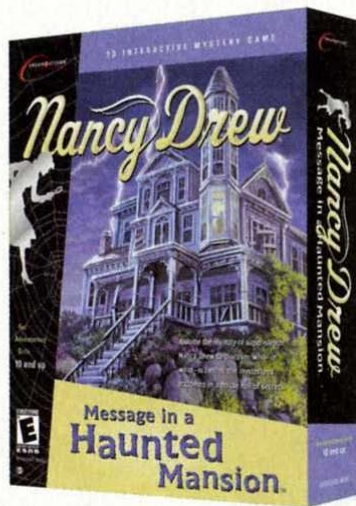
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fast lane

#5 DIAL N FOR NANCY

DreamCatcher Interactive's quest to get the entire family playing its adventure video games got a boost when the Toronto company landed the worldwide licence to distribute *Nancy Drew* mystery adventure games. Aimed at capturing the teenage female set, the software – based on the intrepid detective immortalized in the best-selling *Nancy Drew* books – is also reeling in a few unlikely new fans. "It may be something that was bought for a sister, but the brother is playing it," says president Richard Wah Kan. What's more, the iconic super-sleuth is also proving popular with parents. "A lot of our customers are parents who are very familiar with *Nancy Drew*, because they've read the stories themselves," says Wah Kan. The first five award-winning games have been big sellers, says Wah Kan, and he's confident that the streak will continue when the sixth title, *The Secret of the Scarlet Hand*, is released this summer. *Laura Pratt*



Rank	Company, City, Industry, CEO/President, URL	Year Founded	Revenue \$ 1996	Revenue \$ 2001	Revenue Growth %	Profit (Loss) \$ 1996	Profit (Loss) \$ 2001	Employees 1996	Employees 2001	Exports as % of sales	Sources of Financing ¹	Inside Track ²	Rank
1	CryptoLogic Inc. Toronto Internet-casino software and services Jean Noeltling; www.cryptologic.com	1995	256,672	67,455,000**	26,181	(722,887)	28,001,000**	20	156	98%	7,8,10	Customers include U.K. bookies William Hill, Littlewoods (see story, p. 44); CRY-T	1
2	Pivotal Corp. North Vancouver, B.C. CRM software and services Bo Manning; www.pivotal.com	1994	399,000*	95,290,000*	23,782	(1,261,000)*	(32,455,000)*	35	700	92%	1,4,6,10	Its software and consulting services are used by more 1,400 firms (see story, p. 51); PVT-T	2
3	Phonetime International Inc. Mississauga, Ont. Prepaid long-distance phone cards Wayne Silver; www.phonetime.com	1995	130,876	20,148,708	15,295	(86,548)	769,000	2	37	6%	1,2,3,6,10,14,16	Sells cards through 3,000 big-box & convenience stores (see story, p. 52); YPO-X	3
4	Intrinsyc Software Inc. Vancouver "Embedded systems" hardware & software Neil McDonnell; www.intrinsyc.com	1992	82,472	10,940,424	13,166	(602,928)	(3,734,165)	25	78	95%	1,2,5,7,8,9,10	Its technology lets low-tech machines talk over the Net (see story, p. 53); ICS-T	4
5	DreamCatcher Interactive Inc. Toronto Video-game publisher Richard Wah Kan; www.dreamcatchergames.com	1996	283,308	30,001,043	10,490	(542,134)	3,424,210	10	54	90%	1,3,7	<i>Crystal Key</i> adventure game has sold more than 400,000 copies. (see story, p. 54)	5
6	Hi-Alta Capital Inc. High River, Alta. Western Canada insurance brokers Scott Tannas; www.hi-alta.com	1905	230,311	22,449,174	9,647	(75,476)	991,820	20	320	0%	1,2,3,4,5,10,11,13,14,15	Plans to change its name to Western Financial Group Inc. (see story, p. 56); HIA-T	6
7	Sylogist Inc. Calgary Enterprise and mobile-workforce software Kalvin MacDonald; www.sylogist.com	1993	215,775	14,933,070	6,821	(206,818)	(183,367)	7	85	37%	1,2,6,10,13	Shareholders voted to change name from FinTech Solutions Ltd. on May 9, 2002; FSL-X	7
8	Hydrogenics Corp. Mississauga, Ont. Fuel cells for cars and power generation Pierre Rivard; www.hydrogenics.com	1995	168,094	11,490,000**	6,735	8,758	(4,632,000)**	3	171	95%	1,5,6,9,10	Goal: Replacing the internal-combustion engine with hydrogen power; HYG-T	8
9	Whitehill Technologies Inc. Moncton, N.B. E-document software for law firms Paul McSpurren; www.whitehilltech.com	1994	116,639	7,829,973	6,613	5,073	903,282	2	60	95%	1,2,3,6,8,9	Its software automates the production and distribution of customized invoices for lawyers	9
10	JDS Uniphase Corp. Ottawa Fibre-optics components mfr. Jozef Straus; www.jdsu.com	1981	74,833,000	4,911,300,000**	6,463	12,941,000	(85,260,400,000)**	650	19,948	90%	1,5,10	Products include optical switches, lasers; clients include Cisco and Motorola; JDU-T	10
11	Iamgold Corp. Markham, Ont. Gold mining and exploration William Pugliese; www.iamgold.com	1990	1,259,000*	81,665,000*	6,386	3,972,000*	10,948,000*	21	46	100%	1,2,3,4,5,6,7,10,13	Specializes in exploration, then partners with major mining companies for production; IMG-T	11
12	Proprietary Industries Inc. Calgary Real estate, oil & gas, mining Peter Workum; www.proprietaryinc.com	1993	934,829	58,108,626	6,116	215,767	16,789,454	4	320	15%	1,3,5,10	Operations include golf facilities, resorts, mobile-home parks and oil & gas; TPI-T	12
13	BCE Emergis Inc. Montreal Online insurance-claim and bank-transaction processing Pierre Blouin; www.emergis.com	1988	11,025,479	656,400,000	5,853	(614,880)	(414,400,000)	100	2,600	41%	1,10	Clients include Canada Life, Grand & Toy, Scotiabank, J.P. Morgan Chase; IFM-T	13
14	Bridges.com Inc. Kelowna, B.C. Interactive career-planning software Doug Manning; www.bridges.com	1994	336,339	19,524,945	5,705	(570,244)	(1,180,732)	19	160	86%	1,2,3,10	Provides online & CD-based career info to school guidance depts.; BIT-T	14
15	Edge Entertainment Inc. Saskatoon Movie and TV production David Doerksen; www.edgeentertainment.sk.ca	1994	121,237	6,490,379	5,253	(3,053)	182,885	4	6	78%	1,2,3,6,7	Credits include TV movies <i>Summer of the Monkeys</i> and <i>Black Light</i> (see upper right)	15
16	Ball Media Corp. Brantford, Ont. CD-ROM, DVD replication John Ball; www.ballmedia.com	1994	109,506	5,735,524	5,138	(6,382)	208,904	2	15	80%	1,3	Clients include record labels, corporate marketers and software developers	16
17	Garda World Security Corp. Montreal Security guards and related services Stéphan Crétier; www.garda.ca	1994	1,550,182	73,000,000	4,609	(48,350)	***na	100	3,500	1%	1,3,6,9,10	Services include guards, ID cards, security cameras and investigators; GW-X	17
18	InternetSecure Inc. Oakville, Ont. Internet-payment services Rick Nugent; www.internetsecure.com	1995	135,627	5,884,697	4,239	(521,671)	(1,599,394)	4	26	68%	1,2,6	Accepts and processes credit-card transactions for online merchants	18
19	Stratos Global Corp. Toronto Satellite communication services Carmen Lloyd; www.stratosglobal.com	1985	10,400,000	447,764,000**	4,205	3,200,000	(35,372,000)**	na	na	na	na	Offers voice and data connectivity to remote users such as naval ships; SGB-T	19
20	Dynatech Action Inc. Red Deer, Alta. Manufactures & imports sporting goods & toys Brad Pedersen; www.dynatechaction.com	1994	116,484	4,967,370	4,164	4,088	81,174	2	13	15%	1,2,3,4	Products include the Stomp Rocket and "spy gear" for children (See lower right).	20

Alphabetical Index on pages 88-89

For direct links to these PROFIT 100 companies, visit www.profitguide.com/profit100/r1

¹Key to sources of financing:
1 = Owner(s)
2 = Friends and relatives
3 = Chartered banks
4 = Other financial institutions

5 = Foreign lenders/investors
6 = Venture capital
7 = Private investors
8 = Angels
9 = Government

10 = Public stock
11 = Bonds
12 = Commercial paper
13 = Employees
14 = Suppliers

15 = Customers
16 = Barter
17 = Other

*U.S. Dollars
**Converted from U.S. Dollars
***Released May 15

²Key to stock symbols:
T=TSE Q=Nasdaq
X=CDNX Q2=Nasdaq OTCBB

fast lane



#15 LOCATION, LOCATION

David Doerksen, president of Edge Entertainment Inc., can get to work in seven minutes. It's part of the reason he operates his film and television production company in the most unlikely of cities: Saskatoon. But Doerksen, a former model, says there are other advantages to his location: labor is cheap and the provincial government's interest in bringing film production to rural areas means big financial breaks. Indeed, physical location hasn't handicapped the company so far. On the strength of award-winning movies such as *Summer of the Monkeys* and *Family Blessings*, Edge's revenue has soared 5,253% over the past five years to \$6.5 million. *L.P.*

#20 MISSION POSSIBLE



When *Mission Impossible II* debuted two years ago, Dynatech Action Inc.'s Brad Pedersen cashed in on the attendant spy craze to promote his toy distributor's new Wild Planet spy toys. He jumped into a van and drove across Canada on a 60-stop "secret agent tour", setting up events in which anyone could be a spy for a day. It attracted a slew of retailers who signed on to carry the toys. Such promotion works, says Pedersen, because "it's personal, interactive and created a buzz." *L.P.*