

# Partnerships key to Flick Software success

*Flick Software has leveraged its partnerships with universities, government and private sector companies to deliver world class software-based hand-held wireless products and solutions*

## Fast facts

### Corporate profile

Flick Software Inc., is a self-funded software company focused on software-based hand-held wireless products and solutions.

Companies who need to extend their products past the desktop and into the fast-paced handheld world seek out Flick Software.

### Why Ottawa

Highly skilled people were easily accessible often even willing to donate their time making start-ups costs negligible.

Five years later with the tech market booming again, Ottawa is now more than ever the place to build a next generation software company where focusing on core competencies and strategic outsourcing is key to being competitive and profitable.

### Business advantage

Flick Software has been careful to keep its focus on core competence and hiring the best people from a pool of the brightest software engineers in the world.

By leveraging these two things and keeping them both tightly in line with the ever-changing market conditions, Flick Software has managed to avoid the need for venture capital.

Headquartered in Ottawa and Incorporated in 2003, Flick Software Inc., is a self-funded software company focused on software-based hand-held wireless products and solutions.

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**Canada's Innovation Capital**

Flick Software has completed projects for companies around the world and prides itself on helping those companies take products from idea to completion.

In addition to its specialized world class development services, Flick Software has been incubating its product, the Mobile Interactive Guide, and in 2007 it has seen that market grow tenfold.

Flick Software sees the location based e-learning market in tourism, retail and enterprise as one of the hottest markets in the years ahead. With its trials at some of the world's largest tourism destinations, it has established itself as the market leader.

In 2006, Jason Flick the founder of Flick Software was awarded the Forty under 40 Award for exemplary leadership, entrepreneurship and community building.

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## Why Ottawa

Jason Flick, President of Flick Software, came to Ottawa to continue his focus on computer science and to obtain a degree to prove he was indeed a technology geek.

Work was so plentiful for technology workers in Ottawa that he found he was able to couple employment and schooling successfully.

With a couple of extended years he graduated and was already well on his way to a hi-tech career in Ottawa. When the bubble burst in 2001, Jason found that Ottawa had now become the most fertile place for him to start up his own software company.

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In addition to its people Flick Software has leveraged its partnerships with universities, government and private sector companies. The company realized early on that to deliver a world class solution requires bring the best technology and companies together.

## Future growth plans

As Flick Software's products become self-sustaining they will be spun out into separate financial entities to allow them the freedom to secure funding, expand, and partner at their own pace.

Flick Software and its partners will continue to work on next generation products and keeping its skills world-class through provision of services.

## Contact information

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