

Innovation:

We invest our thinking and resources into change that will propel the industry and our company forward.

Transparency:

Knowledge is powerful. Transparency keeps us honest. We believe in the highest level of transparency possible with our team, investors and customers.

Active Communication:

Communication makes or breaks relationships. We will devote time and effort to make communication a priority.

Humility:

While we enjoy winning, we will not let our success get to our head.

Respect:

Team development is top priority for us. We hold in each other in high regard and have zero tolerance for disrespectful behaviour.

Community:

We consider ourselves to be fortunate and believe in paying it forward to those in need.

Competition:

We are driven to win and are highly competitive; externally not internally.

Pride:

Personal pride in our work is the number one criteria for our team members.

Speed:

We go fast but don't hurry.

Mistakes are OK:

If we aren't making mistakes, we aren't developing as a company fast enough. Making mistakes is key to innovating and learning.

Fun:

We will celebrate our wins together -big and small.