

Cory Janssen admits it's a cliché. It's a shop-worn story about how two ambitious university students are sitting in a bar writing out plans on bar napkins about how they plan to become dot-com millionaires. But instead of planning to flip a high-tech company to make their millions, they decided to grow their company the old-fashioned way. They're in it for the long haul. And it's working.

Janssen and his Investopedia Inc. co-founder, Cory Wagner, close friends who grew up playing hockey together in Edmonton, run a highly respected financial website that's making a big hit, not to mention more and more money, in the United States.

It's likely you've never heard of Investopedia. Ninety-nine per cent of its market is in the U.S. You can find it at www.investopedia.com. On the site you'll find the founders' original, tissue-paper brainstorm, a dictionary explaining investing and financial jargon to the lay person. There's lots of other free content on the site, too. Its ads (the main source of revenue) are from august clients like the *Wall Street Journal* and Charles Schwab, the biggest discount broker in the U.S. The site has won rave reviews in financial periodicals. Investopedia's gross sales jumped to \$1.7 million in the last year, a 71% increase over the previous year, earning it second-place honors for companies with under \$20 million in annual sales in *Alberta Venture's* annual Fast 50 survey of the province's fastest-growing firms. That followed a 119% revenue jump the year before.

The keys to their success at their advanced ages of 25? "The secret is there is no secret. It's just common sense and hard work. And don't go out there and assume everything has already been done, if you've got a hunch. A lot of the time people look for a magic solution when they really know it's just a matter of going out there and getting your hands dirty."

That may sound trite, but Janssen's advice is not so different from what many of the members of the 2006 Fast 50 have to say. In fact, there are two common themes behind this exclusive club's experience of preparing for, managing and sustaining their meteoric growth. One: find a market, an already big or a

Top 10 Performers Over \$20 Million by 3-Year % Increase in Sales

Rank	Company	Industry Category	Increase (%)
1	Rentcash Inc.	Financial Services	649
2	Western Lakota Energy Services Inc.	Resources	591
3	Divestco Inc.	High Tech, Resource & Business Services	421
4	Savanna Energy Services Corp.	Resources	310
5	Big Eagle Hydro-Vac & Nitrogen Services	Resources	217
6	Phoenix Technology Income Fund	Drilling Services	191
7	Eveready Income Fund	Resources	154
8	Trican Well Service Ltd.	Resources	153
9	Pomeroy Group	Hospitality & Entertainment	130
10	Shiningbank Energy Income Fund	Resources	116

Top 10 Performers Under \$20 Million by 3-Year % Increase in Sales

Rank	Company	Industry Category	Increase (%)
1	DevStudios International Inc.	High Tech	38,185
2	Wild Rose Meats Inc.	Agribusiness	25,835
3	Useful Corporation	High Tech	3,076
4	Wood Buffalo Housing & Development Corporation	Real Estate	1,160
5	Rifco Inc.	Financial Services	860
6	Imaging Dynamics Company Limited	Health Care	732
7	CV Technologies Inc.	Biotechnology	484
8	CodeBaby Corp.	High Tech	474
9	Brahma Compression Ltd.	Resources	310
10	Investopedia Inc.	Internet	275

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