

Recognia's financial analysis and monitoring tools private-labeled by many leading financial firms

Ottawa company's products help reduce risk and identify profitable trading opportunities

Fast facts

Corporate profile

Recognia offers a suite of web-based tools that help investors and traders make critical decisions about the risk and profitability of their portfolio as well as the buy and sell decisions that they must make to stay in the market. Recognia's automated analysis and monitoring tools are private-labeled by leading financial firms.

Why Ottawa

Ottawa has a deep talent pool of software development expertise and its successful entrepreneurs have a history of re-investing in new high-tech startups — providing access to investment capital. A strong telecom presence has helped develop a workforce with the technical ability to provide high quality service to millions of users daily.

Business advantage

Recognia products benefit investors by reducing risk and identifying profitable trading opportunities, and benefit brokerage firms by delivering actionable information to help them meet their business objectives.

Recognia offers a suite of web-based tools that help investors and traders make critical decisions about the risk and profitability of their portfolio as well as the buy and sell decisions that they must make to stay in the market. Recognia's automated analysis and monitoring tools are private-labeled by leading financial firms. These firms, which include Fidelity, TD Waterhouse, E*TRADE, HSBC, Bloomberg, and Thomson Reuters, offer branded Recognia products to their users and account-holders to help them cut through the noise and focus on what is important in the market now.



Canada's Innovation Capital

Recognia was founded in June 2000 to apply sophisticated pattern recognition and quantitative analysis algorithms to publicly trading financial instruments (stocks, commodities, currencies, fixed income etc.). Recognia has built-out a Software as a Service (SaaS) infrastructure with the stated intent of continuously analyzing every publicly traded instrument in the world. E*TRADE, as lead customer, began offering the company's service to account-holders in 2004. Recognia launched its first commercial customers in 2005 and have never looked back.

Recognia now has over 40 private-label customers and its revenues are increasing by more than 100% year-over-year. The company has 25

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Along with a strong professional services community to serve our core business, Ottawa is ideally situated with easy access to the major financial centres where many of our clients are located.

employees located in Ottawa, with additional employees in sales offices in New Delhi and New York.

Why Ottawa

Ottawa has a deep talent pool of software development expertise and its successful entrepreneurs have a history of re-investing in new high-tech startups, providing access to investment capital, the life-blood of a startup. A strong telecom presence has helped develop a workforce with innate technical ability to provide high quality service to millions of users daily. Along with a strong professional services community to serve Recognia's core business, Ottawa is ideally situated with easy access to the major financial centres where many of its major clients are located; Toronto can be reached by train and plane and there are direct flights to New York, Chicago, Frankfurt, and London (UK).

Ottawa is a tightly knit city with community support for small and medium enterprises ranging from OCRI's multitude of networking and professional development events; Zone Five, TEB, Software Cluster, and support and training at the Entrepreneurship Centre. Co-op programs at Carleton University, the University of Ottawa and Algonquin College help integrate entry-level talent in business, international affairs as well as computers.

Business advantage

Recognia's mission is to enable investors to make better decisions about their investments. The company set out to

apply telecom-like-thinking by providing products delivering five 9's of service to millions of individual investors on a daily basis. The ROI is clear: Recognia products benefit investors by reducing risk and identifying profitable trading opportunities, and benefit brokerage firms by delivering actionable information to help them meet their business objectives.

Most investors use fundamental analysis to look at the characteristics of a company, and then they use some form of analysis to determine when to enter or exit positions. For most investors, this means looking at the price trends for a stock, its support and resistance levels, and the price history of a stock to finalize their trading decision. This traditionally has required much time and experience. Recognia's value proposition is based on the ability to analyze over 55,000 investment instruments each day, enabling prompt notification of significant trading opportunities. The core technology is derived from radar and sonar pattern recognition algorithms developed for military use. Target markets include online brokers and financial portals, as well as buy-side and sell-side institutions.

Future growth plans

Having achieved significant success in the Indian market, Recognia plans to continue to reach out to additional international markets including Europe and the Middle East. The company is continually focused on new product development with the aim of bringing a greater level of automation to the investment decision making process. By including and expanding its use of leading web processes and technologies, such as Web 2.0 and rich media, it will be easier for people to engage and take advantage of its products. Recognia is expanding its range of educational products to help inform investors about their personal portfolios and the financial potential that awaits them. Building on its strong and loyal customer base, Recognia will continue to provide higher quality and more frequent analysis of stocks and instruments from around the world. Recognia will continue to market and brand itself through the "investor" and "trader" industry's network of trade shows, seminars and user groups.

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