



GOOD TO GROW

 HIFYRE™



THIS IS JUST THE BEGINNING

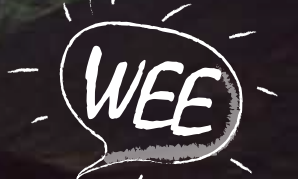
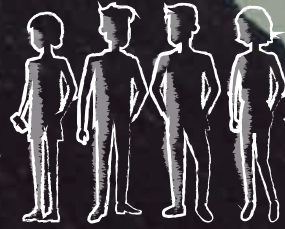
You may be wondering why we wrote this - the purpose of this book. The truth is that IS the purpose. To define a goal, a mission, a direction forward and our thoughts on how to get there. You are part of a team that values your ideas no matter how 'out there'. A team that is inspired by your passion. A team that not only fosters learning and growth, but encourages it actively. Above all else, you are part of a team that puts its people first. This book is dedicated to you - our teammates - you are our North Star. As we grow together it is essential to us that we never veer from what matters most. Here's to what's ahead, because this book is just the beginning.

'I don't know where I'm going from here, but I promise it won't be boring.'

- David Bowie



2009



GETTING BETTER WITH AGE

Founded in 2009 by Matthew Hollingshead, Hifyre started with a mobile publishing platform and partnerships with Universal Music Canada & Chronicle Books.

Over the years, our team has embraced creative challenges and as a result we have worked on highly-successful, innovative projects. We played a major role in launching one of Canada's first licensed producers of medical marijuana and helped build it to a \$432M acquisition. We grew the childcare app Weemarkable with the YMCA. We recently launched an exciting new venture, Nerd Alert, in partnership with the founders of Virgin Gaming and Shark Tank's Kevin Harrington.

**With all of those incredible journeys behind us,
the future is guaranteed to be very bright.**





WE'VE GROWN AS A TEAM AND AS INDIVIDUALS

Since the beginning, we've been inspired every day to learn and grow. We work with clients that are equally as excited about approaching things from an entirely new direction.

You could say it's our ethos.





SO WHO ARE WE AS A COMPANY?

To truly get to the core of our purpose and direction
at Hifyre, we needed to reflect on culture.

Ethos put in practice.





CULTURE IS A COLLECTIVE

Culture isn't defined by one person, or
one guiding principle, or one feeling,
or one action. It's a collective.



WE LOVE...

*FACING A
CHALLENGE*

“We’re a team that’s been built on the principle that we don’t say ‘it’s impossible’ or ‘we can’t do that’. We’ve always been an environment that’s success is founded in challenging ourselves and striving to learn new things.”

Alex V.

“I think the culture at Hifyre is one of collaboration where everybody enjoys working together towards common goals. Being in one large shared workspace promotes constant communication, which is a giant leap forward from cubicles.”

Dylan A.

*TAKING PRIDE
IN OUR WORK*



“At Hifyre our culture is friendly, laid back, and one that allows you to expand your knowledge and skills. At the same time Hifyre allows you to take ownership of your work & projects, therefore encouraging you to complete your work at the highest standard that you are capable.”

Nathan M.

*WORKING
AS A TEAM*



*BEING AMBITIOUS
& THOUGHTFUL*

“At the Hifyre office, we may not be among ping pong tables, but we are among friends, and that’s what drew me into this company. We are a no bullsh*t digital product studio that gets stuff done while also having fun - which would be an impossible feat if you didn’t genuinely like and appreciate the members of your team. We respect each other and our clients, which leads me to believe that Hifyre will continually push to deliver great work to great teams.”

Tanya D.

MISSION

Empower the growth of great ideas, companies & brands by creating impactful, innovative digital experiences.



FOLLOWING THE NORTH STAR

So we have a mission. But what does that mission in practice really look like?

We're committed to being the team behind the build. More than that, we are focused on making sure whatever we create is an experience, not just a strategy. We love a good challenge, so taking on some of the industry's most unique and revolutionary projects is just the first step towards living our mission to the fullest.



IT'S ALL IN THE PROCESS

At Hifyre, the ‘secret sauce’ is hard work, perseverance, and foresight. Each new endeavour brings a new set of unique challenges. When you have a team that thrives on puzzle-solving and learning opportunities, those challenges just become a chance to show the world what we can do.



NEW PROBLEMS AND UNIQUE PROJECTS, BUT ALWAYS THE SAME GUIDING PRINCIPLES

We make sure to ask ourselves, are we building the best product that we know how for now AND for the future? The answer should always be yes.

It all comes back to growth. At the end of the day, our driving objective is to make sure that what we create is not just solving the problem at hand, but has the long term interests of our partners and collaborators in mind.





VALUES ADDED

Our process is more than just your average build. That culture that we mentioned off the top? It plays a huge factor in what makes us different and we make sure that our values are front and center.



Be Genuine

Proof in practice. Practice honesty and integrity in both personality and work.



Be Thoughtful

Understanding goes a long way in collaborative partnerships both with the our team and the people we work with.



Live To Learn

We don't have all of the answers and we don't expect you to either.





Be Humble

Let the work speak for itself. It will tell the whole story.



Give Back

When we aren't working with a partner, we are brainstorming ideas for new ventures and creations.



Be Yourself

Every person is unique and every digital experience we build is too. Let your personality shine through!





LIFE @ HIFYRE

Hifyre is a place where chances are taken, dreams are pursued, passions are explored, and challenges are embraced. We are a team of thinkers, doers, and dreamers who thrive on the opportunity to create. We as individuals, and as a team will find ways to grow. Whether that's exploring new opportunities in technology, or trying something we've never done before.





WE'RE ALL IN THIS TOGETHER

Hifyre is more than just a digital product studio. We are a team. We support each other through both successes and failures. We are invested in more than just projects and deliverables, we are invested in our people.





**GO EXPLORE.
OVERCOME CHALLENGES.
BE CREATIVE.
GROW.**



It's all about teamwork. We build great internal teams and create dynamic relationships with our partners. Doing innovative work takes trust, freedom, empathy, vision and a whole lot of listening. All of that starts with you - our North Star.

LEAD THE WAY





FIND YOUR PLACE ON OUR TEAM
[HIFYRE.COM/CAREERS](https://hifyre.com/careers)