

Jamie Wise

CEO

Periscope Capital Inc.



- **Year launched firm:** 2009
- **Number of employees at launch:** 2
- **Number of employees today:** 14
- **Number of funds at launch:** 1
- **Number of funds today:** 7*
- **Strategies managed:** 4
- **Investor channels covered today:** Institutional & Advisor HNW
- **Firm prior to launching current business:** Moore Capital Advisors

*Includes Pooled Funds, Segregated Funds, and sub-advisory mandates.

1 Why did you decide to launch your business?

The Great Financial Crisis created an existential crisis within the Hedge Fund industry. Poor performance led many investors to reconsider their approach to alternative investment strategies. Increasingly, a manager's ability to generate Alpha was questioned, with the results leaving many Funds struggling to justify their value proposition. With a diverse history across many quantitatively driven arbitrage strategies, and specific expertise within the Canadian market, Periscope's principals had a strong belief that we could provide a compelling offering to potential investors who preferred Alpha driven absolute returns.

2 What are you most proud of looking back at your entrepreneurial journey?

There are no short-cuts. Our journey was purposefully shaped by embracing a long-term approach to business development, client relationships, and employee growth. Maintaining a disciplined focus to that approach provided the foundation for our Firm's emerging culture. Long-term planning led to the development of what we believe is best-in-class infrastructure and proprietary reporting systems, technology and governance structures which allowed the Firm to significantly scale when the opportunity presented. Those ideals remain rooted in our Firm's culture, continuously guiding our approach to stakeholder relationships and leaving us well prepared to capitalize on future opportunities.

3 How do you think about innovation at your firm?

Innovation is a critical theme within the Firm. We view innovation as a process, not a directive or a single act. Financial markets and social conventions are constantly shifting; the Firm – including its employees - must innovate to stay relevant. We endorse constant innovation across the Firm, in our systems development, investment strategies, and recruitment efforts. Fresh perspectives, challenging conformities, and applying new technologies to problem solving, are critical constructs within our innovation process.

4 What advice do you have for others considering launching a fund business in Canada?

Start now. People often look for validation or encouragement, taking valuable first impression meetings with potential investors just to test interest in their concept. The best way to show others (and yourself!) of your true commitment and of your belief in your vision is to start your journey. Forge onward through narratives that endorse the status quo; invest in your business, in people, and in yourself. Emphasize the importance of compliance, finance, and operations in your planning – they are a core part of the business; critical for success yet often overlooked. Differentiate yourself with a thoughtful, long-term approach to building your new venture.