

Jason Goto

President, **AnalysisWorks Inc.**
Age: 39

It used to be that businesses never had enough data.

That can still be an issue, but many businesses are up to their shoulders in data.

And whether that data is being used correctly is another story.

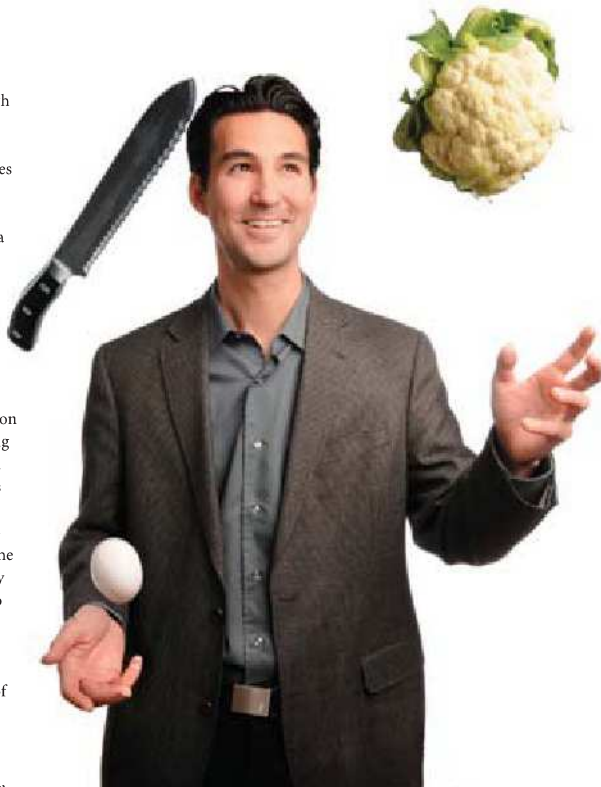
That's where **Jason Goto** and his firm **AnalysisWorks Inc.** come in.

The Vancouver company generated \$1.7 million in revenue in 2010 helping businesses wade through data and separate what is relevant from what isn't.

From there, AnalysisWorks helps clients use the relevant data to make key business decisions and to re-shape business operations and processes.

Goto started the company on the corner of a desk in his apartment in 2000 after obtaining a master of science in management science and, earlier, a bachelor of applied science in mechanical engineering.

It was during his earlier consulting work at



Toronto General Hospital (TGH) that he saw the potential for AnalysisWorks' services.

For TGH, Goto measured the costs and other requirements for operational planning, performance

measurement and process re-engineering studies.

"A common theme that we see among almost all of our clients is that they have all this information and all these smart employees, but they can't put the data together as a team to make evidenced-based decision

and to change things," said Goto.

AnalysisWorks' business has grown almost entirely by word of mouth and referrals since it landed its first contracts with **St. Paul's Hospital**.

"There are a lot of firms

you can hire who are all about pulling a lot of data for you, but where they stop is when they hand over a report," said Goto.

While growing AnalysisWorks, he's found time to teach at the **University of British Columbia's** faculty of commerce.

He's also been active in program planning, student recruiting and skills development and information systems management at the university's Centre for Operations Excellence. ■

Birthplace: London, Ontario
Where do you live now: Vancouver
Highest level of education: Master of science in management science
Car or chosen mode of transport: Toyota Venza
Currently reading: **Getting to Yes: Negotiating Agreement Without Giving In** by Roger Fisher and William Ury
Last CD bought or music downloaded: **In Rainbows**, Radiohead (It's been a while - I listen to satellite radio these days)
Favourite local restaurant: Anything with easy and basic but good-quality food
Profession you would most like to try: Artist
Mentor: I've never had a specific mentor, but I've learned a lot from many different people
Toughest business or professional decision: Hiring my first employee
Advice you would give the younger you: Build your company's systems and processes for the future starting on Day 1, because it won't get any easier to do later
What's left to do: Take AnalysisWorks' sustainable systems and processes to the next level in order to lead the way in helping organizations make measurable operational improvements

2010 **BIV** Forty under 40



"There are a lot of firms you can hire that are all about pulling a lot of data for you, but where they stop is when they hand over a report"



fwe british columbia
FORUM FOR WOMEN
ENTREPRENEURS | www.fwe.ca

Congratulations to these innovative entrepreneurs who were chosen through a competitive process to participate in this leading-edge program designed for high-growth leveragable businesses.

FWE provide tools, energy, education and support to all women, encouraging them to become wildly successful entrepreneurs.

The e-series Program is a unique set of entrepreneurial education sessions for women entrepreneurs. It provides them with exposure to successful business persons and professionals, enhancing their ability to take their company to the next level.

Sponsors:
Vancity **PRICEWATERHOUSECOOPERS**
gowlings **BUSINESSVANCOUVER**

e entrepreneur | class of 2011:
SERIES

- **Anne Carson**, Anne Carson Design
- **Maninder Dhaliwal**, Lumiere Concepts
- **Marousa Dumaresq**, Diplomatic Immunity Clothing Inc.
- **Liza Hagusa**, Mother Me
- **Ella Jotie & Michele Murgel**, Barre Fitness
- **Karen Manhas & Jenny Randhawa**, Blo Blow Dry Bar Inc.
- **Ravy Mehroke**, Bombay Brow Bar Inc.
- **Suji Moon**, Bow Wow Haus
- **Jeeti Pooni**, To Desire
- **Laura Patrick**, Kids Physiotherapy
- **Lesel Radage**, Grooster
- **Tina Thompson & Caroline Sanche**, MUG Solutions
- **Jane Scallon**, iDance Studios