

## WAVEFRONT ACCELERATED PROGRAM WITH NRC-IRAP

Wavefront is a commercialization centre supporting the growth of Canada's wireless industry. With financial contribution support from the National Research Council of Canada Industrial Research Assistance Program (NRC-IRAP), Wavefront is able to provide a program that provides emerging wireless companies with cost-effective access to its accelerated commercialization services. Wavefront provides the following services that are key in helping wireless and new media companies to reduce time-to-market and accelerate time-to-revenue:

- + Utilize experienced wireless players to assess and refine their business strategy
- + Prepare and confirm their technology is commercially ready to engage with a mobile ecosystem partner
- + Leverage existing relationships and knowledge to speed up business development activities

### PHASES

Each company will have different requirements depending on their product, distribution channels, funding, business maturity and business strategy. However, the phases below provide a general structure of Wavefront's process.

#### STRATEGIC ASSESSMENT

Discuss and document business strategy, target market, market size, differentiators, channels to market, funding, technical readiness, requirements for adoption, etc. Determine actions for market entry including channels to market, partnership opportunities, key influencers, decision makers, demand drivers.

#### TECHNICAL PREPARATION AND CONSULTING

Technical preparation including access to the services and capabilities of Wavefront's lab and test engineers:

- + Handset Device Library
- + Mobile Web Simulation
- + Power Measurement Tester
- + Network Simulator
- + Radio Communication Analyzer
- + Usability Lab
- + Private HSPA network

#### BUSINESS DEVELOPMENT SUPPORT

Wavefront prepares and supports wireless companies to engage with large ecosystem players. Drawing upon existing relationships and experience Wavefront will support companies in:

- + Preparing marketing materials and sales messaging
- + Introducing key marketing and developer program personnel within the ecosystem players
- + Gaining approval and support to engage the sales force of the ecosystem player
- + Building sales plans to engage the ecosystem's sales network including identifying key distribution points and individual champions within the channel

### FUNDING

NRC-IRAP has provided funds to support 50% of the program cost for a limited number of companies, enabling Wavefront to maximize the value of each engagement for emerging companies. *For instance, if an average project is valued at \$7500, the company's expense portion is limited to 50% or \$3750.*

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### CONTACT US TODAY TO TAKE ADVANTAGE OF THIS PROGRAM OR FOR MORE INFORMATION:

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