

Commercialization Overview



Wave Point Consulting can help you with the heavy lifting of business development.

A great idea and hard work are just two of the ingredients required for success. Along the way, manufacturers, software engineers and entrepreneurs face some critical questions and weighty decisions on the path to product commercialization.

Whether you need to determine to how applying your technology to the needs and practices of the rail, logistics, shipping and ports sectors, or an evaluation of a new market opportunity, it requires focusing attention on the right issues and processes to create the highest probability of success.



Darryl Anderson

Managing Director of Wave Point Consulting, Mr. Darryl Anderson is a multi-modal transportation professional with twenty-seven years' experience. He has served clients from, or with projects interests in, North America, Australia/New Zealand, Northern Europe, The Gulf Cooperation Council Region, South Africa and South America.

Mr. Anderson was awarded a MBA from the Australian Maritime College, a BA from Trinity Western University, a Diploma in Urban Land Economics from UBC and a Certificate in Shipping & Marine Operations from BCIT. He serves on the Chartered Institute of Logistics and Transportation, North America – Pacific Chapter executive.

Transport Product Commercialization



Consulting Services

Barriers to Commercialization
Competitive Assessment
Customer Value Proposition
Evaluation of Strategic Options
Market and Customer
Assessment
Market, Competitive and
Customer Positioning
New Technology Value
Proposition and Product
Market Fit



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Business Development Services

Market conditions in the logistics and transportation sector are constantly changing. Shippers, carriers and terminal operators are all adjusting to the impacts of unanticipated shifts in economic fundamentals and technological innovation.

The logistics and transportation sector is at the forefront of pressure to reduce costs, meet customer service quality requirements and adjust to new market opportunities. As a result, manufacturers, engineering, and software firms that are able tailor their products to the specific needs of each market segment are more likely to succeed because potential cash flow can be strengthened and diversification reduces risk.

While, multiple markets may result in an improved learning curve and production efficiencies for the supplier, potential customer's business models, sales cycles and decision making criteria may vary for each market segment.

To improve the chances of successful commercialization, or product launch, an in-depth understanding of the industry and customers is required. The time and expense to acquire critical knowledge can be reduced by having industry experts assist your team with strategic, economic, operational, and regulatory matters as you take your product to market.

Our in-depth knowledge of strategy, logistics, transportation, and the policy environment allows us to add value at every project stage, from conceptual design through implementation of new technology products in freight transport markets.

Our multi-modal transportation experts assist in a broad range of assignments spanning all divisions of client organizations.

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Featured Projects

Maritime Logistics Market Assessment for New Technology

Scope: Confidential European client developed and patented artificial intelligence technology that automates the surveillance of the cargo loading and unloading. With 65% of cargo claims related to the container loading transport phase, shippers and insurance companies require better loss prevention methods **Client Value Added:** Through the coaching assignment client refined business model to reflect a value proposition that would be aligned with needs and trends in container freight sector.

Port Equipment Company Market Assessment

Scope: A confidential Australia Asia-based manufacturer that supplies logistics equipment engaged our firm to undertake an in-depth North American market analysis for two of their product lines. **Client Value Added:** The results of the research led to a revised product value proposition that was aligned with the customer and market requirements. Competitive positioning analysis and potential customer identification, by type and geographic location helped inform market entry and sales strategy.

Representative Projects

Intermodal and Rail Sector

Athabasca Rail Spur Feasibility Review.
Canadian Railway Regulatory Issue Analysis.
City of Grand Forks Short Line Railway Business Case.
An Economic & Regulatory Framework for Rail Competitiveness.
E&N Railway Corridor Study (Freight Assessment).
Intermodal Facility Feasibility Assessment.
Feasibility of Inland Terminals.
Saudi Railways Organization Marketing Study on Freight Transport.
Short Line Railway Business Case.

Logistics Analysis

Alberta Petrochemical Transportation Study.
Agricultural Supply Chain and Logistics Project.
Assessing Marine Transport for Canadian Oil Sands
BC Forest Products Export Study
Central & Northern Vancouver Island Marine Fuelling Study.
Distribution Center Business Development Strategy.
Exploratory Study of the Intermodal Containerized Freight System Serving Alberta.
Grain Transportation Options for BC,
LNG Value and Supply Chain Analysis
Regional Shipping and Logistics Analysis.

Shipping & Seaports

Agricultural Supply Chain and Logistics Study.
Barge Service & Liquid Bulk Terminal.
Feasibility and Constraints for Expanding Short-sea Shipping.
International Trade Enabling Logistics Park.
Liquefied Natural Gas Bunkering Study.
Marine Terminal Regulatory Strategy.
Mid Coast Ferry Situation & Outlook Report.
Multi-purpose Marine Terminal.
Ogden Point Functional Facilities Plan.
Northern Gateway Export Loading and Logistics Study.
Port Alberni Port Authority Opportunities and Challenges.
Prince Rupert Port Authority K-12 School Program.
Wei Wai Kum Cruise Ship Marketing Plan.

Transportation Studies

Assessing Benefit of Regulatory Alignment: A Case Study of the Marine Transport Sector.
Truck Stop Services in British Columbia.
Highway 97, Peachland Socio-economic Impact Assessment.
Highway Maintenance Market Area Review.
Highway 3 Economic Impact Study.
Industrial Land Use Evaluation and Risk Assessment.

Our Team

Given our relevant knowledge of logistics and freight transport markets, Wave Point Consulting Ltd. is a preferred partner for businesses wanting market intelligence or advisory services to facilitate new technology commercialization initiatives for their products in freight transport markets.

Wave Point Consulting has expertise in multi-modal transportation logistics markets in mature and emerging economies, and thus is well positioned to help you expand your market share, or enter new markets.

Please contact Darryl Anderson Managing Director to see how we can apply our insight to your most pressing business needs.

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