



Business Accelerator Webinar Series

Feb 9th 2010:

Developing an innovative product or service?

Better market planning = more revenue

- Entering the market with a new, innovative product or service?
- Are you able to explain your product or service so that the buyer understands what you have and why it is special?
- Do you have a well defined pricing model for your customers?
- Have you selected a promising target market?

Gain perspective on these questions and more ~ you will Learn:

- key criteria for understanding your market opportunity
- methods for market research
- methods for determining pricing
- key elements of a positioning statement
- techniques for market research on a shoestring

This seminar helps technology companies to develop some of the key fundamental foundations of a marketing strategy. Understanding the market you are entering requires market research, and with the insight you gain from this research you can better tell prospective customers how your product or service is uniquely qualified to meet their needs.

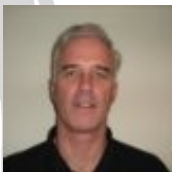
Presenters: *Dave Thomas and Geoffrey Hansen of [Rocket Builders](#)*

Date: Feb 9, 2010, 12-2 p.m.

Cost: free

Register: [Registration for webinar](#)

About Dave Thomas:



Dave Thomas is an executive, business consultant and advisor for a number of technology companies and manages the Rocket Builders 'Market Readiness Program'. He is the General Manager of the Canadian Financing Forum matching North American Corporate and VC investors with serious entrepreneurs looking to build world-class technology companies. Thomas has worked with a series of start-ups over the past decade. He has an MBC from UBC and is a past member of Canada's Olympic Sailing Team.

Online accessibility: these workshops and sessions are offered online. So you can learn and interact from your home or office **PRE REGISTRATION IS REQUIRED FOR ALL WEBINARS – register early to avoid disappointment**