



**THE EVIDENCE NETWORK**  
Measuring Innovation Impact

## EVIDENCE OF IMPACT

### Wavefront™

#### Catapulting RewardLoop into the Market

Nigel Malkin and Jeff LaPorte had a vision to develop a wireless application that brings points-based loyalty programs to mobile devices. With critical support from Wavefront, the Vancouver-based entrepreneurs launched 'RewardLoop'. Participation in the Wavefront Entrepreneurship Program gave the founders access to business services, expertise and free downtown office space. RewardLoop is now manufacturing devices for a North American roll-out. "Wavefront was a catalyst that enabled us to achieve critical mass and get to market quickly," said Malkin. "They helped us to develop a sound product, refine our pitch and core messaging, and make connections that led to financing and customers – all in less than 12 months."

#### Assessing Wavefront's Impact on Wireless Companies

Wavefront accelerates the growth and commercial success of wireless companies in Canada. It connects small and medium-sized companies to critical technical and business resources, partners and market opportunities. The Evidence Network, a leading innovation impact assessment company, performed an in-depth assessment of the impact of Wavefront on a sample of 250 companies that have benefited from their services.



#### The Evidence Network concluded:

- Over three-quarters of companies judged the market linkages created by Wavefront to be 'very important' or 'extremely important'
- Wavefront's market linkages, business services, and technical services contributed significantly to companies' market performance
- Wavefront helped to improve 64% of companies' time to market
- The bottom line: Wavefront had a positive impact on the majority of companies' increases in annual revenues



"The Evidence Network (TEN) established a credible baseline for Wavefront's future program evaluations, and helped us to gain new insights about how we impact companies during different stages of development. This will enable us to better evolve our service offering as we expand our business to serve wireless firms across Canada. As we aim to stimulate \$400 million in economic activity by 2015, we will rely on annual assessments by TEN to help track our progress towards this objective."

—James Maynard, President and CEO  
Wavefront Wireless Innovation Society of British Columbia

[www.theevidencenetwork.com](http://www.theevidencenetwork.com)

#### Assess Your Impact on Innovation

To learn more about how we can provide evidence on your impact on innovation, please contact:  
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