

Client



(Acquired by InvenSense)

“From product management through to go to market strategy and business development, Uncommon Innovation has played a key role in our success.”

Chris Goodall
CEO, Trusted Positioning

Background

Trusted Positioning is a Calgary-based software company founded in 2009 by globally recognized experts in the fields of inertial navigation, multi-sensor systems and Micro-Electro Mechanical Systems (MEMS) technology. The company provides indoor location in areas where wireless systems, such as GPS and Wi-Fi alone, are unavailable or inaccurate.

In 2012, Trusted Positioning engaged Uncommon Innovation to help accelerate the company's growth, beginning with a detailed opportunity assessment.

Partnering for Success

Following its proven *Product Success* framework, Uncommon Innovation conducted an opportunity assessment, which included:

- An objective view of product opportunities and risks
- Analysis of technical and market feasibility
- High-level product and market road maps
- Go-to-market strategic options and recommendations

The results of the opportunity assessment lead Trusted Positioning to focus on mobile, which would prove critical to the company's success. With a clear strategic direction in place, the companies then collaborated on marketing and business development, with a senior member of Uncommon Innovation's team leading partnership efforts with key mobile industry players.

Delivering Results

From initial strategic research and recommendations through to hands-on business development, Uncommon Innovation has played an important role in Trusted Positioning's growth, including the sourcing and successful negotiation of a key licensing deal with one of the world's largest mobile companies.

In July 2014, Trusted Positioning was acquired by InvenSense (NYSE: INVN).

Accelerate Your Business

Contact us today.
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