



Research
& Innovation

Business & Commercialization Solutions

From initial market research to commercialization strategies, the Business & Commercialization team offers a full suite of solutions to bring your product to market. We pair your organization with faculty, recent graduates, and students with the expertise and capabilities to meet your applied research and innovation needs. Niagara College assists local organizations by providing real-world opportunities for our students in the following program areas: Human Resources; International Business; Operations Management; Public Relations; and Sales & Marketing.



We specialize in

INITIAL MARKET RESEARCH

Research markets and new product concepts to determine research direction for innovation projects.

- *Feasibility studies to determine whether a concept is viable/profitable before investing*
- *Research the business environment to understand how to position products/services*
- *Market intelligence, market research, survey development*

COMMERCIALIZATION TOOLS

Develop a commercialization strategy and go-to-market plan for new products/services.

- *Marketing and advertising plans*
- *Market entry strategies*
- *Sales strategies and prospect lists*
- *Integrated communications plans*
- *Web design and development*
- *Promotional materials*

PRODUCTIVITY

Save time and money by increasing efficiency in such areas as:

- *Policies and Procedures*
- *Operations plans*
- *Inventory or database management*



**Niagara
College
Canada**
APPLIED DREAMS.

Do you have an innovative idea but lack the resources to bring it to life?
MEET WITH US. WORK WITH US.

t 905-641-2252 Ext. 4287

e research@niagaracollege.ca

w ncinnovation.ca