



NEW WEST NETWORKS

BOUTIQUE BUSINESS NETWORKING AND
INTELLIGENCE

Accelerate your path to revenue in Canada

We work with international organizations entering the Canadian market
and Canadian companies expanding their domestic footprint

Our areas of expertise
Health, Agrifood, Transportation & Logistics and Technology

How Do We Help?

Companies are often challenged with limited resources to help navigate their
unique journeys - lacking on-the-ground understanding and robust connections
in the market to support their strategies.



Listen & Learn
How does your value proposition
align with the opportunities in
Canada



Network Cultivation
Canadian network development,
growth and ongoing relationship
support



Intelligence Gathering
Who and what do we need to
know to answer your market
entry questions



In-Market Capacity
Facilitating market entry and
emerging opportunities in the
capacity that suits your firm -
taking Advisory, Advocacy and
Agency roles as necessary

NWN combines the effectiveness of our 'network of networks' with market intel
and analysis to cultivate insights, prepare company specific market entry plans,
augment strategies, and grow client networks.

At NWN, we believe the world is full of opportunity and Canada is uniquely
positioned with advantages for business growth.

NewWestNetworks.ca



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CASE STUDIES



Market Intelligence, Strategy & Network Development

Client Goal

Health Gorilla's rapid expansion as a US-based health data information network provider, encouraged them to explore Canada as a potential new growth market.

The differences between the US and Canadian health care systems presented significant challenges, as Health Gorilla leadership was uncertain of the viability of the Canadian market to generate a positive overall return on investment.

The identification and clarification on key issues was the primary consideration in determining the prioritization of a successful market entry investment.

New West Networks was engaged to resolve unfamiliarity with the Canadian system and support leadership with insights to inform future market decisions.

Scope of Work

- Provide detailed overview of Canadian Health Care system - Public Sector, Private Sector & Pan-Canadian/Jurisdictional in relation to interoperability activity and market entry opportunities
- Quantify & qualify potential client base across the country
- Provide go-to-market strategy and recommendations
- Build network foundation and transfer relationships to support market expansion

Outcome

- The insights and information generated by New West Networks inspired the Health Gorilla leadership team to successfully pursue an emerging opportunity and secure Canada-based revenue through collaboration agreement with a leading EMR provider.



Network Outreach, Strategy & Relationship Support

Client Goal

Renewable U Energy Inc's investment in a Canadian renewable fuel company was targeted for the construction of eight new Canadian and one American manufacturing facility in designated territories. Each municipality, provincial and state government have unique regulations and strategic priorities, overlaid with market specific supply and logistics environments.

RUEI's leadership team wanted to identify the jurisdictions with the strongest potential for smooth market entry and an accelerated path to revenue.

Target market profiles needed to consider feedstock & offtake opportunities, light industrial location selection with environmental/regulatory considerations, partnerships and community engagement.

Scope of Work

- Opportunity / Risk - assessment of jurisdictional advantages, competitiveness, potential risks
- Prioritization and Strategies - options & recommendations for RUEI leadership & development of unique strategies in selected markets
- Implementation - preparation of work plans identifying necessary outcomes, resources, MOUs

Outcomes

- RUEI and their partner are pursuing newly prioritized, land, partnerships, feedstock, offtake agreements and developing their network in the selected jurisdictions.