

## Action 6: Prepare products for market

Prepare products for market through enhanced product commercialization centres.

An innovative Alberta company may have a fantastic concept for a product, but may need assistance to commercialize the product. That's where we can assist with new product commercialization centres.

We will also build on and align with current widely recognized services centres such as the Alberta Centre for Advanced Micro-Nano-Technologies Products, the Leduc Food Processing Centre and our research-based project facilities.

In the pre-commercial phase, start-up companies often need market analysis assistance, technical equipment, access to labs or test facilities, engineering and

design expertise, technical and market validation or accreditation services, prototyping support, product positioning, production planning and – ideally – a chance to demonstrate a new product in an actual customer setting.

These market-focused product commercialization centres will help companies address specific challenges, particularly in creating marketable new products and services to capture high-value global market opportunities.

These product commercialization centres will be directly linked to services provided by business development centres and technology development advisors.



*An Alberta centre specializing in assisting entrepreneurs to test their technologies in a high-tech setting.*