

List of Advisors by Key Challenge Area

Key Challenge Areas:

Commercialization/Go to Market Strategy
Business Strategy
Pricing Strategy
Distribution/Exporting
User Acquisition/Converting trial customers to paying customers
Outsourcing/licensing/Partnerships
Succession
Business Structure/BCorp/Social Enterprise
Branding/Marketing Strategy
Social Media
Identifying Best target market to pursue/managing multiple target markets
Sourcing Financing
Dealing with utilities/government clients/Negotiating
Entering US/International Markets

COMMERCIALIZATION/GO TO MARKET:

Crystal Trevors	Charlottetown, PE	Shawn Leger	Moncton, NB
Chris Mathis	Fredericton, NB	Brian Jamieson	Moncton, NB
Peter Clark	Fredericton, NB	Yves Boudreau	Moncton, NB
Marco Gagnon	Fredericton, NB	Chris Weir	Saint John, NB
Andrea Feunekes	Fredericton, NB	John Swan	Saint John, NB
Scott MacIntosh	Fredericton, NB	Bob Justason	Saint John, NB
Beth Webster	Fredericton, NB	Stephen Goddard	Saint John, NB
Paul Simmonds	Fredericton, NB	Trish Kiley	Saint John, NB
Jake Arsenault	Fredericton, NB	Toby Bourque	Saint John, NB
Lisa LePage	Fredericton, NB	David Alston	Saint John, NB
Duane Dunfield	Fredericton, NB	Joanna Killen	Saint John, NB
Tammy Mercier	Halifax, NS	Christine Comeau	Saint John, NB
Gordon McArthur	Halifax, NS	Cathy Simpson	Saint John, NB
		Doug Jenkins	Saint John, NB

BUSINESS STRATEGY:

Chris Mathis	Fredericton, NB	Robert Basque	Moncton, NB
Jake Arsenault	Fredericton, NB	Victoria Clarke	Saint John, NB
Lisa LePage	Fredericton, NB	Bridget Oland	Saint John, NB
Scott MacIntosh	Fredericton, NB	Owen Green	Saint John, NB
Beth Webster	Fredericton, NB	Don Hemmings	Saint John, NB
Andrea Feunekes	Fredericton, NB	Chris Weir	Saint John, NB
Peter Clark	Fredericton, NB	John Swan	Saint John, NB
Keith Mcintosh	Fredericton, NB	Bob Justason	Saint John, NB
Kara Angus	Fredericton, NB	Cathy Simpson	Saint John, NB
Heather Wilson	Fredericton, NB	Stephen Goddard	Saint John, NB
Duane Dunfield	Fredericton, NB	Trish Kiley	Saint John, NB
Marco Gagnon	Fredericton, NB	David Alston	Saint John, NB
Francis McGuire	Fredericton, NB	Monica Adair	Saint John, NB
Julie Frenette	Fredericton, NB	Toby Bourque	Saint John, NB
Paul Simmonds	Fredericton, NB	Joanna Killen	Saint John, NB
Dawn Pottier	Fredericton, NB	Wendy Papadopoulos	Saint John, NB
Thomas Raffy	Moncton, NB	Terri-Ann Cormier	Saint John, NB
Pierre Martell	Moncton, NB	Christine Comeau	Saint John, NB
David Campbell	Moncton, NB	Greg Hemmings	Saint John, NB
Gordie Lavoie	Moncton, NB	Claire Harris	Saint John, NB
Aurele Theriault	Moncton, NB	Chris Boudreau	Saint John, NB
Paul Gunn	Moncton, NB	Doug Jenkins	Saint John, NB
Shawn Leger	Moncton, NB	Hélène Eusanio	Halifax, NS
Brian Jamieson	Moncton, NB	Thor Olesen	Halifax, NS
Guy Léger	Moncton, NB	Gordon McArthur	Halifax, NS
Paris Malenfant	Moncton, NB	Tammy Mercier	Halifax, NS
David Hawkins	Moncton, NB	Crystal Trevors	PEI
Yves Boudreau	Moncton, NB	Alex MacBeath	PEI

PRICING STRATEGY:

Crystal Trevors	Charlottetown, PE	Chris Weir	Saint John, NB
Chris Mathis	Fredericton, NB	John Swan	Saint John, NB
Scott MacIntosh	Fredericton, NB	Bob Justason	Saint John, NB
Beth Webster	Fredericton, NB	Stephen Goddard	Saint John, NB
Peter Clark	Fredericton, NB	Trish Kiley	Saint John, NB
Kara Angus	Fredericton, NB	David Alston	Saint John, NB
Heather Wilson	Fredericton, NB	Toby Bourque	Saint John, NB
Marco Gagnon	Fredericton, NB	Joanna Killen	Saint John, NB
Francis McGuire	Fredericton, NB	Christine Comeau	Saint John, NB
Julie Frenette	Fredericton, NB	Chris Boudreau	Saint John, NB
Paul Simmonds	Fredericton, NB	Robert Basque	Moncton, NB
Hélène Eusanio	Halifax, NS	Pierre Martell	Moncton, NB
Tammy Mercier	Halifax, NS	Aurele Theriault	Moncton, NB

Owen Green	Saint John, NB	Paris Malenfant	Moncton, NB
		Robert Basque	Moncton, NB

DISTRIBUTION/EXPORTING:

Chris Mathis	Fredericton, NB	Paris Malenfant	Moncton, NB
Peter Clark	Fredericton, NB	David Campbell	Moncton, NB
Marco Gagnon	Fredericton, NB	Chris Weir	Saint John, NB
Francis McGuire	Fredericton, NB	John Swan	Saint John, NB
Julie Frenette	Fredericton, NB	Bob Justason	Saint John, NB
Andrea Feunekes	Fredericton, NB	Stephen Goddard	Saint John, NB
Keith Mcintosh	Fredericton, NB	Trish Kiley	Saint John, NB
Hélène Eusanio	Halifax, NS	Toby Bourque	Saint John, NB
Thor Olesen	Halifax, NS	Bridget Oland	Saint John, NB

USER ACQUISITION/CONVERTING TRIAL TO PAID CUSTOMERS:

Chris Mathis	Fredericton, NB	Chris Weir	Saint John, NB
Peter Clark	Fredericton, NB	John Swan	Saint John, NB
Scott MacIntosh	Fredericton, NB	Bob Justason	Saint John, NB
Beth Webster	Fredericton, NB	David Alston	Saint John, NB
Paul Simmonds	Fredericton, NB	Joanna Killen	Saint John, NB
Duane Dunfield	Fredericton, NB	Cathy Simpson	Saint John, NB
Gordon McArthur	Halifax, NS	Bridget Oland	Saint John, NB
Shawn Leger	Moncton, NB	Don Hemmings	Saint John, NB
Yves Boudreau	Moncton, NB	Terri-Ann Cormier	Saint John, NB
		Chris Boudreau	Saint John, NB

OUTSOURCING/LICENSING/PARTNERSHIPS:

Chris Mathis	Fredericton, NB	Pierre Martell	Moncton, NB
Peter Clark	Fredericton, NB	Paul Gunn	Moncton, NB
Scott MacIntosh	Fredericton, NB	Chris Weir	Saint John, NB
Paul Simmonds	Fredericton, NB	John Swan	Saint John, NB
Duane Dunfield	Fredericton, NB	Joanna Killen	Saint John, NB
Marco Gagnon	Fredericton, NB	Cathy Simpson	Saint John, NB
Jake Arseneault	Fredericton, NB	Terri-Ann Cormier	Saint John, NB
Keith Mcintosh	Fredericton, NB	Trish Kiley	Saint John, NB
Gordon McArthur	Halifax, NS	Victoria Clarke	Saint John, NB
Tammy Mercier	Halifax, NS	Chris Boudreau	Saint John, NB
Shawn Leger	Moncton, NB	Doug Jenkins	Saint John, NB

SUCCESSION:

Paul Simmonds	Fredericton, NB	Chris Weir	Saint John, NB
Marco Gagnon	Fredericton, NB	Trish Kiley	Saint John, NB
Keith Mcintosh	Fredericton, NB	Victoria Clarke	Saint John, NB
Andrea Feunekes	Fredericton, NB	Owen Green	Saint John, NB
Francis McGuire	Fredericton, NB	Wendy Papadopoulos	Saint John, NB
Heather Wilson	Fredericton, NB	Robert Basque	Moncton, NB
Hélène Eusanio	Halifax, NS	David Campbell	Moncton, NB
Thor Olesen	Halifax, NS	Aurele Theriault	Moncton, NB
Alex MacBeath	PEI	Gordie Lavoie	Moncton, NB
		Guy Léger	Moncton, NB

BUSINESS STRUCTURE/B-CORP/SOCIAL ENTREPRISE:

Francis McGuire	Fredericton, NB	Christine Comeau	Saint John, NB
Keith Mcintosh	Fredericton, NB	David Alston	Saint John, NB
Marco Gagnon	Fredericton, NB	Don Hemmings	Saint John, NB
Paul Simmonds	Fredericton, NB	Joanna Killen	Saint John, NB
Hélène Eusanio	Halifax, NS	John Swan	Saint John, NB
Thor Olesen	Halifax, NS	Monica Adair	Saint John, NB
Tammy Mercier	Halifax, NS	Owen Green	Saint John, NB
Robert Basque	Moncton, NB	Stephen Goddard	Saint John, NB
Aurele Theriault	Moncton, NB	Trish Kiley	Saint John, NB
Guy Léger	Moncton, NB	Victoria Clarke	Saint John, NB

BRANDING/MARKETING STRATEGY:

Guy Léger	Moncton, NB	Thor Olesen	Halifax, NS
Brian Jamieson	Moncton, NB	Tammy Mercier	Halifax, NS
David Campbell	Moncton, NB	Crystal Trevors	Charlottetown, PE
Pierre Martell	Moncton, NB		
Paris Malenfant	Moncton, NB		
Yves Boudreau	Moncton, NB	Christine Comeau	Saint John, NB
Thomas Raffy	Moncton, NB	David Alston	Saint John, NB
Francis McGuire	Fredericton, NB	Don Hemmings	Saint John, NB
Marco Gagnon	Fredericton, NB	Joanna Killen	Saint John, NB
Paul Simmonds	Fredericton, NB	John Swan	Saint John, NB
Andrea Feunekes	Fredericton, NB	Monica Adair	Saint John, NB
Beth Webster	Fredericton, NB	Stephen Goddard	Saint John, NB
Chris Mathis	Fredericton, NB	Victoria Clarke	Saint John, NB
Duane Dunfield	Fredericton, NB	Bridget Oland	Saint John, NB
Jake Arsenault	Fredericton, NB	Cathy Simpson	Saint John, NB

Kara Angus	Fredericton, NB	Chris Weir	Saint John, NB
Lisa LePage	Fredericton, NB	Toby Bourque	Saint John, NB
Peter Clark	Fredericton, NB	Terri-Ann Cormier	Saint John, NB
Scott MacIntosh	Fredericton, NB	Wendy Papadopoulos	Saint John, NB
Heather Wilson	Fredericton, NB	Chris Boudreau	Saint John, NB

SOCIAL MEDIA:

Crystal Trevors	Charlottetown, PE	Christine Comeau	Saint John, NB
Paul Simmonds	Fredericton, NB	David Alston	Saint John, NB
Kara Angus	Fredericton, NB	Joanna Killen	Saint John, NB
Scott MacIntosh	Fredericton, NB	John Swan	Saint John, NB
Brian Jamieson	Moncton, NB	Monica Adair	Saint John, NB
Pierre Martell	Moncton, NB	Victoria Clarke	Saint John, NB
Paris Malenfant	Moncton, NB	Bridget Oland	Saint John, NB
Yves Boudreau	Moncton, NB	Cathy Simpson	Saint John, NB
Tammy Mercier	Halifax, NS	Chris Weir	Saint John, NB
		Terri-Ann Cormier	Saint John, NB

MANAGING MULTIPLE TARGET MARKETS/ID BEST TARGET TO PURSUE:

Crystal Trevors	Charlottetown, PE	Tammy Mercier	Halifax, NS
Paul Simmonds	Fredericton, NB	Robert Basque	Moncton, NB
Kara Angus	Fredericton, NB	Brian Jamieson	Moncton, NB
Scott MacIntosh	Fredericton, NB	Pierre Martell	Moncton, NB
Francis McGuire	Fredericton, NB	Shawn Leger	Moncton, NB
Marco Gagnon	Fredericton, NB	Christine Comeau	Saint John, NB
Beth Webster	Fredericton, NB	David Alston	Saint John, NB
Chris Mathis	Fredericton, NB	John Swan	Saint John, NB
Duane Dunfield	Fredericton, NB	Bridget Oland	Saint John, NB
Jake Arsenaault	Fredericton, NB	Chris Weir	Saint John, NB
Peter Clark	Fredericton, NB	Toby Bourque	Saint John, NB
Keith Mcintosh	Fredericton, NB	Trish Kiley	Saint John, NB
Gordon McArthur	Halifax, NS	Bob Justason	Saint John, NB

SOURCING FINANCING:

Crystal Trevors	PEI	Guy Léger	Moncton, NB
Alex MacBeath	PEI	David Campbell	Moncton, NB
Francis McGuire	Fredericton, NB	Aurele Theriault	Moncton, NB
Beth Webster	Fredericton, NB	Paul Gunn	Moncton, NB
Chris Mathis	Fredericton, NB	Yves Boudreau	Moncton, NB
Duane Dunfield	Fredericton, NB		
Peter Clark	Fredericton, NB	John Swan	Saint John, NB

Andrea Feunekes	Fredericton, NB	Chris Weir	Saint John, NB
Lisa LePage	Fredericton, NB	Trish Kiley	Saint John, NB
Julie Frenette	Fredericton, NB	Bob Justason	Saint John, NB
Gordon McArthur	Halifax, NS	Joanna Killen	Saint John, NB
Tammy Mercier	Halifax, NS	Stephen Goddard	Saint John, NB

DEALING WITH UTILITIES/GOVERNMENTS/NEGOTIATING:

Crystal Trevors	Charlottetown, PE	David Campbell	Moncton, NB
Francis McGuire	Fredericton, NB	Aurele Theriault	Moncton, NB
Peter Clark	Fredericton, NB	Paris Malenfant	Moncton, NB
Andrea Feunekes	Fredericton, NB	Yves Boudreau	Moncton, NB
Lisa LePage	Fredericton, NB	Thomas Raffy	Moncton, NB
Scott MacIntosh	Fredericton, NB	Robert Basque	Moncton, NB
Marco Gagnon	Fredericton, NB	Chris Weir	Saint John, NB
Tammy Mercier	Halifax, NS	Trish Kiley	Saint John, NB
Thor Olesen	Halifax, NS	David Alston	Saint John, NB
Hélène Eusanio	Halifax, NS	Cathy Simpson	Saint John, NB
		Wendy Papadopoulos	Saint John, NB

ENTERING USA/INTERNATIONAL MARKETS:

Crystal Trevors	PEI	David Campbell	Moncton, NB
Alex MacBeath	PEI	Paris Malenfant	Moncton, NB
Francis McGuire	Fredericton, NB	Brian Jamieson	Moncton, NB
Andrea Feunekes	Fredericton, NB	Chris Weir	Saint John, NB
Marco Gagnon	Fredericton, NB	Trish Kiley	Saint John, NB
Beth Webster	Fredericton, NB	David Alston	Saint John, NB
Chris Mathis	Fredericton, NB	John Swan	Saint John, NB
Duane Dunfield	Fredericton, NB	Bob Justason	Saint John, NB
Keith Mcintosh	Fredericton, NB	Stephen Goddard	Saint John, NB
Thor Olesen	Halifax, NS	Toby Bourque	Saint John, NB
Gordon McArthur	Halifax, NS	Don Hemmings	Saint John, NB