



The right contact is only a recommendation away

“We compiled a list of contacts and did a lot of cold calling. We received plenty of interest but a lot of it was a ‘wait and see’ sort of attitude.”

This was the dilemma that SHEC Labs and a lot of other Canadian companies have faced when trying to find qualified contacts in new markets. The green technology company of Saskatoon wanted to expand its operations to new markets such as the United States, but found it difficult to obtain good leads on its own.

The TCS helped SHEC position itself as a potential participant in the Rice Alliance Energy and Clean Technology Venture Forum in Houston, Texas. SHEC was selected to participate in the event, which resulted in the company forming alliances with several organizations, such as the University of Lamar and the City of Beaumont.

“The expertise of the TCS got us quality interviews with a few contacts instead of a mass of interviews with just any institutions. With the TCS we can eliminate contacts that really have no interest in our type of technology and focus on those that do.”