

EMA Client: Myotis Wireless Inc.

Myotis Wireless, Inc. has proprietary radio technology that permits energy-efficient communication over long distances without interference. The company hoped to introduce their product to Houston's upstream oil and gas market—and EMA delivered.

“I wanted to go down to Houston to develop a customer network,” says Richard May, president of Myotis Wireless. Through the auspices of the Consulate of Canada’s Trade Commission, he met John Hurter, founder and president of Energy Market Access (EMA). “John acted as an industry liaison for us. He got us some early industry feedback and intelligence, and he set up meetings with people in the industry. We knew the Houston market would be different but we didn’t know in what ways. We were there to figure out what was unique and what was similar. We learned about the U.S. market from EMA. They’re good at that.”

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Richard May, President, Myotis Wireless, Inc.

Hurter and May agree that the Houston oil and gas market is more conservative than the Canadian market. The preference in Houston is for proven technologies that solve an immediate problem the industry is facing.

EMA is committed to helping companies successfully evaluate and enter the Houston marketplace. To that end, Hurter discussed the goals of Myotis with May and then researched four companies sympathetic to those goals. He set up meetings between May and as many companies as possible. Finally, he combined his research with feedback from the meetings to analyze the target market, including the potential return on investment (ROI), and to define next steps for Myotis. “I was

impressed with the help we got from John,” May states. “He’s great to work with and he has a natural ability to understand what we do.”

Hurter says, “EMA is able to analyze the Houston situation from the point of view of a company who has seen this market before and knows the hurdles and opportunities. We tell people honestly whether market entry will be easy or difficult for them—and why.”

“I value the relationship with EMA,” says May, “and I would like to work with them again.”