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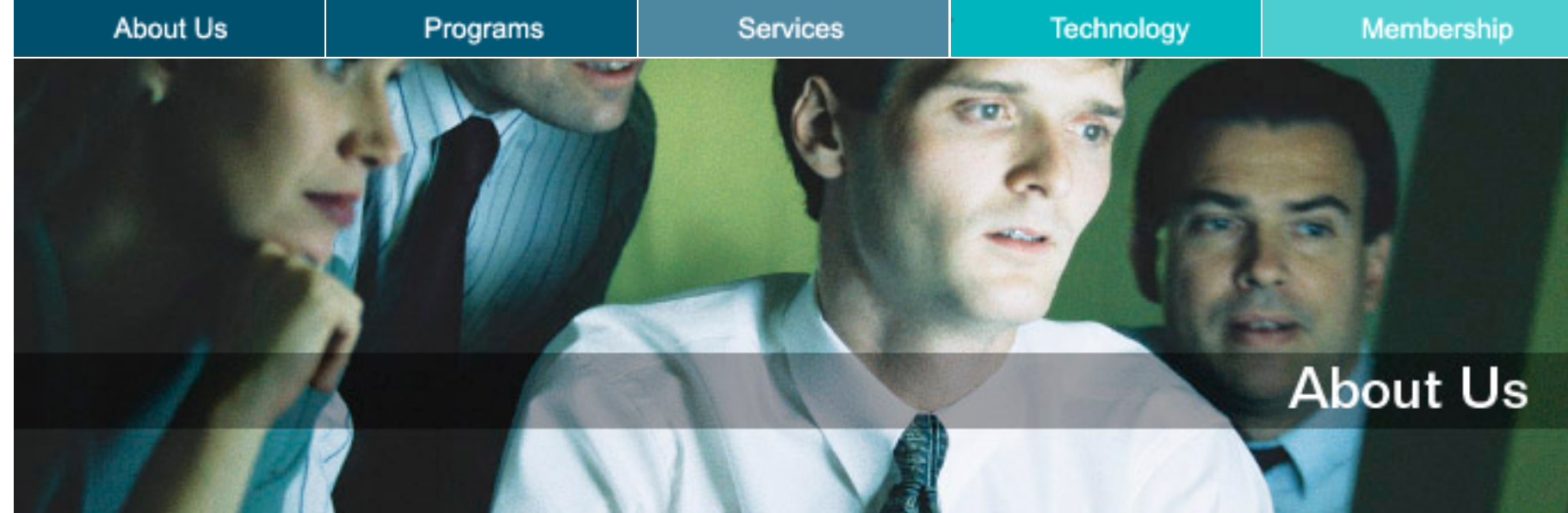
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Success Stories

November 2012 Feature Success Story

Pitch In

Animated Wapos Bay iPad App Benefits From Collaborative Effort...Expands Business Model

"T-Bear is tired of things not working like they are supposed to around his house. He learns about the Mike Holmes show where home repair is just a phone call away. Talon gets behind in his homework and takes Devon's suggestion of skipping school in order to catch up on his work. They find that playing at the tree fort is not helping get the homework done. After being chosen for home renovations, Mike Holmes and T-Bear learn that the other homes of the elders are in worse condition than his own. This news becomes a mission when they advocate for better housing conditions across the country."

Wapos Bay, Episode 22, Summary Description

For Saskatoon-based animation company Wapos Bay Productions, the six-year, 34 episode run of the stop motion animation TV (and DVD) series Wapos Bay (pronounced Wah-poose) was a labour of love. Each episode was a 15 day creative process involving 10 animators...with each animator generating 10 seconds of finished animation a day. Created by Dennis and Melanie Jackson and aired across Canada by the Aboriginal Peoples Television Network (APTN), Wapos Bay featured three positive role models for children - T-Bear, Talon, and Raven - as they explored their remote community in northern Saskatchewan. The show was a spirited, humorous, and values-based look at aboriginal life at the convergence of ancient Cree tradition and contemporary issues.



Q. But what happens with a great nucleus of idea - and great content - when one door closes?

A. Open another door with a new content distribution channel.

The elephant kicking an immense market door open is a virtual one: the Apple web app store. For Wapos Bay, the app store offered an opportunity to leverage animated content into a new and global distribution channel.

As TRLabs has often seen in the SME tech world spanning its 26 year existence, great ideas benefit from a hard scrub of the business objective in tandem with exploration of strategic partnerships that nurture a sum greater than the parts. While an online app offered Wapos Bay Productions a means to transition and re-purpose content into an online environment, the explosion of the app marketplace makes quality of both content and the app architectural platform imperative.

"I was asked to be a panel member for a session at the Saskatchewan Motion Picture Industry Association (SMPIA) Multi-PlatFORUM event in Regina in 2012," says David Callele, Manager Saskatchewan Business Development at TRLabs Saskatoon. "Wapos Bay in partnership with Saskatoon-based CollegeMobile won a conference competition to receive financial support to be able to travel to the Banff World Media Festival in June, 2012 to pitch a Wapos Bay interactive iPad app investment/partnership opportunity to a wider international audience. In the spirit of putting a best possible foot forward Peter Kucherepa at Foreign Affairs and International Trade Canada (DFAIT) and myself were asked by SMPIA to help Wapos Bay and CollegeMobile, which was embraced by the companies."



TRLabs brought two of its roles to bear on the collaboration to enable a full step into an opportunity: a Connector role that aims to match an innovation need with services, other enterprise, investment, and/or people that can accelerate a positive outcome; and a Take to Market service offering that hones a business case as a new product approaches market entry. The new relationship was also a natural fit with TRLabs Saskatchewan expertise; David has depth of experience in aligning company value propositions with investment environment demands, and has previously run tech investment pitch seminars.

"We have heartfelt appreciation and gratitude for the invaluable feedback and structure TRLabs offered us. TRLabs' enthusiasm coupled with ability to lead and motivate enhanced the success of presentation at the Banff World Media Festival. We received only positive feedback from the presentation, in addition to the positive feedback from those who are now proud owners of the app itself."

Melanie Jackson, Producer, Wapos Bay Productions Inc.

While an iPad app clearly offered a new, global distribution method for Wapos Bay animated content, the collaboration quickly realized a sum greater than the parts benefit in the form of a partial pivot of approach and the "pitch": an iPad app wasn't just the end point – it could be a means to an end from a business development perspective by serving as a showcase for Wapos Bay's animated content development prowess, while demonstrating CollegeMobile's ability to establish online educational platforms.

In working to enhance and refine the pitch for the Banff event over a four month period, David, assisted by TRLabs Saskatoon staff Aubrie Boyer and Kent Brown, worked with Wapos Bay and CollegeMobile to define the key benefits of the offering (value proposition), articulate return on investment (ROI), develop the language around a transmedia project pitch, and to provide feedback on presentation style.

"TRLabs' guidance and expertise enabled us to make the most of a great opportunity to present at the Banff World Media Festival."

Jess Richard, VP, Accounts & Marketing, CollegeMobile

"Development of a great pitch is as simple as addressing the 5Ws in the first 30 seconds of the pitch and then again at the end of the pitch: the person's contact info (who), the ask (what), how the money will be spent (why) and the ROI (when and where)," David says. "The hard work involves crafting the business model to the point that the ROI is deeply enticing to a targeted market, and the pitch to investors/partners to share in the ROI is crisp."

Outcomes generated by the Banff event were positive. Aside from launch of the multilingual, interactive app in the Apple store on June 4, 2012 (search "Wapos Bay," \$1.99 for app), Wapos Bay used the experience as a lever into ongoing discussions with other companies for additional distribution agreements. Three content producers immediately approached CollegeMobile to discuss mobile app development for their content.

More broadly, Wapos Bay now has a production pipeline capable of seeding stop motion animation and entertainment app productions. CollegeMobile leveraged the collaboration to build a new storybook platform (supporting heavy integration of multimedia with simple interfaces for children, people with disabilities, and including multilingual support) to extend national and international recognition the company has already received for its educational market offerings.

Note: CollegeMobile is a general app developer and has a portfolio of workforce, retail, banking, and educational apps.

Wapos Bay website - www.waposbay.com

CollegeMobile website - www.collegemobile.com

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