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CHALLENGES

- To launch their product, Novalte needed time, capital, and experience that were in short supply
- A heightened sense of urgency required immediate action and results

VALUE DRIVEN

- Practical, straightforward sales materials to support pipeline development
- Real customer and industry feedback driven out through Barrington's network
- Substantial progress towards company goals

"I can't imagine going back to life without emitto"

Greg C., emitto user

Helping Novalte Change Lives

With the pace of transformation today, business and government need to be financially cognizant and aware of the health and human resource constraints of their organization and their customers. Barrington Consulting and Barrington Edge are acutely aware of these needs and have developed a trusted ecosystem of partners who, together, keep their clients abreast of changing technologies, market dynamics, and evidence-based best practices. Barrington was able to leverage this ecosystem for Novalte, a startup focused on using assistive technologies to grant greater independence to people with limited mobility, leading to a higher quality of life.

Barrington first gained awareness of Novalte, a healthcare startup, early in 2019 through their mutual connection to a global ecosystem partner. Novalte's flagship product, emitto, is a smart home solution explicitly designed for individuals managing severe mobility restrictions. Barrington's Health Lead and registered nurse, Connie Munroe, found the impact of emitto immediately resonant. Reflecting on previous experiences, she said *"There is nothing more heart-wrenching than seeing someone forced to live in long-term care because the proper assistive technologies are not available to support them in their own homes"*.

Munroe recognized the potential of Novalte's product and continued to monitor the company's progress. Later that year, Novalte CEO Michael Cullen relocated the company from Ontario to Nova Scotia hoping the move would accelerate the adoption of emitto. Despite the product's demonstrable consumer value and his confidence in the company, Cullen knew that commercialization would be a challenge, perhaps his greatest yet as an entrepreneur. He would have to find success despite the limitations shared by virtually all startups; limited time, capital, and experience launching a new product into the marketplace.

Upon Novalte's arrival in Halifax, Munroe sensed that their team was in a position to benefit from Barrington's support and she

connected Cullen with Ian Whytock, Manager at Barrington Edge. This connection proved fruitful, and Whytock acted quickly to lay out a

"Barrington Edge focuses on understanding startups' goals to ensure continued growth"

project plan, secure project funding for Novalte and explore the opportunities within his network. Acting quickly was critical, as *“startup founders are under incredible pressure, often with a narrow window of opportunity in order to achieve success”*, says Whytock. *“We focus on understanding their goals, so that our work always contributes towards continued growth”*.

Whytock knew how important this project was for Novalte, and therefore went about leveraging the Barrington ecosystem to craft a team perfectly suited to address the company’s needs. The strength, diversity and flexibility of Barrington’s 70-member organization enables the firm to build teams specifically for each client, in contrast to other firms who ask clients to fit into their more rigid structure. Whytock’s three-member team was comprised of himself, a former entrepreneur and commercialization strategy expert; Connie Munroe, Barrington’s Health Team Lead; and Taylor Coady, a skilled researcher and analyst.

“Barrington answered questions I didn’t know I had”

Through the strength of their combined expertise, the project team developed a sensible strategy supported by thoughtful, rational analysis and crafted practical tools that Novalte was able to put into immediate use. A customer pitch deck and sales

guide were created in support of the company’s sales activities, a short-term priority. Barrington’s research and analysis provided Novalte with a means to make better, more consistent decisions over the long-term, and *“answered questions I didn’t know I had and will likely answer my questions for months to come”* said Cullen.

Barrington also leveraged their network for Novalte’s benefit, connecting with industry experts and prospective customers in both Canada and the U.S. Insights garnered from these conversations were incorporated by the project team into their work, resulting in more useful, relevant, and effective tools and analysis. Furthermore, Barrington performed pre-sales activities on Novalte’s behalf, growing the company’s pipeline and setting them up for continued success.

With the help of the Barrington ecosystem, Novalte has now made substantial progress towards its goal of commercialization. Numerous long-term care providers have expressed strong interest in integrating the emitto solution into their facilities and the success of small batch implementations within the Halifax market have captured the attention of local media. Cullen is now working to secure implementation partners in order to meet growing demand.

Barrington Consulting has invested significantly in creating teams of experts to support clients. Our health team is led by a clinician and supported by a diverse group of experts who have worked tirelessly to ensure that our clients reach their goals. Offering a flexible approach backed by years of health experience and evidence-based best practice enable Barrington Consulting to remain a leader in true health care consulting.

Barrington Edge is a strategy, design and technology firm focused on helping early stage companies commercialize their products and assist scaling companies expand into international markets. The Barrington Edge team has worked with Canadian, American, and international companies, and frequently acts not just as an advisor but as a market partner, helping companies navigate challenging decisions and overcome obstacles

Novalte is a Halifax-based healthcare technology startup that creates independence for people managing mobility challenges by improving the way they interact with their surrounding environment. Novalte’s flagship product integrates off-the-shelf smart home technology and sophisticated customer hardware to give their customers a better quality of life and enable nursing teams to better allocate their time.