Find out more.
The Verizon Innovation Program is one of the most ambitious and technologically advanced innovation programs in the wireless industry. We empower innovators to create breakthrough wireless devices, applications and services. Find out more by contacting us today.

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Welcome.

As a wireless leader and innovator, Verizon is in a unique position to encourage and enable innovation among a broad group of businesses, from start-ups to global players. And we’re helping to bring the power of wireless communication to a wide range of vertical markets, from healthcare to retail, transportation to entertainment and beyond.

We’re intrigued by truly breakthrough ideas. And we deliver a broad range of capabilities that can help transform those ideas into marketable realities—including business and technical expertise, state-of-the-art wireless laboratories and an ongoing commitment to innovation.

Fantastic innovations from the Verizon Innovation Program are already thriving in the marketplace. We’re ready to help you innovate and succeed—and create new devices, applications and services. The following pages tell you more about this program, so you can determine whether it’s right for you.

On behalf of the entire Verizon Innovation Program Team, thanks for your interest, and best of luck with your innovation. We hope to have the chance to collaborate with you.

— The Verizon Innovation Team

Advances in wireless technology are fueling a wave of innovation that’s connecting people, places and things in meaningful new ways—changing the way we live, work and play. Verizon’s technology platforms, including 4G LTE, are inspiring and enabling new businesses that are built on providing critical wireless-enabled services.
Creating and implementing something entirely new can be a complex process, and getting attention in the marketplace is often difficult.

With core expertise in all areas of wireless technology, Verizon is a natural partner for innovation. We know the hurdles and challenges, and can help you get through them.

The Verizon Innovation Program helps you take full advantage of all the opportunities presented by advanced wireless technology, while addressing the inherent complexity of innovation. Our program isn't just about technology and connectivity; it's about people. Our experts collaborate with participants to create wireless products, applications and services that thrive in a competitive marketplace.

Our approach combines commitment and collaboration.

We collaborate closely with our program participants at all levels, from system engineers to CEOs. Our Innovation Centers in Boston and San Francisco attract a broad range of participants. The centers include state-of-the-art labs equipped with a test network, both secure and open-door workspaces and the equipment you need, as well as access to engineers with deep wireless experience.

We also have an experienced team of business advisors who can help you create or fine-tune the business model for your device or application. We can draw upon resources within Verizon, as well as connect you to our thriving network of partners, who can provide specialized expertise, access and advice.

Verizon works with a wide range of organizations, from start-ups to industry leaders. Here's who has benefited most from the program thus far:

+ Innovative companies with an existing wireless product or service that would be transformed by the strengths of Verizon 4G LTE connectivity

+ Mid-stage innovators who want to collaborate to bring wireless connectivity to new, nontraditional devices, applications or services

+ Other visionary organizations that want to benefit from the latest Verizon 4G LTE wireless capabilities

The Verizon Innovation Program isn't for everyone. For example, it's not appropriate for organizations that want to experiment in our labs, or simply sell us an idea.
There are two major sides to the Verizon Innovation Program: the technological capabilities and expertise that you’ll find in our labs, and the consultative expertise that resides in the minds of our business development experts and partners. They share the same goal—to get your project into the marketplace as quickly and effectively as possible, while ensuring that it’s of the highest quality.

### TECHNICAL CAPABILITIES AND EXPERTISE

Verizon is committed to helping you create a viable, commercial-strength product or application. Here are some of the technological strengths you’ll find within the Verizon Innovation Program:

- **Product vetting for viability:** We take an early look at your product or application and evaluate key considerations—from how to operate and manage your product efficiently and effectively to how to turn your innovation into a successful business.
- **Wireless integration and testing:** We apply our full knowledge of connectivity modules and solutions to help you choose the right approach for your device, then we integrate and test the working solutions.
- **Prototyping:** We collaborate with you to create and optimize your prototype, creating opportunities for real-world trials and meaningful design refinement.
- **Network intelligence:** We leverage capabilities and information within the Verizon network—via the Verizon Network application programming interface (API) and others—to build more robust solutions, more quickly.
- **User experience guidance:** We apply our deep knowledge of ergonomics and user behaviors to help ensure your product is intuitive to use.
- **Pre-certification testing:** A major draw of the program, our testing helps identify issues at an early stage, where they can be addressed more easily and cost-effectively. We use our expertise and extensive testing equipment to help prepare you for the major step in your innovation’s life—certification.
- **Remote diagnostics and tools:** We collaborate with you on the design and technical refinements necessary to create a product that wins in the marketplace. We address key hurdles of device performance, data utilization, mobility and more.

### CONSULTATIVE EXPERTISE

The engineers within the labs help on the technical side, while the business development staff help drive products to market. But all are on the same team, often working in parallel. Here are some of the ways our business development staff can support you and add value:

- **Assignment of a sponsor:** From the moment you join the program, you are assigned to a committed, skilled Verizon point person who helps you move seamlessly through the innovation process.
- **Product and concept vetting:** We take an early look at your innovation from a marketability perspective, helping you zero in on your target audience and ensure that your hard work results in a device, application or service that the world wants.
- **Business plan review:** We take a careful look at your business plan as it evolves, offering advice on pricing and other key areas.
- **Market path:** We help you take your idea from the lab to the marketplace with a wide range of go-to-market options, some via Verizon, others not.
- **Visibility:** We showcase your innovation in our Innovation Centers, giving it high visibility to executives, investors, the media and others.
- **Partner connections:** We connect you with partners from our thriving ecosystem so you can draw upon their market and technical expertise.
- **Seed capital:** Our participation in the 4G Venture Forum helps open new opportunities for seed capital for selected projects.
Join us.

When we talk to participants in the Verizon Innovation Program, we hear many compelling reasons why they decided to join.

Unparalleled Wireless Expertise
We know wireless. If your innovation involves wireless technology, it makes sense to partner with an industry leader. We have broad and deep wireless expertise, and by participating in the Verizon Innovation Program, you get streamlined access to leading-edge technology, advice and expertise.

Open Collaboration
We work hand in hand with program participants. When you become part of the Verizon Innovation Program, you get a committed, collaborative partner dedicated to working closely with you to turn your innovative idea into a functioning, thriving reality. We don’t take over your project, nor do we leave you on your own. Our engineers, business experts and others collaborate with you every step of the way.

Specialized, State-of-the-Art Labs
You get unequalled, open access to our advanced labs. In our labs, you’ll find a full array of the latest wireless equipment, including a test network and pre-certification equipment. We help foster more productive product development by giving engineers open access to our labs and the experts who work there, as well as to the sample and public networks.

Committed People
Our people care about your success. The committed, knowledgeable people involved in the Verizon Innovation Program provide expertise and experience—and serve as a source of ideas, connections and encouragement.

Our Powerful Partner Ecosystem
Connecting you with companies and people who aid your innovation. When you join the Verizon Innovation Program, you gain access to our network of innovation partners, which includes some of the biggest names in the extended wireless community. These partners bring their technology, advice and commitment to your success.

Faster Time to Market
Innovating at the speed of wireless. We help ensure that your innovation goes through a streamlined development process and reaches the market as quickly and strongly as possible. That’s our goal.

Greater Visibility
Sharing your innovation. We help you get attention for your innovation through our Verizon Innovation Center showcases, industry tradeshows and other avenues.

Market Access
Helping you get your product to market. If the product, application or service is appropriate, we work with you to leverage Verizon’s extensive network of retail stores and other market opportunities. Our business development experts also provide advice about how to price and market your innovation.

WE ANSWER THE MISCONCEPTIONS.
There are a lot of innovation programs out there, and some take very different approaches to partnering with innovators. Sometimes potential participants in our program come to us with a misconception that needs addressing. Here are some of the most common concerns we hear—and our responses.

1. Wireless product development is easy—we don’t need help.
   In fact, it’s still fairly complex and evolving. To move ahead efficiently and successfully, wireless innovation requires specific tools (e.g., testing) and knowledge—the type of expertise and resources in the Verizon Innovation Program labs. In short, wireless innovation goes far beyond connectivity.

2. Verizon wants our intellectual property.
   That’s not why we created the Verizon Innovation Program. We provide a low barrier to entry, requiring no IP and no exclusivity to the Verizon Wireless network.

3. The program’s got to be expensive—we don’t have the budget.
   If your project is selected, participation in the Verizon Innovation Program is free.

4. Engaging with Verizon will be complicated and slow.
   The Verizon Innovation Program is a separate program created by Verizon to be independent and nimble—while still providing streamlined access to the vast resources within Verizon. The program keeps the whole innovation process as simple and fast as possible.

5. Verizon just wants ideas.
   The Verizon Innovation Program is about collaboration between Verizon and program participants. It’s not about submitting ideas in the hope that Verizon will buy them.
Start now.

Ready to join the Verizon Innovation Program?

Now that you know more about the Verizon Innovation Program and its unique strengths, ask yourself one question—does this program sound right for you? If so, we’re ready to tell you more about our program, and to hear about your project.

If you could connect anything wirelessly, what would you do?