

Adventus Research + Consulting Inc.



A full-service market research, strategy and management consulting firm - We utilize a variety of primary research techniques - speaking directly to the market - to uncover key insights and industry-specific knowledge to develop go-to-market strategies to help your business succeed and grow.

Our Team

Adventus is led by Gary Svoboda, CEO and Michael Van Belle, President. In addition, the Adventus team includes several experienced and highly qualified interviewers and analysts, all focused on discovering relevant market trends and unlocking customer insights that are translated into actionable results for our clients.

Our Project Experience – By Sector

Adventus has a broad range of experience in market assessment for emerging technologies and services in a diverse range of sectors in Canada, the US and beyond. Industry sectors which Adventus has evaluated and or assessed the potential for new technologies include:

- Accommodation and Food Services
- Agriculture and Food
- Arts, Entertainment and Recreation
- Construction trades & products
- Consumer and Retail Products
- Educational Services
- Health, Life Sciences and Medical Devices
- Information Technology
- Mining and Energy
- Professional, Scientific and Technical Services
- Public Administration – Economic Impact Studies
- Transportation and Warehousing
- Utilities
- Waste Management, Environmental and Remediation
- Wholesale and Business Products

Why Choose Adventus?

Our extensive experience in new product market assessments yields key advantages for our clients:

- We are innovation experts, having worked on hundreds of new product market assessments
- Work is always performed cost-effectively, on time, within client-agreed tight timeframes and budgets
- We know from experience that the quality of work performed is always paramount
- We are a small firm, so clients always have the attention of the principal consultants.
- Results are always treated with the utmost confidentiality

Client Services

Market Research	Innovation Consulting	Marketing Strategy
<ul style="list-style-type: none"> • Market Assessment & Value Proposition Analysis • Customer Satisfaction Studies • Lead Generation Studies • Emerging Market Identification • Industry Reviews • Competitive Intelligence • Stakeholder Interviews • Surveys & Focus Groups • Mystery Shopping 	<ul style="list-style-type: none"> • Creativity Workshops – Thinking Outside Your Box • New Markets / Applications / Products Brainstorming Sessions • New Product Development Management and Consulting • Change Management 	<ul style="list-style-type: none"> • Management Consulting – Organization Effectiveness & Review • Brand Positioning, Assessment and Development • Marketing Effectiveness Measurement • ISO 9001 Quality System Internal Audits • Customer Experience Audits & Journey Maps