



Canosus Ventures

Technology Commercialization Strategy and Execution

Who we are

Canosus Ventures is a consulting practice that assists clients in the technology sector with commercialization strategy and execution. We offer project based and retained strategic advisory services to technology companies worldwide. With a strong focus on digital entertainment, wireless connectivity, embedded systems, and Internet of Things (IoT), Canosus Ventures provides actionable insights, investment guidance and go-to-market assistance to a wide range of organizations including Service Providers, Hardware Manufacturers, Software Vendors, OEMs, and investment firms. Through projects on market size and segmentation, competitive intelligence, whole product development, go-to-market strategy, and client-specific consulting services, we help companies take concepts and capabilities from plausible, to possible, to profitable.

Clients We Serve

Hardware OEMs, & ODMs



Cloud Providers

Service Providers

Platform Providers

Retailers and eCommerce



Standards Bodies

Software Vendors &
Application Developers



Investment Bankers &
Private Equity

Markets and Technology Focus



Semiconductor



IoT &
Digital Transformation



Wireless Communications



Digital Video &
Streaming Media

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Technology Commercialization
Strategy and Execution

Project Examples

Strategic Plan Development	Product Validation	Go To Market Planning
Partnerships and Alliances	Customer Engagement	Competitive Analysis
Product Messaging	Product Development	Product Marketing

Past Client Examples



About Jim Chase, Founder and Principal



Jim Chase has spent the last two decades helping technology companies in IoT, wireless and semiconductor industries build and deliver connectivity and embedded computing solutions for consumer, industrial, and medical applications. Mr. Chase has introduced in excess of 60 products in his career that have shipped over 200 million units and generated in excess of \$2 Billion in sales. He has been at the forefront of driving mass market adoption of globally recognized technologies and product categories in the digital video, computing, and mobile device markets and has been active in numerous standards bodies and industry groups.

Mr. Chase received his BSEE and Master of Engineering degrees from California State Polytechnic University and has taken executive business classes at University of Western Ontario and Caltech. He currently serves as executive mentor, board member and independent advisor supporting start-up businesses in the technology, sports, and active lifestyle markets. He is also a coach at The Honor Foundation where he provides transition guidance to elite veterans as they build careers in the private sector.

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