

Swidget

“ElevateIP provided meaningful support”

Swidget’s technology provides intelligent solutions that empower businesses and individuals to achieve safer, smarter property protection. Its products, which feature an innovative modular wireless platform for monitoring and controlling buildings, have applications for landlords, institutions, building and construction and home automation. However, its current focus is on security for U.S. kindergarten to Grade 12 schools.

“So far, 11 U.S. states have adopted Alyssa’s Law, which mandates schools to have silent panic alarms that are directly connected to law enforcement and 911 enabling rapid response during emergencies such as active shooter situations” says Cam Wilson, CEO at Swidget.

Swidget’s newly developed school platform, *Luminance*, is easily implemented by installing cameras and emergency lights into existing wiring infrastructure by simply replacing select electrical devices such as light switches and outlets. For the school application, the company has also developed an emergency alert badge, incorporating the teacher’s identification, and radio-frequency identification for door access within the school. From their badges, teachers can initiate an emergency alert, which activates cameras, with the video feed going directly to 911 and police, allowing situational awareness for first responders and therefore rapid and more informed response.

Other solutions Swidget produces or are in development are: *VacantView*, which monitors vacant homes and residential units. Future products include monitoring solutions for seniors who want to age in the comfort of their home and monitoring technologies for air quality in homes.

Why Choose the ElevateIP Program?

Swidget plans to hit 4,500 schools in the next three years, and Wilson knew that part of that mobilization would be to protect its intellectual property and trademark its brands.



Cam Wilson

Founder and CEO of Swidget

“Trademarking and securing intellectual property is an expensive process and the support we got from ElevateIP allowed us to do that in multiple classes and jurisdictions for *Luminance* and *VacantView*,” Wilson says. “The trademarking process was costly and ElevateIP was able to provide some meaningful support.”

IP and Future Business Growth

Wilson plans to launch the *Luminance* product in schools in October, and he says the ability to market it under its own trademarked name will be key to his marketing plan for the project.

“ElevateIP has provided us the opportunity to market our platforms under trademarked names that are meaningful for each particular business,” he says. “I think the ability to have some clarity around what *Luminance* is and the ability to show the value proposition will ultimately pay off in ease of access to markets. I would say it will accelerate our growth.”

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