



ST JOHN'S INNOVATION CENTRE

St John's Innovation Centre Tenant Spotlight: 10 minutes with... Rafik Jallad, Director of BlueCreation, on the benefit of an Innovation Centre location and why specialising in a growing market helps establish a business.



Blue Creation

St John's Innovation Centre, the regional Centre of excellence supporting high growth businesses, had the pleasure of interviewing Rafik Jallad, Director of BlueCreation, on the benefit of an Innovation Centre location and why specialising in a growing market helps establish a business.

What is unique about your business?



BlueCreation is an engineering company that designs and commercialises Bluetooth and Wi-Fi modules for the general market. BlueCreation is unique as it provides fully certified Bluetooth and Wi-Fi modules (FCC, CE, Bluetooth, IC, Japan and Korea) with Apps/Cloud Software to enable an easy development of a wireless solution for Industrial or Audio applications. BlueCreation engineers have been working on Bluetooth and Wi-Fi for 10 to 15 years on average, making the team one of the most experienced in the area.

How does your business benefit from an Innovation Centre location?

St John's Innovation Centre provides, of course, the many services that are very important to young companies. The availability of an efficient reception, flexibility in rental agreements and access to meeting rooms make it a suitable corporate environment to work and receive potential investors, clients and customers. In addition, the proximity to other start-up companies and the support networks is also as important. This is especially true when times are difficult and one needs technical help or to share their challenges/worries with fellow tenants.

What drew you to the sector you currently work in?



Choose a new and growing market if you can. We started working with Bluetooth a few years ago and at that time the sector was new and growing. This made it easier to get work as not too many companies were specialized in this area. So in hindsight, specialising in a growing market helps to get started and makes it easier to secure the first contracts which are usually the most difficult to sign. But there are other ways also to succeed of course like finding a unique approach to an old problem, etc.



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How do you distinguish yourself from your competitors?

BlueCreation distinguishes itself from competitors by being flexible and dynamic. We also offer customised solutions. Bigger companies with a better-cost base and more resources find it hard to be flexible as they try and scale their business. So we fit in a small niche where custom solutions are needed and there are fewer companies offering these services. The disadvantage of this is that we haven't managed to scale up much ourselves. So it's a niche we have fallen into naturally as these were the projects we started with.

How do you deal with challenges in business?

We have been fortunate to be in a good market at the right time. But now, the challenge is that there are a lot more competitors doing the same thing. So we have to constantly make sure that we are a good proposition for our clients and bring value (i.e. would we buy our own services and modules?). The best indication of this is if we are selling well or not. So for our company size and in the very quickly changing wireless market, one key item is to always stay in touch with customers and distributors and see what is happening in the field.

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