What is M2M: Equipped with “Machine-to-Machine” (M2M) technology, devices are able to transmit and exchange critical information over the internet through a wired connection, wirelessly, or both.  

http://goo.gl/XKLa3j

Existing examples of M2M

**Nest Thermostat:** a thermostat that allows users to control the temperature of their home from their smartphone. This thermostat also learns user-behaviour and saves energy when owners are out.  

https://nest.com/

**Fleet/Resource Tracking and Measurement:** Powered by state-of-the-art GPS technology and wireless networks – fleet/asset tracking solutions provide you with real-time visibility over your vehicles and workforce.  

http://goo.gl/CEDcpJ

**Digital Signage:** The next generation of advertising that allows content to be updated remotely and allows signage to display relevant content depending on the screen’s audience. This tech is enabled through machine learning and wire line/wireless networks.  

http://avida.tv/about/

**POS:** Wireless payment terminals that allow vendors to accept credit card transactions safely and securely are another example of M2M technology.  

http://goo.gl/f70sSB

Where opportunities lie: Everywhere! But, here are some examples

**Connected home:** Create more efficient ways to seamlessly connect the various tasks, appliances, and activities that are used in a home. (ie. Connected power breaker)  

https://www.neur.io

**Connected Health:** Create monitoring systems that use a non-intrusive and seamless connection between hospital patients and doctors/nurses for patients living outside of the hospital. (ie. Remote patient monitoring)  

http://goo.gl/v8qVDR

**Smart Senior Monitoring:** Fully integrated and non-intrusive solutions that monitor senior activity and enable reporting to caregivers. (ie. system alerts caregivers when senior’s stove is on too long)  

http://goo.gl/uYAQSo

**Other opportunity Industries:** Oil & Gas, Retail, Security, Financial, Logistics, Consumer electronics, etc.
The Program

The Expectations: Given these thought starters and the massive space in which M2M has implications, identify a pain-point or opportunity for improvement in a current use-case, activity, process, etc. and create a solution that uses some version of M2M technology (Wireless network configuration preferred) to solve the issue.

Benefit to you as a student: Along with the opportunity to work in a fast-growing field with one of the industry’s leaders as well as access to potential prizes such as M2M hardware and other devices, exceptional student projects may be eligible for support through an M2M incubator that TELUS will operate. You could become Canada’s next M2M-based startup founder!

TELUS will provide:

1) Guidance, face-time and support 2) The components necessary to enable a wireless configuration (a hub, SIM cards, etc. based on the type of application that the students want to work on – depending on availability) 3) Any other resources that we are able to connect students with in order to help ensure their success.

How should students apply to work with TELUS M2M:

1) Provide an up-to-date resume focused on how technically competent they are 2) Provide a cover document (not necessarily a cover letter) that describes a) any entrepreneurial experience they may have and b) in 250 words or less, why they would like to work in the M2M space with TELUS.

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