



BACKGROUND:

- Wayfinder Systems is a provider of wireless navigation and routing services to the automotive and telematic industry, wireless network operators (WNOs) and wireless portals. Wayfinder Systems enables its business partners to provide mobile location services that incorporate maps, proximity searches, directions, and routes.
- The research that forms the core of Wayfinder System's technology was initiated in 1989 within Ericsson as a research project. Wayfinder Systems was incorporated in 1995 and is based in Lund, Sweden.
- www.wayfinder.com

THE ROLE OF SPHERE PARTNERS:

- Sphere Partners was engaged to advise the Company and the shareholders on accessing the Venture Capital Investor Base.
- Sphere Partners provided support and advice as the team developed their financial strategy the development of the financial

Magnus Nilsson CEO

“Sphere Partners have worked closely with the group at an early stage to help us formulate our fundraising strategy allowing us to focus on the business.”