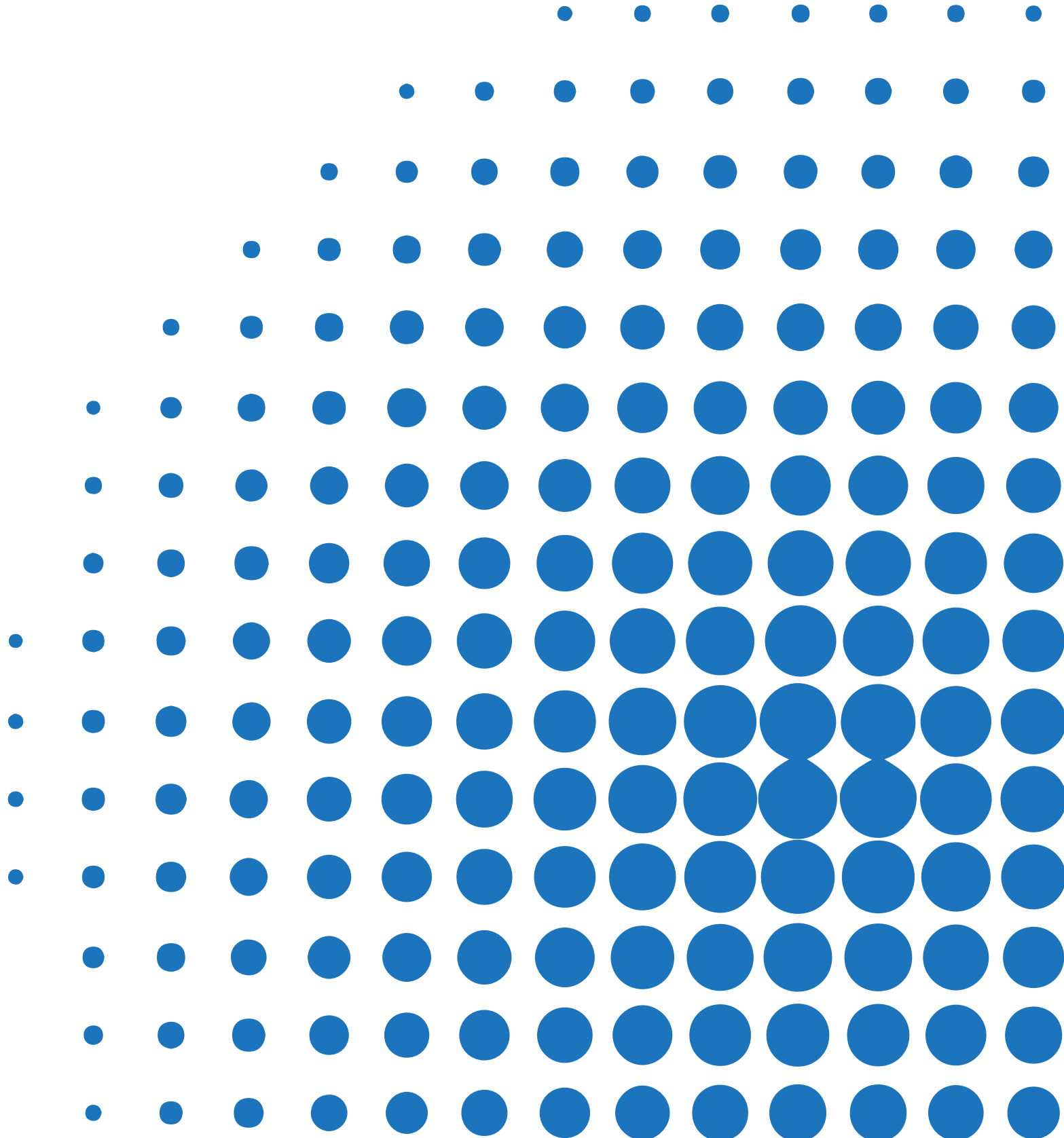




**Business  
Development  
Down to a  
Science**



# About Us

Founded in 2019, FirstIgnite is built specifically for helping universities reach out and connect with companies. Universities, research hospitals and national labs around the world leverage FirstIgnite to increase their business development activities. Backed by investors like Y Combinator, Frontier Ventures, Red Cedar Ventures and many more, FirstIgnite is in a position to make a positive impact on the world by helping get world changing research to market.

# Our Product

FirstIgnite is an AI software company built specifically for helping research institutions identify and connect with companies interested in partnering on research. Users enter a description of their research and are matched to the markets, companies and contacts most aligned with a potential partnership.



# Problems

## Time-consuming Research

Researchers and institutions often spend a significant amount of time conducting market research and identifying potential partners. FirstIgnite streamlines this process by utilizing AI software for outbound marketing, reducing the time spent on research activities.

## Difficulty in Partner Discovery

Finding suitable partners for collaborations, investments, or sales can be challenging, especially in scientific fields. FirstIgnite facilitates partner discovery by matching scientific texts, patents, or papers with industry interests, making it easier to identify potential collaborators.

## Lack of Contact Information

Obtaining verified contact information for professionals in relevant companies can be difficult. FirstIgnite addresses this issue by providing access to verified emails of professionals across millions of companies, enabling users to connect with the right contacts efficiently.

# Opportunity

Partnering with companies for R&D funding offers a strategic opportunity for universities and research institutions to leverage substantial private sector investment. This collaboration can enhance research capabilities, drive innovation, and support the commercialization of new technologies.

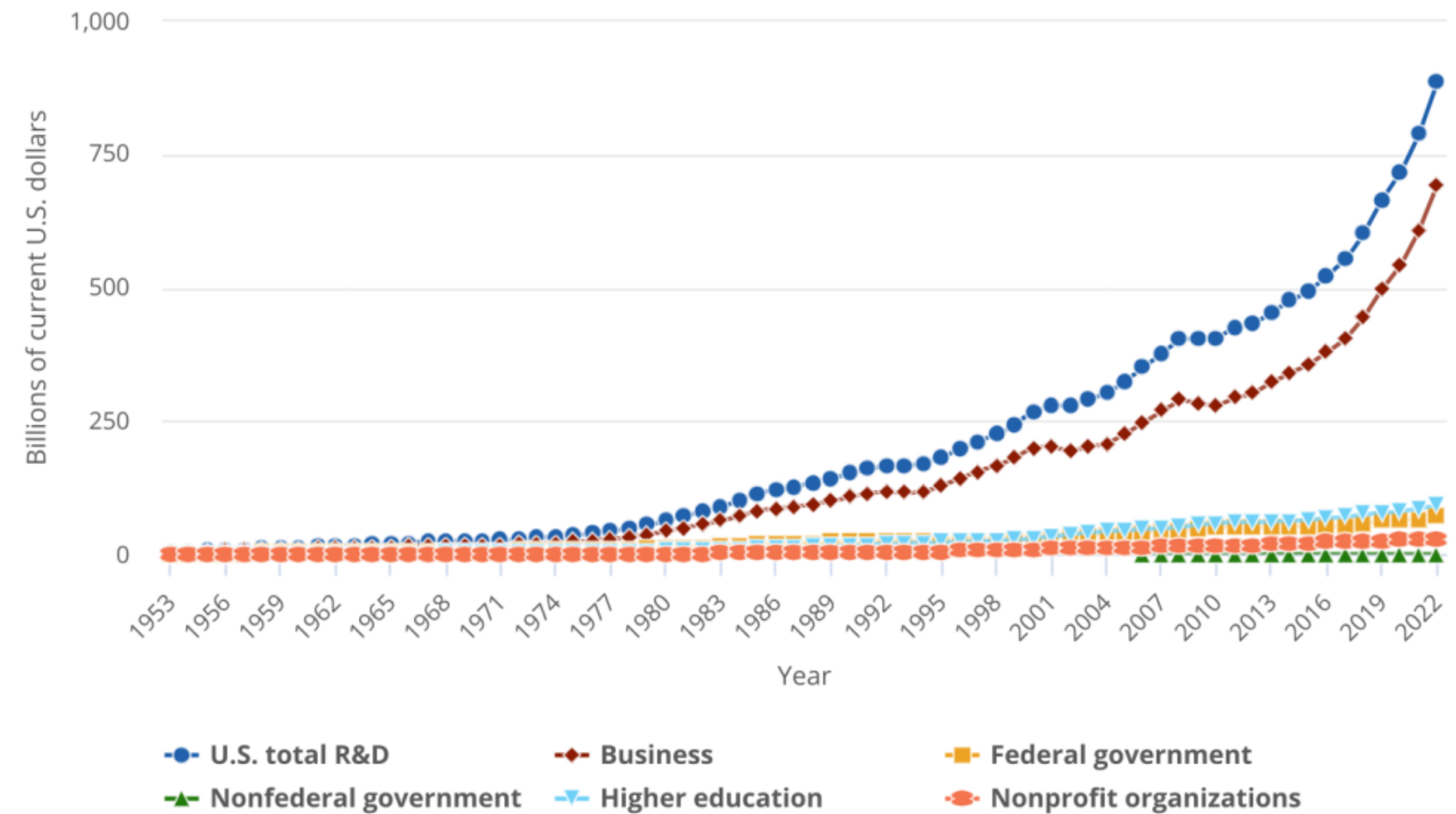
Such partnerships align with the National Science Foundation's data indicating the business sector's critical role in R&D, providing a significant financial boost and fostering advancements that benefit both academia and industry.

## Corporate R&D funding has reached \$800B, prime for partnerships

National Center for Science and Engineering Statistics | NSB-2024-6

Figure RD-1

U.S. R&D, by performing sector: 1953–2022



# Our Features



## Company Matching

FirstIgnite's company matching simplifies customer discovery. Upload patents or publications to get a list of relevant companies. Refine searches with filters like revenue and employee count. Expand matches with the competitor discovery feature.



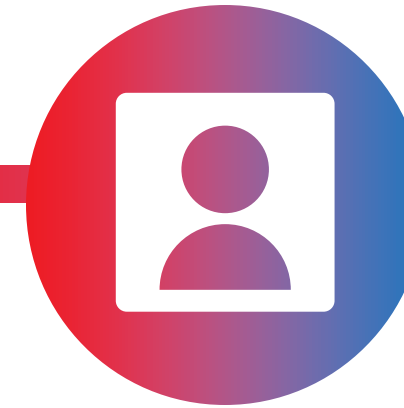
## Market Search

FirstIgnite's market search identifies untapped opportunities by predicting impactful markets from patent or publication uploads. It shows growth areas for partnerships, facilitating efficient team collaboration through shareable reports..



## Summarization

FirstIgnite's summarization tool simplifies complex inventions into marketable summaries effortlessly. Customizable summaries align precisely with audience preferences, while effortless export options to facilitate easy sharing of research findings.



## People Search

FirstIgnite's people search identifies decision-makers in aligned companies, accessing millions of organizations and 185M contacts. Contacts can be saved & exported for seamless integration with merge mailings or CRMs, enhancing marketing strategies.

# Mission Control

Mission Control offers a comprehensive view of your institution's research, turning insights into actionable outcomes.

With Mission Control, you can:

- **Track Research Trends & Publications:** Stay updated with the latest breakthroughs and topics emerging on campus.
- **Align Marketing with Research:** Tailor outreach efforts to match current research trends, unlocking new revenue opportunities.
- **Explore Industry Value & Market Trends:** Analyze markets, trends, and opportunities to enhance corporate collaborations.

## Real Time Dashboard of Research Activity on Campus





# Unlocking Growth: FirstIgnite's **AI** Matches You with the **Perfect Partners.**

Passive Marketing is History.  
Welcome to AI-powered active marketing.



# Top research institutions leverage FirstIgnite's AI to revolutionize partnership endeavors.







# How They're Using FirstIgnite

01

**Identify Markets:** Insights into market trends aligned with your research.

02

**Company Discovery:** Discover relevant companies effortlessly with AI-powered matching.

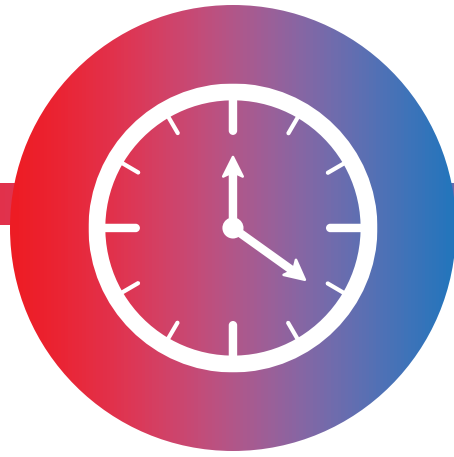
03

**Global Reach:** Access over 185M professional contacts from 71M organizations around the world.

04

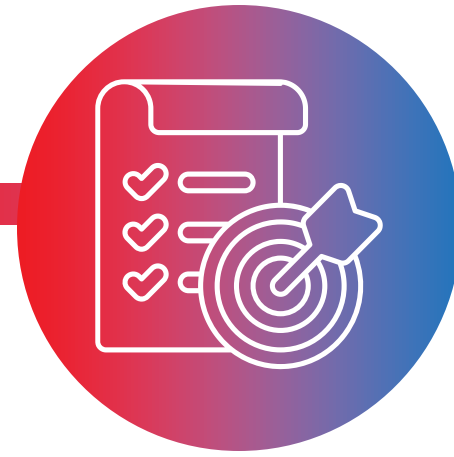
**Marketing Material:** Generate marketing content that summarizes research in formats designed to keep industry engaged.

# And they're choosing **FirstIgnite** for 3 reasons:



## **Time**

FirstIgnite reduces the time spent on company discovery, resulting in streamlined partnership building, allowing research institutions to allocate their time and resources more effectively.



## **Precision**

FirstIgnite's AI software delivers personalized company matches, leading to higher engagement and success rates in building corporate partnerships.



## **Enhanced ROI**

Utilizing FirstIgnite results in significant time and resource savings, with institutions experiencing a boost in industry-sponsored research, licensing revenue, and philanthropic contributions.

# National Laboratory Outcome After Using **FirstIgnite's AI Software** for One Year

- Reduced time to create marketing material by 70%
- 350% increase in email outreach
- 3x the number of licensing agreements

# Washington University in St. Louis Outcome After Using **FirstIgnite's AI Software**

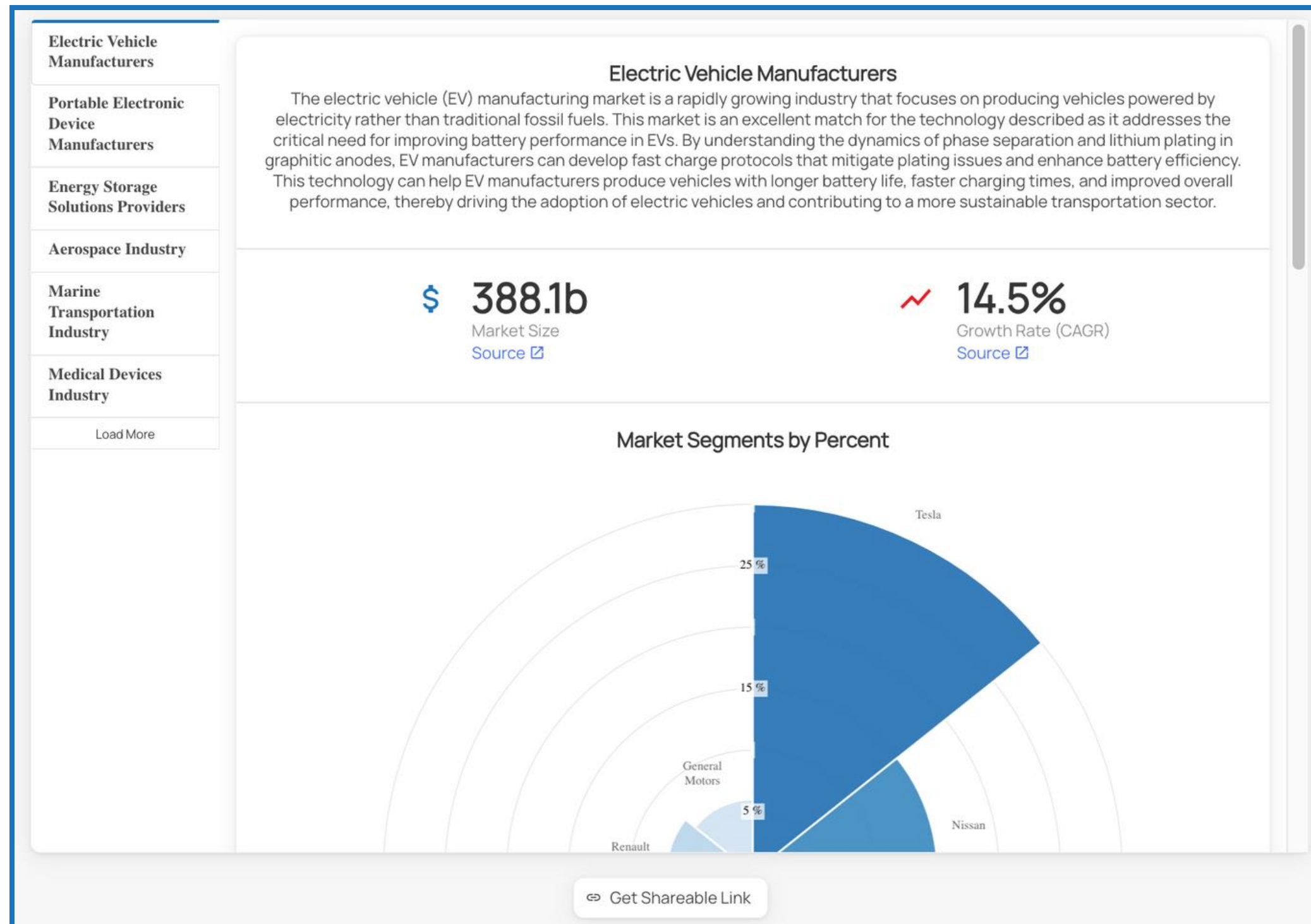
- Secured largest-ever \$26M grant by identifying key industry partners.
- Recruited 16 advisory board members
- Elevated decarbonization research leadership.

**Here's how you can kick-start  
your customer discovery and  
market research with FirstIgnite:**



1

# Identify industries with research funding opportunities






2

# Match with companies interested in your faculties' research

35 Companies Matched:

+ Save    Export













<input type="checkbox"/>	Name	Employees	Industry	Location
<input type="checkbox"/>	 SK hynix <a href="#">SK hynix</a> <a href="#">SK hynix</a> <a href="#">SK hynix</a> <a href="#">SK hynix</a>	37k	Semiconductors	Icheon-si, South Korea
<input type="checkbox"/>	 Micron Technology <a href="#">Micron Technology</a> <a href="#">Micron Technology</a> <a href="#">Micron Technology</a> <a href="#">Micron Technology</a>	43k	Semiconductors	Boise, Idaho
<input type="checkbox"/>	 AMD <a href="#">AMD</a> <a href="#">AMD</a> <a href="#">AMD</a> <a href="#">AMD</a>	30k	Semiconductors	Santa Clara, California
<input type="checkbox"/>	 Qualcomm <a href="#">Qualcomm</a> <a href="#">Qualcomm</a> <a href="#">Qualcomm</a> <a href="#">Qualcomm</a>	51k	Telecommunications	San Diego, California
<input type="checkbox"/>	 NVIDIA <a href="#">NVIDIA</a> <a href="#">NVIDIA</a> <a href="#">NVIDIA</a> <a href="#">NVIDIA</a>	28k	Computer Hardware	Santa Clara, California
<input type="checkbox"/>	 Applied Materials <a href="#">Applied Materials</a>	26k	Semiconductors	Santa Clara, California

3

# Engage with over 185 million professional contacts

Company ▾ Job Titles +1 × Locations ▾ Name ▾ Alumni ▾ [Reset all](#)

+ Save [Export](#) Total (639)

<input type="checkbox"/>	Name	Title	Company	Location	Email
<input type="checkbox"/>	 <a href="#">[Redacted]</a>	External Innovation Director	 Convatec	Zürich, Switzerland	<a href="#">Get Email</a>
<input type="checkbox"/>	 <a href="#">[Redacted]</a>	External Innovation Manager	 Eisai US	Boston, Massachusetts	<a href="#">Get Email</a>
<input type="checkbox"/>	 <a href="#">[Redacted]</a>	External Innovation Manager	 Bosch Romania	Romania	<a href="#">Get Email</a>
<input type="checkbox"/>	 <a href="#">[Redacted]</a>	Director, External Innovation	 AbbVie	California	<a href="#">Get Email</a>
<input type="checkbox"/>	 <a href="#">[Redacted]</a>	External Innovation Manager	 PepsiCo	Ireland	<a href="#">Get Email</a>
<input type="checkbox"/>	 <a href="#">[Redacted]</a>	Director, External Innovation	 Sanofi	New York, New York	<a href="#">Get Email</a>

1-30 / 639

4

# Promote your research by generating informational marketing material

### Summarize Research

Turn a research or patent abstract into a marketing summary.

The phase separation dynamics in graphitic anodes significantly affects lithium plating propensity, which is the major degradation mechanism that impairs the safety and fast charge capabilities of automotive lithium-ion batteries. In this study, we present comprehensive investigation employing *operando* high-resolution optical microscopy combined with non-equilibrium thermodynamics implemented in a multi-dimensional (1D+1D to 3D) phase-field modeling framework to reveal the rate-dependent spatial dynamics of phase separation and plating in graphite electrodes. Here we visualize and provide mechanistic understanding of the multistage phase separation, plating,

Get Summary

T {} @ ↶ ↷

**Title:**  
Phase Separation Dynamics in Graphitic Anodes for Lithium-Ion Batteries

**Category:**  
Battery Technology

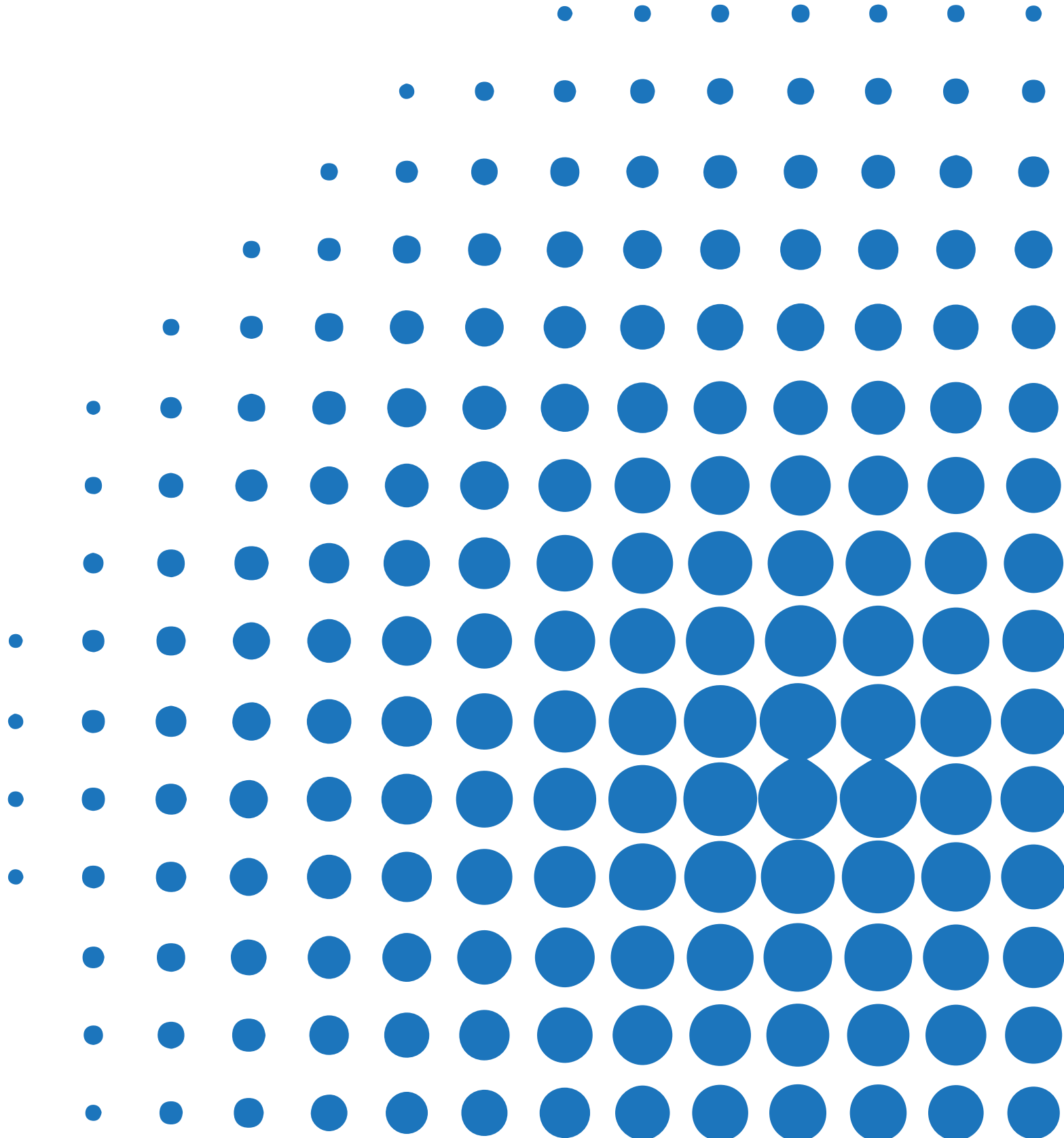
**Executive Statement:**  
This study presents a thorough investigation into the rate-dependent spatial dynamics of phase separation and plating in graphite electrodes for lithium-ion batteries.

**Description:**  
Using *operando* high-resolution optical microscopy combined with non-equilibrium thermodynamics in a multi-dimensional phase-field modeling framework, this study provides insights into the multistage phase separation, plating, inter/intra-particle lithium exchange and plated lithium back-intercalation phenomena in graphite electrodes. The research identifies a strong dependence of intra-particle lithiation heterogeneity on factors like particle size, shape, orientation, surface condition and C-rate.

Download Summary PDF



**Thank you.**

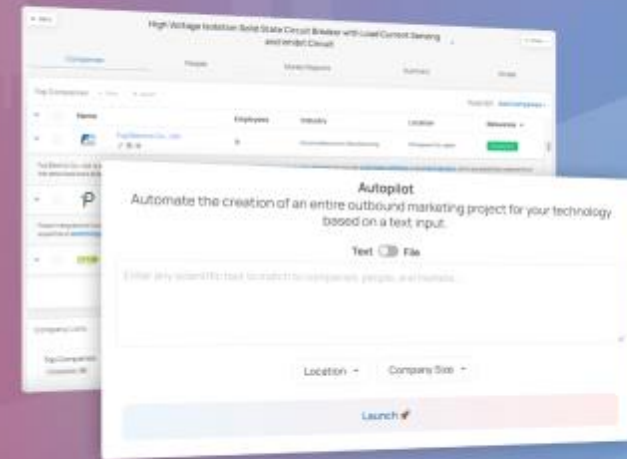




# FirstIgnite Features

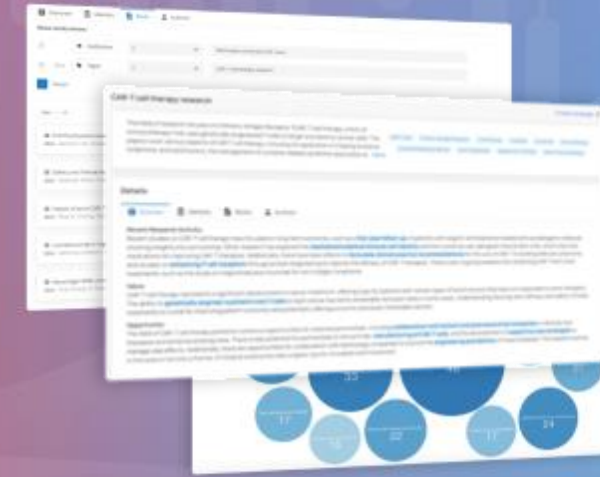
## Autopilot

[See in Action](#) →



## Mission Control

[See in Action](#) →



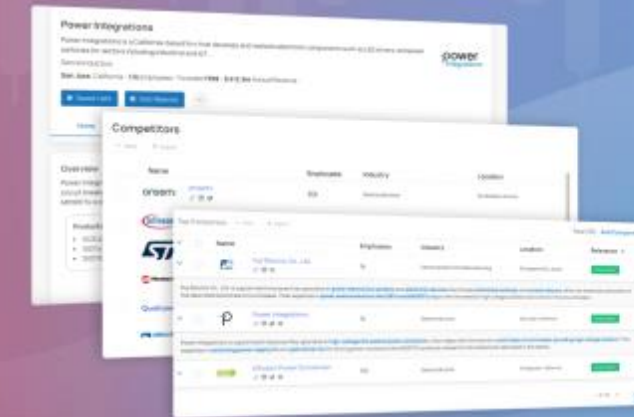
## Innovation Landscape

[See in Action](#) →



## Company Matching

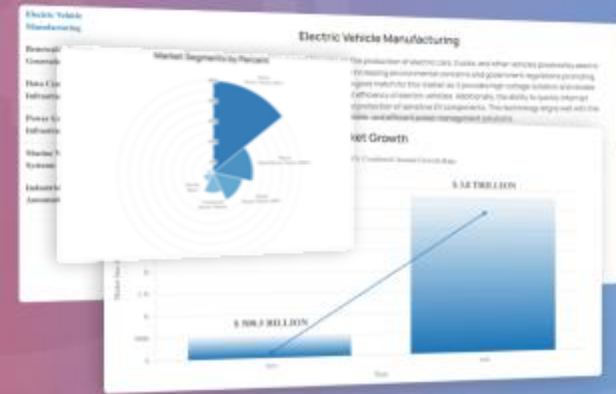
[See in Action](#) →



# FirstIgnite Features

## Market Search

[See in Action →](#)



## Summarization

[See in Action →](#)

The image shows a summarization interface for a technical document. It includes a 'Title' field with the text 'Solid State Circuit Breaker with High Voltage Isolation', a 'Category' field with 'Electrical Engineering & Electronics', and an 'Executive Statement' field. A 'Description' field contains a detailed paragraph about the technology. A 'Key Advantages' field lists several benefits. A 'Problems Solved' field lists specific technical challenges. A 'Market Applications' field lists various use cases.

## People Search

[See in Action →](#)

The image displays a people search interface. It shows a search results table with columns for Name, Title, Company, Location, and Email. The table lists several individuals, including Michael Rook, who is identified as the CEO of EPC. The interface also includes a sidebar with filters and a search bar.

## Email Outreach

[See in Action →](#)

The image shows an email outreach interface. It displays a 'Compose Email' window with a 'To' field containing 'Michael Rook' and a 'Subject' field with 'FirstIgnite Looking to Partner with EPC'. The email body contains a personalized message from Anisa Bruttell, mentioning her role at FirstIgnite and her interest in speaking with EPC about their Solid State Circuit Breaker technology. The interface also includes a 'Send' button and a 'Cancel' button.