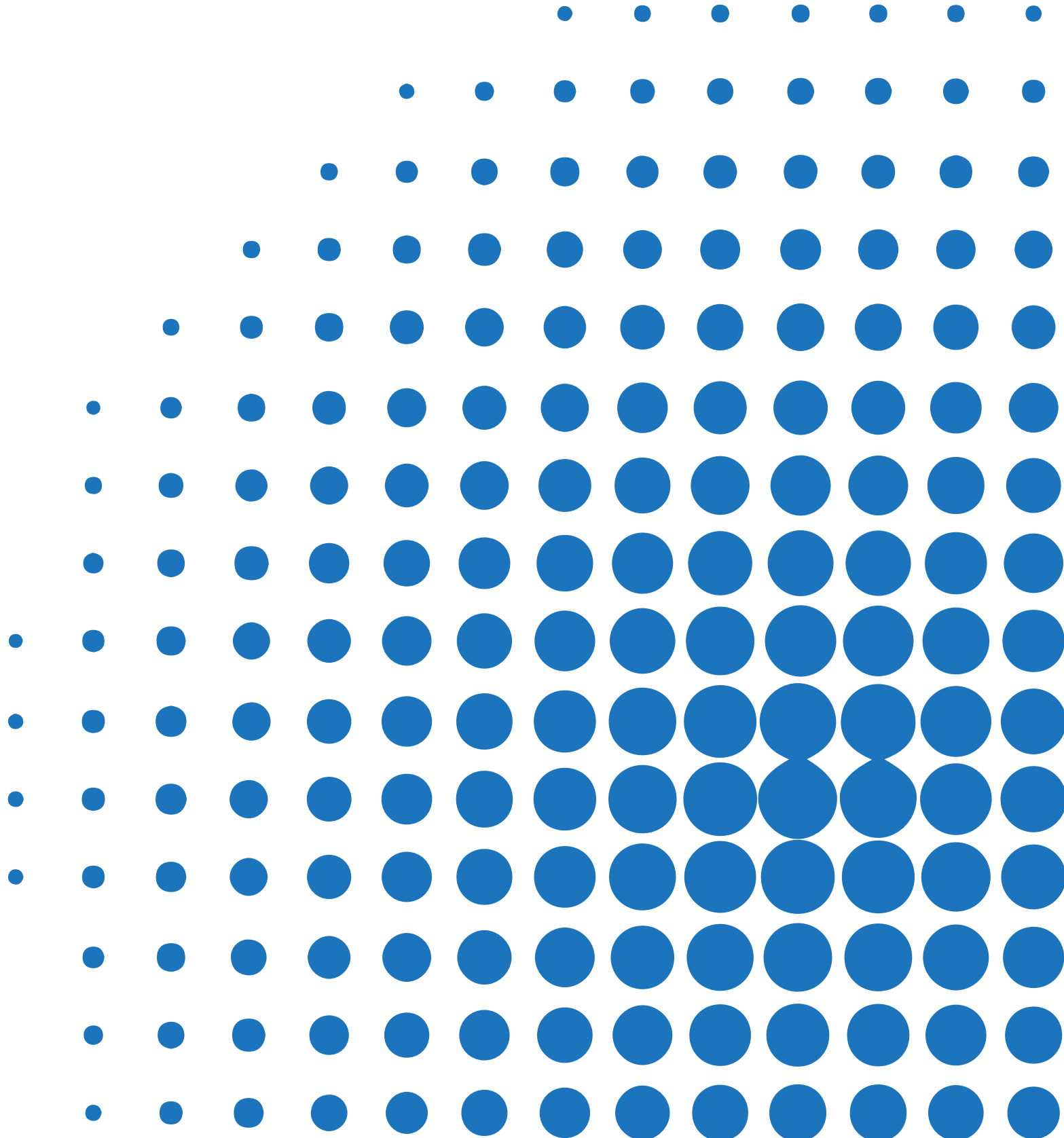




**Business
Development
Down to a
Science**



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. FirstIgnite is used by over 70 institutions on 5 continents, we develop the most impactful AI tool built specifically for research universities.

Our Product

FirstIgnite is the most versatile business development tool for universities, enabling them to unlock valuable industry partnerships. FirstIgnite supports various organizations in driving innovation, advancing research, and fostering strategic growth.

Users can enter a description of their research, technology, or goals and are matched to the markets, companies, and contacts most aligned with potential partnerships. Whether for research collaborations, market exploration, or corporate engagement, FirstIgnite empowers institutions to connect with the right opportunities.

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





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

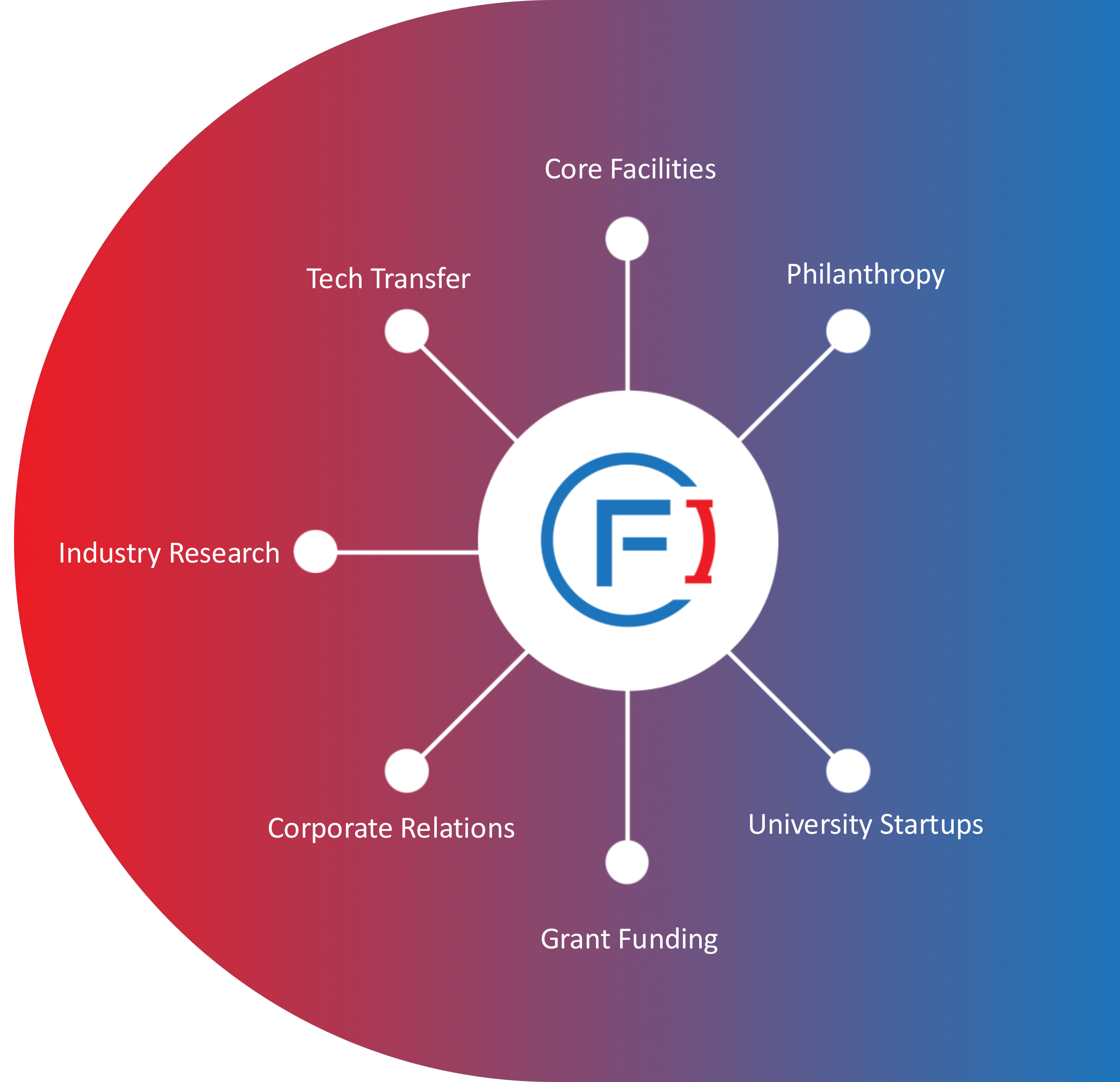
Finding suitable partners for collaborations, investments, or sales can be challenging, especially in scientific fields. FirstIgnite facilitates partner discovery by matching scientific texts, patents, or papers with industry interests, making it easier to identify potential collaborators.

Lack of Holistic Strategy

Many universities wish to grow their corporate revenue but lack a holistic strategy. FirstIgnite enables universities to commit to increasing outbound communication with companies to showcase their universities research, IP, facilities, and more.

**FirstIgnite helps universities
connect with companies for any
initiative that requires a partner:**

Objectives We Support

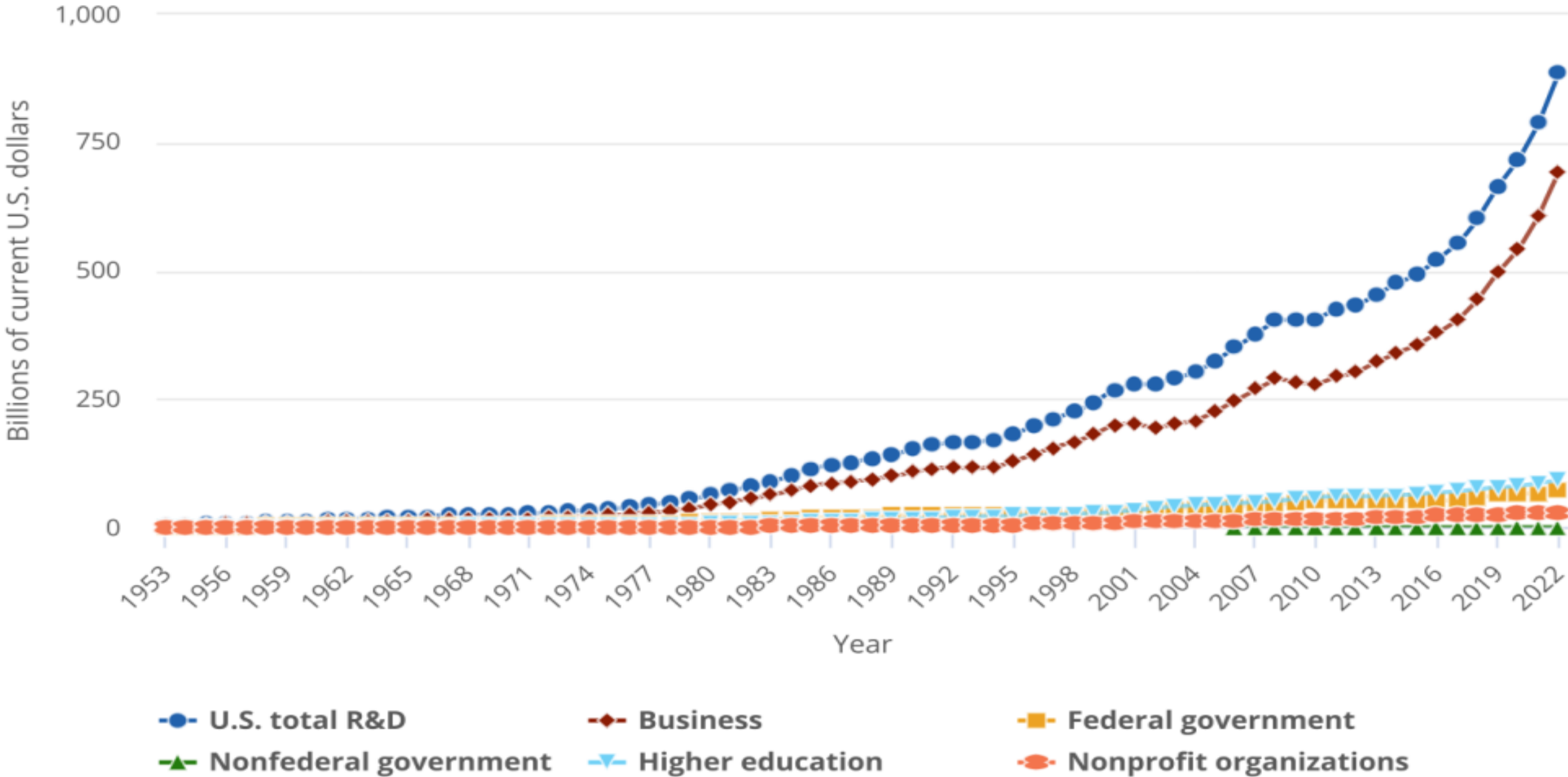


FirstIgnite is designed to increase revenue from industry research, licensing, core facilities, and more.

With more corporate R&D funding than ever before, universities must implement a holistic strategy to attract new partnerships.

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

Figure RD-1
U.S. R&D, by performing sector: 1953–2022



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

AI-powered business development for
university & industry research partnerships



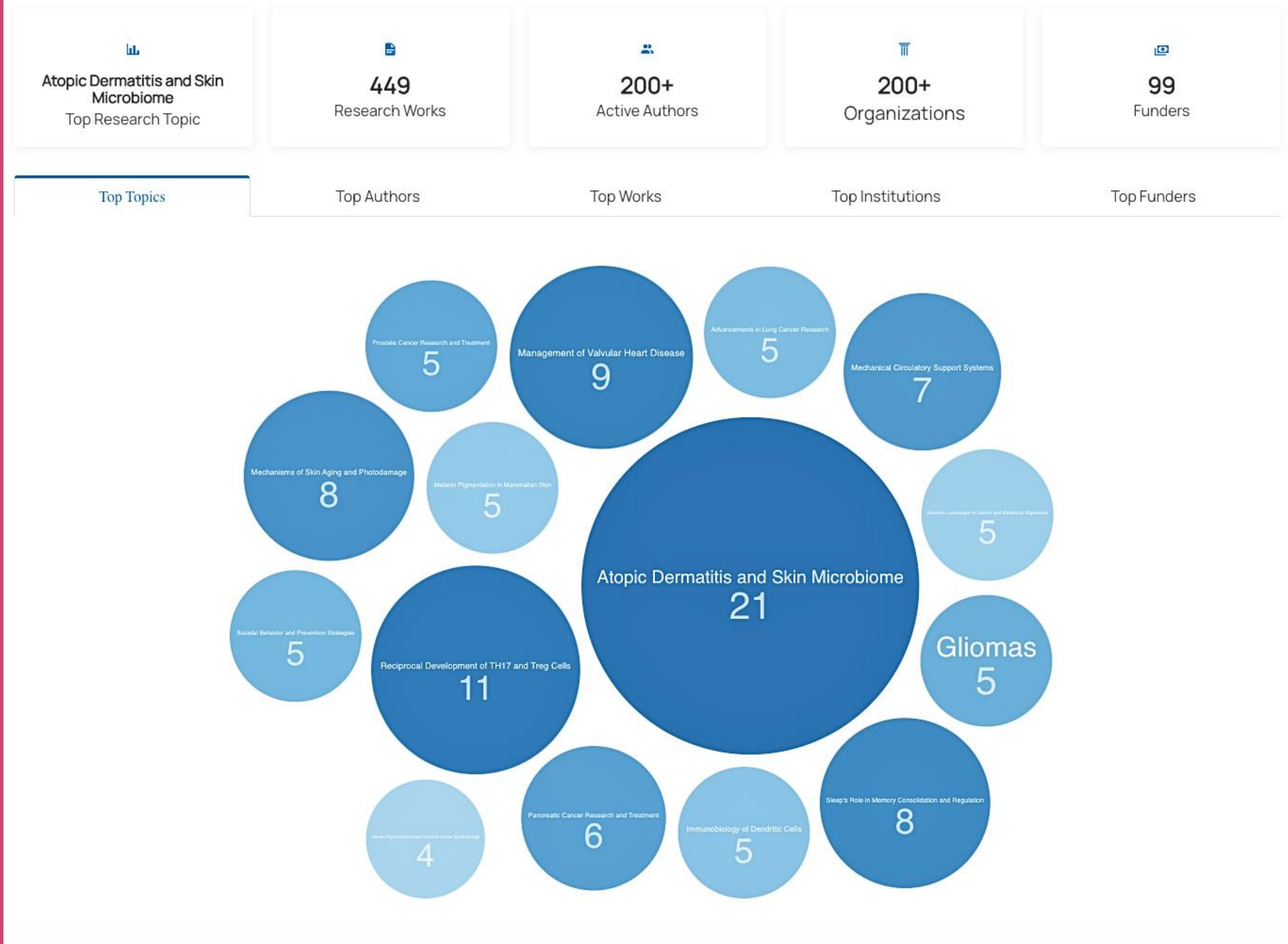
Mission Control

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

With Mission Control, you can:

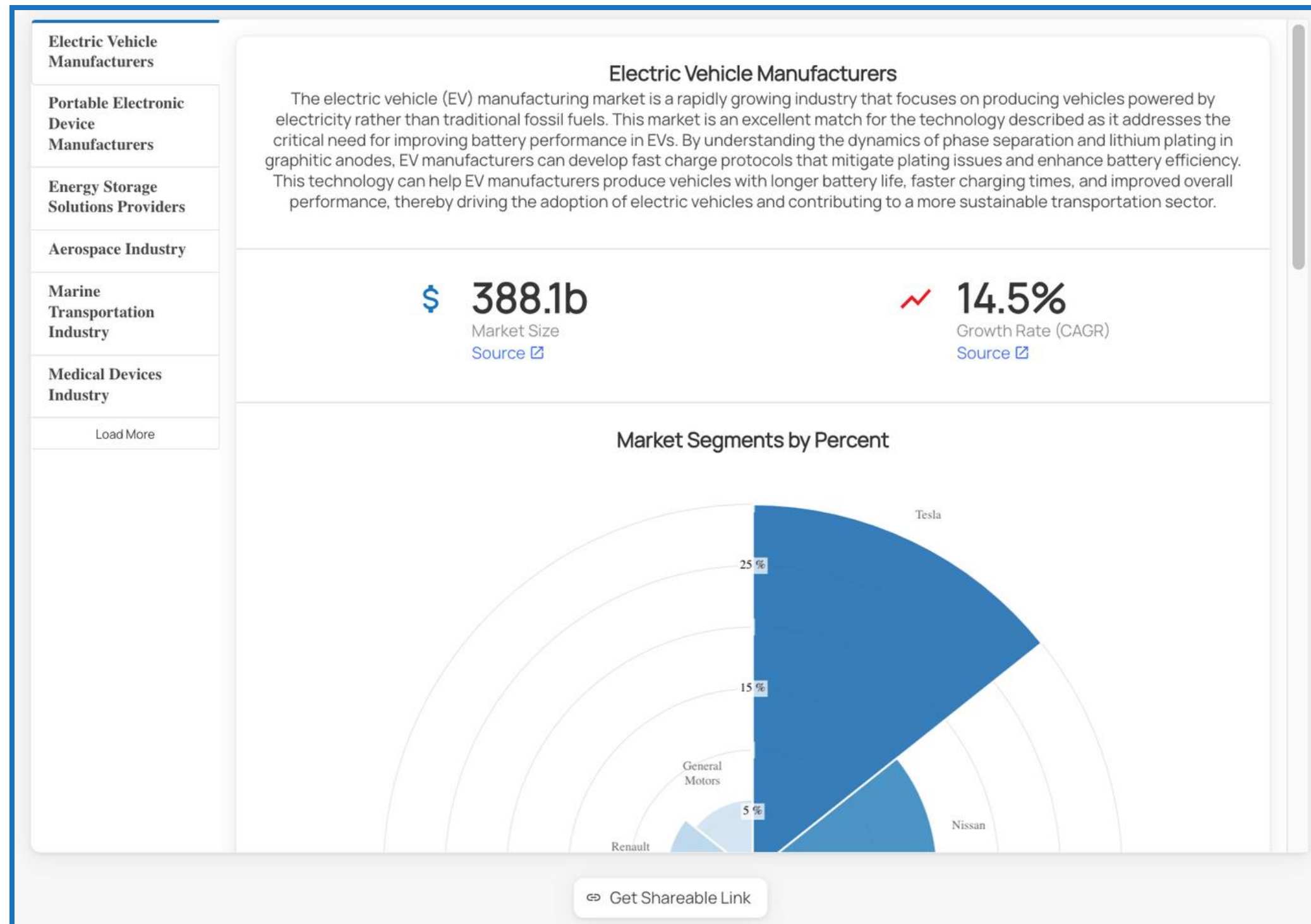
- **Track Research Trends & Publications:** Stay updated with the latest breakthroughs and topics emerging on campus.
- **Align Marketing with Research:** Tailor outreach efforts to match current research trends, unlocking new revenue opportunities.
- **Explore Industry Value & Market Trends:** Analyze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

Real Time Dashboard of Research Activity on Campus






1

Identify industries with research funding opportunities



2

Match with companies interested in your faculties' research













+ Save		↓ Export					Total (39)
✓	<input type="checkbox"/>	Name		Employees	Industry	Location	Relevance
✓	<input type="checkbox"/>	 Infineon link in tw		40k	Semiconductors	Wuxi, China	Great Match
<p>Infineon Technologies is a good match because they offer power semiconductors such as MOSFETs and IGBTs, which are essential components in solid state circuit breakers. Additionally, their expertise in current sensors aligns with the need for measuring load current in the described circuit breaker.</p>							
✓	<input type="checkbox"/>	 Texas Instruments link in tw		34k	Semiconductors	Dallas, Texas	Great Match
<p>Texas Instruments is a good match because they offer solid state switches and current sensors within their power management and analog products categories, which are essential components of the described solid state circuit breaker.</p>							
✓	<input type="checkbox"/>	 onsemi link in tw		30k	Semiconductors	Scottsdale, Arizona	Great Match
<p>onsemi is a good match because they offer solid state switches and current sensors which are essential components in the described solid state</p>							

3

Discover the right person at any company

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

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

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

1-30 / 639

4

Engage and drive results with outbound email marketing

The image shows a LinkedIn profile for Amal Mehrotra on the left and an email composition interface on the right. The LinkedIn profile includes a header with a profile picture and name, followed by a table of details: Company (QuantumScape), Location (San Jose, California), Seniority (Director), and Title (Senior Director II, Solid State Batteries). Below this is a 'Spotlight' section with a detailed description of his role and experience. The email interface on the right is titled 'Compose Email' and shows a 'Tailor to Project' dropdown set to 'Innovative Lithium-Stuffed Garnet C...'. The email body is addressed to Amal Mehrotra and contains a personalized message from Alexa Bruttell of FirstIgnite, discussing a potential partnership with QuantumScape. The email text is as follows:

Hi Amal,

I'm Alexa Bruttell, reaching out on behalf of FirstIgnite. Our university team would like to speak with QuantumScape about our innovative technology, Lithium-Stuffed Garnets for Solid State Batteries. We believe it could be a great fit for your company.

Our technology aligns with your focus on solid-state lithium-metal batteries, and we think it could support your work on solid electrolytes and lithium-metal anodes. Additionally, our research into innovative methods for creating and using these materials and new sintering techniques for solid-state energy storage devices matches your interest in novel electrochemical devices and preparing dense thin membranes of ionically conducting materials.

I came across your profile on LinkedIn and saw that you're the Senior Director II, Solid State Batteries at QuantumScape. I thought you'd be the right person to speak with about this opportunity. Would you be interested in speaking with our team about how

At the bottom of the email interface, there is a checkbox for 'Include Email Signature' which is checked, and a link for 'Manage Signature'. A chat bubble icon is visible in the bottom right corner.

Universities who implement AI to drive industry partnerships are being rewarded with revenue.

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.

We offer more than software. We help you establish a program that is built for success.

Your Success Is Our Success

At FirstIgnite, your goals are our top priority. We're committed to ensuring you maximize the value of our platform to achieve your research, innovation, and business development objectives.

Dedicated Customer Success Team

Our team is here to provide personalized support, ensuring a seamless experience from onboarding to ongoing use.

Proactive Engagement

We regularly check in to understand your evolving needs, share insights, and provide tailored solutions.

Comprehensive Training and Resources

Gain access to live training sessions, tutorials, and best practices to empower your team to leverage our platform effectively.

Results-Driven Approach

From identifying new industry partners to optimizing your outreach campaigns, we focus on delivering measurable outcomes that align with your goals.

Always Available

Whether it's a question, a challenge, or new opportunities to explore, we're just a call or email away.

Partner with us to drive innovation, accelerate partnerships, and achieve the outcomes that matter most to you. Your success is our mission.

Pricing Plan

Starter

\$24,000 /Year

Covers up to 7 users

Professional

\$50,000 /Year

Covers up to 50 users



Thank you.

