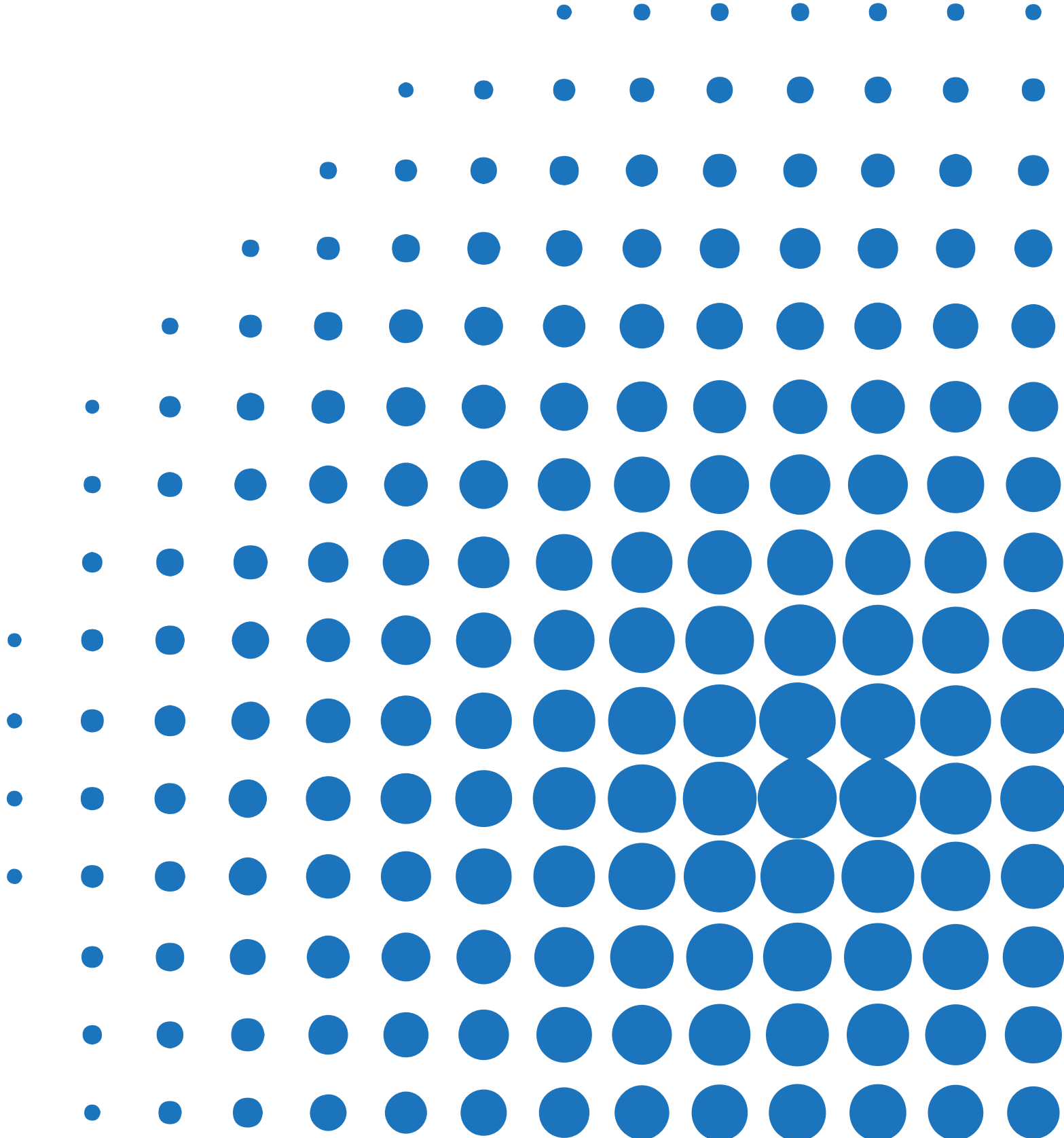




**Business
Development
Down to a
Science**



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.

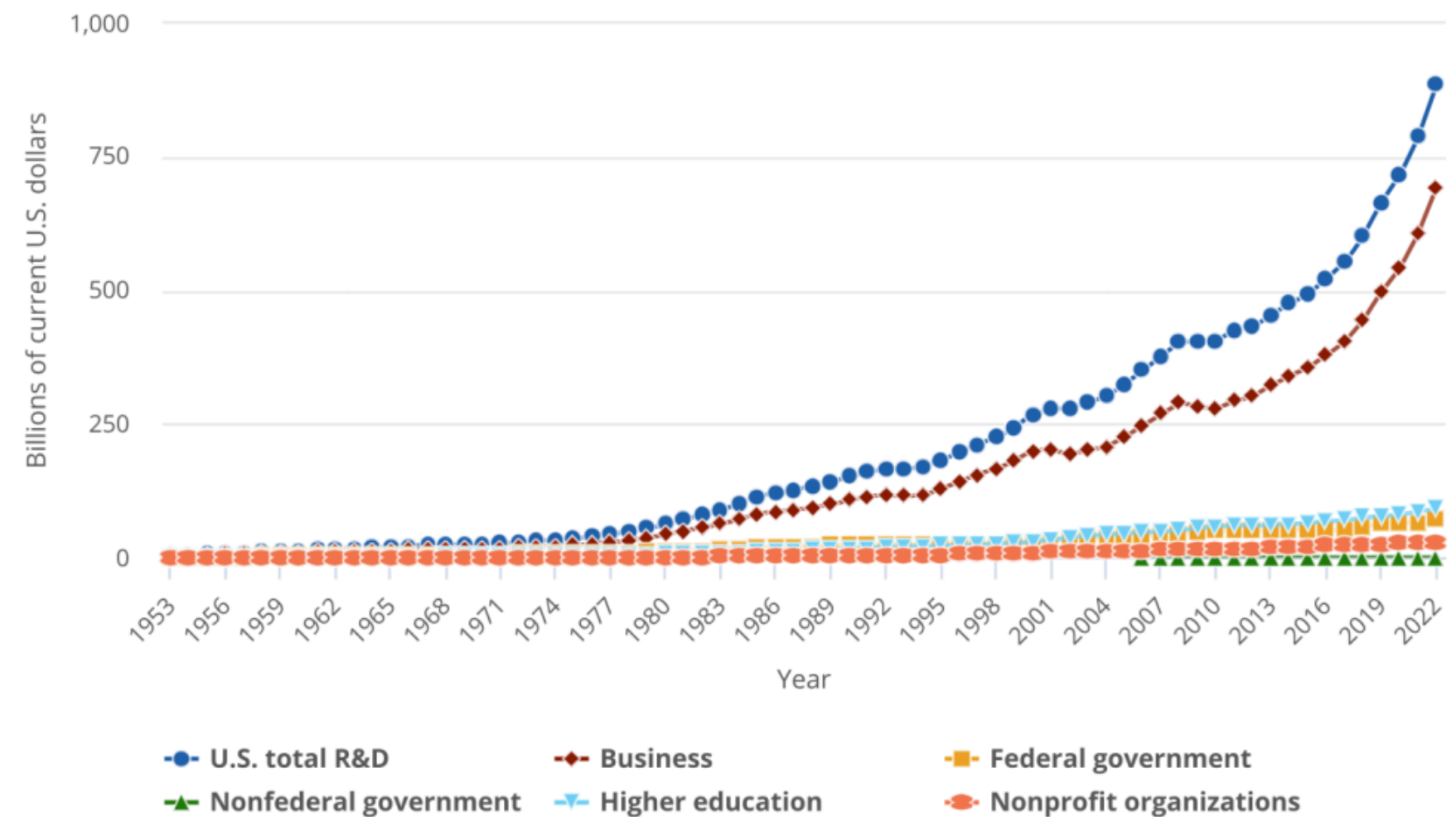
Such partnerships align with the National Science Foundation's data indicating the business sector's critical role in R&D, providing a significant financial boost and fostering advancements that benefit both academia and industry.

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.



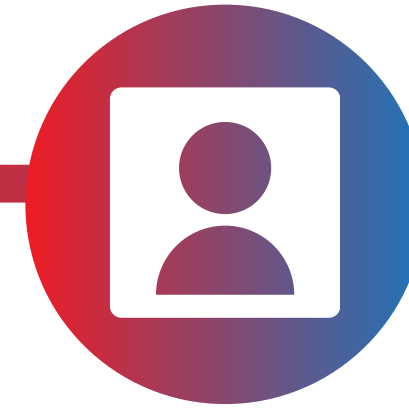
Market Search

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.

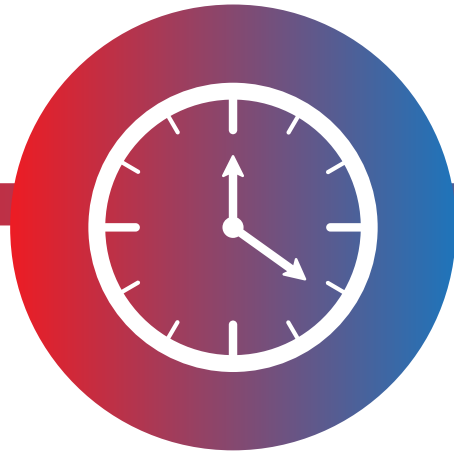
03

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

04

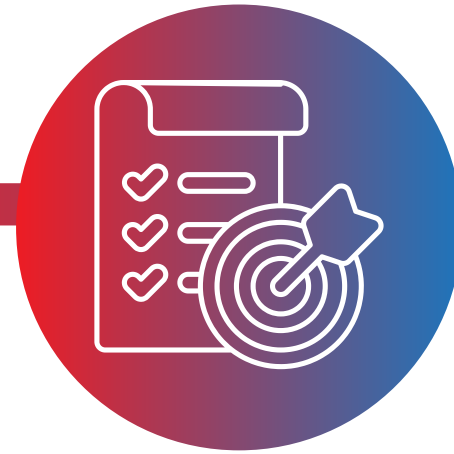
Marketing Material: Generate marketing content that summarizes research in formats designed to keep industry engaged.

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.

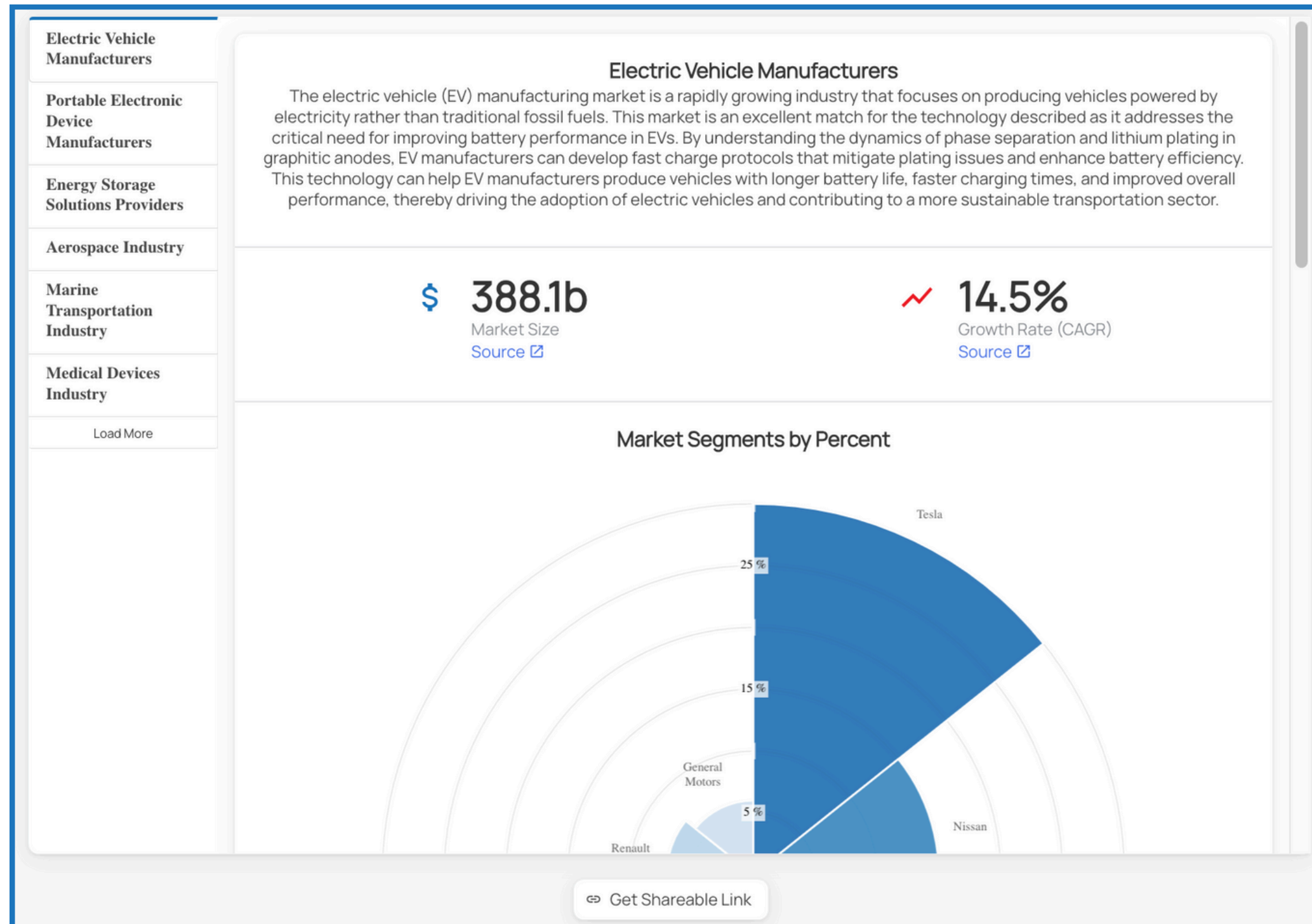
National Laboratory Outcome After Using **FirstIgnite's AI Software** for One Year

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

**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 SK hynix link in twitter	37k	Semiconductors	Icheon-si, South Korea
<input type="checkbox"/>	 Micron Technology Micron Technology link in twitter	43k	Semiconductors	Boise, Idaho
<input type="checkbox"/>	 AMD AMD link in twitter	30k	Semiconductors	Santa Clara, California
<input type="checkbox"/>	 Qualcomm Qualcomm link in twitter	51k	Telecommunications	San Diego, California
<input type="checkbox"/>	 NVIDIA NVIDIA link in twitter	28k	Computer Hardware	Santa Clara, California
<input type="checkbox"/>	 Applied Materials Applied Materials	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"/>	 [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

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](#)

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

**The Following Slides Show New
Corporate Partnerships for a
University Using FirstIgnite
Throughout 2023**

New Partners - One Month

ThermoFisher
SCIENTIFIC

NE Nanotech
Energy

ECOLAB[®]

SIEMENS
Healthineers

mirvie

ARKEMA

 **BD**

 **ABIOMED**[®]

covalonOEM
TECHNOLOGIES

 **PENTAIR**

New Partners - End of Quarter



New Partners - End of Year





Thank you.

