

Cognitive Convergence offers Investment Business Development via CrunchBase services for Consulting Houses, Tech Companies, SAAS Startups, and Cloud Consulting Companies.

crunchbase

Investments Business Development

Easy-to-use and advanced features for small businesses & large enterprises to make the most of your investments needs business development via CrunchBase.

An investment cohesive analytic and social networking platform for better communication using smart marketing techniques.

- ✓ Strategized content
- ✓ Cloud (SAAS) aware context
- ✓ Goal-oriented
- ✓ Product-specific
- ✓ Insightful reporting

Cognitive Convergence

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Paid subscription of Crunchbase

Companies/organization despite of their size need a capital to streamline their business processes. For startups, it gets a bit difficult to raise capital on their own. Funding is one of the most effective and fast way to improve capital without compromising the work's quality. CrunchBase is an online directory and database that provides information of investors as well as investee that can communicate with each other.

Crunchbase: <https://www.crunchbase.com/>

Search high-potential candidates by gaining real-time insight into prospects efficiently. Critically visualize the investors to pitch them effectively with your product/project idea and boost your business processes at the meantime.

The screenshot displays the Crunchbase Pro interface. At the top, there is a dark blue navigation bar with the 'crunchbase pro' logo, a search bar, and links for 'Advanced Search', 'UPGRADE NOW', 'Recommended', 'Lists', 'Resources', and 'Account'. The main content area is divided into several sections:

- MY CRUNCHBASE:** A sidebar menu with options like 'My Recommendations', 'My Lists', 'My Saved Searches', 'Import Lists', and 'Shared Tags'.
- EXPLORE:** A sidebar menu with options like 'Search Companies', 'Discover Hubs', 'Find Investors', and 'Create Profile'.
- MY COMPANY:** A sidebar menu with options like 'Cognitive Convergence' and 'Edit My Company Data'.
- Recommended Companies:** A section titled 'Recommended Companies View All' featuring two cards: 'Polaris Partners' and 'Abl Schools'. Each card includes a 'SAVE' button and thumbs up/down icons.
- Activity From My Follows:** A section showing news items, such as 'Square News · Jun 24' and '10 Best Fintech Startups Investors are Flocking To – Yahoo News'.
- This Week on Crunchbase:** A summary box based on the user's territory, showing statistics: 28 Funding Rounds, \$2B Total Fundings, 3 Acquisitions Recorded, and \$0 Acquisitions Amount. It includes an 'EDIT TERRITORY' button.
- Recently viewed:** A section showing a list of items like 'My First List', 'Business Development Co...', and 'Mark Fasciano', each with a 'SAVE' button.
- Trending Profiles:** A section at the bottom right with a 'VIEW ALL >' button.

Crunchbase

In an era of social networking, unlock a world of possibilities with the art of appealing to the savvy buyer using Paid services of Crunchbase. The best platform for businesses and investors to steer their buying decisions.

Key Features

✓ Advanced search filters for Samples/tables including:

- ❑ Firmographic data, including company descriptions, statistics, and recent funding information
- ❑ Detailed funding round information
- ❑ M&A and IPO data
- ❑ Investor activity
- ❑ Fields Included:
 - Total funding amount
 - Organization description
 - Employee size
 - Last funding date
 - Location
 - Organization category

✓ 60 million users are registered on Crunchbase

✓ Forge relationships with industry's leaders in investment

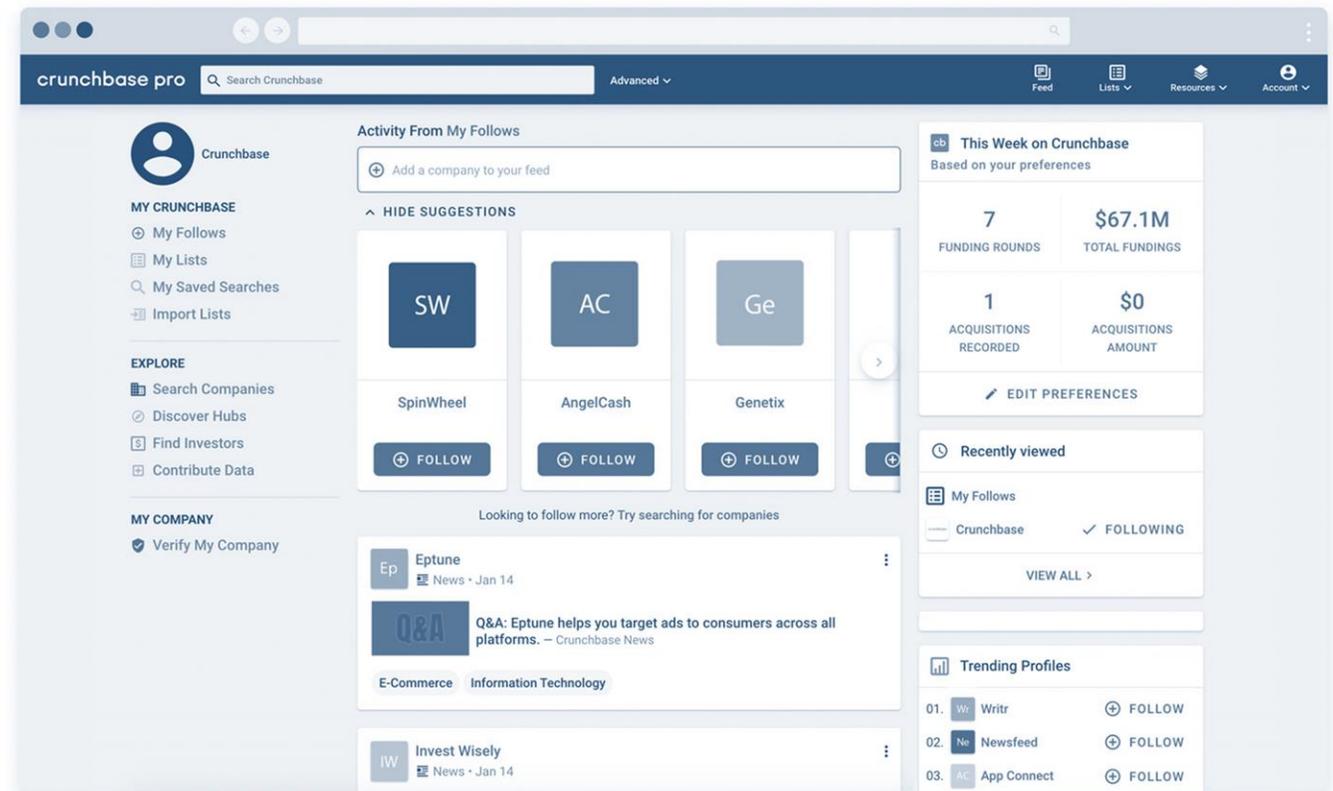
✓ More filters in advanced search to Find Right Investors with similar interests

✓ Trending profiles

✓ Featured Searches and Lists

✓ Recent news section

✓ Add/save list of relevant investors



Crunchbase Plans

Crunchbase offers 3 plans to its users on a monthly and annual basis.

The detail for the annual program is as follow:

<h3>Basic</h3> <p>Try Crunchbase for free</p> <p>Access firmographic data to learn more about companies at no cost</p> <p>REGISTER</p>	<h3>Starter</h3> <p>\$29</p> <p>/ user / month, billed annually</p> <p>Track and monitor the companies you care about</p> <p><i>Best for individuals</i></p> <p>⚡ TRY STARTER FREE</p> <p>Learn More</p>	<h3>Pro</h3> <p>\$49</p> <p>/ user / month, billed annually</p> <p>Unlock Crunchbase's full suite of prospecting tools fueled by sales intelligence</p> <p><i>Best for individuals and small teams</i></p> <p>⚡ TRY PRO FREE</p> <p>Learn More</p>	<h3>Enterprise</h3> <p>Contact Us</p> <p>Custom billing</p> <p>A custom solution that scales as teams do</p> <p><i>Best for large teams</i></p> <p>⚡ CONTACT US</p> <p>Learn More</p>
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Crunchbase Features

Have a quick overview of the features in different plans:

Starter
\$29 / user / month
billed annually

⚡ TRY STARTER FREE

Pro
\$49 / user / month
billed annually

⚡ TRY PRO FREE

Enterprise
Custom

⚡ CONTACT US

Highlights

Company Information



Salesforce Integration



Recommended Companies



Features

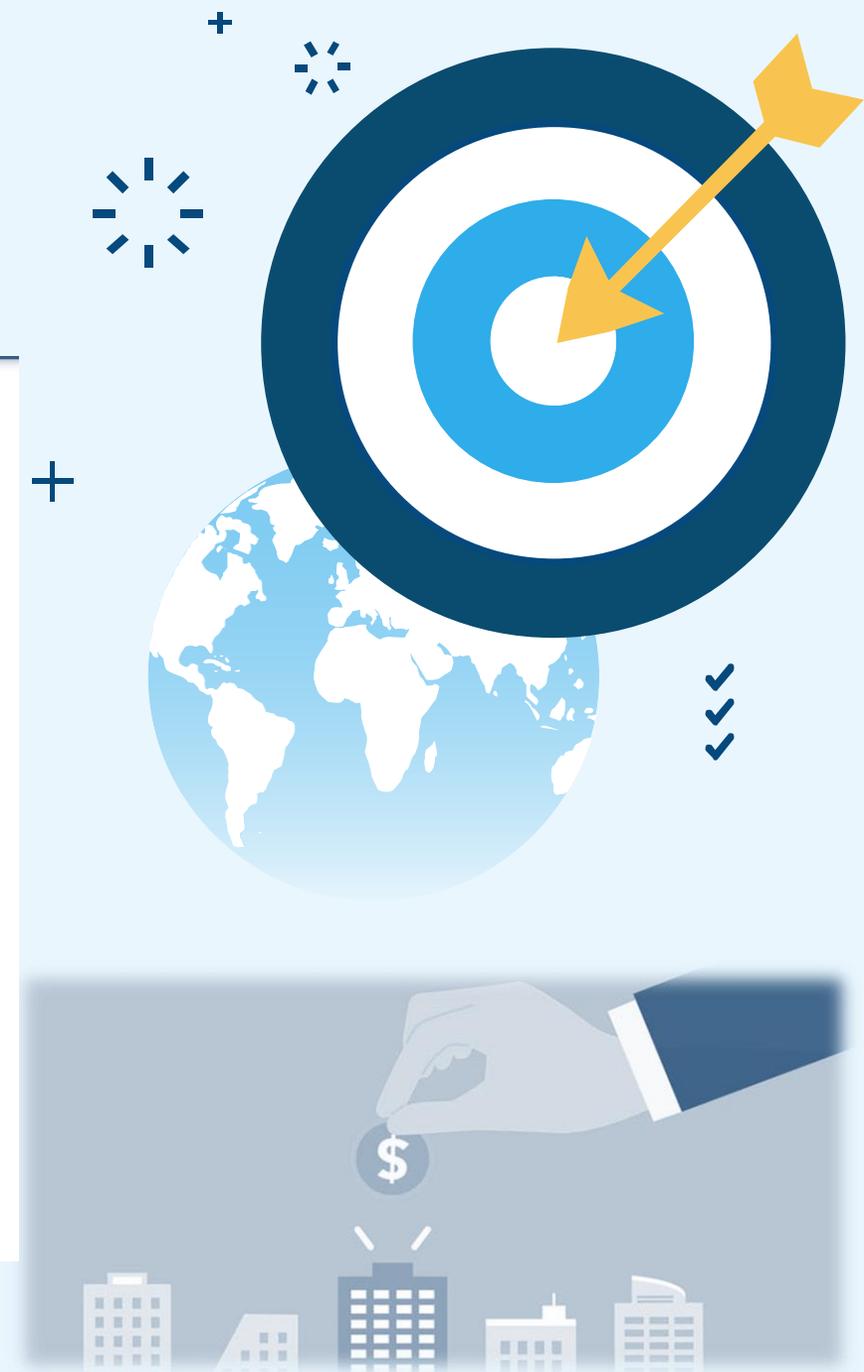
Unlimited Search Results



Saved Lists & Alerts



Notes & Tagging



Strategy for campaign

The strategy that we follow for fund raising campaigns are:

- ✓ Aligned with company branding
- ✓ Outline the campaign steps and process
- ✓ Analyze, strategized, and prepare content for the campaign
- ✓ Campaign execution, right place at the right time
- ✓ Weekly status report for feedback implementations from clients

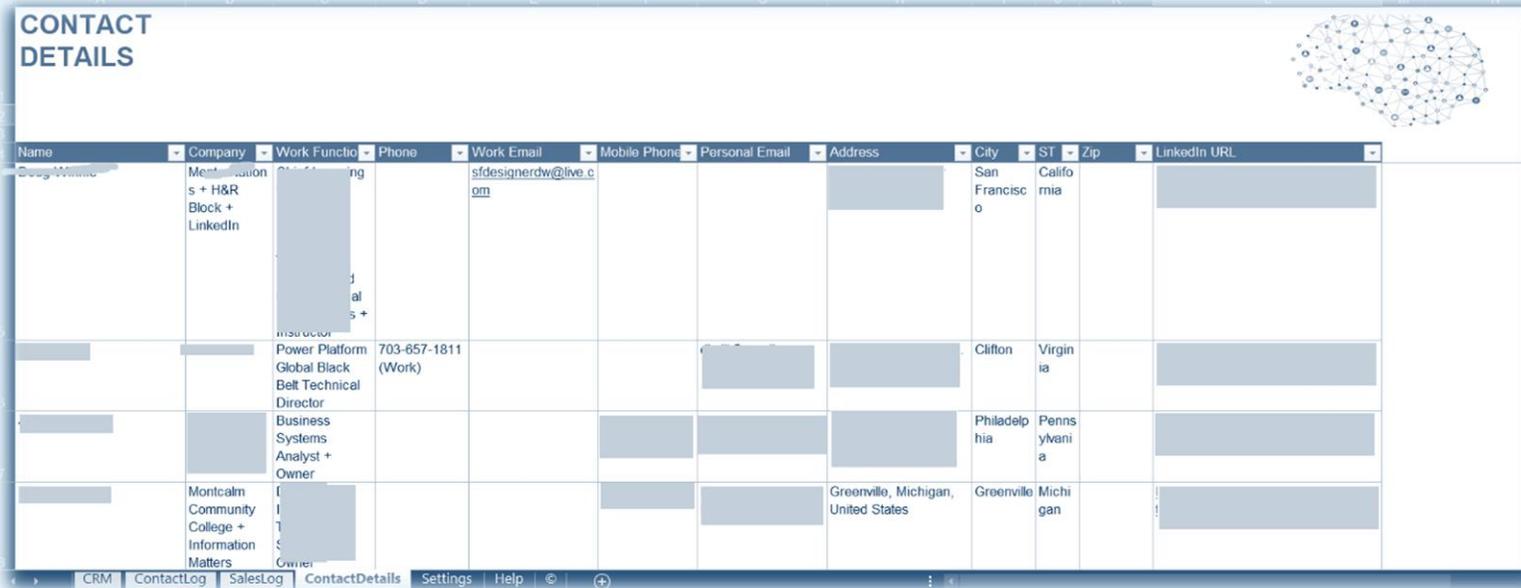


	A	B	C	D	E	F	G
1	Keywords used	Name	LinkedIn URL	Client Type	Status	Response	
	Power Platform USA - Self employed - Owner - Jc Partner - VP - CXO - Director, Manager	[REDACTED]	http://www.linkedin.com/in/[REDACTED]	Director Of Engineering at Indeed.com	Connection Invite + Initial Message sent		
2	Power Platform USA - Self employed - Owner - Partner - VP - CXO - Director, Manager	[REDACTED]	http://www.linkedin.com/in/[REDACTED]	Director Digital Workplace at Sherwin-Williams CLASS Visiting Committee at Cleveland State University	Connection Invite + Initial Message sent		
3	Power Platform USA - Self employed - Owner - B Partner - VP - CXO - Director, Manager	[REDACTED]	http://www.linkedin.com/in/[REDACTED]	Director of Digital Architecture & Solutions at DAI	Connection Invite + Initial Message sent		
4	Power Platform USA - Self employed - Owner - W Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Development Manager/Sr. Technical Architect at Hitachi Solutions America Managing Partner at Coral Bay Consulting LLC	Connection Invite + Initial Message sent		
5	Power Platform USA - Self employed - Owner - Partner - VP - CXO - Director, Manager	[REDACTED]	http://www.linkedin.com/in/[REDACTED]	Vice President Operations at Blueprint BPT (Business Process Transformation) Author at Packt Publishing	Connection Invite + Initial Message sent		
6	Power Platform USA - Self employed - Owner - F Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Director, Travel Operations at SAS	Connection Invite + Initial Message sent		
7	Power Platform USA - Self employed - Owner - B Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Solution Architect - Business Intelligence at Slalom Consulting CEO at Ranev Brothers BBO	Connection Invite + Initial Message sent		
8							



Our Services Based on Crunchbase

For long-term success, we offer our consulting services on Crunchbase that will help you to implement, audit, and optimize Crunchbase Pro instances for your company/organization. This platform is a big investment with a big and significant ROI.



The screenshot displays the 'CONTACT DETAILS' view in the Crunchbase interface. It features a table with columns for Name, Company, Work Function, Phone, Work Email, Mobile Phone, Personal Email, Address, City, ST, Zip, and LinkedIn URL. The table contains several rows of contact data, with some fields redacted by grey bars. The interface includes a navigation bar at the bottom with options like CRM, ContactLog, SalesLog, ContactDetails, Settings, and Help.

Name	Company	Work Function	Phone	Work Email	Mobile Phone	Personal Email	Address	City	ST	Zip	LinkedIn URL
[Redacted]	Mentation s + H&R Block + LinkedIn	[Redacted]	[Redacted]	sfdesignerdw@live.com	[Redacted]	[Redacted]	[Redacted]	San Francisco	California	[Redacted]	[Redacted]
[Redacted]	[Redacted]	Power Platform Global Black Belt Technical Director	703-857-1811 (Work)	[Redacted]	[Redacted]	[Redacted]	[Redacted]	Clifton	Virginia	[Redacted]	[Redacted]
[Redacted]	[Redacted]	Business Systems Analyst + Owner	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	Philadelp hia	Penns ylvani a	[Redacted]	[Redacted]
[Redacted]	Montcalm Community College + Information Matters	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	Greenville, Michigan, United States	Greenville	Michi gan	[Redacted]	[Redacted]

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We offer complete consulting of CrunchBase pro so you can take maximum advantage of this professional platform. We provide:

- ✓ Investment Business development
- ✓ Company promotion
- ✓ Personal and Company Page Setup
- ✓ Crunchbase Branding Services
- ✓ Lead generation and qualification
- ✓ Building conversions through customer's engagement
- ✓ Content Creation and Management



Business development

The alignment of business development processes and procedures with the strategic business goals of our clients' companies is the main goal of our investors campaign done via Crunchbase.



Our goals are:

- ✓ To identify and understand in-depth knowledge about the ideal investors for the highest quality products/apps/solution using brand promising results that you can deliver upon to end-users.
- ✓ Prioritizing targets to achieve set goals
- ✓ A well-defined and planned strategy implemented on right time to drive high growth and profitability levels
- ✓ Build long-term relationships with the top investors of the industry with similar background
- ✓ Leverage sales
- ✓ Complete management of Crunchbase profiles on your behalf to save your time and efforts
- ✓ Setting up demos/meeting with the potential leads
- ✓ Moving conversations to calls for conversions

A screenshot of the Crunchbase Pro search interface. The top navigation bar includes the Crunchbase logo, a search bar, and various utility buttons like 'UPGRADE NOW', 'Recommended', 'Lists', 'Resources', and 'Account'. The main heading is 'Search Companies'. Below this, there are tabs for 'Companies', 'Investors', 'Funding Rounds', 'Acquisitions', 'People', 'Events', 'Schools', 'Hubs', and 'Saved'. A 'Filters' sidebar on the left allows for refining results by 'APPLY TERRITORY', 'Overview', 'Description Keywords', 'Headquarters Location', 'Industry', 'Number of Employees', and 'Founded'. The main content area displays a table of search results with columns for 'Organization Name', 'Industries', 'Headquarters Location', 'Description', and 'CB Rank (Com...)'. The table lists companies such as SoftBank, Klarna, Nubank, Apollo, NVIDIA, Plaid, Square, and Citi. A 'CONNECT TO CRM' button is visible in the top right of the results area.

Company/Product page

The differentiation of similar offered products in the same industry is getting tougher day by day. To convince investors why our product is superior from others, we need to follow smart approach without overestimating our product. Company/product pages creation features of Crunchbase help you to create a unique page for your company so you can promote your product idea without paying separately for them.

Company Page pitching product idea

To establish a company page, you can add all the basic details such as industry, address, employee size and founding date. By adding all related information, a page is established as public record of your company in a third-party database which adds credibility to your business.

Our Service

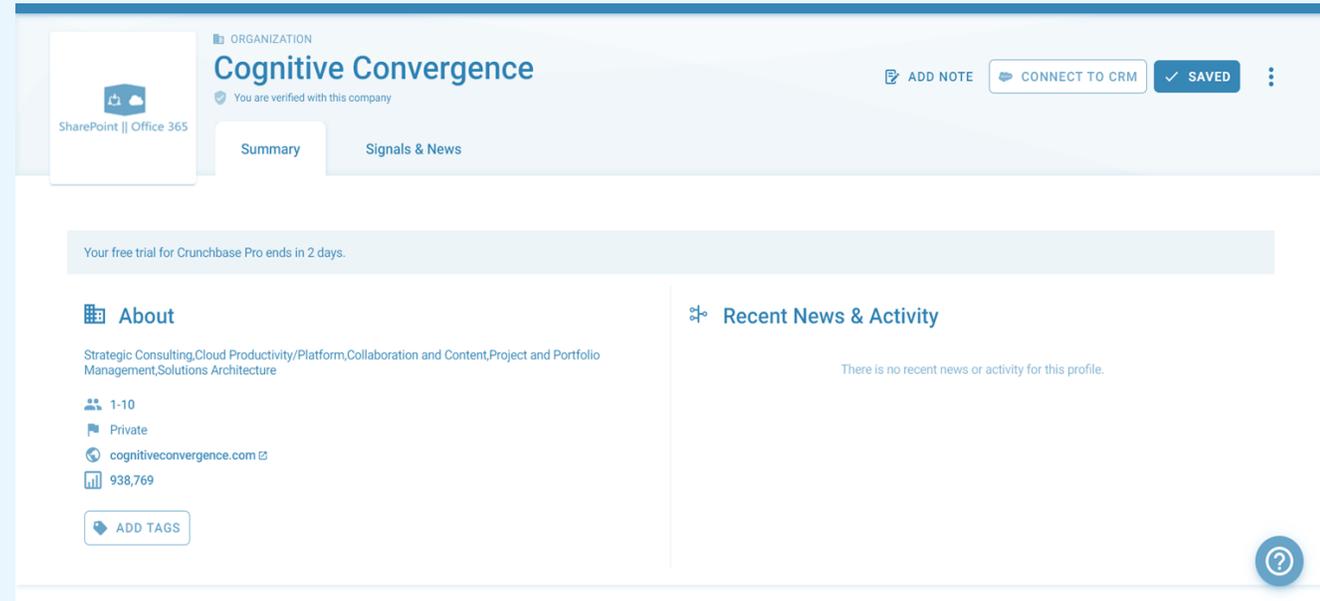
Creating a company page for a company looks like a simple task, but that's not the case.

Only a professional-looking yet easy-to-understand page gets you the desired outcomes that you expect.

To save you from such trouble, we offer our consulting services to the clients and create professional-looking, smart, brand-aligned pages for their company as you want.

For each showcase page, we provide:

- ✓ Add page links to other social media account to promote it among peers
- ✓ Provide complete content for Page identity
- ✓ Content for summary section
- ✓ Specific images for profile picture
- ✓ Update activity by regularly posting on its newsfeed
- ✓ Monitor the insights to track performance
- ✓ Provide complete content for Page identity
- ✓ Enhance page optimization



CrunchBase Branding Services

Using the world's #1 trusted professional fund-raising platform, Crunchbase, our consultants have in-depth knowledge on how to work with top-level businesses, executive leaders, and sales professionals to strengthen their brand voice and make more impactful investment proposals.

Our offerings:

We help the clients to identify a list of investors with similar work domain/interest and engaged them strong proposals to push actions in fund raising process. We offer our consulting services by:

- ✓ To make the best use of the Crunchbase platform, use Salesforce Integration to eliminate redundancy without switching platforms, etc.
- ✓ Establishing a list of investors categorically as
 - ✓ Industry
 - ✓ Geographic Location
 - ✓ Job Role
 - ✓ Investor's type
- ✓ Directly sending emails on given email addresses to reduce the chances of spamming



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Lead generation and qualification

The funding process is highly dependent on the quality of investors on which you have to spend your time and effort to ask for their investment. Although almost everyone knows how to use the search feature to look out for leads, only a few know how to get potential leads that are already looking for opportunities. The unique feature of Advanced Search in Crunchbase Pro has helped its users to get more unique and positive leads and accounts.



We help you to identify a lead: to nurture it for your own good. To do so, we leverage:

- ✓ The use of Crunchbase Pro advanced search filter
- ✓ Provide a list of keywords that are product and industry associated
- ✓ Choose from a large number of filters for
- ✓ People and companies
- ✓ Main Keywords using Boolean search format
- ✓ Geographic location (by region or state)
- ✓ Job title
- ✓ Company name
- ✓ Company size
- ✓ Company type (e.g., public, private, non-profit)
- ✓ Group membership
- ✓ School
- ✓ Years of experience
- ✓ Industry
- ✓ Job opportunities
- ✓ Number of followers

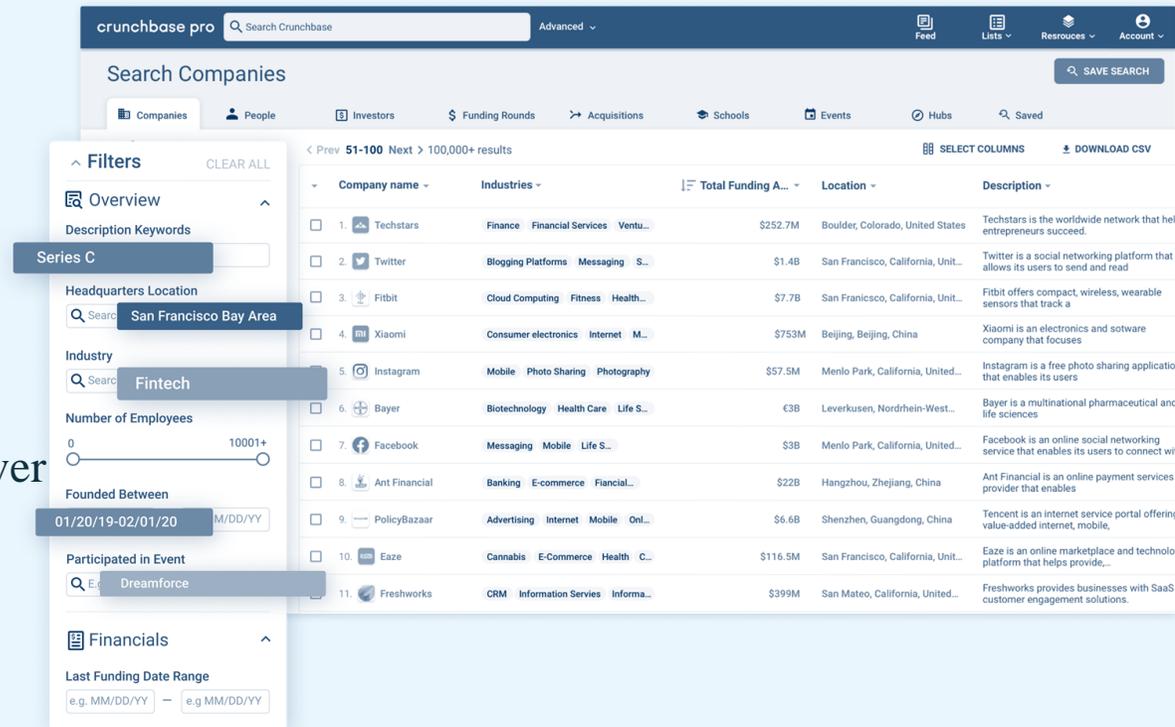
A screenshot of the Crunchbase Pro search interface. The top navigation bar includes the Crunchbase Pro logo, a search bar, and options for 'Advanced Search', 'UPGRADE NOW', 'Recommended', 'Lists', 'Resources', and 'Account'. The main heading is 'Search Companies' with a 'SAVE SEARCH' button. Below this are tabs for 'Companies', 'Investors', 'Funding Rounds', 'Acquisitions', 'People', 'Events', 'Schools', 'Hubs', and 'Saved'. A 'Filters' sidebar on the left shows 'APPLY TERRITORY' and 'Overview (3)' with filters for 'Description Keywords' (Artificial intelligence), 'Headquarters Location' (California), and 'Industry' (SaaS). The main results area shows a table of 525 results, with the first 8 rows visible. Each row includes a checkbox, organization name, full description, industries, headquarters location, and a description snippet. The table columns are: Organization Name, Full Description, Industries, Headquarters Location, Description, and CB Rank (Company).

Building conversions through customers' engagement

Building and nurturing your relationships with warm investor eases the whole investment process. Whether or not you have a sales background, we are here to assist you to enhance your customers' engagement in a short time.

We will help you to start the conversation in a way that barely gets ignored by anyone. Techniques that we use to surge communication is to start a conversation in an email:

- ✓ Adding a brief subject line
- ✓ Mention our latest achievements/customers as a reference.
- ✓ Provide brief, to the point company and product information in an email
- ✓ Attaching professional pitch decks
- ✓ Compose and send a follow-up message to drive communication over time.
- ✓ Adding a few personal contents in the message body to develop a sense of familiarity.
- ✓ Share a common interest to strike with them on common ground.
- ✓ Reach out to new lead by critically analysing work background of investors



The screenshot shows the Crunchbase Pro search interface. The search results are filtered for companies in the San Francisco Bay Area, Fintech industry, with funding between 01/20/19 and 02/01/20. The table lists 11 companies with their details.

Company name	Industries	Total Funding A...	Location	Description
1. Techstars	Finance Financial Services Ventu...	\$252.7M	Boulder, Colorado, United States	Techstars is the worldwide network that hel entrepreneurs succeed.
2. Twitter	Blogging Platforms Messaging S...	\$1.4B	San Francisco, California, Unit...	Twitter is a social networking platform that allows its users to send and read
3. Fitbit	Cloud Computing Fitness Health...	\$7.7B	San Francisco, California, Unit...	Fitbit offers compact, wireless, wearable sensors that track a
4. Xiaomi	Consumer electronics Internet M...	\$753M	Beijing, Beijing, China	Xiaomi is an electronics and software company that focuses
5. Instagram	Mobile Photo Sharing Photography	\$57.5M	Menlo Park, California, United...	Instagram is a free photo sharing applicatio that enables its users
6. Bayer	Biotechnology Health Care Life S...	€3B	Leverkusen, Nordrhein-West...	Bayer is a multinational pharmaceutical and life sciences
7. Facebook	Messaging Mobile Life S...	\$3B	Menlo Park, California, United...	Facebook is an online social networking service that enables its users to connect wi
8. Ant Financial	Banking E-commerce Financial...	\$22B	Hangzhou, Zhejiang, China	Ant Financial is an online payment services provider that enables
9. PolicyBazaar	Advertising Internet Mobile Onl...	\$6.6B	Shenzhen, Guangdong, China	Tencent is an internet service portal offering value-added internet, mobile,
10. Eaze	Cannabis E-Commerce Health C...	\$116.5M	San Francisco, California, Unit...	Eaze is an online marketplace and technolo platform that helps provide...
11. Freshworks	CRM Information Services Informa...	\$399M	San Mateo, California, United...	Freshworks provides businesses with SaaS customer engagement solutions.



Content Creation and Management

Proper management of your communication and product development activities is one of the most important steps of any investment driven campaigns process. We help our clients by offering our services of content creation and management to them.

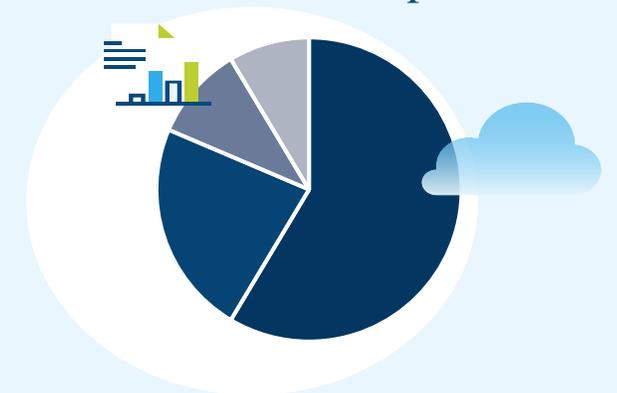
We help to create:

- ✓ Improved content for the Crunchbase profile of the relevant person
 - Improved content for the Company Page
- ✓ A content document for Hashtags for Crunchbase Profiles of
 - Personal Profile
 - Company
- ✓ A detailed content document for “Specialties words” to be used in Crunchbase profiles of the
 - Client
 - Company
- ✓ A content document for relevant targeted keywords for searching for potential candidates for our business development campaign
- ✓ Regularly publishing the post on the Crunchbase profile of
 - Personal profile
 - Company



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+



Vertical sector for Investment Business Development Campaign target companies

Having a thorough business plan and comprehensive market understanding for any business can enter or expand to enjoy instant success. Our vertical sectors for a business development campaign are:

✓ **AI/ML**

We help companies identify investors that are looking for AR/VR/MR services to make their investments with CrunchBase pro. We help tech companies in AI/ML domain to find right investors using Crunchbase pro.

✓ **Crypto/Blockchain**

We assist Crypto/Blockchain companies to find right investors using Crunchbase pro. Our experts help organizations identify and seize the potential of the potent and versatile emerging technology of crypto/blockchain using Crunchbase pro.

✓ **AR/VR/MR**

We are helping companies that offers Augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies to interact with their domain-specific investors using Crunchbase pro. We run and manage Crunchbase campaigns to identify investors that are supporting AR/VR/MR services.

✓ **EdTech**

We locate educationalist on Crunchbase to promote the use/knowledge of EdTech in the industry. We leverage various Crunchbase campaigns to identify target market to expand business in the education industry.



Vertical sector for Investment Business Development Campaign target companies

✓ PsycheTech

Our campaign using Crunchbase is specifically organized to target psychologists, medical health workers, psychiatrist, and social workers that are promoting advanced-level psychetech solutions in the industry.

✓ FinTech

To transform the financial services sector, FinTech innovation continues to lead the industry. To fuel market growth and leadership for the clients, our consultants plan and organize customized Crunchbase campaign that assess financial institute/organization within the market to build awareness of business by demonstrating their powerful solutions among stakeholders

✓ Proptech

Proptech has evolved in the real estate industry. Our Crunchbase campaigns for Proptech are focused and customized as per the industry's need. Instead of randomly targeting the investors for funding, our campaign are targeting a niche for more productive results.



Consulting services of **Cognitive Convergence** for **CrunchBase Pro** offers strategic opportunities to clients, investors, and partners that are

- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Grow revenues by entering new and exciting **Technology Domains, App development ideas, Solution Development, and Joint venture projects**
- ✓ Wants to have strong Financial Empathy with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.
- ✓ 1st mover advantage with



Thank you

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