NorthStar

MATERIAL COMMERCIALIZATION SOFTWARE SUITE

MAX

Market Analyst Agent

Finds the right clients for your material, and the steps to reach them.

100% DATA PRIVACY

THE PROBLEM MAX SOLVES

01 **Finding the right clients** to purchase your material
02 **Market vertical analysis** to support decision-making

HOW MAX READS

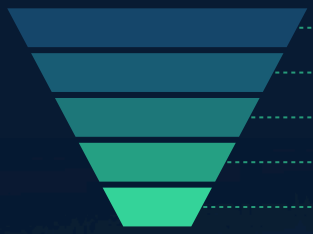
Grounded in your data.



- **Your data** spec sheets, patents, literature
- **50M+ academic papers**
- **Market reports** private and public

HOW MAX ANALYSES

Five steps from whole market to beachhead.



- General market analysis
- Niche market analysis
- Market pull
- Market push
- Beachhead clients

YOUR COMMERCIALIZATION PATHWAY

From spec sheet to client.

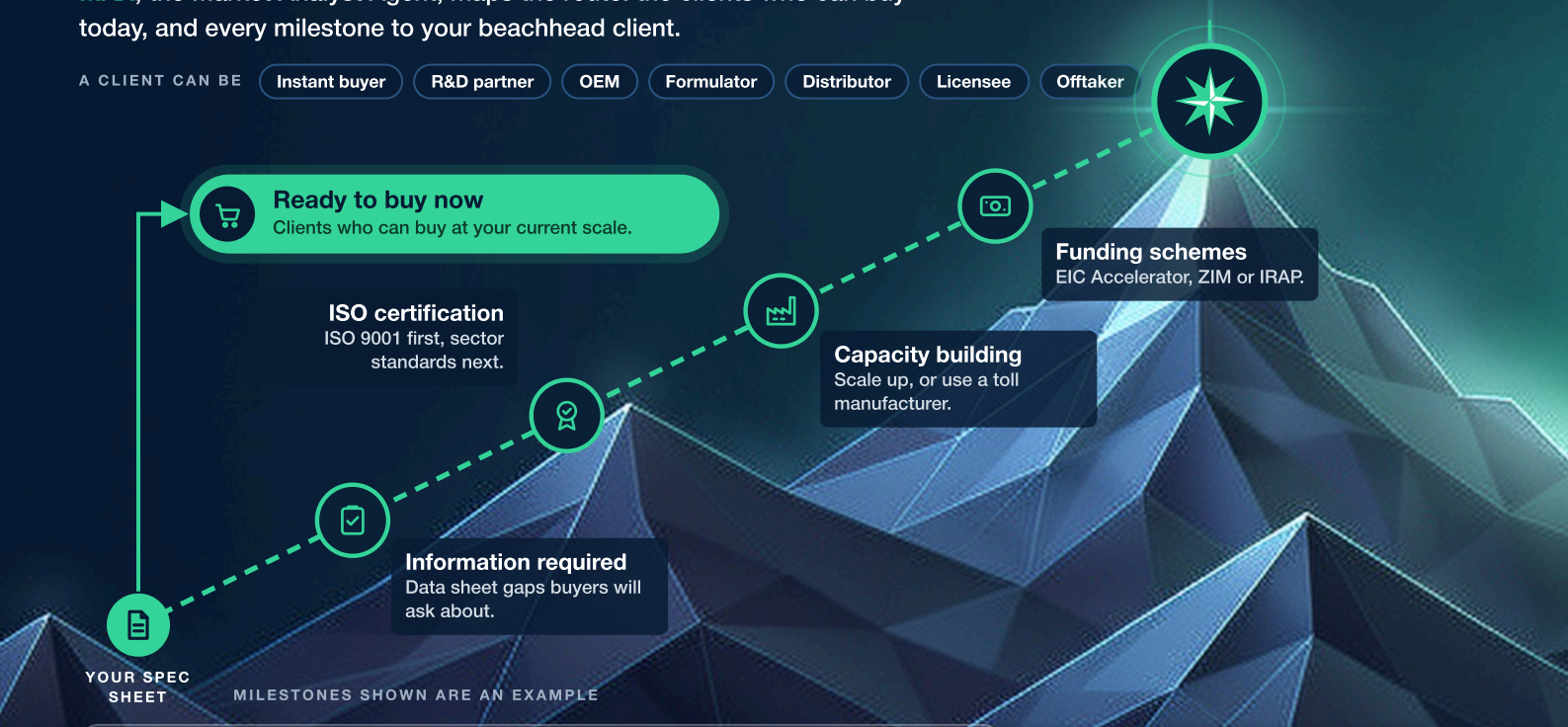
MAX, the Market Analyst Agent, maps the route: the clients who can buy today, and every milestone to your beachhead client.

A CLIENT CAN BE: Instant buyer · R&D partner · OEM · Formulator · Distributor · Licensee · Offtaker

THE DESTINATION

Your first client.

MAX names the beachhead client to win first, and the route to reach them.



MILESTONES SHOWN ARE AN EXAMPLE

OTHER PRODUCTS INCLUDE

B2B Marketplace · **Colette** Collaboration Agent · **Materials Matchmaker**

Get started with MAX

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