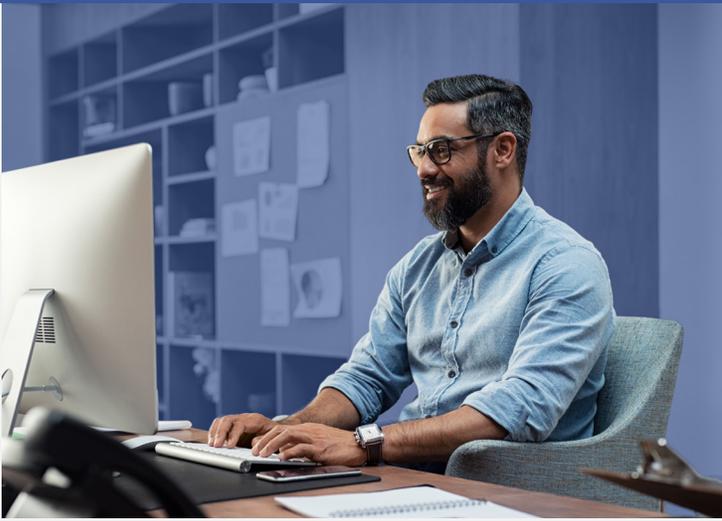


Discover how Notre Dame supports entrepreneurship with RocketReach

- 40-50% increase in finding contacts for customer interviews
- Significant improvement in response rate with fewer rejections



OVERVIEW:

Notre Dame's Idea Center is a hub that fosters entrepreneurship through various programs that support the creation and growth of startups, helping build these start-ups out of faculty research. The center offers intellectual property and market assessments to help start-ups succeed and facilitates their progress along the path to success. The center initiates intellectual property assessments, market assessments and facilitates the progress of the companies or the technology along the path a founder would. Explore how Notre Dame leverages RocketReach to find potential investors, board of directors, and customers for newly created startup companies.

CHALLENGES:

Data Accuracy

Notre Dame aimed to enhance its outreach to potential investors and customers across various industries by categorizing their data according to relevant attributes such as job title, industry, location, and customer behavior. To optimize their response rate while minimizing the number of emails sent, the institution sought to ensure the reliability and accuracy of the contact information RocketReach's database possessed.

Comprehensiveness

Notre Dame's goal of conducting over 10,000 customer interviews in five years was achieved with the help of RocketReach. This platform provided them with a comprehensive database and unlimited lookup capabilities through a single account.

Complex Pricing Plans

The company was seeking a pricing model that aligned with their specific requirements, complete with straightforward billing and invoicing procedures that could be easily managed by the entire team.

Ease of Use

Notre Dame recognized the importance of an intuitive and user-friendly prospecting tool that could be easily used by their predominantly student-based team to maximize their efficiency.

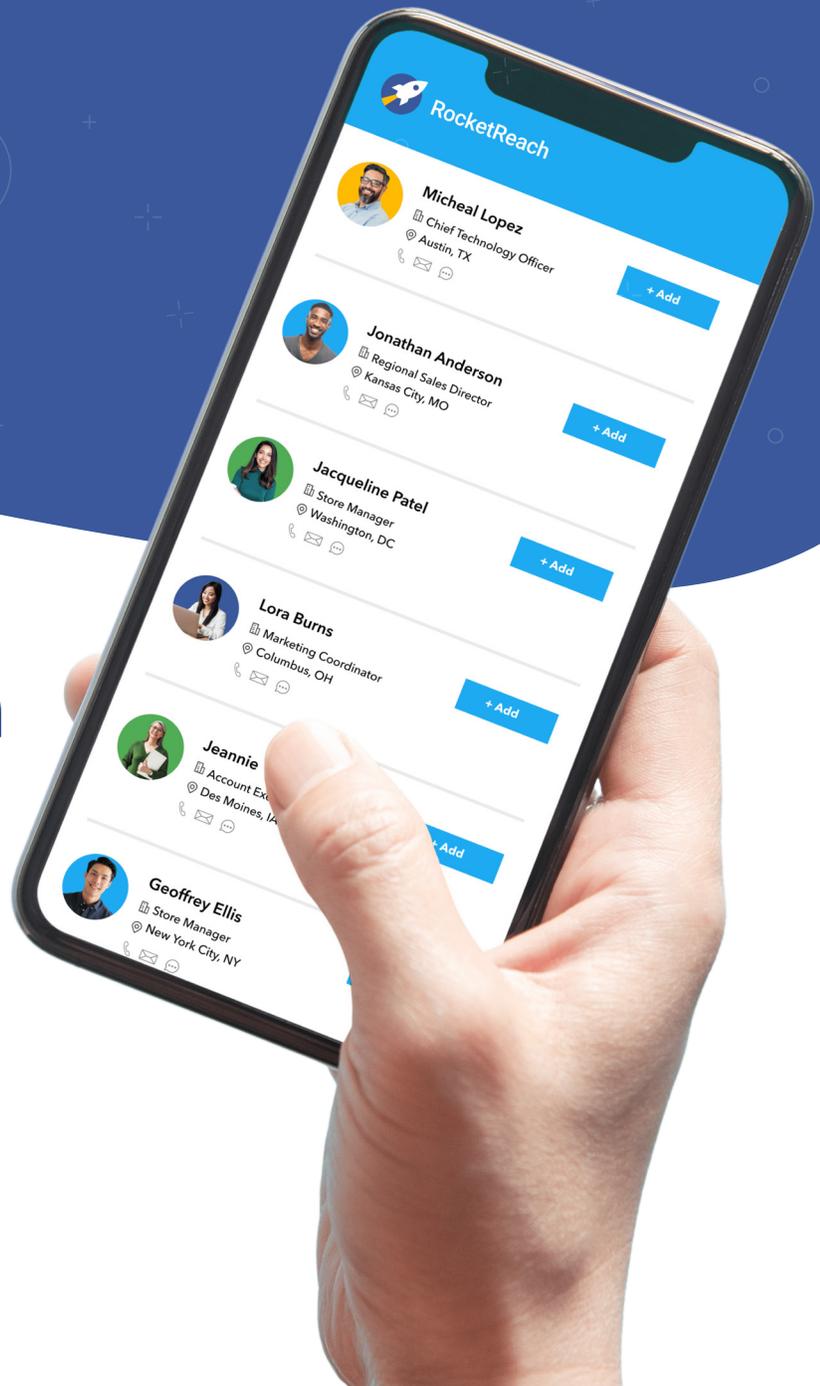
"After evaluating other platforms more than four years ago, we chose RocketReach and continue to find it useful. If you're trying to make the easiest entry point into an actual customer discovery program. This is the number one tool for that."

- Benjamin Hoggan, Director of De-risking and Venture Acceleration, Notre Dame Idea Center for Entrepreneurship and Innovation

SOLUTIONS:

- 40-50% increase in contacts for customer discovery than other platforms they used before.
- Achieved their goal of conducting over 10,000 customer interviews in five years.
- Increased the response rate for customer discovery interviews and fewer rejections. Easily found alumni across various industries and positions for market research, board membership and investor requests.
- Simplified their discovery process from several to two activities - RocketReach and their research platform.
- Worked with RocketReach to create a custom pricing plan that aligned with their specific needs and dynamic team of student analysts.

Notre Dame Idea Center improved its Alumni outreach process for customer discovery, board membership, and investor requests - leading to a positive ROI.



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