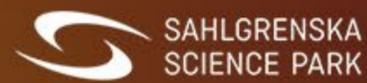


# Startups Guide to Ignite Magic



# HOW TO CREATE A COMPANY PROFILE ON IGNITE MAGIC

1. [Click here](#) to **create your startup account** on the platform Ignite Magic.  
*Please read the information in the next page if your startup has already met corporates through Ignite.*
2. You will receive an email to **verify your account**. Please check the spam folder if you haven't received it.
3. Now it's time to **fill in your company profile!**  
*This is the information that we read to understand what your startup develops and be able to match you with the right corporates and public sector organizations. **Put an extra effort here!** Don't forget to upload your pitch deck, add your colleagues that will participate in the matchmaking meetings and complete the extra information.*
4. Now your profile is registered! Why don't you **check out our upcoming matchmaking sessions?**  
*Click on "Events" in the top menu.*

## IF YOUR STARTUP HAS PREVIOUSLY PARTICIPATED IN IGNITE

That means that your startup has already an account on our platform!

*Please don't create a new one as we have valuable information on your startup in that account.*

[Click here to login into your account here.](#)

**DON'T REMEMBER  
YOUR PASSWORD?**

[Click here to reset  
your password](#)

**CANNOT RESET  
YOUR PASSWORD?**

Your startup account  
may have another email  
address as username!

**DON'T REMEMBER  
YOUR USERNAME?**

[Click here to send us  
an email](#) and we will  
write back with your  
startup's username

**TIP! UPDATE YOUR  
STARTUP PROFILE**

It will increase the  
chances to be matched  
with the right corporates  
and public organizations

# HOW TO APPLY TO A MATCHMAKING EVENT

1. [Click here](#) to log in to Ignite Magic.
2. You will find a list of Ignite's upcoming matchmaking event on the homepage.  
*You can also access it by clicking on Events in the top menu.*
3. Read the **information about the events** that you think might be suitable for your startup.  
*You access this information by clicking on each event's name.*
4. Click on the **button "I want to join"** in each event you would like to participate in.
5. Fill in the information requested in the window that pops up.  
*We'd like to know why you want join that matchday, your company's attendees and your availability for the day.*
6. Click on **"Apply for the event"** so the system registers your application.
7. **Save the date and time in your calendar!**

# WHAT HAPPENS AFTER YOU HAVE APPLIED FOR AN EVENT?

1. Once the applications are closed and the participant corporates are confirmed, we start with the matchmaking process.

2. Our team presents your startup to the corporations and public organisations that are looking for your technology.

3, You will receive a notification email whenever a company or organization confirms a match with your company. We will also notify you if we couldn't find any matches for your startup.

4. We schedule all the matchmaking meetings that will take place during the session. Check out your meetings schedule on Ignite Magic.

5. Prepare for your meeting! Attend to the Sales Boost that we hold previously to the matchday and read carefully the suggested meeting structure and other useful documents that we share on Ignite Magic (top menu: Resources)

6. Meet the corporate/s for 20 minutes during the matchmaking session.

**Problem with Ignite Magic?  
Please contact us at  
[support@ignitemagic.org](mailto:support@ignitemagic.org).**

