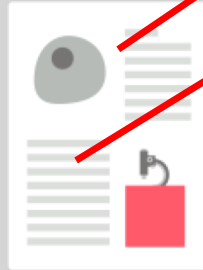
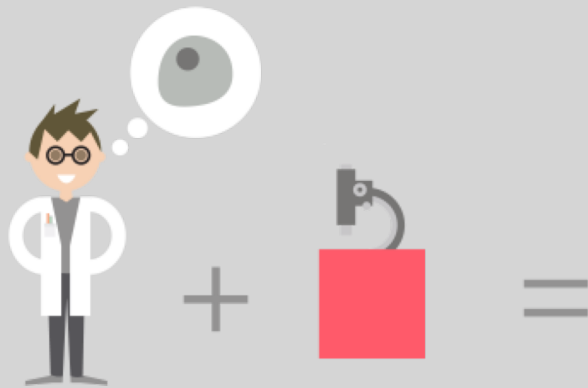




Step-by-step Demo

www.facten.com



Critical business data is hidden in millions of scientific publications.

Who works on **what**?

Where, with **whom**?

Using **which** products?

How much money?

Facten makes data actionable for **Sales and Marketing**

15,224,597 Publications

1,444,962 Grants

51,710,225 Collaborations

8,040,452 Researchers

Size niche markets

Get fresh lists targeted leads

Re-segment your mailing list or CRM

Access all your competitor's customers!

Selling to Scientists?
Find **All Targeted Leads**

[Try](#)

Our **unique full-text algorithm**
lets you see all customers of
any competitor.

<https://www.facten.com/app>

scroll down ▼

Sign-in (or sign-up) from the Facten website. Or directly from:
<https://www.facten.com/app>



FACTEN app would like to access some of your LinkedIn info:



YOUR PROFILE OVERVIEW

Name, photo, headline, and current positions



YOUR EMAIL ADDRESS

The primary email address you use for your LinkedIn account

Sign in to LinkedIn and allow access:

nic@facten.com

[Join LinkedIn](#)

[Forgot your password?](#)

Allow access

Cancel

LinkedIn

Enter your LinkedIn credentials. As explained by LinkedIn only a small part of your profile is shared with us. This is only to authenticate you on the platform. Our Privacy Policy is very strict: we do not share your information with any third party.

Search

MyFacts

? Search :

by keyword | by product | by name

Q ex: KER1 gene CellImager2000

? Filter by location :

World 8,770,000

Africa 159,000

China & neighbors 1,680,000

Europe 2,280,000

Japan & Korea 773,000

Latin America & Caribe 396,000

Middle East 291,000

enter keywords for full-text search

advanced: ebola AND (crisis OR "public health")

World

8,770,000 researchers ?

What is this ?



This is the main screen of the Fecten web application. Millions of researchers are indexed.

Search

MyFacten

? Search :

by keyword | by product | by name

Q DNA "low frequency variants"

? Filter by location :

World

⚙️ extraction started, first results will be available shortly...

What is this ?



In this demo, our product is a genetic sequencer. We want all researchers that work on a particular application: DNA "low-frequency variants".

The first time we do a search, Facten needs to collect all the matching data in the World. This can take a couple minutes but next time we want to access the same search, results will be available immediately.

Search

MyFacten

? Search :

by keyword | by product | by name

Q DNA "low frequency variants"

🔖 DNA "low frequency variants" 2,260

? Filter by location :

World 1,040

Africa 16

China & neighbors 73

Europe 6

Japan & Korea 42

Latin America & Caribe 31

? Download

List

? Filter: Researchers ▼

What is this ?



We can see the size of our market

Search

MyFacten

? Search :

by keyword | by product | by name

Q DNA "low frequency variants"

🔒 DNA "low frequency variants" 2,260

? Filter by location :

World

US & Canada

US South 165

Texas 37 →

Austin 1

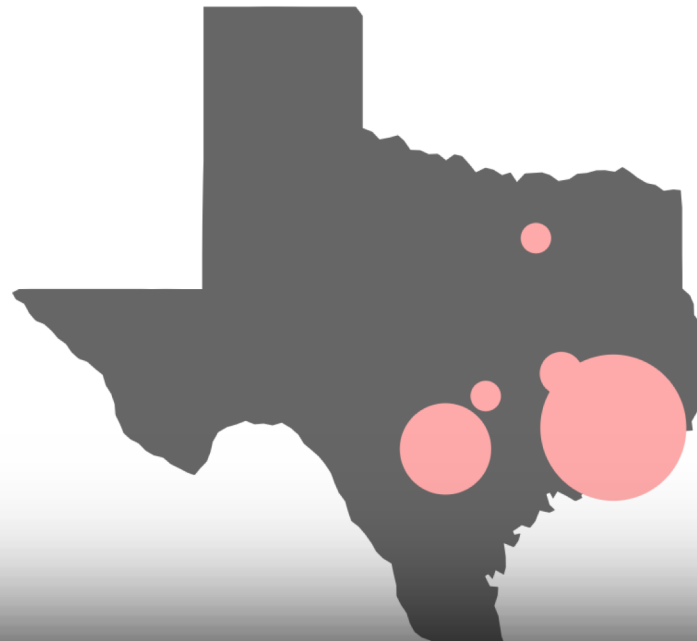
College Station 2

? Download

List

? Filter: Researchers ▾

What is this ?



and zoom into any country

We can also zoom to particular cities and institutions

by keyword | by product | by name

Q DNA "low frequency variants"

🔒 DNA "low frequency variants" 2,260

? Filter by location :

World

US & Canada

US South

Texas 37

Houston 23 →

Baylor College of Medicine 9

Rice University 1

The University of Texas Health Science Center at Houston 7

What is this ?



10

Search

MyFacten

Search :
by keyword | by product | by name

DNA "low frequency variants"

DNA "low frequency variants" 2,260

Filter by location :

World

US & Canada

US South

Texas 37

Download

Map

Sort: Relevant Works

Filter: Researchers

What is this ?



GRAVES Vernon
Human Genetics Center, The University of
Houston, Texas

\$

||||| |

sequenced exons, whole genome sequence analysis, wic



MCLAUGHLIN Angie
Center for Statistical Genetics, Departmen
Houston, Texas

\$

||||| |

nucleotide sites, new statistical method, exome data, con



BUSH Guadalupe
Human Genetics Center, School of Public
Houston, Texas

\$

|||| |

content-based, Dallas Heart, resequencing data, ill-suited



BREWER Rafael
Department of Biostatistics, The University
Houston, Texas

\$

|||| |

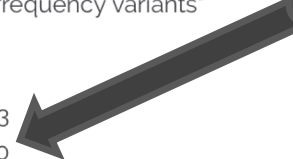
rs6010620, low-penetrance susceptibility alleles

And, of course, we can see the list of people. All researchers working on our application are listed. These are all our potential customers! Each bar is an article that researcher has written and the red bars are when articles match our search. As part of all Facten plans, we can do an unlimited number of searches.

Download List of Contacts

query	DNA "low frequency variants"
region	Houston
total contacts	23
known contacts	0
unknown contacts	23
available credits	932
use	<input type="text"/> credits

Known contacts: 0



Get Credits

Get List

Questions? Large orders? [Contact us.](#)

Facten will show us how many contacts there are, and how many are already managed in our account. Since we are just starting our account is empty.

Download List of Contacts

query	DNA "low frequency variants"	
region	Houston	
total contacts	23	
known contacts	0	
unknown contacts	23	
available credits	932	
use	10	credits


Get Credits

Thanks! You will receive the list by email shortly.

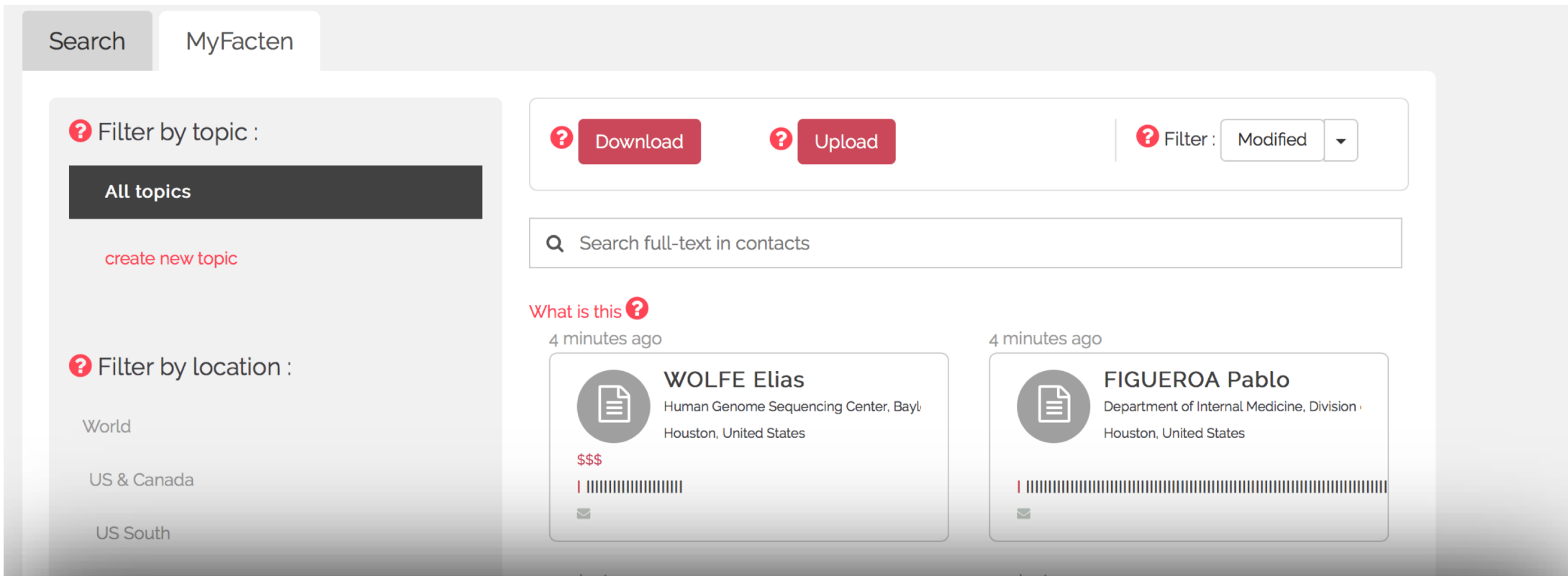
close

Questions? Large orders? [Contact us.](#)

As an example, we'll just spend 10 contact credits

A	B	C	D	E	F	G	H	I	J	K	
 DNA "low frequency variants"											
lastname	firstname	email	grants_total	articles_total	DNA "low frequency"	affiliation	place-1	place-2	place	place-4	place-5
Bradley	Emilio	bradley@uth.tmc.edu	0	7	1	Division of Rheumatology and Clinical immunogeneti	US & Canada	US South	Texas	Houston	University of Houston
Brewer	Rafael	brewer@mdanderson.org	22	177	4	Department of Biostatistics, The University of Texas M	US & Canada	US South	Texas	Houston	The University of Texas MI
Figueroa	Pablo	figueroa@uth.tmc.edu	0	187	1	Department of Internal Medicine, Division of Rheuma	US & Canada	US South	Texas	Houston	University of Houston
Graves	Vernon	graves@uth.tmc.edu	43	247	11	Human Genetics Center, The University of Texas Health	US & Canada	US South	Texas	Houston	The University of Texas He
Hamilton	Olivia	hamilton@uth.tmc.edu	0	10	1	Human Genetics Center, University of Texas Health Sci	US & Canada	US South	Texas	Houston	The University of Texas He
Moody	Oscar	moody@bcm.edu	3	38	2	Department of Molecular and Human Genetics, Baylor	US & Canada	US South	Texas	Houston	Baylor College of Medicin
Maria	Perez	maria@bcm.edu	2	175	1	Department of Molecular and Human Genetics, Baylor	US & Canada	US South	Texas	Houston	Rice University
Todd	Sean	todd@bcm.edu	8	65	1	Menninger Department of Psychiatry and Behavioral S	US & Canada	US South	Texas	Houston	Baylor College of Medicin
Wolfe	Elias	wolfe@bcm.edu	3	23	1	Human Genome Sequencing Center, Baylor College of	US & Canada	US South	Texas	Houston	Baylor College of Medicin
Young	Mandy	young@mdanderson.org	0	51	1	Department of Pathology, The University of Texas MD	US & Canada	US South	Texas	Houston	The University of Texas MI

We receive an Excel file with 10 contacts. It contains the names, emails as well as the number of total and matching articles of each contact.



If we go back to Facten, these contacts have been added to the "MyFacten" tab. There we can sort and extract on any criteria we like. Because these contacts are already in our account, no credits are required. With Facten, we never pay twice for the same contact. Once a contact is maintained in our account, it stays there. It is kept up-to-date. It is refreshed with new publications and updated when contact information changes.

We will be able to **re-segment** our account contacts based on any future needs.

Let's imagine we want to reach out to all current users of "HiSeq", a product from a **competitor**

Because **Facten** searches full text, including in the "Materials & Methods" section, it can detect when products and companies are referenced there.



Search

MyFacten

? Search :

by keyword | by product | by name

Q HiSeq

HiSeq 35,600

DNA "low frequency variants" 2,260

? Filter by location :

World

US & Canada

US South

Texas 535

Houston

247 →

? Download

List

? Filter: Researchers

What is this ?



Let's download this new list.

17

Search MyFacten

Search :

by keyword | by product

HiSeq

HiSeq

DNA "low frequency varian

Filter by location :

World

US & Canada

US South

Download List of Contacts

query	HiSeq
region	Houston
total contacts	247
known contacts	2
unknown contacts	245
available credits	922
use	<input type="text"/> credits

Known contacts: 2

Filter: Researchers

Get Credits

Get List

Questions? Large orders? [Contact us.](#)

This time, there are already "known contacts". These are the contacts that match our new search "HiSeq" but were added to our account previously.

Search MyFacten

Search :

by keyword | by_product

HiSeq

HiSeq

DNA "low frequency varian

Filter by location :

World

US & Canada

US South

Download List of Contacts

query	HiSeq
region	Houston
total contacts	247
known contacts	2
unknown contacts	245
available credits	922
use	<input type="text" value="0"/>


Get Credits

Questions? Large orders? [Contact us.](#)

Get List

Filter: Researchers

Because they are already in our account, we could download them now without spending any additional credit.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O										
																								
lastname	▼	firstname	▼	email	▼	grants_total	▼	articles_total	▼	HiSeq	▼	affiliation	▼	place-1	▼	place-2	▼	place-3	▼	place-4	▼	place-5	▼	
Graves		Vernon		graves@uth.tmc.edu		43		247		24		Human Genetics Center, The University of Texas		US & Canada		US South		Texas		Houston		The University of Texas Health Science Center at Houston		
Hamilton		Olivia		hamilton@uth.tmc.edu		0		10		2		Human Genetics Center, University of Texas		US & Canada		US South		Texas		Houston		The University of Texas Health Science Center at Houston		

This is the list. It contains all contacts that were in our account and that happen to be HiSeq users. In just a few clicks, we can re-segment all our known contacts based on whether they reference a competitor or work on a particular application.

Now, let's imagine we have some data outside of Facten.

For example, a list of people we met recently at a **tradeshow**.

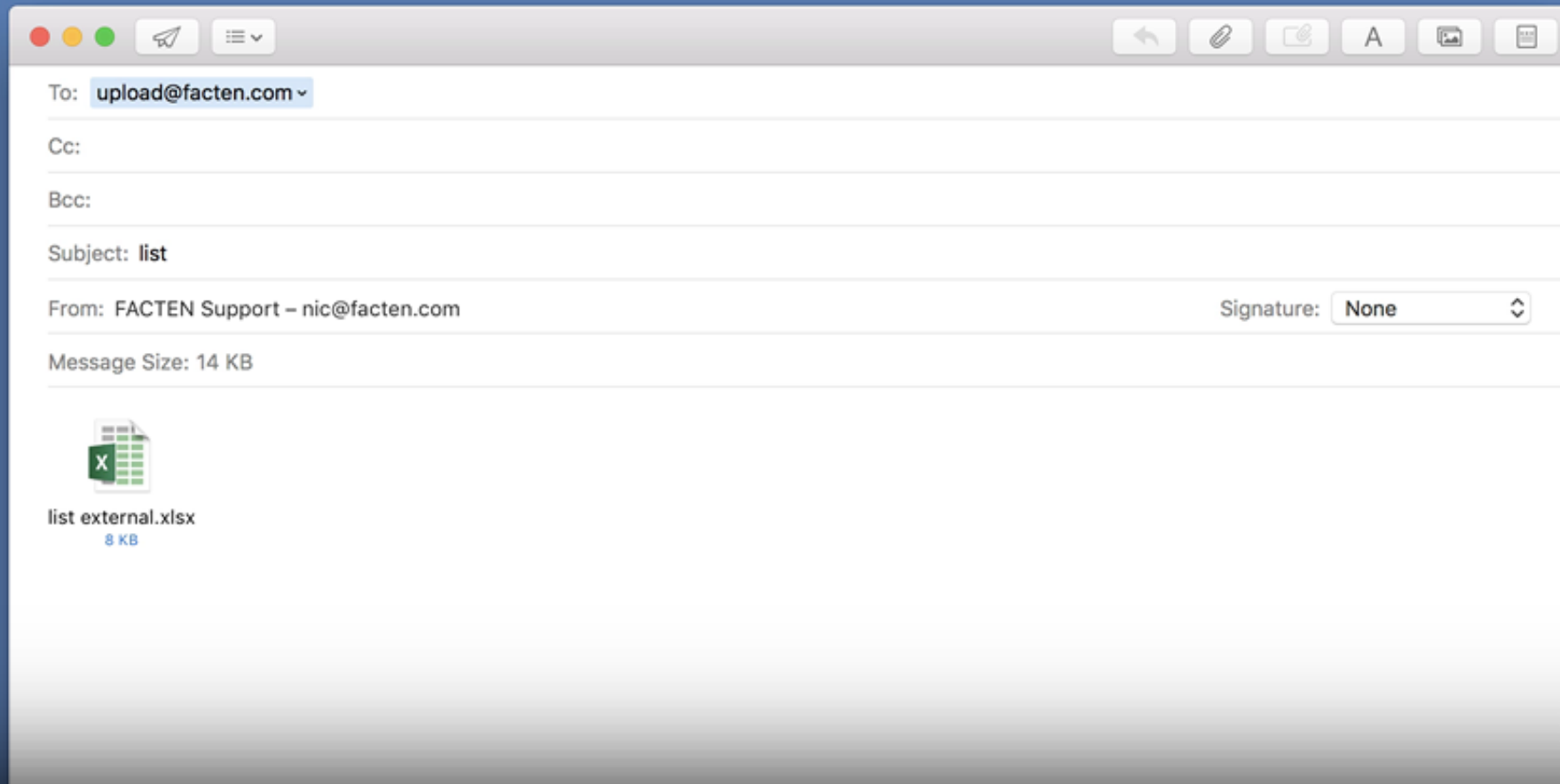
Or some existing customers from our **CRM**.

As before, we would like to know **which of them are HiSeq customers**.

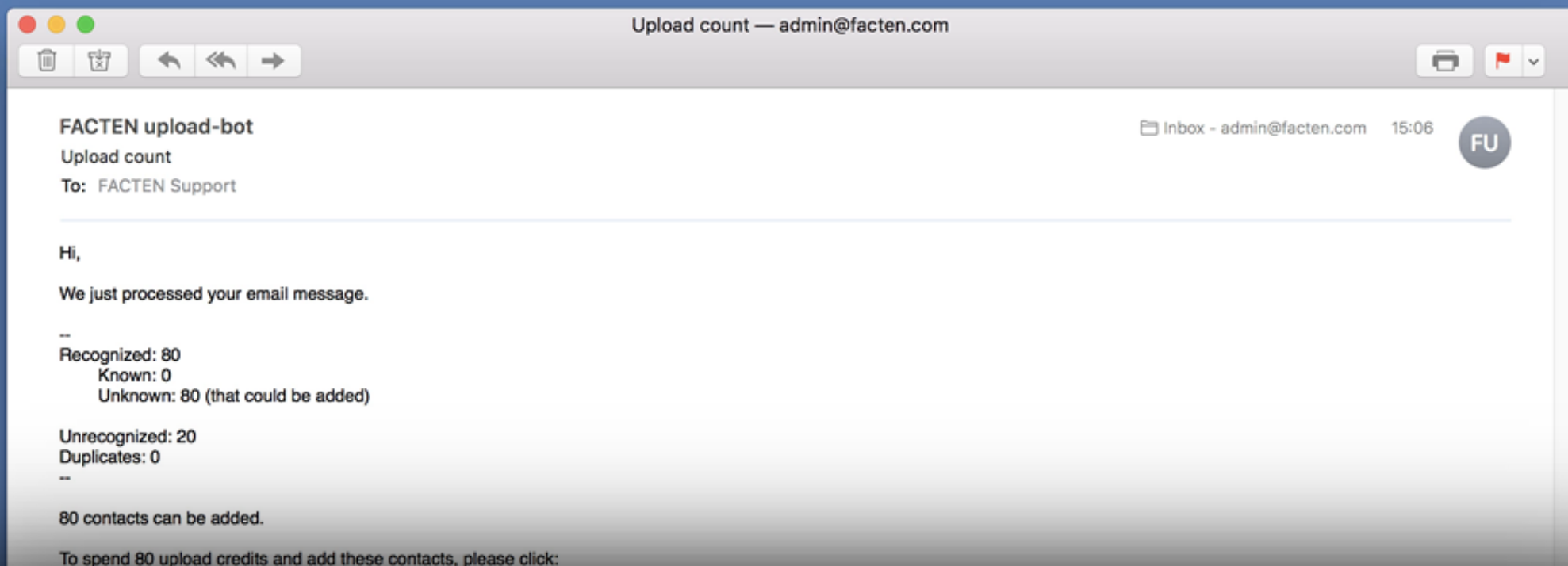


	A	B	C	D	E	F	G	H	I	J
1	benson@bcm.edu									
2	cannon@bcm.edu									
3	cunningham@bcm.edu									
4	graves@gmail.com									
5	graves.l@uth.tmc.edu									
6	graves@mdanderson.org									
7	hamilton@uth.tmc.edu									
8	kennedy@genebygene.com									
9	mann@gmail.com									
10	moran@mdanderson.org									
11	osborne@bcm.edu									
12	osborne@bcm.edu									
13	owen@bcm.edu									
14	ramos@illumina.com									
15	reed@bcm.edu									
16	reeves@houstonmethodist.org									
17	rhodes@mdanderson.org									
18	thornton@mdanderson.org									
19	torres@uh.edu									

Contacts from Tradeshow or CRM



We can upload these contacts into our Facten account, simply by emailing the list to: upload@facten.com



We will get an email back with the number of contacts that were recognized in the entire Facten database and in our own account. In just one click, we can add these contacts to our Facten account. They will always be kept always up-to-date and will be searchable and segmentable based on their scientific activity. To add these contacts, we spend another type of credit called "upload credits". Prices for all plans and credits are publicly available on the Facten website.

Download List of Contacts

query	HiSeq
region	Austin
total contacts	57
known contacts	23
unknown contacts	34
available credits	894
use	<input type="text"/> credits

Known contacts: 23

Get Credits

Get List

 Questions? Large orders? [Contact us.](#)

Now, let's go back to Facten and search for "HiSeq" again. As we can see there are more known contacts that use HiSeq. The extra known contacts are those that came from our tradeshow list. As before, we could re-download that list, or any other re-segmentation, at no cost to us because the contacts are in our account.

Search MyFactor REEVES x

Search :
 by keyword | by product | by name

Q ex: KER1 gene CellImager2000

🔒 "Chip Seq analysis"	5,650
🔒 "SNP detection"	3,780
🔒 "454 GS FLX"	5,050
🔒 PacBio	4,740
🔒 HiSeq	35,600
🔒 DNA "low frequency variants"	2,260

show less

enter keywords for full-text search
 advanced: eb Houston archers ?

What is this ?

Extra applications and competitors

A common use of Facten is to add multiple searches, for different applications and different products or companies. This is a good way to get great insights into our market and our potential customers. Let's add a few now.

Search

MyFacten

? Filter by topic :

All topics

create new topic

? Filter by location :

World

38

US & Canada

38

? Download

? Upload

? Filter : Modified

Q Search full-text in contacts

12 minutes ago



REEVES Maggie

Institute for Cellular and Molecular Biology,
Austin, United States

\$\$



virulence regulation, BZK, genome-encoded, V. cholerae

12 minutes ago



MACK Clint

Department of Chemistry and Biochemistry,
San Marcos, United States



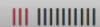
Xiphophorus, interspecies hybrids, new world, molecular

12 minutes ago



HUBBARD Tasha

The Xiphophorus Genetic Stock Center, Dr
San Marcos, United States



Xiphophorus, interspecies hybrids, RNA-seq experiments

13 minutes ago



OWEN Douglas

Department of Molecular Biosciences, The
Austin, United States



EIN2, H3K14ac, ethylene-induced, CBP20, MYB33, H3K14

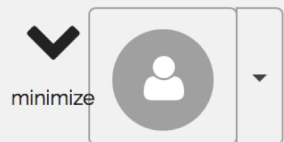
If we want deep information about a particular contact we can just click their card.

27

Search

MyFacter

REEVES x





REEVES Maggie

Search Web ?

+ Add to Topic ?

? Contact Info

 Institute for Cellular and Molecular
Biology, University of Texas at Austin
Austin
Texas
United States

 reeves@austin.utexas.edu

use [template](#) ?

store emails in events ?

Edit

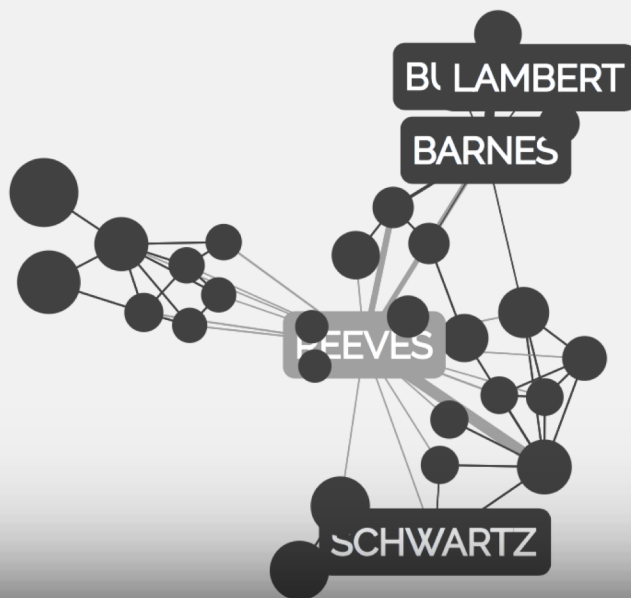
We will see their contact information.

Remember, all information in Facter was extracted from scientific publications, it is automatically kept up-to-date as new articles appear

Maggie's network

What is this ?

Flowers J ¹² Ball R ⁸ Berry A ⁵ Weber E ⁵ Barnes T ⁵ Osborne J ⁵ Sutton J ⁴ Ross E ⁴ Paul H ³
Reeves M ³



REEVES Maggie

Institute for Cellular and Molecular Biology, U
Austin, United States

\$\$



virulence regulation, BZK, genome-encoded, V. cholerae col

28

23 connections

28 articles (5 relevant)

Click on graph for details

We can see their network.

This is who they collaborated with, some of these collaborators could be our customers or maybe with our competitors.

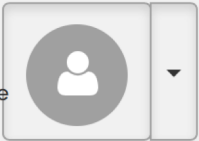
Search

MyFacten

REEVES x



minimize



REEVES Maggie

Search Web ?

+ Add to Topic ?

- positive
- neutral
- negative
- removed

Institute for Cellular and Molecular Biology, University of Texas at Austin
Austin
Texas
United States

reeves@Austin.utexas.edu

use [template](#) ?

store emails in events ?

Edit

Maggie's network

What is this ?

Flowers J 12

Ball R 8

Berry A 5

Weber E 5

Barnes T 5

Osborne J 5

Sutton J 4

Ross E 4

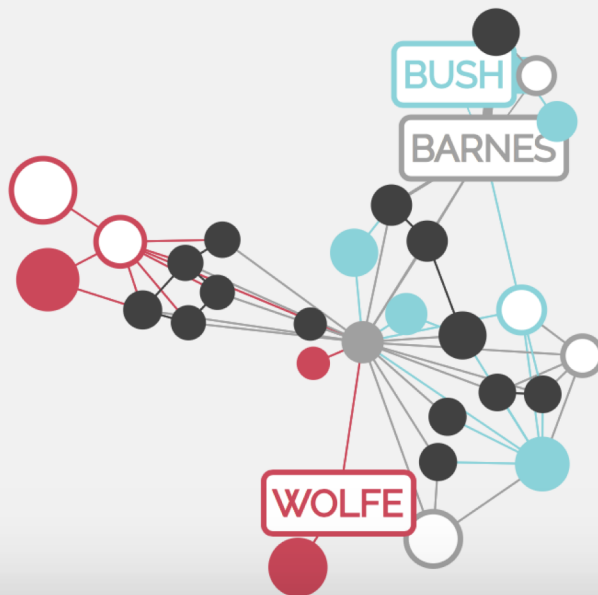
Paul H 3

In order to better visualize interactions we can color code contacts.
Let's say that this one is one of our customers and we want to use red

Maggie's network

What is this ?

FLOWERS J ¹² BALL R ⁸ Berry A ⁵ Weber E ⁵ BARNES T ⁵ Osborne J ⁵ SUTTON J ⁴ Ross E ⁴
Paul H ³ Reeves M ³



REEVES Maggie

Institute for Cellular and Molecular Biology, U
Austin, United States

\$\$



virulence regulation, BZK, genome-encoded, V. cholerae col

28

23 connections

28 articles (5 relevant)

Click on graph for details

As we explore communities in our account, patterns will emerge.
After a while, networks look like this.

Maggie's work

What is this ?



Grants	2	\$\$
Articles: All	28	
Articles: Relevant	5	
HiSeq	3	
"Chip Seq analysis"	3	

HiSeq

Paul H **Berry A** **Ball R** **Reeves M**

Ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra
2018/2, MBio [link](#)

Tyler S **Reeves M**

Quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar
2018/2, J. Am. Chem. Soc. [link](#)

Berry A **Reeves M**

Ball R

Insum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus.

We can also view scientific activity

These are all our active searches that are matched by this contact. Remember the different searches we added about competitors and applications? We can see all those that are matched here. If we like we can see the details about their publications.

Maggie's work

What is this ?



minimize

Grants 2 \$\$
Articles: All 28 ||||| ||||||||||||||||

Showing all grants.



400,000 usd

2017/5, Fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo., NIH, 9272361 [search](#)



410,000 usd

2016/5, Neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt, NIH, 9155253 [search](#)



Send us a message

Grants they have received from funding agencies are also shown.

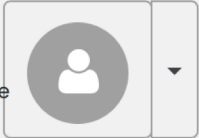
Search

MyFacten

REEVES x



minimize



REEVES Maggie

Search Web ?

+ Add to Topic ?

? Contact Info

[Add new website](#)



Institute for Cellular and Molecular
Biology, University of Texas at Austin

Austin

zipcode

Texas

United States



reeves@austin.utexas.edu

[Add new email address](#)

[Add new phone](#)

It is possible to edit contact information and to add notes or events for each contact. Remember: all the information you put there is strictly confidential and will never be shared with any third party.

Search

MyFacten

REEVES x

minimize

REEVES Maggie

Search Web ?

- Settings
- Quick tour
- Knowledge base
- Contact support
- Schedule discussion
- Sign-Out

? Contact Info

[Add new website](#)

Institute for Cellular and Molecular Biology, University of Texas at Austin

Austin

zipcode

Texas

United States

reeves@austin.utexas.edu

[Add new email address](#)

[Add new phone](#)

At any point, you can download your data or manage your account details by clicking into "Settings".

[Billing](#)[Team](#)[Emails](#)[Data](#)

Your CORPORATE plan is currently active.
+ Institutions: preview of new feature

[Get Credits](#)[Change Plan](#)[Update Billing](#)

878 credits for new contacts
1,000 credits for uploads

You can also add:

- 19 users (you are using 1/20)
- 49,946 maintained contacts (you are using 54/50,000)
- 14 saved searches (you are using 6/20)
- 20 topics (you are using 0/20)

Need more? Have questions? [Contact us now](#)

Delete account

Deleting your account means you are taken off billing immediately and you will not be charged again. You will not be able to log in again and all data in your team account will be permanently deleted from our servers.

Are you sure you want to delete your account?

It might be a good idea to [contact our customer support](#) and talk about it.

I understand that I will not be able to sign back in, and that all data in my team account will be permanently deleted.

[Delete my account](#)

Search MyFacten REEVES x

? Search :
by keyword | by product | by name

Q PacBio

🔒 "Chip Seq analysis"	5,650
🔒 "SNP detection"	3,780
🔒 "454 GS FLX"	5,050
🔒 PacBio	4,740
🔒 HiSeq	35,600
🔒 DNA "low frequency variants"	2,260


show less

? Filter by location :


World 2,010

? Download **List** **? Filter:** Researchers ▾

What is this **?**



There are also lots of help resources and you can also click all the “question marks” in the application.

 Search :

duct | by name

Search for people by **Name** or by **Keywords** of articles they have authored.

Keywords are used for a full-text search in articles. **You can use company and/or product names!**

You can use AND, OR and "quotes" operators to specify you search (Ex : ebola AND (crisis OR "public health")).

[Tell me more about advanced queries...](#)

Tip: you can also [search by product...](#)

Not Clear? Could be improved? [Contact Us](#)

5,650

3,780

5,050

4,740

35,600

2,260

show less

 Download

List

What is this 

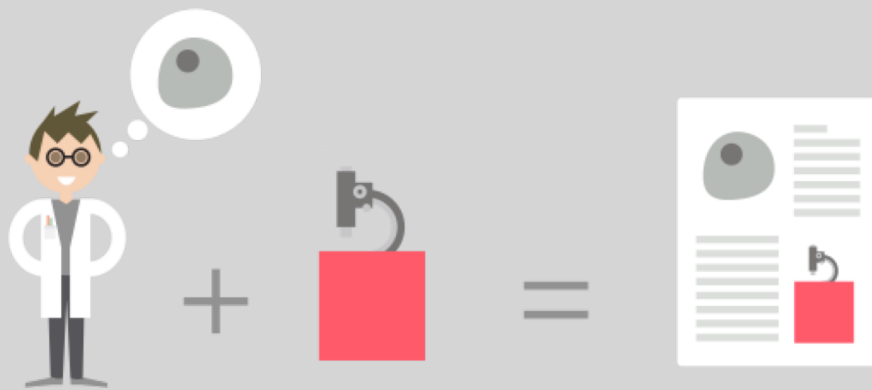


An important point is the search syntax.

It is straightforward but your results will be as good as your searches!

Make sure you read this and do reach out to our support if you have any question.

38



Facten is a web application for Sales and Marketing in **Academic Life Science**.

We pull all the data available in scientific publications so you can get the most **detailed insights** into your market and access the most **promising leads**.

15,224,597 Publications

1,444,962 Grants

51,710,225 Collaborations

8,040,452 Researchers

Data is changing the Game.

We can help!





Facten SAS
 111 Avenue Victor Hugo
 75484 Paris, France

+33 977 19 88 11
 info@facten.com
 www.facten.com

