**Website Content: Firebrand Innovations**

*Mission Statement:*

Our mission is to bring ideas for solutions into a technical and marketable reality.

*Company Description:*

We develop and sell valuable intellectual property and technology. Firebrand Innovations began as a way to monetize videoconferencing IP owned by the founder. Currently we are in the process of creating a new prototype of our first product, VideoConversation™. Future work will involve developing new IP in various spaces for purchase or license by interested parties.

*Firebrand Team Members:*

Founder and CEO: Mark Buckler

Mark is currently a Masters student in Electrical and Computer Engineering at UMass Amherst after receiving his B.S. in E.E. from RPI. He has extensive experience in both industry and academic research. For more see his personal web page <link>

Marketing and Business Development Contractor: Matt Laird

Matt joined forces with Mark early while both attending RPI. Matt holds a B.S. in Business Management from RPI and is currently the Account Sales Lead at Trellist Marketing and Technology.

Intellectual Property Advisor: Rex Huang

Rex has been advising the team since 2007 when our founder won the William Richardson Patent Award at the Massachusetts State Science and Engineering Fair. He was the patent attorney who helped us file our first patent application and brought it through until it was granted.

Intellectual Property Advisor: Ed Walsh

Ed recently joined the team for the UMass Innovation challenge as our intellectual property advisor in addition to Rex. He has been especially helpful with developing our IP licensing and sale strategy.

*Products*

VideoConversation

A novel technology which dramatically improves the quality of conferences if integrated with existing videoconferencing systems. We are currently seeking partnerships with videoconferencing companies who might be interested in licensing our technology to begin this integration into their own products. For more information see <link>

Future Development

The Firebrand Innovations team is in the process of developing new and interesting intellectual property in videoconferncing and other industries. More information will be available at a later time.

*Official Recognition*

2007 - William Richardson Patent Award

Presented by Fish and Richardson P.C. to the founder while at the Massachusetts State Science and Engineering Fair for the project with the most patentable and potentially valuable technology. This meant that Fish and Richardson P.C. paid for our first patent without them claiming any ownership once granted.

2012 - First Place in Business Plan Minute Pitch and Executive Summary Competitions

The Umass Innovation Challenge consists of multiple rounds of competition between early startup businesses judged by representatives from investment firms, intellectual property firms, and other companies interested in innovation. Cash prizes are given without any share of potential earnings being taken from the competing startups.

2013 - $10,000 Winner in Final Business Plan Competition

The highly selective last round of the UMass Innovation Challenge only allows five teams to compete. Not only was our team selected, but we won $10,000 in funding in the competition.

2013 - David Wolf Prize

A $5,000 reward presented by Wolf Greenfield & Sacks P.C. in honor of the late David Wolf for the team who demonstrates the greatest potential the UMass Innovation Challenge.

*Contact Information*

If you would like to license our IP, are interested in investing with us, or would just like more informaton, please send an email to contact@firebrandinnovations.com