



## Validate. Position. Refine.

*Strategic market readiness for fintechs preparing to successfully engage and grow within the credit union market.*



SPARK is IgniteFI's Strategic Market Readiness Membership, helping fintechs validate their positioning, strengthen sales readiness, and confidently engage the credit union market.

### MARKET READINESS REVIEW

Comprehensive assessment of your positioning, competitive landscape, target market, and readiness for the credit union market.

### STRATEGIC GROWTH PLANNING

Define ideal partners, create structured engagement models, and build go-to-market execution tactics to expand your reach.

### EXECUTIVE STRATEGY SESSIONS

Up to five hours of monthly executive advisory focused on positioning, messaging, sales readiness, and strategic planning.

### FINNECT ACCESS

Complimentary 12-month FINNECT subscription to increase visibility and strengthen engagement within the credit union ecosystem.

### Your SPARK Membership Includes

- Four-month Market Readiness Review
- Up to 5 hours/month executive advisory
- FINNECT subscription
- 50% off one Firecracker Fintech Showcase
- Priority consideration for Firecracker Focus Innovation Workshops
- Featured Fintech Profile
- Growth Alliance upgrade benefit

### YOUR GROWTH ALLIANCE JOURNEY



**Ready to Validate Your Market Readiness?**

