

COMMERCIAL INTELLIGENCE

Renin Research

Commercial Intelligence & Market Access for Global B2B Industries

Who We Are

Renin Research operates at the intersection of trade ecosystems, commercial intelligence, and strategic deal making.

WHAT WE DO

We help companies identify opportunities, access decision-makers, generate qualified conversations, and close high-value partnerships.

WHERE WE WORK

Our work focuses on industries where conferences, distributors, partnerships, and trade networks drive growth.

Our Core Thesis

Trade ecosystems create commercial signals before markets notice them

01

SIGNAL

Exhibitor participation, sponsorship behavior, conference expansion, and buyer engagement reveal emerging commercial intent.

02

CONVERSION

We translate these signals into qualified opportunities — partnerships, leads, and market entry.

03

OUTCOME

Our clients access decisions and deals before they appear on conventional market radars.

Our Service Architecture

Three integrated practices, one commercial intelligence engine.

I

Strategic Advisory

Founder-led commercial execution for partnerships, negotiations, and market entry.

II

Pipeline Intelligence

Outbound-led SQL generation at scale — qualified conversations on demand.

III

Trade Ecosystem Intelligence

Curated exhibitor, sponsor, buyer, and conference intelligence as datasets.

Strategic Advisory

Founder-led support for strategic commercial execution.

IDEAL FOR

Companies requiring partnership development, negotiation support, conference strategy, and market-entry guidance.

WHAT'S INCLUDED

Direct founder access, deal architecture, partner introductions, and on-the-ground commercial execution.

COMMERCIAL MODEL

INR 2L monthly retainer + 5% success fee.

Pipeline Intelligence & Commercial Outreach

Out bound-led SQL generation for companies that need qualified commercial conversations at scale.

IDEAL FOR

Sales-led organizations needing predictable pipeline volume and qualified meetings with target accounts.

WHAT'S INCLUDED

Targeted outreach, conference appointment setting, ICP mapping, and outbound automation.

COMMERCIAL MODEL

\$350 per qualified lead / SQL.

Trade Ecosystem Intelligence

Curated exhibitor, sponsor, buyer, and conference intelligence —delivered as decision-ready datasets.

IDEAL FOR

Business development teams, investors, organizers, and market-entry initiatives.

WHAT'S INCLUDED

Industry mapping, expansion tracking, participation trends, and market intelligence reports.

DELIVERY

Curated datasets and intelligence briefings, refreshed by conference cycle.

Our Operating Flywheel

Each layer compounds the others —intelligence begets pipeline begets advisory.



→ *The result: a compounding intelligence engine, not a service stack.*

Industries We Support

Sectors where trade ecosystems, conferences, and distribution networks drive growth.

01

Biotech & Life
Sciences

02

Food &
Nutrition

03

Fintech
Infrastructure

04

Industrial
Manufacturin
g

05

Healthcare &
Medical
Devices

06

Aviation &
Aerospace

07

Emerging
Technologies

Why Renin Research

Five reasons clients choose us over generic intelligence providers.

- | | | |
|----|------------------------------|---|
| 01 | Trade-driven industry depth | Deep understanding of sectors shaped by conferences, distribution, and partnership networks. |
| 02 | Founder-led execution | Senior commercial work is delivered directly by the founder — not handed off to junior staff. |
| 03 | Proprietary intelligence | Insights derived from live conference ecosystems, not scraped databases or stale lists. |
| 04 | Advisory + pipeline together | Strategic advisory and scalable pipeline infrastructure under one roof. |
| 05 | Commercially actionable | Every output is built to close deals, not to fill a dashboard. |

Engagement Models

Four ways to work with us, designed around how value is created and captured.

ADVISORY

Strategic Advisory Engagements

Founder-led strategic support for partnerships and commercial closures.

PIPELINE

Lead Generation Engagements

SQL-driven outbound execution at predictable per-lead economics.

DATA

Trade Intelligence Access

Curated exhibitor and market intelligence datasets, delivered on cycle.

CONFERENCE

Conference Commercialization

Booth sales and appointment generation for organizers and exhibitors.

Renin Research

is building a new category at the intersection of market access, trade intelligence, and commercial execution.

We help companies navigate global trade ecosystems with intelligence-driven growth strategies.

*Let's build the next decade of commercial intelligence —
together.*

hello@reninresearch.com · reninresearch.com