

Early Adopter Program – Pipeline Update

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Summary

The Early Adopter Program (EAP) is Alpha Intelligence Labs' structured, no-cost path for institutional investment offices to pilot Alphi: a 30–75 day engagement with clear KPIs, in exchange for design-partner reference rights. As of mid-July 2026, the program has driven roughly 23,000 logged HubSpot interactions across the prospect base since inception, with 14 institutions currently active in the pipeline.

University of Sydney remains the flagship engagement: a signed LOI (executed June 29) on a 3-year step-up contract, now in an active pilot following a completed onboarding. Alongside USYD, Pierce Street Annex, Purdue Research Foundation, and PSPRS (AZPSPRS) are each in later-stage pilot or proposal steps.

Active Pipeline (14 institutions)

Reflects the current Early Adopter Program pipeline in HubSpot as of July 15, 2026, sorted by total logged interactions.

Rank	Early Adopter	First Engaged	Stage	EAP Step	Interactions
1	SFERS	Jan 2026	MQL	NDA in progress	66
2	Pierce Street Annex	Jan 2025	Pilot	Proposal shared	60
3	University of Sydney	Apr 2025	Pilot	Active Pilot – LOI signed	44
4	Verger Capital (Wake Forest)	Jan 2026	SQL	Second demo scheduled	36
5	Baltimore Fire & Police Employees' Retirement System (BCFPERS)	Feb 2025	Demo	Demo in progress	30
6	Texas Christian University	Dec 2025	Demo	Demo in progress	27
7	Mohari FO	Jan 2026	Demo	Demo in progress	24
8	Virginia Tech Foundation	Feb 2025	MQL	Qualification in progress	22
9	PSPRS (AZPSPRS)	Jan 2025	Pilot	Proposal shared	21
10	Purdue Research Foundation	Jan 2026	Pilot	Active Pilot	21
11	Emory	Jan 2026	Lead	Qualification in progress	21
12	The Nature Conservancy	Feb 2025	MQL	Qualification in progress	16
13	Bon Secours Mercy Health	Feb 2026	Lead	Qualification in progress	12
14	32BJ Healthcare Fund	Jun 2026	SQL	NDA signed	5

Pipeline Review & Prioritization

As part of ongoing pipeline management, a broader set of early-stage opportunities – largely at the Lead/MQL stage – was reviewed this month and moved out of active tracking to keep the team focused on the highest-intent engagements above. In total, 26 institutions with meaningful prior engagement (10+ logged interactions) have been closed out; most cited internal bandwidth or timing rather than a decision against the product. This is normal attrition for an early-stage enterprise pipeline and several are candidates to revisit in future quarters.

Overall Engagement Volume, 2025 vs. 2026

Across all companies logged in HubSpot – prospects, partners, and clients – not limited to the active EAP set above.

Activity Type	2025	2026 (YTD)	Combined Total
Emails	19,313	1,647	20,960
Meetings	738	291	1,029
Notes	920	31	951
Calls	1	0	1
Total	20,972	1,969	22,941

2026 figures reflect activity through the current pull date, not a full calendar year.

Appendix: Early Adopter Program Process

The EAP is a structured 6-step process from initial qualification through onboarding into a live pilot.

#	Step	What Happens
1	Lead / MQL / SQL	Standard qualification against defined SQL gate criteria (urgency, active decision cycle, named decision-maker, confirmed budget range).
2	Demo	Live product walkthrough with the prospect's team. No commercial terms discussed at this stage.
3	NDA	Mutual NDA executed before any proprietary detail is shared beyond the demo.
4	Proposal (Gate)	Formal EAP proposal: scope, KPIs, a 30–75 day engagement window, no-cost terms, and reference rights. This is a hard yes/no gate – a “no” ends the engagement rather than carrying it forward.
5	LOI / SOW	Letter of intent and statement of work, drafted in parallel once the Proposal is a firm yes. For larger institutional counterparties, LOI typically executes first as part of their internal process, with SOW following – as with University of Sydney.
6	Onboarding	Formal onboarding delivered – data collection setup, platform configuration, and success-criteria tracking. The partner then enters the live 30–75 day pilot, tracked as “Pilot” in HubSpot.