

# EventConnect: A Product Management Case Study

Transforming Event Networking

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# The Problem

## Event Networking is Broken

- Attendees struggle to identify the right people to meet in a crowded room.
- Exchanging contact information is clumsy, and valuable connections are often lost post-event.
- Existing tools like LinkedIn are too slow for the fast-paced nature of live events.



## Meet Priya, the Proactive Professional



**Role:** Senior Marketing Manager

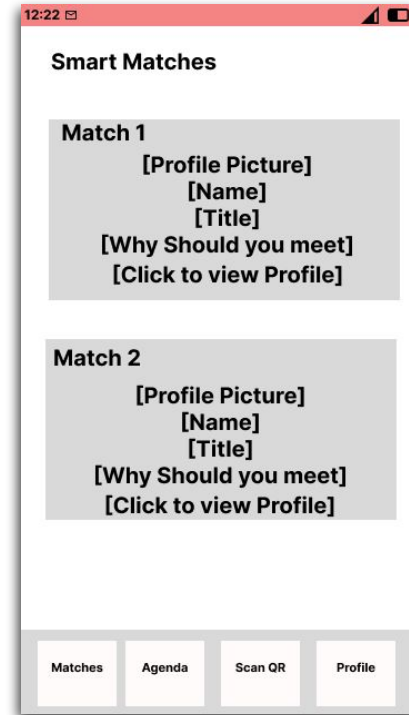
**Goal:** To meet 5-10 high-quality, relevant contacts at every event.

**Frustration:** "I waste so much time talking to people who aren't a good professional match, and I'm tired of losing track of my connections."

# The Solution

## Introducing EventConnect

A mobile app that transforms networking from a game of chance into a science of connection by using AI-powered matchmaking and instant contact exchange.



# Core Features (The MVP)

## Solving Priya's Key Problems



### Smart Matchmaking

An algorithm suggests the most relevant people to meet based on shared goals and interests



### Instant QR Connect

Exchange contact details in seconds with a quick QR code scan, saving connections directly in the app

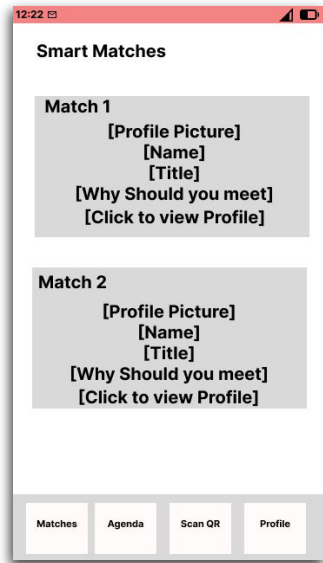


### Event Agenda

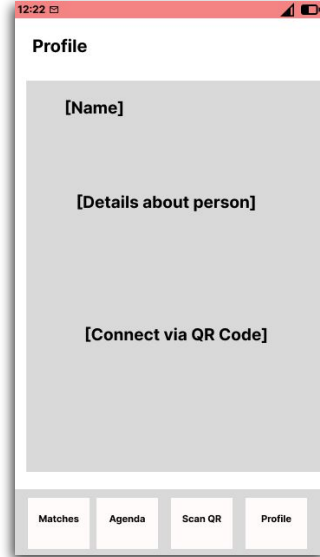
A personalized schedule with reminders ensures you never miss a key session or networking opportunity.

# The User Journey

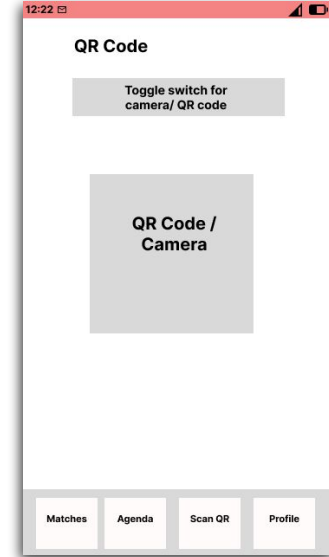
## A Seamless Experience



Discover



Learn



Connect

# Strategic Decisions: Prioritization

## Why QR First? A Data-Informed Decision

- We used the RICE framework to objectively score and prioritize potential features, removing personal bias from our roadmap decisions.
- The data clearly showed that Digital Business Card (QR), AI Smart Matchmaking, and Event Agenda delivered the highest value and impact for the lowest relative effort.
- This approach ensures our MVP is laser-focused on solving the most critical problems for our user, Priya, guaranteeing a valuable product from day one.

Feature	RICE Score	Priority
Digital Business Card(QR)	300	MVP
AI Smart Matchmaking	135	MVP
Event Agenda	107	MVP

# Measuring Success

## How We'll Know We're Winning

### North Star Metric:

Number of Successful Connections per Event

### Key KPIs:



#### Activation Rate

% of event attendees who create a profile.



#### Connection Rate

Average connections made per user.



#### Organizer NPS

How likely organizers are to recommend us.



# Go-To-Market Plan



**Our Vision: To reinvent event networking from merely a lucky draw to an exact science of building relationships**

Thank You