

INNOVATION

WOMEN

BUSINESS STRATEGY & ANALYSIS

TEAM 4

CONTEXT & PROBLEM OVERVIEW

Current challenge

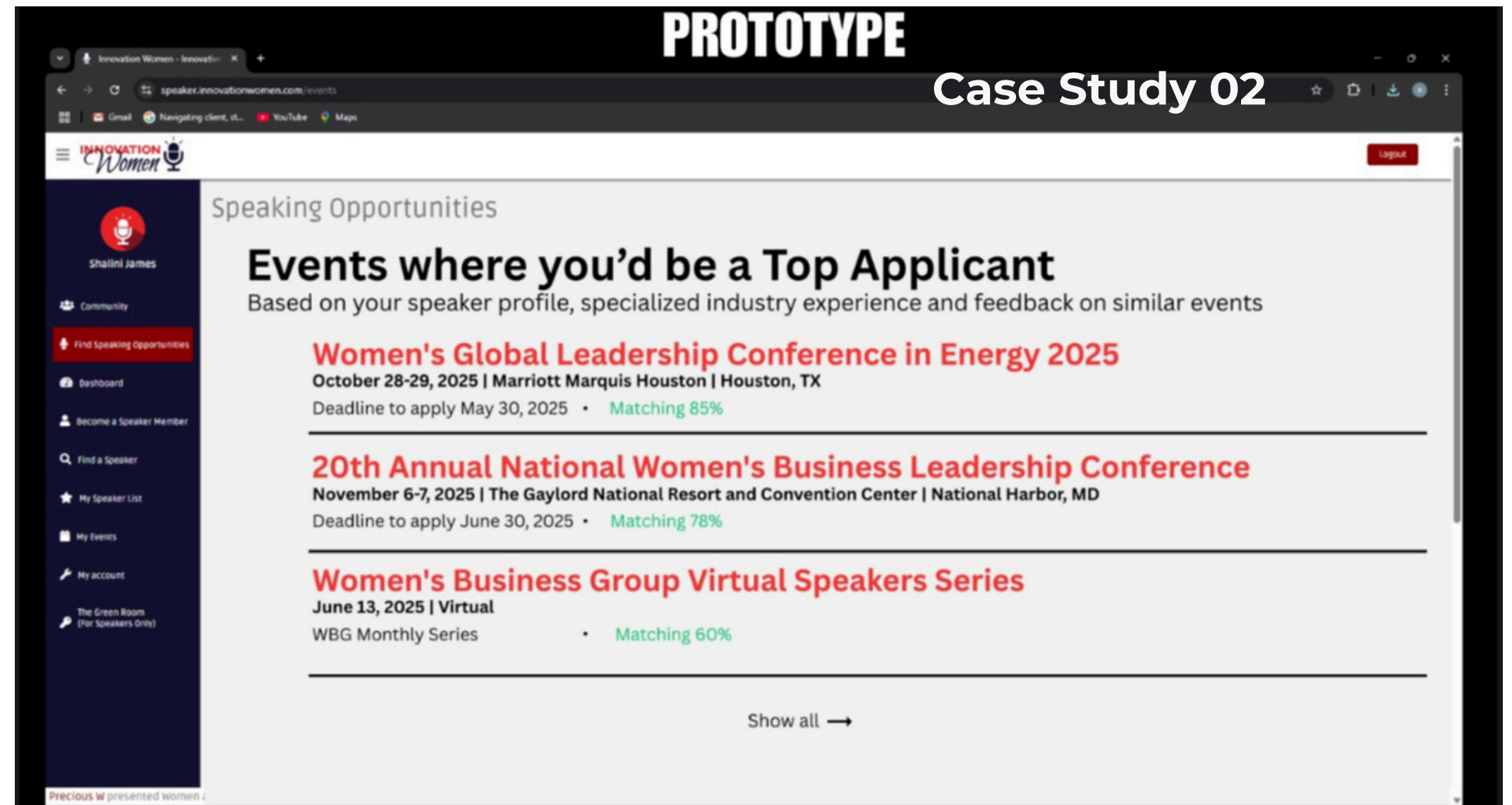
- Platform with strong mission but operational inefficiencies
- Over 700 speaker profiles incomplete (EDA)
- Speaker-event matching limited to 3 keywords
- Underutilized event listings and low personalization
- Annual pricing model discourages early adoption
- Result: friction, reduced engagement, missed revenue



STRATEGY 1: PERSONALIZED MATCHING SYSTEM

1. Profile-to-Event Matching
2. NLP-Based Keyword Extraction
3. Top Applicant Scoring
4. Organizer View of Best Matches

- Data-driven recommendation system
- Improves visibility, match quality, and satisfaction
- Saves time for both speakers and event managers



STRATEGY 2: BUNDLED PRICING MODEL

Bundle Pricing Personalized Event Matching

- Combines training with membership
- Encourages onboarding and loyalty
- Supports value perception and conversion
- Discount \$49
- No cannibalisation

SPEAKER + TRAINING

Separate Cost - \$358

Bundle Price - \$309

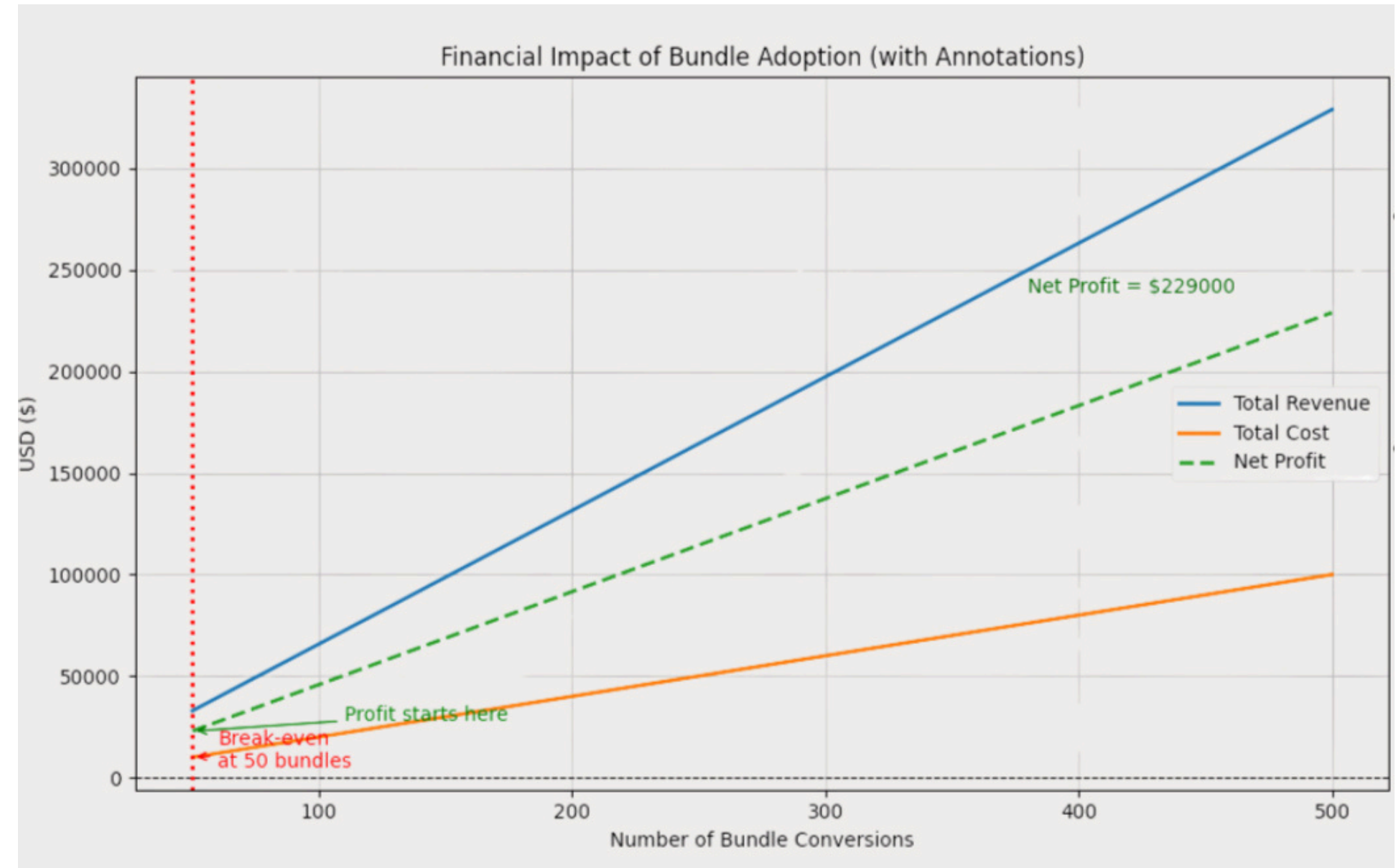
CREATOR + TRAINING

Separate Cost - \$398

Bundle Price - \$349

FINANCIAL SIMULATION RESULTS

- Break-even at just 50 conversions
- Profit at 500 bundles = \$229,000
- Sensitivity analysis confirms strong margins
- Low-risk, scalable model



COST SENSITIVITY ANALYSIS

- The simulation models net profit under three cost scenarios.
- As expected, higher training costs reduce profit margins, but profitability remains positive across all tested levels.
- The analysis confirms that the bundled strategy is low-risk and cost-resilient, offering consistent upside even with cost fluctuation.



CONCLUSION & NEXT STEPS

Customer Experience

Improved Matched Accuracy

More relevant event discovery

Better onboarding with trainings

Greater platform value

Financial Growth

High Conversion from bundles

Increased net cashflow

Retention & loyalty boost

Scalable revenue model



THANK YOU

