

— Speakeasy

a year in review & competitive landscape

INTRODUCTION

- **Speakeasy is an event venue marketplace**
- **Business model is commissions from successful venue bookings**
- **There are at least a dozen competitors**

Find a space for any event.

Where are you looking for a venue?




Toronto · Vancouver · New York



We know what matters most.

Filter by venue type, capacity, price, location and amenities

Contact us! 

THE EMAIL



Taylor I

to contact ▾

Jan 16 (1 day ago) ☆



Thank you for reaching out to

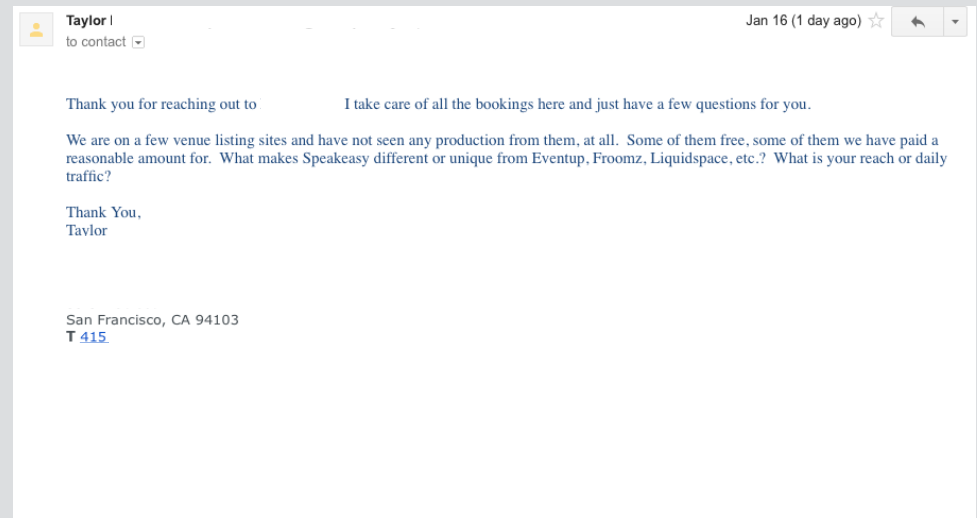
I take care of all the bookings here and just have a few questions for you.

We are on a few venue listing sites and have not seen any production from them, at all. Some of them free, some of them we have paid a reasonable amount for. What makes Speakeasy different or unique from Eventup, Froomz, Liquidspace, etc.? What is your reach or daily traffic?

Thank You,
Taylor

San Francisco, CA 94103
T 415

THE EMAIL



- **Taylor brings up a good point.**
- **There are many competitors, little differentiation, and none of them have produced.**
- **Why is that?**

“AIRBNB FOR VENUES”

- **Airbnb is very good at what they do: a new form of lodging**
- **Inventory not accessible by other means: ie nobody has a .com for their spare bedroom**
- **Lodging meets standard set of expectations**
- **Don't need to see it in person before booking**

EVENT VENUES ARE DIFFERENT

- **Most inventory is accessible by other means: ie venues have websites and phone numbers**
- **Tour is absolutely necessary before booking**
- **Many opportunities to cut out the marketplace**

[List Your Space](#)[Events](#)[Messages](#)[Favorites](#)[Account](#)[Search Venues](#)

Find your next venue, easily.

Company Event



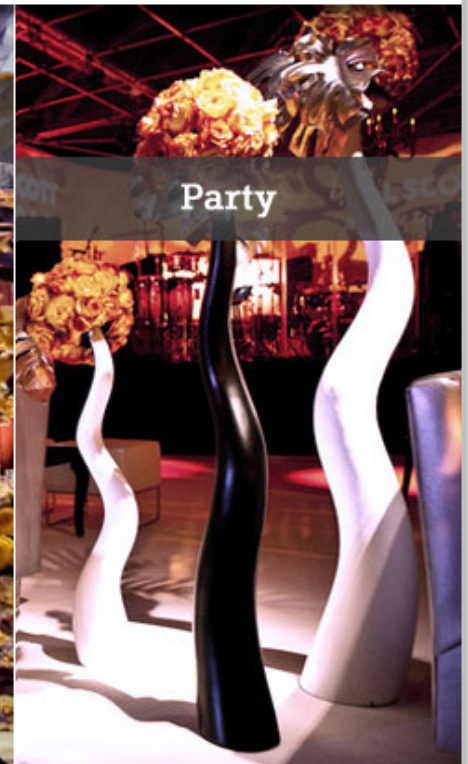
Photo/Film



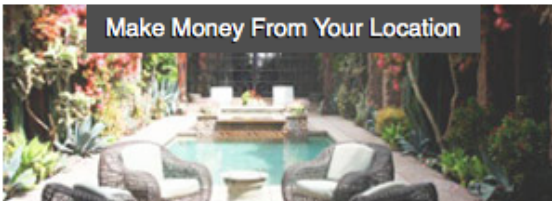
Wedding



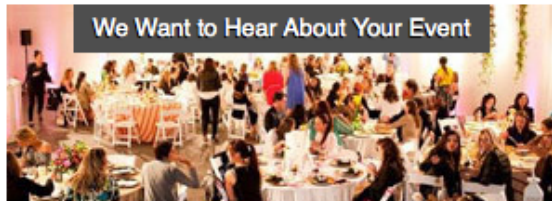
Party

[Los Angeles](#)[San Francisco](#)[New York](#)[Chicago](#)[Miami](#)[Boston](#)[Atlanta](#)[Washington DC](#)[Philadelphia](#)

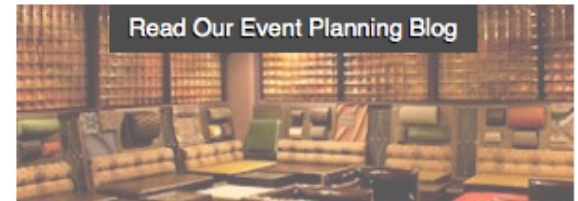
Make Money From Your Location



We Want to Hear About Your Event



Read Our Event Planning Blog





ANNOUNCEMENT Crunchies voting ends on Sunday, January 26, 2014, at 11:59 p.m. PST. Vote for your favorite startup here.

Marketplace For Event Venues 'Eventup' Brings In \$1.8M From Lightbank, NEA And More

Posted Jun 4, 2012 by [Alexia Tsotsis \(@alexia\)](#)

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Next Story



Like an Airbnb but for events spaces, [Eventup](#) is announcing a \$1.8 million seed round today, with financing led by Eric Lefkofsky's Lightbank and followed on by NEA, Crosscut Ventures, New World Ventures and others including LA-based incubator Science.

While startups like [Venuetastic](#) have the bars part of the event venue equation down, EventUp has much wider eyes, eventually wanting to control the entire "events funnel." The company monetizes by taking a 10% cut of each transaction.

"There is no one really doing what we do," CEO [Tony Adam](#) tells me, "We've created a comprehensive marketplace of locations for people to book event space. From traditional locations like banquet halls to non traditional locations like art galleries and warehouses and unique locations like lofts, homes, or large estates. "

The startup now offers over 3,000 venues on its platform, covering LA, SF, NY, and most recently Chicago. Adam tells me that the company has a plan to expand nationwide, and will use the funding in order to build a sales team that can tap into the \$260+ billion dollar corporate market.

EVENTUP IS THE INCUMBENT

- **Eventup is the best-funded venue startup (\$1.8M)**
- **5000+ venues on the site**
- **Design has not changed since CTO quit**
- **Moved away from commission model to paid ad model in early 2013**

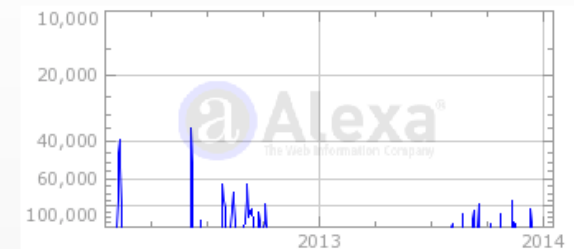
IS EVENTUP DEAD?

- **Blog is dead**
- **Twitter has not been updated since Halloween**
- **Facebook has not been updated since Halloween**
- **CTO quit in early 2013, replaced by outsourcing**
- **Never expanded into non-venue event services as promised (catering, DJs, flowers etc.)**

How popular is eventup.com?

Alexa Traffic Ranks

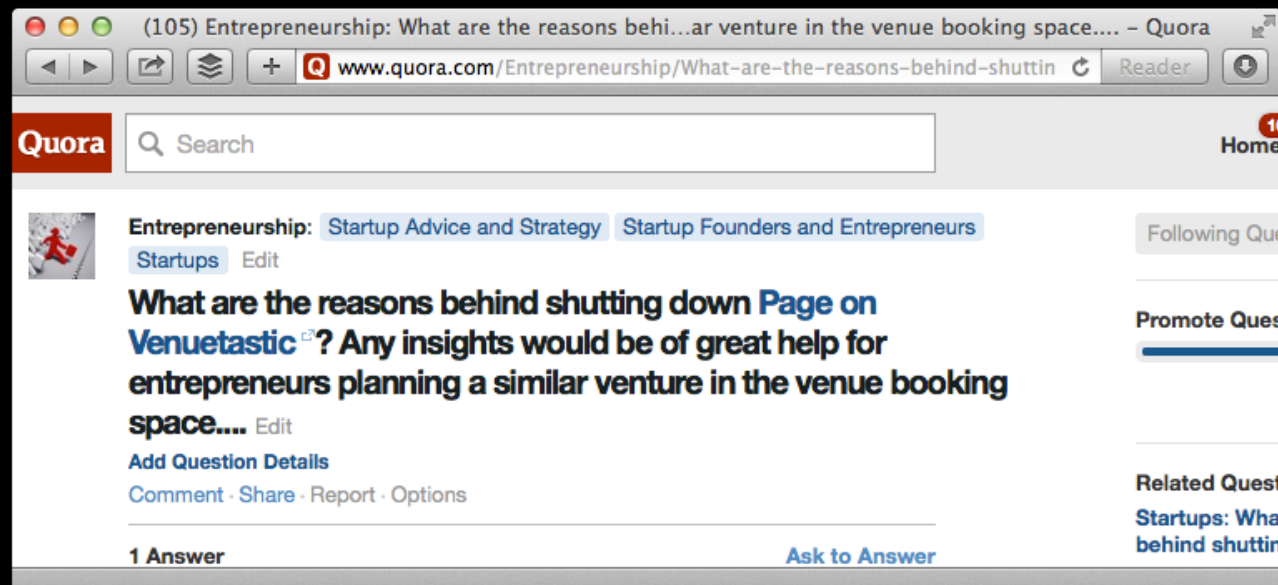
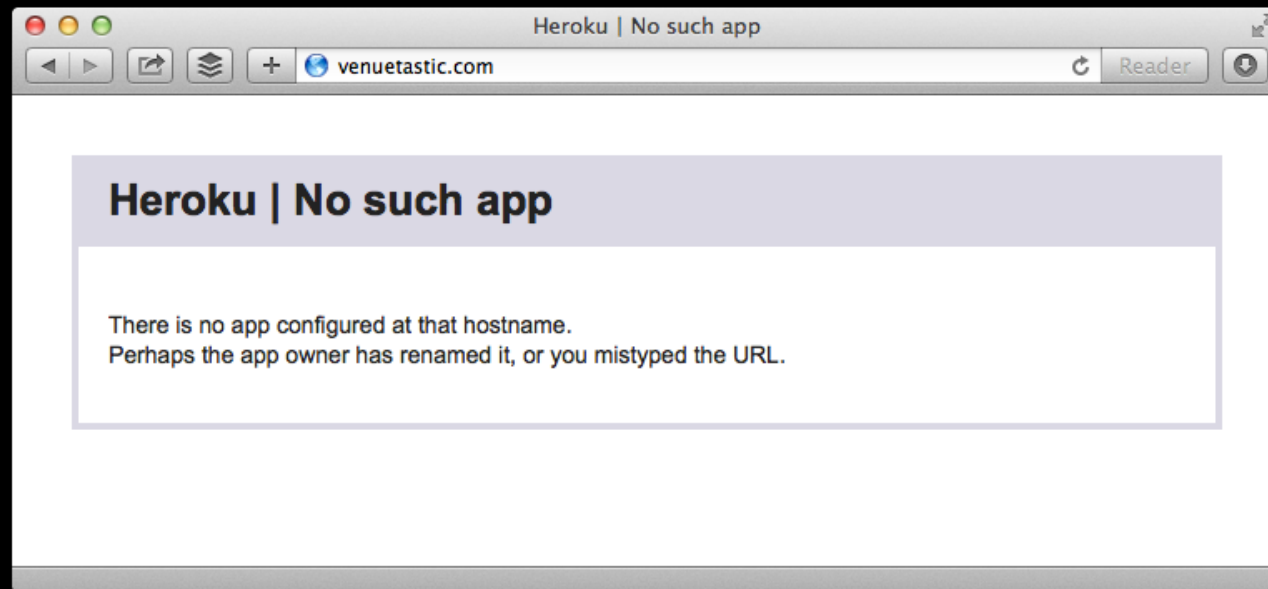
How is this site ranked relative to other sites?



Eventup is dead.



Venuetastic is dead.



eVenues is dead.

The image is a screenshot of a web browser displaying the Twitter profile of eVenues. The browser's address bar shows 'twitter.com/evenues'. The Twitter interface includes a left sidebar with navigation links: Tweets, Following, Followers, Favorites, and Lists. Below these is a 'Follow eVenues' section with input fields for 'Full name', 'Email', and 'Password', and a yellow 'Sign up' button. The main content area shows the eVenues profile header with the logo, name '@eVenues', and a bio: 'Helping busy professionals find venues for their meetings and events. Search or work with our industry experts at no cost. Have a venue? List it for free!'. It also lists '806 TWEETS', '874 FOLLOWING', and '1,093 FOLLOWERS', with a 'Follow' button. Below the header are three tweets. The first tweet is from 'Web Espy @WebEspy' dated Nov 5, mentioning 5 star reviews and a link. The second tweet is from 'eVenues @eVenues' dated Oct 30, with the text 'Kill the dashboard for SMBs #SIC2013'. The third tweet is from 'eVenues @eVenues' dated Oct 26, with the text 'World's Weirdest Meeting Spots - Halloween style.' and a link. The background of the profile page features a collage of various meeting and event spaces.

eVenues (eVenues) on Twitter

Twitter, Inc. twitter.com/evenues

Search Have an account? Sign in

Tweets

Following

Followers

Favorites

Lists

Follow eVenues

Full name

Email

Password

Sign up

Photos and videos

eVenues Marketplace for Meeting & Event Space

eVenues @eVenues

Helping busy professionals find venues for their meetings and events. Search or work with our industry experts at no cost. Have a venue? List it for free!

Seattle · evenues.com

806 TWEETS 874 FOLLOWING 1,093 FOLLOWERS

Follow

Tweets

Web Espy @WebEspy Nov 5
.@evenues has received 5 stars reviews! Check out what Samara S. and Natalie K. had to say about it. ow.ly/q9ATq
Retweeted by eVenues

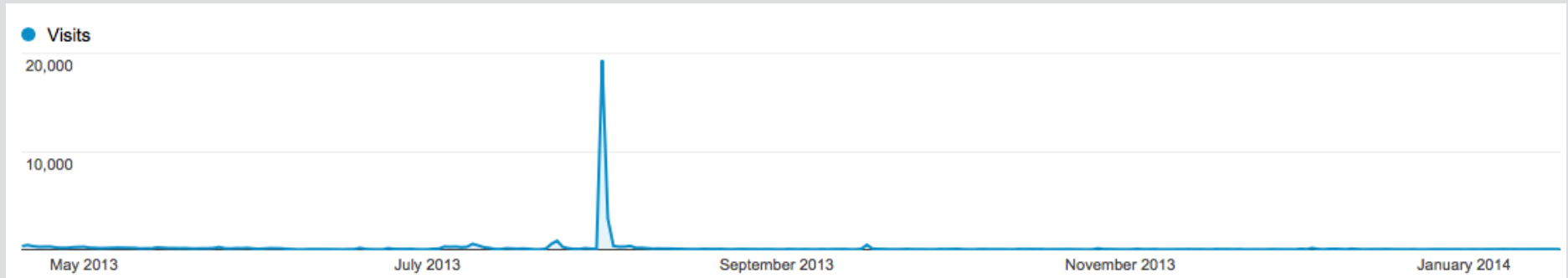
eVenues @eVenues Oct 30
Kill the dashboard for SMBs #SIC2013

eVenues @eVenues Oct 26
World's Weirdest Meeting Spots - Halloween style. tinyurl.com/lkt38xj
[View summary](#)

SPEAKEASY IS SIMILAR

- **Many inquiries, most never turned into bookings**
- **Venue owners: many clients called directly almost immediately after they requested a quote on site**
- **Quote requests or first replies always contained direct contact info**
- **We tried to combat this, but desire to cut out marketplace was strong**

SPEAKEASY IS SIMILAR



- Besides an article on thenextweb.com Speakeasy failed to generate press because of large number of competitors

**Speakeasy has run
its course.**