

Eventas AI - Scope and Requirements Document V2

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About the Platform

Eventas AI is an intelligent, hyper-automated event management platform designed to empower event managers, operations teams, and organizers to execute events of all sizes with exceptional efficiency, precision, and insight. The platform is built on the core philosophy that automation and artificial intelligence should not merely assist users, but transform how events are planned, managed, and delivered.

At its foundation, Eventas AI incorporates automation as a first-class principle—integrated into every layer of the system, from infrastructure and data processing to the way users manage their day-to-day event workflows. This means that both the platform itself (in terms of backend operations, performance, and scalability) and the customer-facing capabilities (such as event setup, vendor coordination, communication, and reporting) are designed to automate and optimize hundreds of repetitive, high-value workflows aligned with established event management best practices.

The platform's goal is to act as a central nervous system for event operations, intelligently connecting people, data, and tools across the entire event lifecycle.

Integration Capabilities

Eventas AI is designed to integrate seamlessly with leading industry tools and productivity applications to eliminate data silos and manual work. These integrations include—but are not limited to—email marketing platforms like Mailchimp, Microsoft 365 applications such as Outlook and OneDrive, Google Workspace services, and project management tools like Jira, Asana, and Microsoft Planner.

To streamline this experience, there will be a dedicated “Integrations” page within the platform dashboard where users can easily discover, configure, and enable integrations on their own—without technical assistance. This ensures flexibility, interoperability, and user empowerment, allowing organizations to connect Eventas AI to their existing ecosystem effortlessly.

Core Functional Modules

The platform will feature a comprehensive suite of modules—each representing a key functional area of event management. These modules will also appear as dedicated pages on the main dashboard for intuitive navigation:

- Main Dashboard
- Event Management
- Contact Management
- Team Management
- Vendor Management
- Budget Management
- Expense Management
- Registration
- Accreditation
- Campaigns
- Automations
- AI
- Reports and Analytics
- Settings

Each module will be designed to interconnect intelligently—sharing data and automations—to create a unified, 360° view of all event activities. This unified structure will reduce manual handoffs, ensure data consistency across departments, and provide real-time operational visibility.

The Entire Platform

Eventas AI is designed as a modern, scalable, and intelligent SaaS platform purpose-built for the events industry. Every layer of the system—architecture, infrastructure, user experience, and data management—is built with automation, security, and intelligence by design.

The platform is not just a tool; it is a continuously learning ecosystem that evolves with the industry. It will combine knowledge-based intelligence, hyperautomation, and AI-driven adaptability to deliver a seamless experience for both administrators and end users.

Knowledge Base and Training Layer

The entire platform will be powered by a **centralized knowledge base** trained on general events industry information, standards, and operational best practices.

This knowledge base acts as the foundation for the platform's AI-driven recommendations, automations, and generative insights.

To keep this intelligence layer continually updated and relevant:

- The **SaaS Super Admin** will have backend capabilities to manage and expand the knowledge base.
- The system must support **NEW Knowledge** (introducing new concepts or datasets) and **UPDATE Knowledge** (enhancing or revising existing data) functionalities.
- For instance, when a new event format emerges or an existing one evolves, the admin should be able to add or update this information to ensure the platform remains current and context-aware.

This ensures Eventas AI continually learns and adapts, reflecting the latest operational trends and best practices across global events.

Design and User Experience Principles

The **Admin Console UI** must embody simplicity, sophistication, and usability:

- **Design Language:** Minimalistic, black-and-white base theme, with color accents used sparingly to draw attention to key elements.
- **Experience Goal:** A *posh, intuitive, and distraction-free interface* optimized for focus and clarity.
- **Access Options:** Users should be able to sign up, log in, or authenticate seamlessly via Google.

Every automation, workflow, and data interaction within the platform must be designed to function smoothly—ensuring users never experience friction when performing tasks or

triggering automations.

Architecture and Platform Management

The platform architecture must be designed according to **modern SaaS best practices** that ensure flexibility, data isolation, and operational efficiency. Core requirements include:

- **SaaS Admin Console:** A centralized control panel that allows the platform owner (super admin) to manage every customer tenant, subscription, and operational layer.
- **Multi-Tenancy Management:** Each customer (tenant) operates in a logically isolated environment, ensuring strict data segregation and compliance.
- **Metered Billing:** Stripe-based metered billing for per-tenant subscription management, enabling flexible plans and real-time usage tracking.
- **Data Security:** Implement *row-level security* (RLS) and multi-layer access control at the database level to ensure complete data separation across tenants.

Technical Stack and Infrastructure

To ensure scalability, speed, and security, the following technology stack will be used (subject to optimization as the project evolves):

Frontend (FE):

- React
- Shadcn-UI
- Node.js
- TypeScript
- CSS

Backend (BE):

- PostgreSQL (leveraging row-level security and multi-tenancy benefits)
- AWS Serverless architecture (for scalability, resilience, and cost optimization)
- GitHub (for source control and collaboration)
- CI/CD pipelines and DevOps automation for continuous delivery

Integrations:

- To be determined (TBD) during the integration phase based on partner systems and market demand.

The entire solution—frontend and backend—must be **fast, responsive, secure, and built for high concurrency** to support enterprise-grade operations.

Security and Compliance Principles

Security is embedded as a **non-negotiable foundation** of the platform.

The system must be built using:

- **Security-by-Design** and **Privacy-by-Design** methodologies.
- A **Zero-Trust Architecture (ZTA)** approach that enforces continuous authentication, least-privilege access, and encryption by default.
- End-to-end data encryption, secure API design, and continuous threat monitoring.

All infrastructure decisions must align with *modern SaaS and data protection standards*, ensuring trust and compliance for customers in regulated industries and international markets.

Subscription, User, and Settings Management

The platform must include a dedicated **Subscription and Plan Management** module within the admin console, enabling the management of:

- Customer plans (Basic, Charged, Supercharged, Enterprise)
- Feature gating and entitlements
- Usage-based billing via Stripe
- Invoicing and payment tracking

Additional administrative capabilities:

- **User Profile Management:** Manage users, roles, and access rights.
- **Settings Management:** Centralized configuration for system preferences, integrations, and automations.

AI and Automation Infrastructure

To enhance user experience and support, the platform will include an **AI chatbot integration with Intercom**, serving as the central support and engagement tool.

This will handle:

- User queries
- Guided walkthroughs
- Context-aware help responses
- Automated onboarding flows

From a technology perspective, Eventas AI will explore and implement **next-generation AI integration protocols** and architectures, such as:

- **RefRAG (Refined Retrieval-Augmented Generation):** To ensure modern, contextually accurate AI responses.
- **MCP, A2A, and API-based AI protocols:** To create a flexible, future-proof integration framework that supports AI-to-AI interactions and external system orchestration.

Performance and Reliability Goals

The system must adhere to the highest standards of reliability and performance:

- Optimized backend for low-latency performance.
- Scalable, serverless infrastructure capable of handling concurrent tenant operations.
- Continuous infrastructure monitoring, database optimization, and automated scaling policies.
- Disaster recovery, high availability, and redundancy built into the architecture.

Ideal Customer Profile (ICP)

Primary Users:

- Event Directors
- Event Operations Directors
- Event Managers

These are senior decision-makers with comprehensive oversight of event delivery, risk, and performance. They typically adopt a long-term, strategic perspective and are motivated by efficiency, data-driven insights, and operational control—making them ideal candidates for a hyper-automated event management platform.

Platform Value Proposition

Eventas AI enables event teams to manage the **entire event lifecycle from one unified system**—streamlining planning, execution, and analysis. Within this 360° workspace, users can:

- Create and manage events, vendors, and team members.
- Assign roles, access levels, and responsibilities.
- Manage contacts through an integrated mini-CRM.
- Handle budgets, expenses, and performance tracking.
- Automate repetitive workflows using prebuilt templates.

At the management level, leadership teams gain **real-time insights** through dashboards, metrics, and analytics—empowering them to identify risks early, monitor progress, and make data-informed decisions.

Additional capabilities include:

- **Task management with intelligent notifications** (email, WhatsApp, SMS) to keep stakeholders aligned.
- **Automated daily briefings** (morning summaries and evening reviews) generated by AI to enhance team coordination.
- **Integration with productivity suites (M365, Google Workspace)** for seamless data access and synchronization.
- **Voice AI Assistant Services** that can answer inbound calls, provide information, or escalate to human agents when needed.

Together, these elements make Eventas AI the most comprehensive and adaptive platform for event management and operations in the modern era.

Pages (Overview of the Modules)

The Eventas AI platform will be organized into modular pages, each representing a distinct functional domain of event management.

Every page should be accessible from the main dashboard and interlinked with other modules to support data continuity and automation across the entire event lifecycle.

Each module will also follow a **role-based access control (RBAC)** model, ensuring users only view or interact with data relevant to their role and permissions.

The following sections define the key functional pages and their intended capabilities.

#1 - Main Dashboard

The **Main Dashboard** acts as the central control hub for all users.

It should provide real-time, role-specific analytics and actionable insights tailored to the logged-in user.

- **Dynamic Role-Based Views:**

- **Event Directors** see high-level event summaries, risk indicators, budgets, vendor performance, and pending approvals.
- **Operations Managers** see daily task progress, pending items, vendor coordination updates, and incident alerts.
- **Vendors or External Users** see deliverables, assigned tasks, and deadlines.

- **Widgets and KPIs:**

Include configurable widgets such as upcoming events, pending tasks, budget utilization, timeline status, risk score, team workload, and automation health.

- **Customization:**

Users can add, remove, or rearrange widgets to match their workflow preferences.

- **Notifications & Alerts:**

Integrate live notifications for approvals, status changes, and critical updates from across the system.

#2 - Event Management

This module enables users to **create, manage, and oversee all aspects of their events** from a single interface.

Core functions:

- Create, edit, duplicate, and archive events.
- Assign ownership, team members, and roles.
- Track key event metadata (location, dates, client, sponsors, status).
- Manage documents and attachments related to the event.
- Link associated modules (vendors, budgets, accreditation, etc.) for holistic visibility.

Future scalability:

- Integration with AI-powered assistants to suggest timelines, task lists, or risk mitigations based on previous event data.

#3 - Team Management

A unified space to manage **all event-related personnel**—internal and external.

Key features:

- Add or import team members with relevant details and contact info.
- Define roles (e.g., Director, Operations Lead, Volunteer, Vendor Contact).
- Assign users to one or multiple events.
- Apply **role-based access control (RBAC)** to restrict module or data visibility.
- Automate onboarding: When a new member joins, the system triggers a welcome email/WhatsApp message, shares relevant documents, and assigns initial tasks.

Optional advanced feature:

- AI-based team workload insights—monitor member utilization and suggest workload balancing across concurrent events.

#4 - Task Management

A **lightweight yet powerful task management system** that integrates with existing productivity tools (e.g., **Asana, Jira, Microsoft Planner**).

Features:

- Create, assign, prioritize, and track tasks.
- Associate tasks with events, vendors, or departments.
- Add subtasks, due dates, and dependencies.
- Automate follow-ups and reminders.
- Notifications can be sent through **email (default), WhatsApp, SMS, or voice calls** based on task criticality.
 - *Email*: Default option, available in all plans.
 - *WhatsApp*: Available for Charged and Supercharged plans.
 - *Call and SMS*: Available for Supercharged and Enterprise plans.

Automation use case:

If a task is overdue by 24 hours, Eventas AI automatically sends a WhatsApp reminder to the assignee and notifies the project lead.

AI enhancement:

The system can generate daily task summaries and identify high-risk delays using AI predictions.

#5 - Contact Management

A built-in **mini-CRM** to manage every contact involved in event operations—staff, vendors, sponsors, media, and other stakeholders.

Capabilities:

- Automatically create contact entries when users, vendors, or sponsors are added elsewhere in the platform.
- Tag each contact by role and association (Vendor, Team, Sponsor, etc.).
- Maintain contact ownership (who in the organization manages the relationship).
- Record event relevance—showing which events the contact is tied to.
- Capture communication history, notes, and AI-generated summaries of interactions.

Integration potential:

- Sync with Outlook or Google Contacts for seamless data import/export.
- Enable smart search and segmentation (e.g., “show all vendors linked to 2026 events”).

#6 - Sponsors Management

A dedicated workspace for managing **sponsors and partnerships** across all events.

Functions:

- Maintain sponsor database with company details, sponsorship tiers, and contract information.
- Link sponsors to one or multiple events.
- Record sponsorship value, deliverables, and contact persons.
- Track benefits utilization and sponsor exposure metrics.
- Automate sponsor thank-you emails or renewal reminders post-event.

Advanced options:

- AI-based reporting on sponsor ROI and performance visibility across events.

#7 - Vendor Management

A central module for managing **vendors, suppliers, and service providers** involved in events.

Features:

- Maintain vendor database including type, services offered, contact info, and contractual details.
- Associate vendors with specific events and define their category (e.g., Logistics, Catering, AV).
- Store SLA details, escalation contacts, contract amounts, and validity periods.
- Enable quick feedback collection post-event (e.g., automated email prompt for internal review).
- AI summary of vendor performance and reliability scores across multiple events.

Automation Example:

After an event concludes, the system sends a notification to the contract owner requesting vendor feedback. The AI aggregates the results into a “Vendor Performance Score” for future reference.

#8 - Budget Management

This module provides tools to manage and standardize **event budgeting workflows**—an area where event companies often face inconsistency.

Challenges addressed:

- Each event organization uses unique budgeting structures, often maintained in Excel or external accounting systems.
- Duplication of effort and compliance concerns often prevent seamless integration with ERP or finance systems.

Proposed solution:

- Allow users to **upload Excel or CSV files** containing budget data.
- Eventas AI automatically trains on and processes these files, converting them into a standardized internal format.
- The structured data feeds into analytics, dashboards, and reporting systems.

Enhancements:

- **OneDrive or Dropbox integration** for real-time synchronization of budget folders.
- **Automated notifications** to finance users reminding them to upload updated budget files.
- **AI validation** to detect anomalies or missing data.

#9 - Expense Management

Expense management complements the budgeting module by tracking **actual expenditures** and linking them to events, vendors, and responsible team members.

Features:

- Capture and categorize expenses by event, department, or vendor.
- Upload invoices, receipts, or proof of payment.
- AI processes uploaded files and extracts structured data.
- Integrate with digital payment systems such as **Revolut, Stripe, or eWallets** for automated reconciliation.

Workflow considerations:

- Define approval hierarchies for expense validation.
- Option for vendors to submit expenses (subject to admin approval).
- Automate alerts for pending approvals and spending limits.

Optional exploration:

Review existing expense management frameworks to adopt proven patterns for scalability and compliance.

#10 - Registration

A flexible **registration module** for managing event participant sign-ups.

It can either:

1. Integrate with existing registration platforms via API (to display real-time registrant data within Eventas AI), or
2. Allow event teams to **generate an Eventas-hosted registration page** that can be embedded directly into their event website.

Key goals:

- Simplify participant registration workflows.
- Automate data synchronization between event websites and Eventas AI.
- Enable payment collection and confirmation emails when linked to Stripe or other gateways.

#11 - Accreditation

A robust **role-based accreditation and access control** module.

Capabilities:

- Define accreditation types (e.g., Staff, Vendor, Media, VIP).
- Assign **zones and access permissions** for each role.
- Generate **QR codes** for accreditation passes.
- Track scans and entry logs when QR codes are validated (integrating with external scanner apps).

Goal:

Maintain real-time visibility into who is on-site, where, and why—without building physical scanner hardware.

#12 - Campaign Management

This module integrates with email marketing tools such as **Mailchimp** or supports **native campaign creation** for communicating with contacts.

Features:

- Manage mailing lists based on event, sponsor, or role tags.
- Design and send email campaigns.
- Track delivery, open, and engagement metrics.
- Automate post-event communications (e.g., thank-you notes, sponsor reports).

Future vision:

Integrate AI copy generation for campaigns, enabling teams to create professional communication content instantly.

#13 - Automations

The **automation hub** is the backbone of Eventas AI's hyperautomation approach.

Key features:

- Access to **100+ prebuilt automation templates** (e.g., vendor reminders, task escalations, daily summaries).
- Ability to **customize, clone, or chain automations** for advanced users.
- AI-driven recommendations for which automation to activate based on event data and user behavior.

Example:

If a key vendor's contract expires in 5 days, the system automatically triggers reminders and escalates to the operations lead.

Over time, this module evolves into a **self-learning automation engine**, capable of suggesting process improvements automatically.

#14 - AI

The **AI Module** brings together all AI-powered capabilities within the platform.

Voice AI Assistant:

- Allows users to deploy a voice-based AI assistant for event inquiries.
- Users can select from available voice avatars.
- Train the AI with event-specific knowledge to handle calls accurately.
- The Voice AI can also perform **outbound calls** for critical notifications (e.g., urgent supplier alerts).
- Tracks all calls, transcripts, and outcomes for review.

- Users can retrain their AI assistant directly from call transcripts.

WhatsApp AI Assistant:

- Sends automated notifications, reminders, and updates.
- Handles inbound user queries with contextual understanding.
- Supports both shared and dedicated numbers (based on subscription plan).
- Automates morning briefings, evening recaps, and quick reminders.

#15 - Reports & Analytics

A centralized analytics hub providing **real-time insights and historical data**.

Includes:

- Prebuilt reports covering events, budgets, vendors, and team performance.
- Custom analytics builder for power users.
- AI-driven summaries that generate executive-level overviews (“Key Wins and Risks This Week”).
- Integration with visualization tools (Power BI, Tableau, or built-in charts).

#16 - Settings

The **Settings** page provides a unified configuration panel for both user-level and organization-level preferences.

Controls include:

- Account details and user profiles.
- Plan and subscription management.
- Integration management.
- Automation controls and access permissions.
- Notification preferences (Email, WhatsApp, Voice, System).

#17 - Notifications Center

A centralized **Notifications Center** consolidating all alerts and communication streams within the platform.

Types of notifications:

- **System Notifications:** Task updates, deadlines, SLA alerts.
- **Email Notifications:** For assigned users, managers, or external vendors.
- **WhatsApp Notifications:** For reminders, recaps, and daily summaries.

- **Voice Notifications:** For urgent or high-priority cases.
- **Technical Notifications:** System uptime, SLA compliance, and error alerts.

Automation:

Notifications should be configurable by plan, role, and event type.

For example, daily morning summaries or end-of-day reviews can be automatically sent to all team members through WhatsApp or email.

Feature set & Pricing Plans

Eventas AI follows a **tiered SaaS subscription model** designed to serve organizations of all sizes — from small event teams to global enterprises. Each plan unlocks a progressively richer set of features, automations, and integrations aligned with the customer's operational maturity and event complexity.

The pricing structure is simple, transparent, and metered through **Stripe** for flexible billing and real-time usage tracking.

Each plan builds upon the previous one, ensuring that as customers scale their operations, the platform scales seamlessly with them.

The following outlines the four subscription tiers:

Basic (Free Forever), Charged, Supercharged, and Enterprise.

Basic Plan (Free forever)

The **Basic Plan** provides essential tools for small teams or individual event organizers who are just beginning to digitize their operations.

It's designed to demonstrate the platform's value without requiring a financial commitment, while encouraging natural progression to paid tiers as usage grows.

Key Philosophy: Offer immediate value, build trust, and showcase the power of automation — even at zero cost.

Core Access and Features

- Manage up to **2 active events**.
- Add up to **10 team members**.
- Store up to **100 contacts**.
- Manage up to **10 vendors and 10 sponsors**.
- Access the **Main Dashboard** with basic widgets and performance metrics.

- Use the **Event Management**, **Team Management**, and **Contact Management** modules.
- Access **20 prebuilt automation templates** (templates only; no custom logic).
- Utilize the **Basic WhatsApp AI Assistant** with limited automated replies.
- View **Basic Reports and Analytics**.
- Receive **system and email notifications**.
- Manage **user profiles** and **settings**.
- Access **email support** (48-hour response time).
- Operate under a **Basic SLA** with standard uptime and response commitments.

User Experience Enhancements

- Premium features are visible but **greyed out**; hovering over them shows an **upgrade tooltip** and explainer video.
- Self-service learning resources and **video guides** to encourage discovery.
- No credit card required — free forever.

Target Audience

Freelance event planners, small agencies, and first-time users exploring event automation.

Charged Plan

The **Charged Plan** introduces advanced modules, more capacity, and automation flexibility — ideal for event agencies or operations teams managing multiple events concurrently.

Key Philosophy: Empower small and mid-sized teams with full event management capability and AI-driven assistance.

Pricing

- **\$100 USD/month**, or
- **\$95 USD/month** when billed annually (paid upfront).
- Includes a **14-day free trial** with full access; if not converted, the account auto-downgrades to Basic.

Core Access and Features

- Manage up to **10 active events**.
- Add up to **100 team members**.
- Store up to **1,000 contacts**.
- Manage up to **100 vendors and 100 sponsors**.
- Access a **customizable Main Dashboard** with advanced widgets and filters.

- Full access to **Event, Task, Team, Vendor, Sponsor, and Contact Management**.
- Add **Registration** and **Accreditation** modules.
- Upload or manually input **Budget** and **Expense** data.
- Use **50 automations** (templates + limited custom builder).
- Full **WhatsApp AI Assistant** and optional **Voice AI Assistant (add-on)**.
- Integrate with up to **3 external tools** (Mailchimp, Microsoft 365, Asana, etc.).
- Access **event-specific reports** and **intermediate analytics**.
- Receive **system, email, and WhatsApp notifications**.
- Manage settings with **custom field controls**.
- Access **email + chat support** (24/5).
- Operate under a **Medium SLA** (24-hour response time).
- Option to purchase additional **AI credits** for voice calls or WhatsApp automation.

Support and Experience

- Escalation available to a human support agent when required.
- Proactive support during the trial period to encourage conversion.

Target Audience

Small to medium-sized event management companies, corporate events departments, and regional sports or business events.

Supercharged Plan

Enterprise-Grade Power for Growing Teams

The **Supercharged Plan** is designed for large organizations managing complex, high-volume, or multi-venue events that demand deeper automation, AI insights, and full system integration.

Key Philosophy: Deliver unmatched operational intelligence, scalability, and automation depth to maximize performance and insight.

Pricing

- **\$250 USD/month**, or
- **\$235 USD/month** when billed annually (paid upfront).
- Includes a **14-day free trial** for qualified paid customers (Charged-plan users upgrading).

Core Access and Features

- **Unlimited events, contacts, vendors, and sponsors**.
- Up to **200 team members**.

- Access to **role-based dashboards** tailored by job function.
- Manage all core modules:
 - Event
 - Task
 - Team
 - Vendor
 - Sponsor
 - Contact
 - Budget
 - Expense
 - Registration
 - Accreditation
- Add **Campaign Management** (Mailchimp integration + native campaign tools).
- Run **up to 100 automations** (custom, conditional, and AI-triggered).
- Full access to **Voice AI Assistant** and **WhatsApp AI Assistant**.
- Enable **unlimited integrations** via the Integration Hub.
- Access **Advanced Reports and Analytics** with AI-generated summaries.
- Leverage **AI Predictive Insights** (risk, cost, and workload forecasting).
- Receive **AI-triggered notifications** (email, WhatsApp, and voice).
- Apply **role-based permissions** and advanced access controls.
- Access **priority support** with an 8-hour response SLA.
- SLA uptime target: **99.5%**.
- Option to purchase additional **AI credits** for outbound automations.
- Early access to **beta features** and new AI automation templates.

Support and Experience

- 24/7 email and chat support.
- Dedicated escalation access to senior support engineers.
- Premium SLA coverage and proactive account monitoring.

Target Audience

Large-scale event management agencies, global sports tournaments, government event units, or corporate organizations managing recurring international events.

Enterprise Plan

Tailored Intelligence at Scale

The **Enterprise Plan** is the pinnacle of Eventas AI — providing complete flexibility, customization, and private AI capabilities for large organizations with complex needs.

Key Philosophy: Deliver a bespoke, secure, and enterprise-grade experience — adaptable to any internal system, compliance policy, or scale requirement.

Pricing

- **Starting at \$500 USD/month**, billed monthly or annually.
- Custom pricing based on scope, integrations, and data volume.
- Payment options: **credit/debit card** or **invoice billing**.

Core Access and Features

Includes everything from **Supercharged**, plus:

- **Unlimited everything:** events, users, automations, integrations, and data volume.
- **Private AI models** trained exclusively on the client's proprietary data.
- **Custom automation builder** for complex workflows.
- **Single Sign-On (SSO)** integrations (SAML, Entra ID, Okta, OneLogin).
- **Regional data residency** options for compliance with local laws.
- **Dedicated onboarding engineer** and **account manager**.
- **Integration with internal systems** such as ERP, CRM, and ticketing.
- **Full API and webhook access** for custom data flows.
- **Predictive analytics** and **AI-driven recommendations**.
- **Advanced campaign segmentation** for communication targeting.
- **Multi-Event Command Center (JOC View)** for managing concurrent large events.
- **Custom change management** and rollout planning.
- **Dedicated technical engineer** for real-time issue resolution.
- **SLA:** 99.9% uptime.
- **24/7 phone, chat, and email support**.
- **Tailored onboarding and training sessions**.
- **Optional private tenant hosting** (white-label or on-premise).

Support and Experience

- Dedicated **Account Manager** for long-term partnership management.
- Priority engineering support for feature customization.

- SLA enforcement with contractual uptime guarantees.

Target Audience

Government organizations, global sports bodies, large enterprises, and event conglomerates with mission-critical operational requirements.

Feature gating & Add-ons

To maintain clarity between plan levels and encourage upgrades:

- **Feature Gating:**

- Non-available features appear greyed out.
- Hovering triggers an in-app tooltip explaining the feature and upgrade path.

- **Add-Ons:**

- *Supercharged and above:* Purchase additional AI call or WhatsApp message credits.
 - *Supercharged and above:* Request **custom automation development** by Eventas engineers.
 - *Supercharged and above:* Integration setup and data migration assistance.
 - *Enterprise only:* White-label or on-premise deployment, custom analytics dashboards, and advanced professional services.
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Support Levels and SLAs

Plan	Support Channels	SLA Response Time	Uptime Target
Basic	Email	48 hours	99.0%
Charged	Email & Chat (24/5)	24 hours	99.2%
Supercharged	Email & Chat (24/7)	8 hours	99.5%
Enterprise	Email, Chat, & Phone (24/7)	4 hours	99.9%

Design Philosophy Behind Pricing

Design Philosophy Behind Pricing

- **Free Plan:** Entry and awareness — converts new users into believers.

- **Charged Plan:** Bread-and-butter plan — gives full control to professional teams.
 - **Supercharged Plan:** Deep automation and scalability — targets high-value clients who drive most revenue.
 - **Enterprise Plan:** Bespoke AI and integration partnerships — high-margin, low-volume clients with strategic value.
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Technical Architecture and Infrastructure

Eventas AI is engineered as a **cloud-native, multi-tenant SaaS platform** with a foundation in **hyperautomation, security-by-design, and AI extensibility**.

Its architecture is designed to deliver exceptional scalability, resilience, and flexibility — capable of supporting small event organizers and large global enterprises alike.

The guiding design principles for the platform are:

- **Automation by Default**
- **Zero-Trust Security**
- **Serverless Scalability**
- **Privacy and Compliance by Design**
- **AI-First Architecture**

1. Architectural Overview

Eventas AI's architecture is built around a **modular, service-oriented design** using serverless infrastructure on AWS.

Each core component of the platform — authentication, event management, automation engine, AI services, and billing — operates as an independent service communicating through secure APIs and event-driven architecture.

This modular structure allows rapid scalability, simplified maintenance, and the ability to evolve or replace components independently as technology advances.

Core Layers:

1. **Presentation Layer (Frontend)**
2. **Application Logic Layer (Backend APIs & Microservices)**
3. **Data Layer (Database, Object Storage, and Knowledge Store)**
4. **Integration Layer (External APIs, AI protocols, and Third-Party Services)**
5. **Automation & AI Layer (Eventas AI Core Intelligence)**

2. Frontend Architecture (Presentation Layer)

The **frontend** serves as the user interface (UI) for event managers, staff, and administrators. It is optimized for speed, accessibility, and minimalism.

Technology Stack:

- **React.js** — core UI framework for responsive, modular front-end components.
- **Shadcn-UI** — for a modern, clean design system aligned with the platform's black-and-white aesthetic.
- **TypeScript** — ensures type safety, better scalability, and maintainability.
- **CSS (Tailwind or custom framework)** — for flexible styling and consistent theming.
- **Node.js** — for frontend server-side rendering (SSR) where necessary.

Key Features:

- Role-based dashboards dynamically generated using user permissions.
- Progressive loading for optimized performance even in low-bandwidth environments.
- Secure communication with backend via **JWT-based token authentication** over HTTPS.
- SPA (Single-Page Application) behavior for fluid transitions without reloads.

3. Backend Architecture (Application Logic Layer)

The **backend** serves as the operational core — handling all business logic, workflow orchestration, and data interactions.

Technology Stack:

- **Node.js + Express (or Fastify)** for scalable API and workflow orchestration.
- **AWS Serverless Services** including:
 - **AWS Lambda** for stateless compute execution.
 - **AWS API Gateway** for routing and securing external API traffic.
 - **AWS EventBridge** for event-driven automation across services.
 - **AWS Step Functions** for orchestrating complex workflows.
- **PostgreSQL** (AWS RDS) for structured relational data with **Row-Level Security (RLS)** to enforce tenant data isolation.
- **AWS DynamoDB** or **OpenSearch** for storing automation logs and analytics indexes.
- **Redis (ElastiCache)** for caching, session management, and queue acceleration.

System Behavior:

- All tenant-specific data and processes are isolated via a **Tenant ID** layer embedded in every request.
- API requests are signed and validated before execution to prevent unauthorized access.
- Workflows are orchestrated asynchronously to ensure responsiveness and fault tolerance.

4. Data Layer (Storage and Multi-Tenancy)

Data storage is designed to support **true multi-tenancy** while maintaining strong data isolation and compliance.

Architecture:

- Each tenant (customer) has logically isolated data partitions in PostgreSQL, enforced by **Row-Level Security (RLS)**.
- Shared schema architecture ensures high scalability while minimizing overhead.
- Critical assets such as documents, media files, and logs are stored in **AWS S3**, organized per tenant.
- Sensitive data (e.g., API keys, billing info) is encrypted at rest using **AWS KMS (Key Management Service)**.

Data Model Principles:

- **Tenant-Aware Queries:** Every SQL query includes a Tenant ID context for enforced segregation.
- **Soft Isolation:** Shared DB with logical separation for cost efficiency.
- **Hard Isolation (Enterprise Option):** Dedicated database or cluster for Enterprise clients upon request.

Backup and Recovery:

- Automated daily backups with 30-day retention.
- Point-in-time recovery enabled for all RDS instances.
- Multi-region replication available for Enterprise clients requiring high availability and disaster recovery.

5. Integration Layer (External Systems & APIs)

The Integration Layer connects Eventas AI to the external ecosystem — enabling interoperability and extensibility.

Integration Scope:

- **Productivity Tools:** Microsoft 365, Google Workspace, Asana, Jira, Slack, [monday.com](#) | [T he AI work platform](#).
- **Communication Tools:** Mailchimp, Twilio (optional), WhatsApp Business API, Telnyx (for voice).
- **Payment & Billing:** Stripe (metered billing, plan management, invoicing).
- **File Storage:** OneDrive, Dropbox, and Google Drive for budget/expense data ingestion.
- **CRM & ERP Systems:** Salesforce, HubSpot, and Zoho (via API connectors).

Integration Governance:

- Each integration managed through the **Integration Hub** accessible to admins.
- Users can enable or disable integrations from the UI without technical support.
- Data transfer between systems uses **OAuth 2.0** or **API key authentication** and is encrypted in transit.

Future AI Protocol Integrations:

- Support for emerging standards like **RefRAG (Refined Retrieval-Augmented Generation)** for AI search accuracy.
- **MCP (Model Context Protocol)** and **A2A (Agent-to-Agent)** communication for cross-agent collaboration.
- **Webhooks & REST APIs** for custom automation and third-party system triggers.

6. Automation and AI Layer

This layer represents the **core intelligence** of Eventas AI — orchestrating automations, analytics, and AI interactions.

Key Components:

- **Automation Engine:** Handles rule-based and AI-triggered automations (e.g., task reminders, vendor follow-ups, report generation).
- **AI Orchestration:** Governs connections between internal data, LLMs, and voice/WhatsApp assistants.
- **Knowledge Graph:** A continuously learning database trained on event management knowledge, best practices, and customer-specific context.
- **Voice AI Subsystem:** Built on **VAPI + Telnyx infrastructure**, supporting warm transfers and real-time speech-to-text transcription.
- **WhatsApp AI Assistant:** Connected via WhatsApp Business API or integrated BSP partners.

AI Training Model:

- Trained using curated datasets from event operations, vendor management, and budgeting best practices.
- Supports both **static (base) knowledge** and **dynamic (tenant-specific)** knowledge additions.
- AI models continuously improved via post-event learning — allowing the system to adapt based on historical performance and feedback.

7. Security Architecture

Security is embedded into every layer of the system — not as an afterthought but as a design philosophy.

Security Principles:

- **Zero-Trust Architecture (ZTA):** Every action, user, and service must be authenticated and authorized explicitly.
- **Security-by-Design:** Vulnerability prevention at code level through dependency scanning and static code analysis.
- **Privacy-by-Design:** Minimal data collection, strong encryption, and GDPR compliance.
- **Multi-Layer Authentication:** Support for OAuth 2.0, SAML, and MFA for user logins.
- **Encryption:**
 - Data-at-rest: AES-256
 - Data-in-transit: TLS 1.3
 - Key rotation via AWS KMS.

Operational Security Controls:

- Role-based access control (RBAC) and principle of least privilege (PoLP).
- Continuous monitoring via AWS CloudTrail and GuardDuty.
- Automated alerting for abnormal access patterns.
- Audit logs stored in immutable storage for compliance.

8. Scalability, Performance, and Reliability

Eventas AI's infrastructure is designed for **elastic scalability** and near-zero downtime.

Scalability:

- Serverless compute auto-scales with workload demand.
- Load balancing via **AWS ALB** and **CloudFront** CDN for global performance optimization.
- Microservices independently deployable for horizontal scaling.

Performance Targets:

- <200ms average API response time for standard operations.
- <1s dashboard loading time under average load.
- 99.5% SLA uptime for Supercharged plan; 99.9% for Enterprise.

Reliability:

- Multi-region deployment with failover support.
- Health checks and automatic restarts for failed functions.
- Distributed caching to minimize latency and prevent throttling.

9. DevOps, CI/CD, and Monitoring

DevOps Pipeline:

- Continuous Integration and Deployment (CI/CD) via **GitHub Actions** or **AWS CodePipeline**.
- Automated linting, testing, and deployment triggers on code merges.
- Staging and production environments fully isolated.

Observability & Monitoring:

- **AWS CloudWatch** for logs and performance metrics.
- **Grafana + Prometheus** (optional) for advanced monitoring dashboards.
- **Sentry** for error tracking and alerting.
- **Automated rollbacks** for failed deployments.

10. Compliance and Data Governance

Eventas AI complies with major global privacy and security frameworks to ensure customer trust and operational transparency.

Compliance Frameworks:

- **GDPR (Europe)** – for user data protection and consent management.
- **ISO 27001** – information security management system (target compliance).
- **SOC 2 Type II** – operational integrity and security control auditing.
- **CCPA (California)** – consumer privacy compliance.

Data Governance:

- Tenant-specific audit trails and logging.
- Admin-level visibility into system operations without access to customer data.
- Data deletion workflows upon account termination (30-day retention period).

11. Infrastructure Summary

Layer	Technology / Service	Purpose
Frontend	React, Shadcn-UI, Node.js, TypeScript	Responsive, modern UI
Backend	Node.js, Express/Fastify, AWS Lambda	Core business logic & automation orchestration
Database	PostgreSQL (RDS)	Structured tenant data with RLS
Storage	AWS S3	File & document storage
Caching	Redis (ElastiCache)	Session management & performance boost
Search	OpenSearch	Log indexing & fast querying
Messaging	AWS SNS/SQS	Asynchronous event processing
Automation	AWS Step Functions & EventBridge	Workflow orchestration
Security	AWS KMS, IAM, CloudTrail	Encryption & access management
Monitoring	CloudWatch, Grafana, Sentry	Real-time health & performance tracking

AI and Automation Framework

Eventas AI is designed as a **hyperautomation ecosystem** — where **artificial intelligence (AI), machine learning (ML), and process automation** work in synergy to eliminate manual operations, reduce friction, and enhance decision-making across the entire event lifecycle.

Rather than treating AI as a feature, Eventas AI embeds intelligence at every level — from data ingestion and communication to prediction, task orchestration, and insight generation.

The framework below outlines how Eventas AI integrates, manages, and evolves its automation and AI capabilities over time.

1. Core Principles of the Automation Framework

Eventas AI's automation layer operates on five foundational principles:

1. Everything is Automatable

Any recurring task, process, or communication in event operations should be automatable — either fully or partially.

2. Human Oversight, AI Execution

Humans remain decision-makers, but AI executes repetitive, operational, and analytical tasks faster, more accurately, and at scale.

3. Data as Fuel

Every automation and AI action is data-driven. The system continuously collects, cleans, and enriches operational data to make smarter predictions.

4. Learning by Doing

Every completed automation, call, or event adds to the platform's knowledge graph — allowing it to evolve and improve future outcomes.

5. Composable and Modular

Every automation or AI workflow is built as a reusable module that can be cloned, adapted, or chained to create more complex logic.

2. Automation Framework Overview

At the heart of the system is the **Eventas Automation Engine**, a low-code/no-code environment that allows users to automate workflows with or without developer involvement.

Key Capabilities

- **Prebuilt Templates:** Over 100 pre-configured automations for common event workflows — such as vendor reminders, registration confirmations, SLA alerts, or budget reconciliation.
- **Custom Automations:** Users can design their own logic using an intuitive visual builder.
- **Event Triggers:** Automations can be initiated by time (scheduled), condition (rule-based), or AI (insight-based).
- **Multi-Step Actions:** A single automation can execute multiple dependent actions (e.g., “When budget exceeds limit → Notify finance lead → Create task → Send vendor alert”).
- **Cross-Module Triggers:** Automations can span multiple modules — e.g., a task update can trigger vendor communication or contact tagging.

Automation Lifecycle

1. **Trigger** – A condition or data event initiates the automation.
2. **Process** – The engine executes actions via APIs or AI agents.
3. **Log & Learn** – Outcomes are recorded and analyzed.

4. **Optimize** – AI reviews performance, identifies patterns, and recommends workflow improvements.

Example Use Cases

- Notify vendors 48 hours before event setup deadlines.
- Automatically generate and send morning summary reports to team leads.
- Trigger follow-ups if expense reports are pending beyond 3 days.
- Summarize vendor feedback post-event and update CRM notes automatically.
- Escalate SLA breaches to the operations director with recommended actions.

3. AI Intelligence Stack

The AI architecture of Eventas AI consists of three core intelligence layers that work together to deliver contextual understanding and automation adaptability.

A. Cognitive Layer (Knowledge Understanding)

This layer processes event-related information using advanced context retrieval techniques such as **RefRAG (Refined Retrieval-Augmented Generation)**.

- **Knowledge Source:** Trained on global event management best practices, templates, and case data.
- **RefRAG System:** Ensures AI responses and insights are sourced from accurate, up-to-date, and verified information — avoiding hallucination.
- **Knowledge Updates:** SaaS super admins can continuously add new data (NEW knowledge) or modify existing data (UPDATE knowledge) to keep the AI trained on current standards.
- **Context Awareness:** AI understands event-specific conditions, such as deadlines, teams, vendor categories, or risk levels, before responding.

B. Execution Layer (Automation Intelligence)

The automation execution layer translates intent into action.

- Integrates with the **Automation Engine** to decide *what* to automate and *when* to trigger it.
- Uses **conditional logic**, **AI-triggered thresholds**, and **predictive workflows** to run automations autonomously.
- Supports **AI-initiated automations**, e.g., when the system detects an anomaly or missed deadline.
- Integrates with **A2A (Agent-to-Agent)** protocols to enable collaboration between multiple AI agents (e.g., voice, WhatsApp, and task assistant).

C. Predictive Layer (Analytical Intelligence)

This layer handles **forecasting, insight generation, and risk detection**.

- Uses historical event data and patterns to predict:
 - Budget overruns
 - Vendor delays
 - Workload imbalances
 - Operational risks
- Provides recommendations like “Reassign task to available team member” or “Vendor X likely to delay delivery based on past events.”
- Generates AI-powered summaries and dashboards for leadership teams, focusing on **efficiency metrics, anomalies, and decision recommendations**.

4. Voice and Conversational AI

Eventas AI integrates **Voice AI** and **Conversational AI** as core operational interfaces — enabling teams to interact with the platform naturally.

Voice AI Assistant

- Powered by **VAPI** for speech processing and **Telnyx** for call infrastructure.
- Can handle inbound and outbound calls autonomously.
- Offers **warm transfer** logic:
 - When escalation is needed, the AI briefs a human before transferring the call.
 - If no human is available, fallback actions (e.g., voicemail, text) are executed.
- Stores **call recordings and transcripts**, allowing users to train their event-specific AI on those transcripts.

WhatsApp AI Assistant

- Built for communication automation, reminders, and information dissemination.
- Supports **two modes**:
 - a. **System-initiated**: Sends automated messages (task updates, summaries, reminders).
 - b. **User-initiated**: Handles inbound queries contextually (e.g., “What’s my next task?”).
- Fully integrated with the Notification Center and Automation Engine.
- Paid users can bring their own WhatsApp numbers; enterprise users can link multiple.

5. AI Training and Learning Lifecycle

The AI system follows a continuous learning loop that ensures every event and interaction improves future outcomes.

Learning Lifecycle:

1. **Data Collection** – System gathers operational data (tasks, communications, expenses, call transcripts).
2. **Contextual Structuring** – Data is structured using metadata (event, user, vendor, category).
3. **Knowledge Integration** – Data is appended to the internal knowledge base.
4. **Model Refinement** – AI models retrain periodically using curated datasets.
5. **Insight Delivery** – Improved recommendations and automations surface in the user interface.

This lifecycle ensures Eventas AI evolves naturally — adapting to the unique operating patterns of each tenant while benefiting from aggregated intelligence across the platform.

6. AI Governance and Compliance

AI deployment in Eventas AI adheres to strict **ethical, compliance, and transparency frameworks**.

Governance Framework:

- **Human-in-the-loop Controls:** AI never executes irreversible actions (e.g., financial transactions) without explicit human approval.
- **Auditability:** Every AI action is logged with a traceable record of data sources, decisions, and outcomes.
- **Data Segregation:** AI models operate within each tenant's context; private data is never shared across customers.
- **Bias Mitigation:** Regular audits to ensure fairness in vendor or risk predictions.
- **Compliance:** Adheres to **GDPR, ISO 42001 (AI Management System)**, and emerging EU AI Act principles.

7. Future Expansion: AI Protocols and Intelligent Agents

To future-proof the system, Eventas AI's architecture supports next-generation AI interoperability protocols and agent systems.

Key Roadmap Components:

- **MCP (Model Context Protocol):** Enables multiple AI models (e.g., scheduling AI, budget AI, voice AI) to collaborate contextually within the same tenant.
- **A2A (Agent-to-Agent) Framework:** Allows specialized agents (voice, chatbot, automation) to communicate, share context, and execute chained tasks.
- **Autonomous Agent Layer (Phase 3 Vision):** AI agents that can plan, prioritize, and initiate actions across modules proactively — such as scheduling follow-up meetings or generating

post-event reports automatically.

8. Eventas AI Knowledge Graph

At the core of the intelligence ecosystem lies the **Eventas Knowledge Graph** — a continuously evolving network of structured information that connects every data point in the system.

Purpose:

- Map relationships between people, vendors, events, budgets, and outcomes.
- Enable contextual awareness (e.g., “Vendor X underperformed in last 2 events”).
- Support semantic search and question-answering features.
- Serve as the training backbone for RefRAG-powered AI models.

Benefits:

- Enables the platform to answer natural questions such as:
 - “What were the top 3 vendors with missed deadlines last year?”
 - “Which tasks are most likely to delay tomorrow’s setup?”
 - “Show me cost variances by category for the last 3 events.”

9. AI Performance and Monitoring

Eventas AI includes built-in **AI observability tools** that ensure transparency, safety, and efficiency.

Performance Monitoring:

- Real-time dashboards for tracking AI accuracy, latency, and utilization.
- Automated anomaly detection for unusual AI behavior.
- Human review system for flagged outputs or low-confidence responses.

Feedback Loop:

- Users can rate AI suggestions (“helpful” / “not relevant”).
- Ratings feed back into the refinement loop to improve contextual precision.

Ethical Safeguards:

- AI never accesses user files, external emails, or contacts without permission.
- All conversational data is anonymized before being used for training aggregate models.

10. Strategic Impact

Through its integrated AI and automation architecture, Eventas AI transforms event management from a **reactive operational process** into a **proactive, intelligent ecosystem** that:

- Reduces manual tasks by up to **70%**,
- Improves team coordination and communication efficiency by **50%**,
- Enhances financial visibility and vendor reliability, and
- Builds a continuously improving operational knowledge base for every client.

Eventas AI doesn't just manage events — it **learns them, optimizes them, and anticipates them**.

Implementation Roadmap & Phased Development Plan

Eventas AI's implementation will follow a **phased delivery model** designed to minimize complexity, validate real-world adoption early, and build scalable foundations that support future expansion.

The development journey will be structured into **three main phases**:

1. **Phase 1 – MVP Launch (Foundational Core)**
2. **Phase 2 – Growth & Expansion (Automation at Scale)**
3. **Phase 3 – Enterprise Maturity (AI-Driven Intelligence & Private Cloud Readiness)**

Each phase will deliver measurable outcomes — technical, operational, and commercial — ensuring the platform matures in lockstep with market demand and user feedback.

1. Phase 1: MVP Launch — “Core Foundations”

Objective:

Establish a functional, secure, and reliable foundation that demonstrates Eventas AI's value to pilot customers.

Focus on delivering the **core event management modules, multi-tenancy, and AI-powered automation previews**.

Timeline:

Target: **3 months** (12–14 weeks)

Primary Goals:

- Launch a stable, production-ready MVP.
- Enable onboarding of pilot customers for initial validation.
- Demonstrate automation and AI capabilities in a simplified but functional form.
- Begin gathering user feedback to shape Phase 2 features.

Core Deliverables:

1. Platform Infrastructure

- Deploy foundational **multi-tenant architecture** (PostgreSQL + AWS Serverless).
- Implement **row-level security (RLS)** and tenant isolation.
- Set up CI/CD pipelines, monitoring, and metered billing (Stripe).
- Implement basic zero-trust controls and encryption policies.

2. Frontend & Admin Console

- Core UI using **React + Shadcn-UI**, with login, sign-up, and Google authentication.
- Launch **Admin Console** for SaaS management, plan monitoring, and billing control.

3. Core Modules

- Event Management
- Team Management
- Task Management
- Contact Management
- Vendor Management
- Dashboard (basic KPIs)

4. Automation Engine (Basic)

- Implement **trigger-action logic** for limited prebuilt workflows (e.g., task reminders, vendor follow-ups).
- Include 20 basic automation templates.
- Support notifications via email.

5. Integrations (Initial)

- Integrate **Mailchimp**, **Microsoft 365 (Outlook)**, and **Google Workspace** for calendar and contact sync.

6. AI Components (Preview)

- Enable **WhatsApp AI Assistant (limited)** for automated task updates and summaries.
- Train AI on base event management knowledge using RefRAG architecture.
- Provide in-app AI chatbot (Intercom integration) for platform guidance.

7. Pilot Customer Onboarding

- Onboard 3–5 pilot clients (preferably golf or sports events) under NDA.
- Collect detailed feedback on usability, speed, and automation accuracy.

8. Success Metrics

- Achieve stable multi-tenant deployment with <1s average page load time.
- At least 50% of pilot users adopting automation templates weekly.
- Minimum uptime of 99% during MVP phase.

2. Phase 2: Growth & Expansion — “Automation at Scale”

Objective:

Transform Eventas AI from a foundational tool into a **hyperautomation engine** with advanced workflows, expanded AI features, and integration depth.

Focus on scaling adoption, monetizing paid plans, and improving operational intelligence.

Timeline:

Target: **4–6 months** post-MVP validation

Primary Goals:

- Expand feature set to include complex automations, Voice AI, budget/expense modules, and integration hub.
- Monetize through **Charged** and **Supercharged** subscription plans.
- Achieve full automation readiness across event operations.

Core Deliverables:

1. Expanded Modules

- Add Budget Management and Expense Management.
- Introduce Registration and Accreditation modules.
- Launch Campaign Management (Mailchimp and native).

2. Automation Engine (Advanced)

- Upgrade to **multi-step automation builder** with custom logic and visual workflow editor.
- Introduce **AI-triggered automations** based on predictive thresholds (e.g., late task detection).
- Add 100+ prebuilt templates with search, filter, and tagging options.

3. AI Evolution

- Launch **Voice AI Assistant** (powered by VAPI + Telnyx) with warm transfer capability.
- Add support for **call recording, transcript training**, and outbound call automation.
- Improve **WhatsApp AI** with contextual chat memory and quick-reply suggestions.
- Implement AI daily summaries and end-of-day recaps via WhatsApp or email.
- Begin **predictive analytics** for risk and workload forecasting.

4. Integration Hub

- Launch dedicated **Integration Hub page** for user-managed connections.
- Add plug-and-play integrations: Jira, Asana, Dropbox, and OneDrive.
- Introduce API-based integration for accounting systems (e.g., QuickBooks, Xero).

5. Scalability Enhancements

- Optimize serverless functions for concurrency and cost efficiency.
- Introduce caching (Redis) and distributed logging (OpenSearch).
- Strengthen SLA targets (99.5% uptime for paid plans).

6. Monetization

- Activate full billing automation via **Stripe metered billing**.
- Enable self-service plan upgrades/downgrades.
- Introduce free-trial conversion automations and upsell prompts.

7. Customer Growth

- Target 20–30 paying organizations.
- Establish NPS (Net Promoter Score) tracking and churn analysis.

8. Success Metrics

- 70% automation adoption across active users.
- 95% user satisfaction on AI assistant usability.
- Average customer lifetime value (CLV) > \$1,200.
- <2% monthly churn rate for paid users.

3. Phase 3: Enterprise Maturity — “Intelligence and Scale”

Objective:

Position Eventas AI as a **fully mature enterprise platform**, offering advanced AI-driven insights, private hosting, and compliance-ready architecture for global expansion.

Timeline:

Target: **9–12 months** after Phase 2 completion.

Primary Goals:

- Build **Enterprise-grade features, AI-driven decision intelligence, and private deployment options**.

- Achieve high-availability, high-security standards suitable for governments, global sports organizations, and enterprise clients.
- Establish Eventas AI as the industry benchmark for event hyperautomation.

Core Deliverables:

1. Enterprise Architecture

- Introduce **dedicated-tenant hosting** (private cloud or on-premise).
- Add **data residency options** (EU, GCC, North America).
- Support **SSO (SAML, Okta, Entra ID)** and **advanced IAM policies**.
- Full integration with enterprise systems (ERP, CRM, ticketing, HRIS).

2. AI Expansion

- Deploy **RefRAG 2.0** engine for higher contextual accuracy.
- Launch **Model Context Protocol (MCP)** for internal AI collaboration.
- Implement **A2A (Agent-to-Agent)** framework for multi-agent communication.
- Roll out **predictive intelligence dashboards** with dynamic recommendations.
- Introduce **AI Governance Console** for transparency, bias audits, and ethical controls.

3. Knowledge Graph Maturity

- Fully operational **Eventas Knowledge Graph** with cross-event learning.
- Enable natural-language querying (e.g., “Show vendors with delayed payments across all 2026 events”).
- Integrate Knowledge Graph into Reports & Analytics module for real-time correlation mapping.

4. Performance & Scalability

- Multi-region AWS deployment with automatic failover.
- SLA improvement: **99.9% uptime** for Enterprise clients.
- 24/7 support with dedicated account management.

5. White-Label & Professional Services

- Deploy **white-label framework** for enterprise clients and agencies.
- Launch **Professional Services Program** for custom automation and integration builds.

6. Business & Market Expansion

- Launch in **Europe and GCC markets** under The Hummingbird AS licensing model.
- Build strategic partnerships with technology providers (Telnyx, Microsoft, AWS).

- Pursue ISO 27001 and SOC 2 Type II certifications.
- Prepare documentation and compliance reports for enterprise procurement processes.

7. Success Metrics

- 99.9% uptime and <1s API response latency under heavy load.
- 50+ enterprise clients onboarded.
- Annual recurring revenue (ARR) > \$1M.
- Average customer retention rate above 95%.

4. Cross-Phase Governance and Development Approach

Each phase will adhere to **agile product development methodology** with strict governance for quality and security.

Development Approach

- **Agile sprints:** 2-week cycles with continuous testing and feedback integration.
- **MVP-first logic:** Prioritize simplicity and business impact before complex expansion.
- **Cross-functional squads:** Dedicated teams for backend, frontend, AI, integrations, and QA.
- **Continuous User Testing:** Every major feature validated by pilot customers before public release.

Governance

- **Security Gate Reviews** before every deployment phase.
- **Architecture Review Board (ARB)** oversight on major design changes.
- **Documentation-first culture** to ensure scalability and maintainability.
- **Feedback Council:** Group of early adopters providing qualitative insights to guide roadmap refinement.

5. Long-Term Vision

By the end of the full roadmap, **Eventas AI will evolve from a platform into an ecosystem** — a continuously learning, self-optimizing operations system for the events industry.

It will:

- Automate 90% of routine event operations,
- Predict and mitigate risks in real-time,
- Learn from every event and apply improvements system-wide,
- Enable AI-driven communication, analytics, and decision-making across global event organizations.

Eventas AI's ultimate goal is to redefine event management into a domain of **self-operating, intelligent events** — where human creativity leads, and AI handles everything else.
