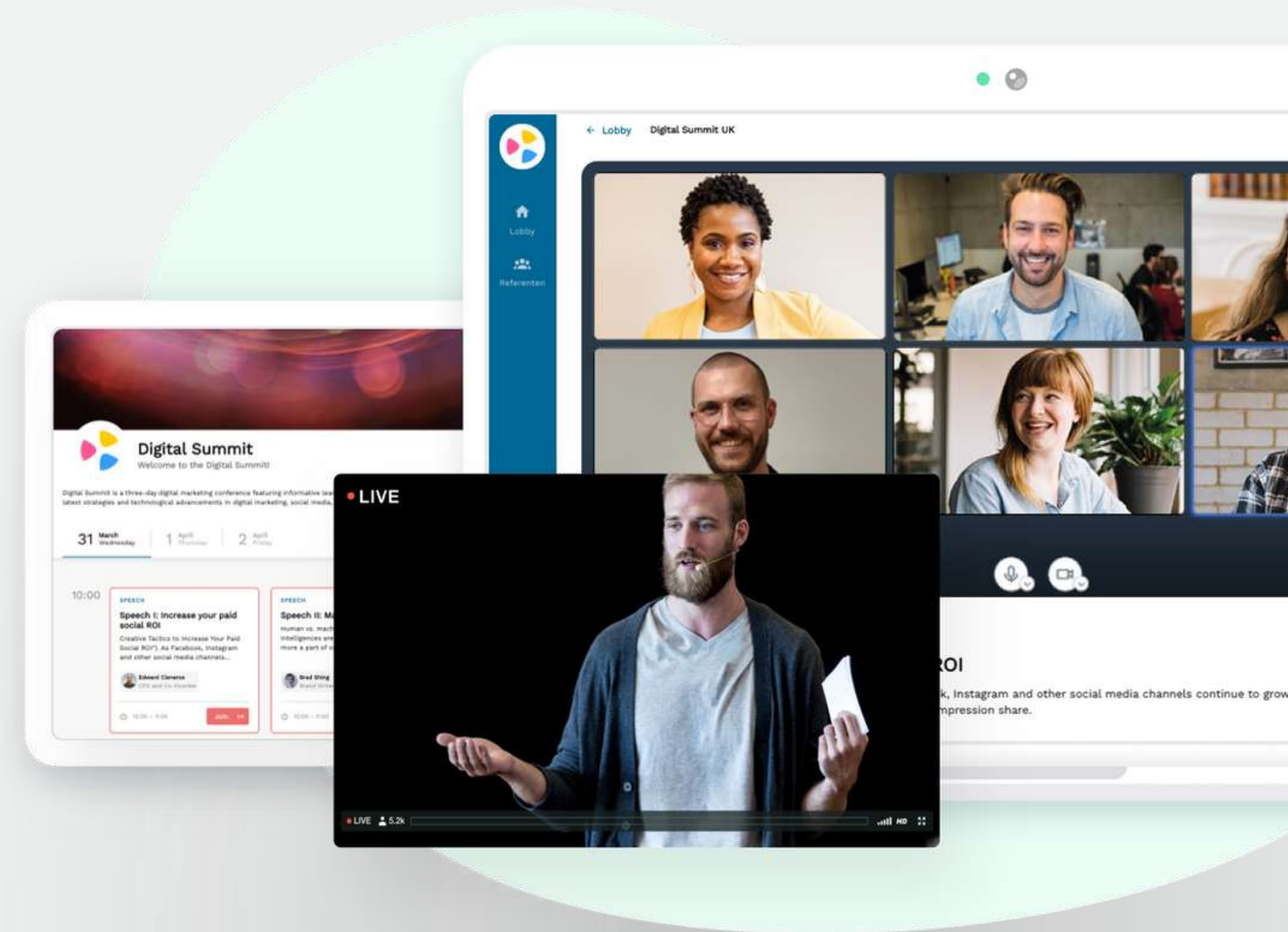


EVENTOPIA

Where Every Moment Becomes an Experience



Group 10: Linked Elites

Our Team



Varmi



Saumyaraj



Priyanka



Arati



Shubham



Ashika

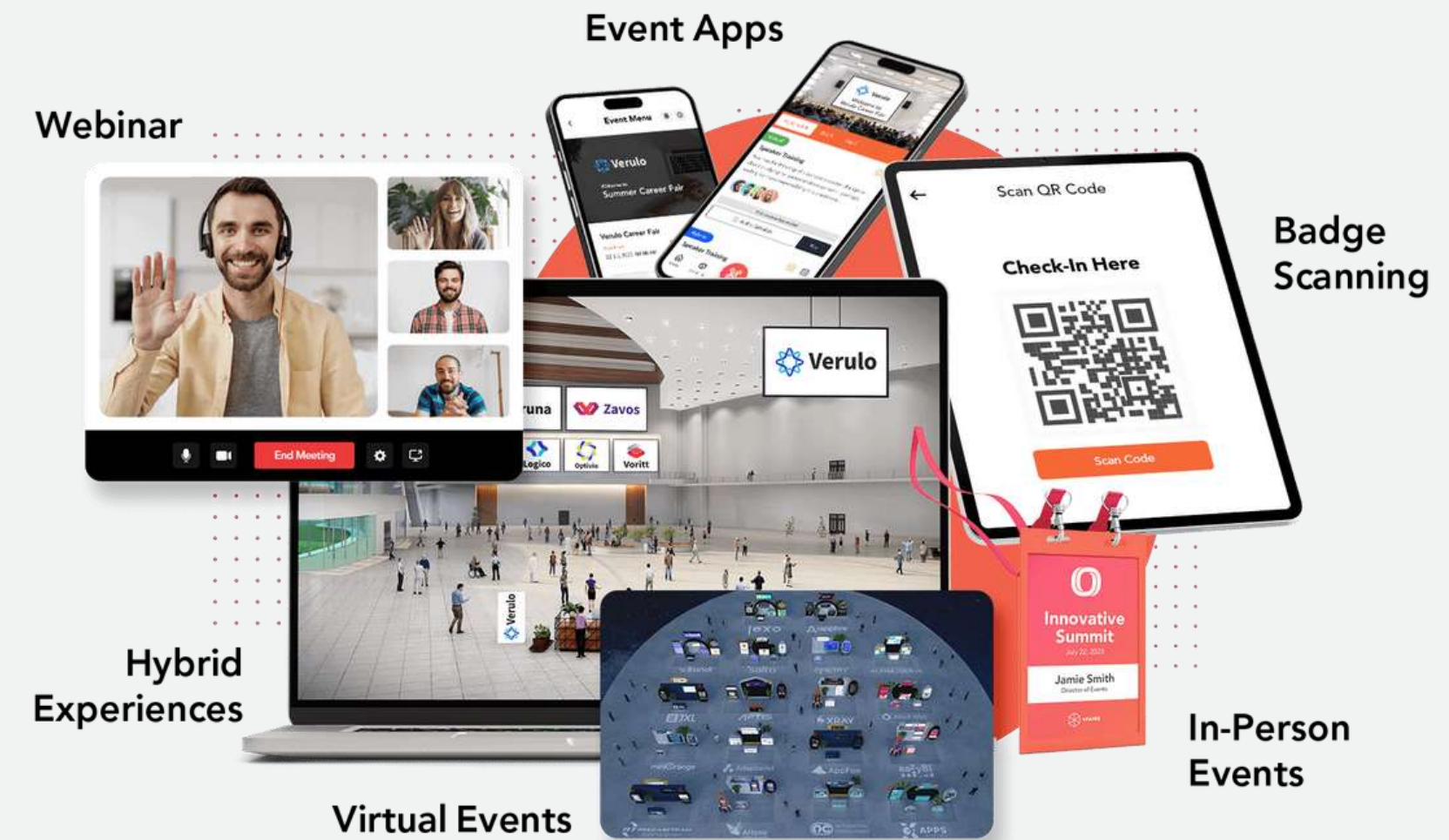
Building a seamless future for events: The eventopia mission

At Eventopia, we're dedicated to making events awesome for everyone. We give organizers easy-to-use tools to plan amazing events, while making it simple for attendees to find, join, and enjoy a variety of inspiring events. Using innovative technologies like AI and VR, we create a seamless and immersive platform where organizers can manage events effortlessly, and attendees can connect with others and have a great time.



Beyond borders, beyond limits: The eventopia vision

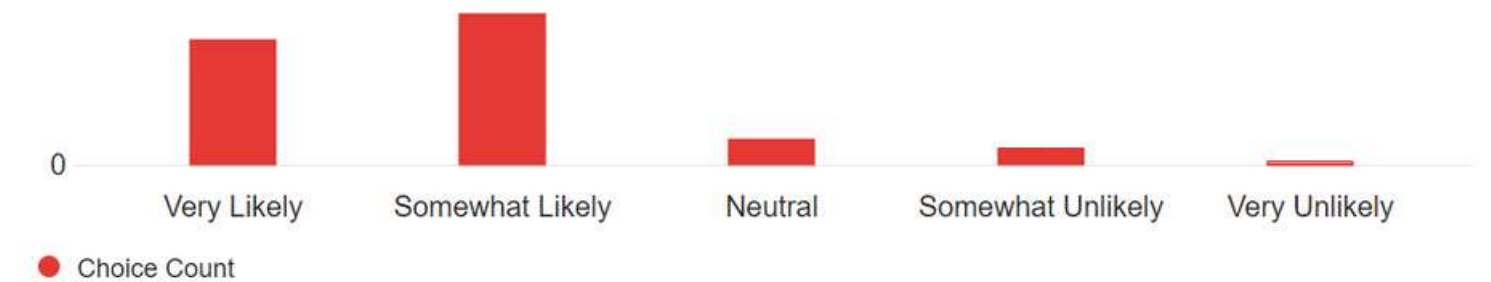
We envision a future where events are vibrant, inclusive, and memorable experiences that bring together organizers and attendees from around the globe. We strive to create a dynamic platform that fosters creativity, connection, and engagement for all participants, whether they are planning, hosting, or attending events.



Survey Insights

- 89% of the users surveyed expressed interest in the event management platform.
- The most preferred subscription model among respondents is Freemium with optional premium features, with 35% of respondents selecting this option.
- Pay-per-use based on event size is also popular, with 32% of respondents favoring this model.
- One-time payment per event and monthly subscription models are less preferred, with 27% and 5% of respondents selecting them, respectively.

Q1 Single choice - How likely are you to use a virtual event management platform for hosting your events?

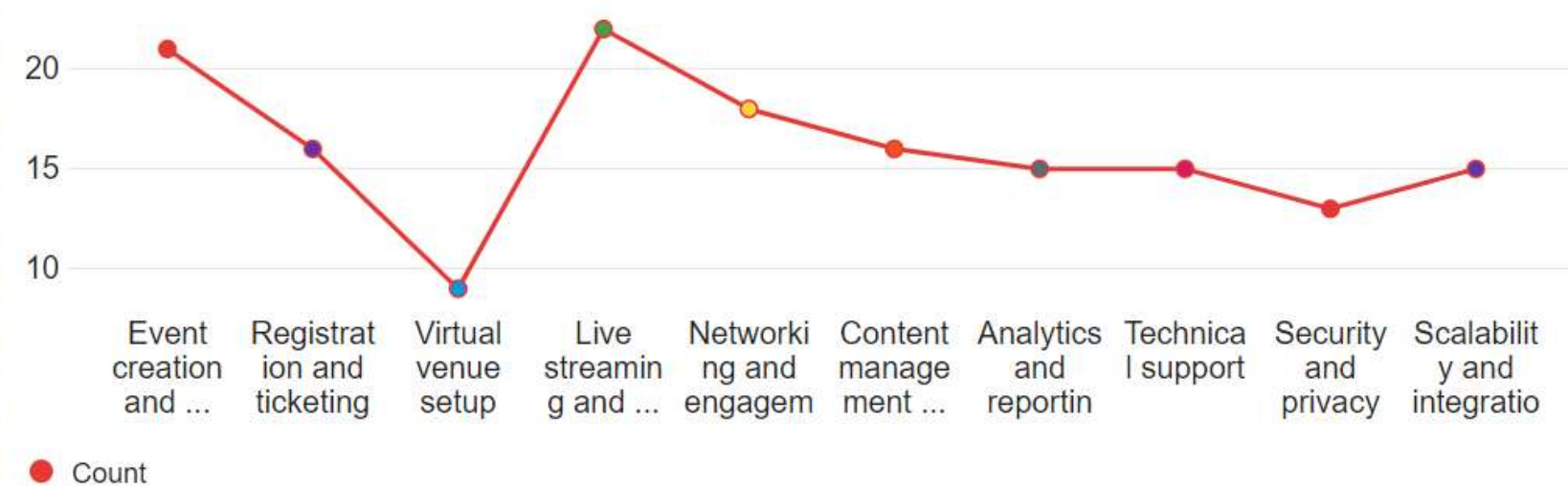


Q10 - Which of the following integrations would you find most useful for your virtual event management platform? - Selected Choice



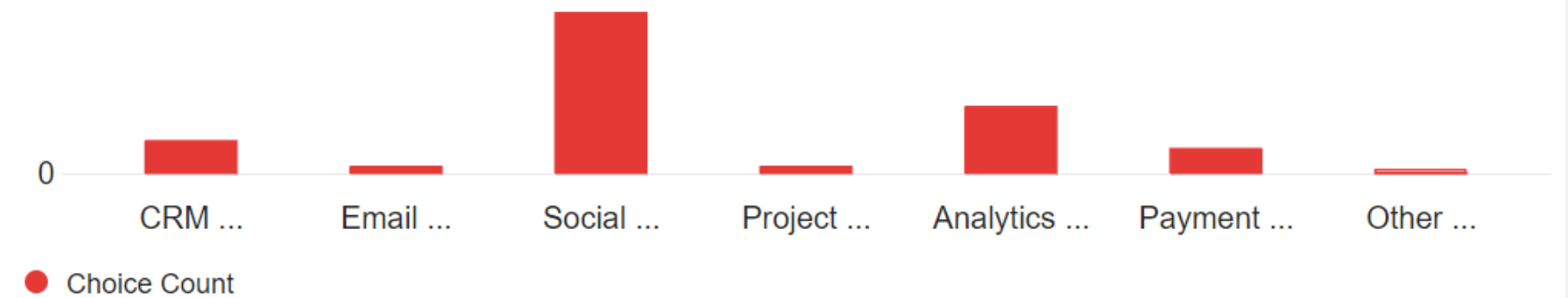
Survey Insights

Q4 - Which features are most important to you in a virtual event management platform?



- Respondents prioritize features related to facilitating interactive and customizable events, seamless video conferencing and streaming capabilities, robust networking tools, and comprehensive support and analytics functionalities.

QID7 - Which of the following integrations would you find most useful for your virtual event management platform? - Selected Choice



- Social media integration leads with 52.78% prioritization, indicating its high value. Analytics tools closely follow at 22.22%, emphasizing event performance tracking. Payment gateways, with 8.33% interest, indicate moderate demand for seamless transactions within the platform.

Product Roadmap

Q1

Q2

Q3

Q4

Core Event Management with AI/ML Integration

ORGANIZERS

- Feature Implementation:
 - Event Planning & Scheduling
 - Create Event (virtual, hybrid, in-person)
- Event Optimization through AI: Offers intelligent suggestions for event planning

ATTENDEES

- Basic AI Recommendation:
 - Personalized event recommendations

Blockchain, Marketing and Networking

BASE FEATURES

- Website Development
- Blockchain based Ticketing & Transactions
- Infrastructure Support

ORGANIZERS

- Event marketing
- Budgeting and Expense Tracking
- Analytics and reporting tools

ATTENDEES

- Social & Networking Recommendations using AI
- Virtual Networking Features – virtual lounges

Attendee and Event Management and AR Experience

BASE FEATURES

- Mobile App Development
- AR integration
- AI powered Chatbot

ORGANIZERS

- AI Task Automation: Automating repetitive tasks (with the help of AI)
- Online check-in feature
- Attendee management tool: Manage attendee data , track attendance & participation

ATTENDEES

- Feedback Gathering Mechanism
- Blockchain Security
- Gamification tools

- **Product Launch**
Oct 2025



Product Roadmap

Q5

Q6

Q7

Q8

Aftermarket Features Development

BASE FEATURES

- Social Media Integration
- Live Translation & Transcription

ORGANIZERS

- Gamification to boost engagement
- Advanced AI insights

ATTENDEES

- Community Forum Establishment

Aftermarket Feature Launch

ORGANIZERS

- Adjacent Market
 - Partnership initiatives for accommodation & event venues with hotel
- AI venue suggestion
- Sustainable event planning

ATTENDEES

- Premium attendee member
 - Priority based engagement through premium features
 - On-demand access to recorded sessions

Aftermarket Feature Launch

BASE FEATURES

- Global expansion
 - Introducing other global languages on website and application to reach global audiences
- Facial Recognition and Biometric Authentication

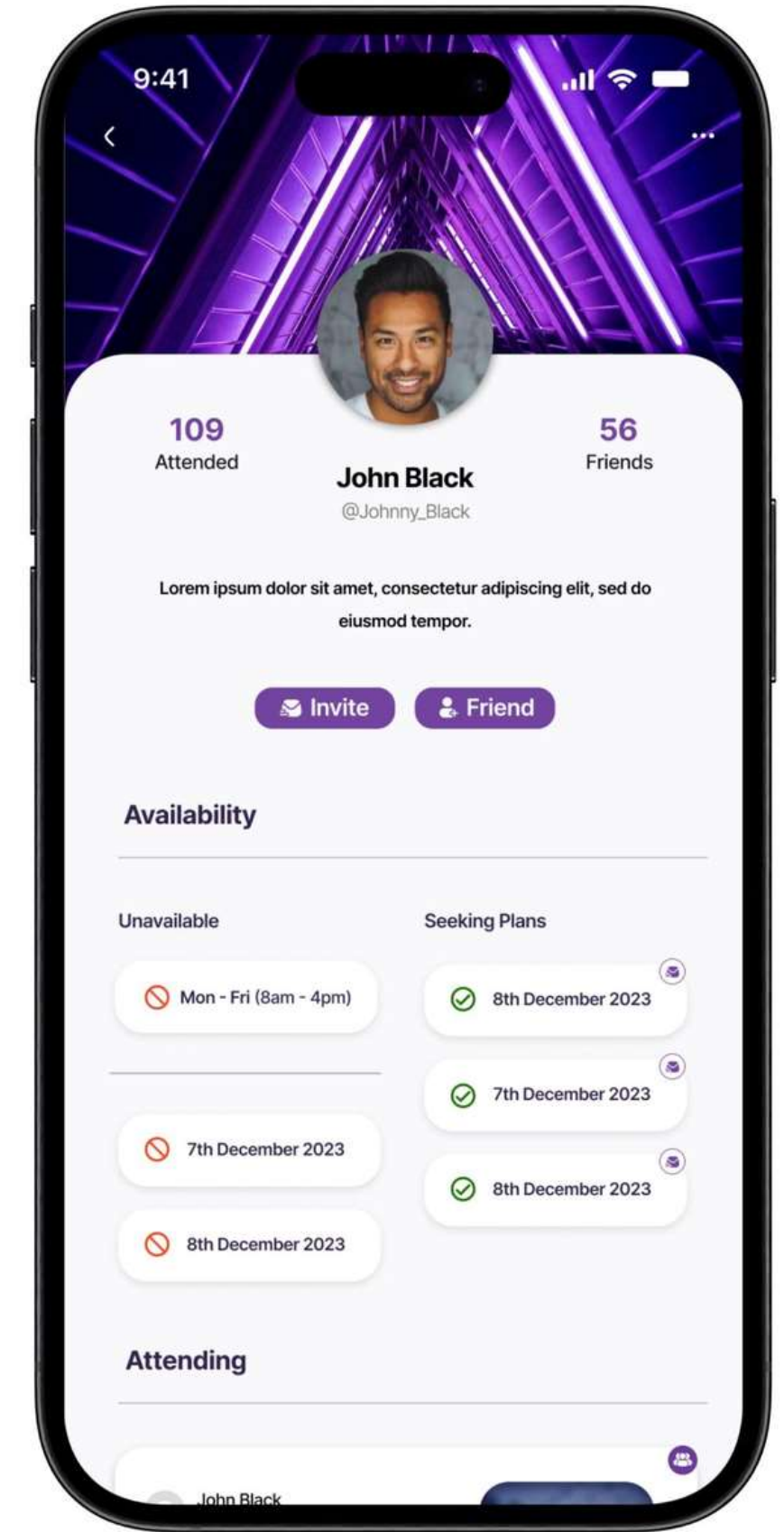
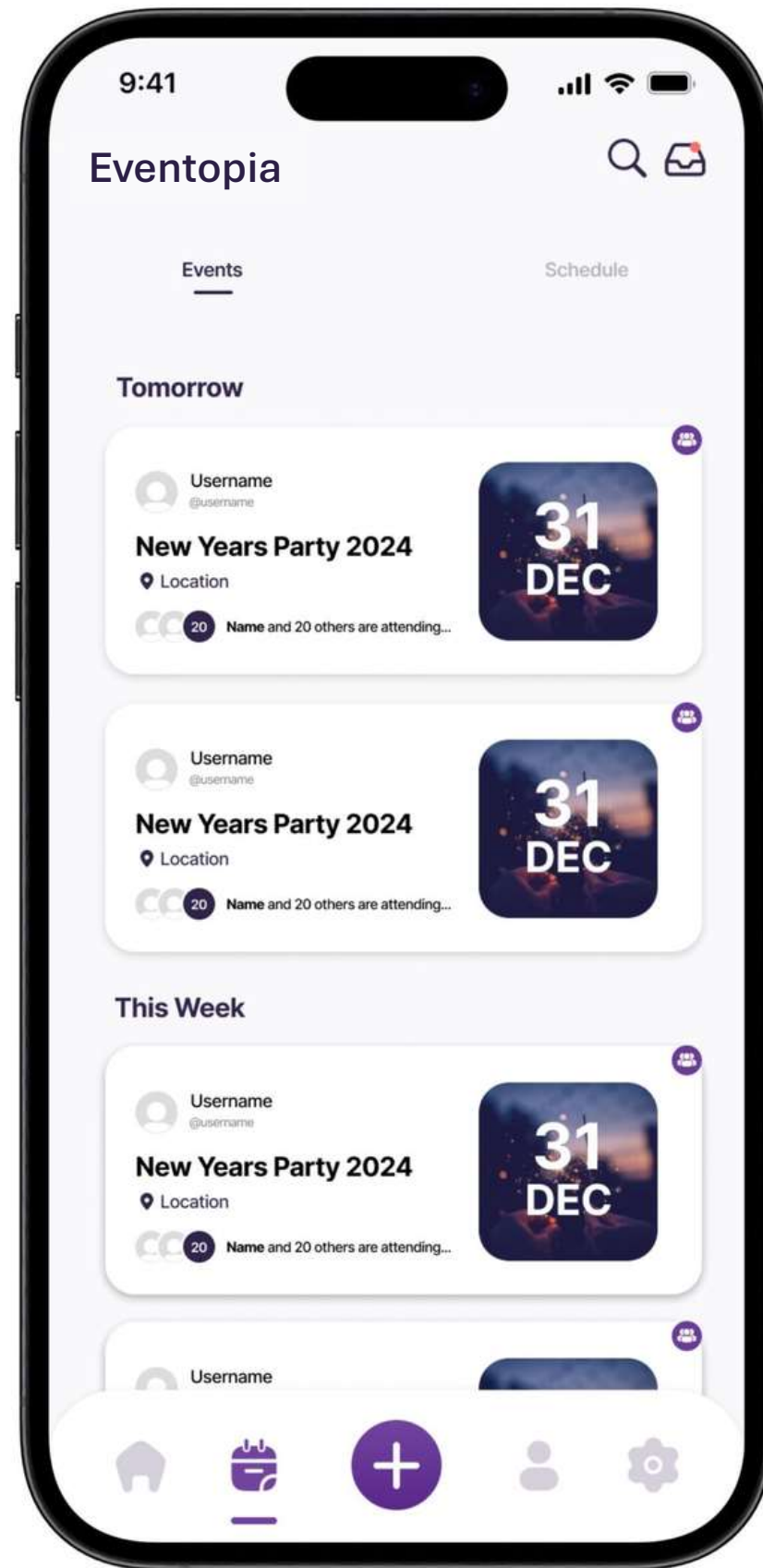
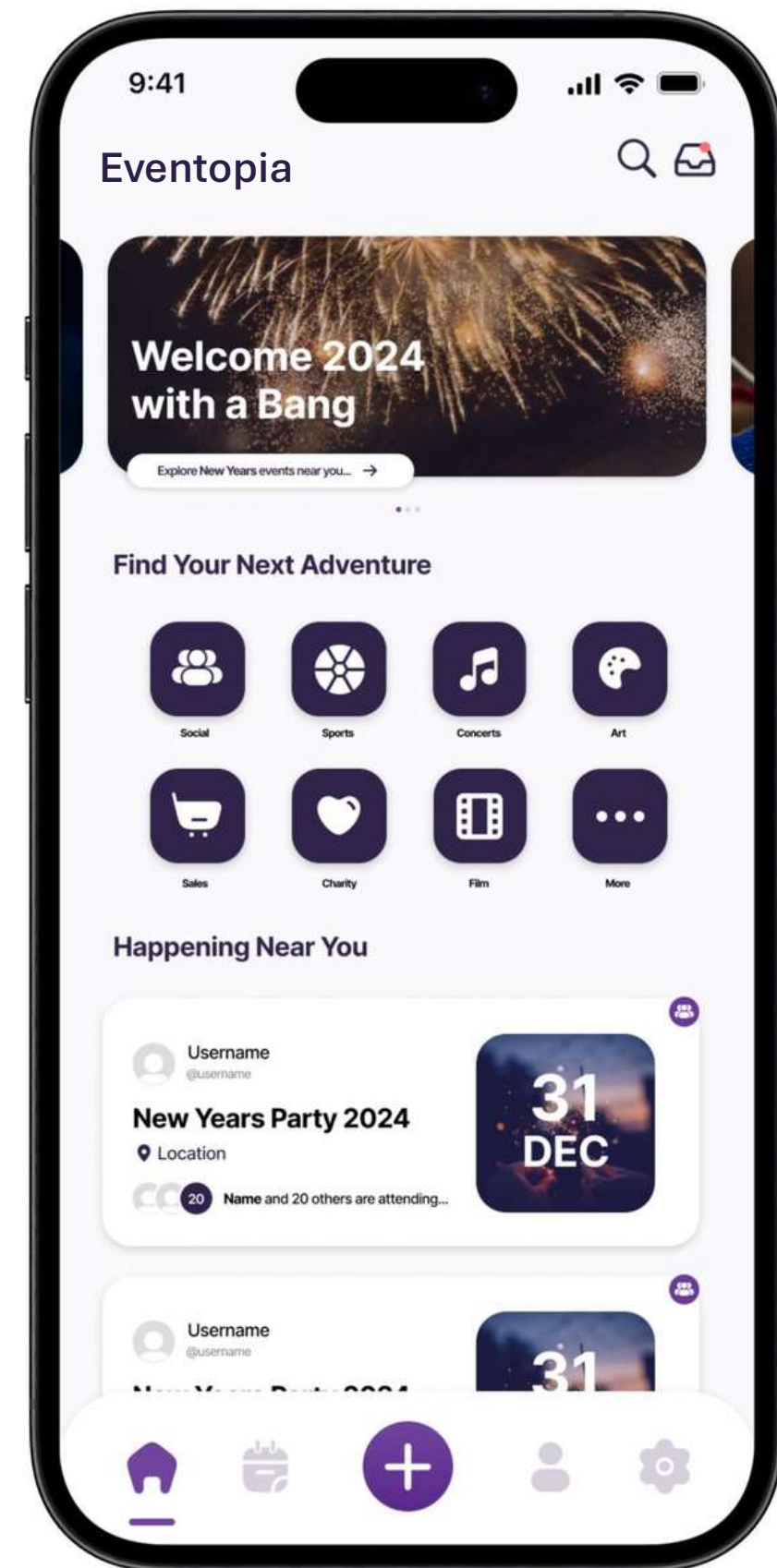
ORGANIZERS

- Adjacent market:
 - Partnership initiatives with Transportation services (Airlines)

VR Experience Feature Launch

- VR Integration
 - Introducing Metaverse experience

UI Mockups



Innovation



One-stop platform for end-to-end event organizing and management for organizers and attendees

Real-time Translation & Captioning

- Enabling global accessibility
- Fostering inclusivity in events

Seamless Event Management: Our intuitive platform streamlines event organization, from ticket sales to analytics, freeing organizers to focus on creating remarkable experiences.

Blockchain Ticketing


- Secure and transparent transactions
- Building trust in the industry

Intelligent Virtual Assistants

- AI-powered chatbots for personalized support
- Enhancing attendee experience

Biometric Authentication: Secure biometric authentication

Enhanced Engagement Features: Our platform offers interactive features like live polling, Q&A and networking opportunities, enabling attendees to actively engage with event content, fostering meaningful interactions and leaving a lasting impression.



Disruptive Innovation

01

AI-based Solutions

- personalized recommendations for attendees
- AI-supported workflows to streamline events end-to-end processes for organizers

02

AR/VR Experiences

- Immersive virtual venue tours
- Augmented reality navigation

03

Metaverse Event Experiences

Exploring virtual event hosting. E.g host Metaverse party/ fashion show for a fashion line launches by big brands who are active in Metaverse like H&M

04

Sustainability and Carbon Footprint Tracking:

- Tools for tracking and offsetting in person events carbon footprints associated with event attendance.
- Integration with sustainable transportation and accommodation options.

05

Social Media management and analytics

- Integrated all social media accounts for your organization on Eventopia, to have a centralized platform to review notifications, manage profiles, respond, and track engagement supported by AI-generated reports and dashboards
- AI-generated recommendation and strategies for promoting and making events go viral

Value Creation



Organizers

- Seamless one-stop platform for end-to-end Event Management
- AI powered Automation workflows for creating & managing events.
- Data Driven Insights and Analytics
- Cutting-Edge Technology Integration
- Global expansion

Attendees

- AI based personalized Event Recommendations
- Immersive AR/VR experiences for virtual and navigation
- Smart Networking Matches
- Interactive Gamification

Employees

- Mentorship programs
- Flexible Work Arrangements
- Integrated Wellness resources
- Idea Forums and Innovation Challenges

Shareholders

- Increased ROI
- Global Market Reach
- Strategic Partnerships

Stickiness

**AI-powered Events &
Community
Recommendations**

**Immersive Virtual Experiences
(VR/AR)**

AI generated Insights

**Gamified Event Planning &
Participation**

Market Types



Existing Market

- The event organizing and management industry has major players working at different levels: Ticket Master, Eventbrite, Zoom Events, MS Teams
- **One-stop Solution for Organizers and Attendees:** There is a need for a centralized platform that can support audiences: Organizers and Attendee for end-to-end event management and attendance
- **Smarter, Faster, and Better Services:** Our solution is adaptive and supported by the latest technology to provide the best experience to customers (Event organizers and attendees) at global level



New Market

Artificial Intelligence (AI) and Machine Learning (ML) based solutions: enhance event experiences through personalized support, optimized content curation, and tailored recommendations. Improving attendee engagement his will drive attendee engagement and loyalty, enabling premium pricing models

Sustainability and Carbon Footprint Tracking: Encourage environmentally responsible events, Eventopia's sustainability tracking solutions will attract eco-conscious organizers and attendees.

Augmented Reality Enhanced Presentations and Exhibits (USP) Eventopia's innovative AR capabilities will revolutionize event presentations and exhibits, providing immersive and engaging experiences for attendees. The uniqueness of this offering will attract event organizers and exhibitors, driving adoption and recurring revenue.



Exponential Market

- We want to be the go-to global events-organizing solution for all events (In-person, Virtual, Hybrid or even in Metaverse)

Metaverse and Immersive Event

Experiences: We will support a global audience of bug corporates to host fully immersive, personalized, and gamified events. E.g. Metaverse party/ fashion show for a fashion line launch by big brands who are active in Metaverse like H&M

- Potential Customers: Fashion Brands, Luxury Brands, Tech Giants, Global Business and Corporates Corporates

Real-time Translation and Captioning

For covering Intenational Conferences, Product Launch Events(Apple), etc.



Adjacent Market

Hotel and Accommodation Industry

- Partnering with hotels and accommodation providers to offer integrated lodging solutions, generating revenue through 10% on commissions, and creating cross-selling opportunities with tailored accommodation packages based on event data and attendee preferences.

Travel and Tourism Industry

- Collaborating with travel agencies, airlines, and tourism boards to create comprehensive event travel packages, unlocking additional revenue streams through commissions, and targeted advertising opportunities based on event and attendee data.

Marketing Strategy



Precise Audience Targeting

- Targeting audience based on their interest and suggesting Events & Communities accordingly



PR Strategy

- Simplify product launch events
- Maximize ROI
- Cost-effective solution



Marketing Channels

- Content Marketing:
- Social Media Marketing
- Paid Advertising
- Webinars & Online Events

Marketing Strategy



Metrics & Tracking

- Monitor results, Report insights & provide best practices



Partnerships

- Co-working Spaces & Event Venues
- Marketing & PR Agencies (Globalization)
- Industry Influencers



Branding & Support

- Build a Strong Brand Identity
- Offer Excellent Customer Support
- Showcase Customer Success Stories

Business Model

For Organizers
Subscription Based

Free Trial	Starter	Pro	Premium
For organizers who are just getting started	For organizers hosting small events	For organizers hosting medium sized events	For organizers hosting large events
\$0	\$29 /month	\$ 69/month	\$ 139/month
Host your event for free*			
<ul style="list-style-type: none">• 25 attendees/ event• Host 3 free events• Session duration- up to 45 minutes per event• Send up to 150 marketing emails a day• Access to event planning, marketing/designing and ticketing tools	<ul style="list-style-type: none">• 100 attendees/event• Unlimited events• Session duration- up to 6 hours per event• Access to event planning, marketing/ designing and ticketing features• Budgeting and expense tracking tools• Event optimization through AI• Access to Gamification tools	<p>Everything in starter, plus:</p> <ul style="list-style-type: none">• 500 attendees/event• Session duration- up to 8 hours per event• Access to AI task automation tools• Access to Live translation and transcription services only in 2 languages	<p>Everything in Pro, plus:</p> <ul style="list-style-type: none">• 1000 attendees/event• No session duration limit per event• Access to AR and VR features• Access to Live translation and transcription services in multiple languages• Access to attendee management tool

Business Model

For Organizers
Pay per Event Based

Free Trial	Starter	Pro	Premium
For organizers who are just getting started	For organizers hosting small events	For organizers hosting medium sized events	For organizers hosting large events
\$0	\$49/event	\$ 99/event	\$ 159/event
Host your event for free*			
<ul style="list-style-type: none">• 25 attendees/ event• Host 3 free events• Session duration- up to 45 minutes per event• Send up to 150 marketing emails a day• Access to event planning, marketing/designing and ticketing tools	<ul style="list-style-type: none">• 100 attendees/event• Session duration- up to 6 hours per event• Access to event planning, marketing/ designing and ticketing features• Budgeting and expense tracking tools• Event optimization through AI• Access to Gamification tools	<p>Everything in starter, plus:</p> <ul style="list-style-type: none">• 500 attendees/event• Session duration- up to 8 hours per event• Access to AI task automation tools• Access to Live translation and transcription services only in 2 languages	<p>Everything in Pro, plus:</p> <ul style="list-style-type: none">• 1000 attendees/event• No session duration limit per event• Access to AR and VR features• Access to Live translation and transcription services in multiple languages• Access to attendee management tool

Business Model

For Attendees

Freemium	Premium
\$0	\$10/month
<ul style="list-style-type: none">• Receive 3 personalized event recommendations through AI• Participate through Gamification tools	<div>Everything in Freemium, plus:</div> <ul style="list-style-type: none">• Receive unlimited personalized event recommendations through AI• Social & Networking Recommendations using AI• Priority based engagement• On-demand access to recorded sessions

- All attendees need to buy tickets despite being a Freemium or Premium members

Adjacent Market

Accomodation/ Venue industry	10% commision per booking
Travelling industry (Airlines)	10% commision per booking



Sales Strategy- Assumptions

- There are approximately 3.2 million small and medium-sized businesses (SMBs) operating in the United States. (This focuses on the potential of the market)
- Assuming 3.2M SMBs in our target market and a 2% conversion rate, we get a potential user base of:

Quarter	Estimated No of Users
Q4	10000
Q5	18000
Q6	28000
Q7	42000
Q8	65000

Cost Assumptions

Out Source resources from India

- Size of Development Team (hourly \$22): 6
- Size of Testing Team (hourly \$15): 3
- No. UI/UX Designers (hourly \$15): 2
- Size of Legal Compliance Team (hourly \$20): 2
- Size of AI/ML Team (hourly \$25): 2

Global Expansion

Global target countries - Small business leading countries

North America (United States, Canada, and Mexico)

Europe (Germany, UK, France, Italy) Asia-Pacific (China, Japan, Korea, India, Australia, Indonesia)

South America (Brazil, Argentina)

Sales Cost



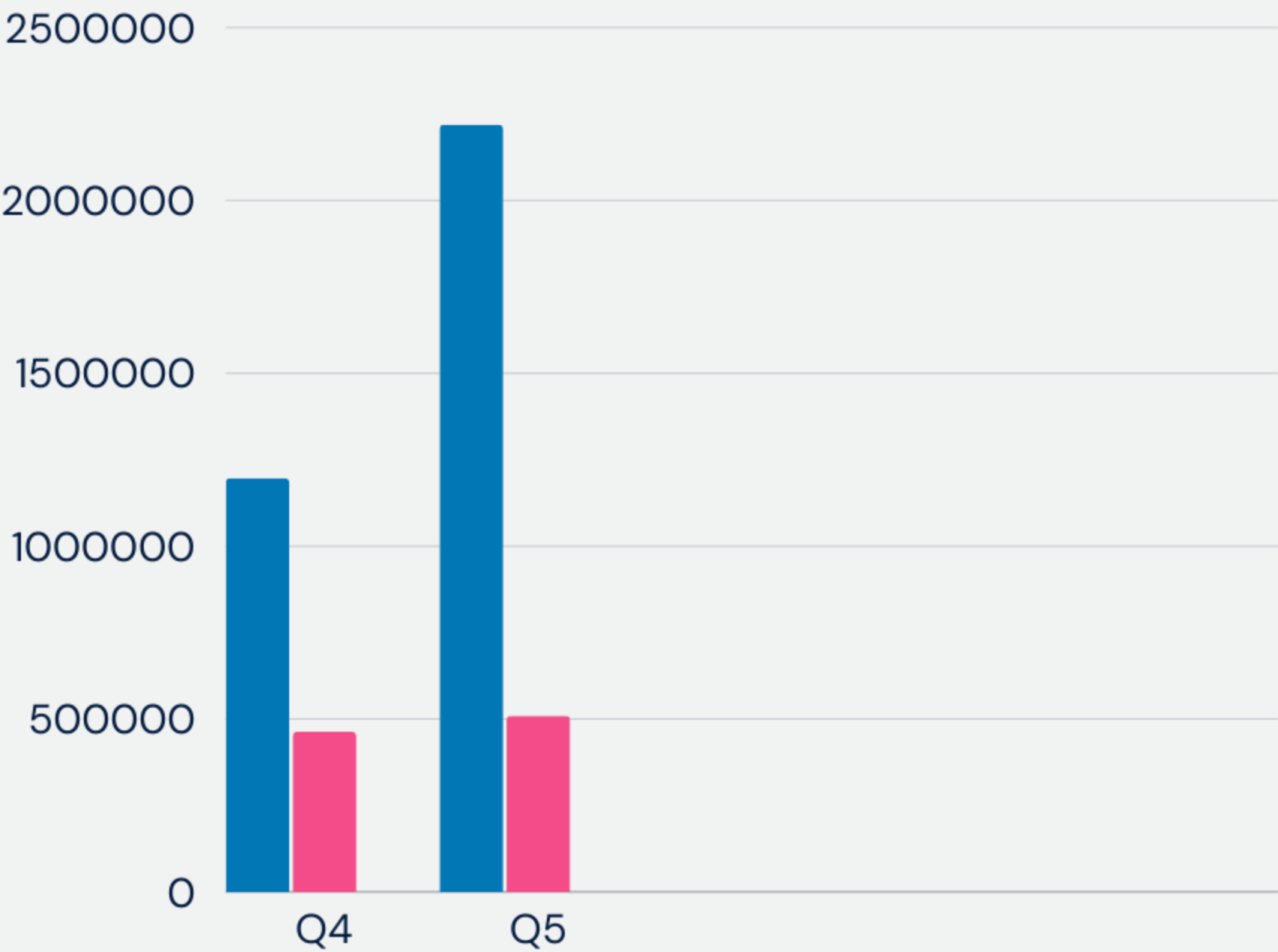
Year	Q1	Q2	Q3	Q4	Q5
Operations Cost Software Developers (7*22*500) UI/UX development (2*15*500) AI/ML Engineers (3*25*500) Testing Team (3*15*500)	\$343,000	\$360,000	\$410,000	\$618,500	\$660,000
Development Software & Licensing Partnership initiatives Globalization Legal Compliance Cost	\$110,000	\$130,000	\$180,000	\$150,000	\$240,000
Marketing Digital Advertising Influencer Marketing	\$10,000	\$20,000	\$50,000	\$60,000	\$70,000
Total	\$463,000	\$510,000	\$640,000	\$828,500	\$990,000

Sales ROI

For ROI Calculation we have consider 40% customers use subscription model and 60% customers use pay per event model.

> Investment for **Q1 to Q3** - \$ **1,613,000**

> Total Sales Cost (**Q4 to Q5**)- \$ **1,818,500**



ROI Calculation						
Sales ROI						
	No of Users			No of Users		
Q4	10000					
Subscription Model (\$)	4000		Pay per event (\$)	6000		
29	2000	58000	49	3000	147000	
69	1500	103500	99	2000	198000	
139	500	69500	159	1000	159000	
		693000			504000	
Q5	18000					
Subscription Model (\$)	7200		Pay per event (\$)	10800		
29	4000	116000	49	5000	245000	
69	2000	138000	99	3500	346500	
139	1200	166800	159	2300	365700	
		1262400			957200	
Total Sales Revenue		3416600				



After Market Cost

Year	Q6	Q7	Q8
Operations Cost Software Developers (7*22*500) UI/UX development (2*15*500) AI/ML Engineers (3*25*500) Testing Team (3*15*500)	\$520,000	\$ 510,000	\$ 390,000
Development software & Licensing partnership initiatives for adjacent market Legal Compliance cost	\$310,000	\$ 240,000	\$ 180,000
Marketing Digital Advertising Community Engagement Public Relations	\$150,000	\$ 110,000	\$ 90,000
Total	\$980,000	\$ 860,000	\$ 680,500

After Market ROI

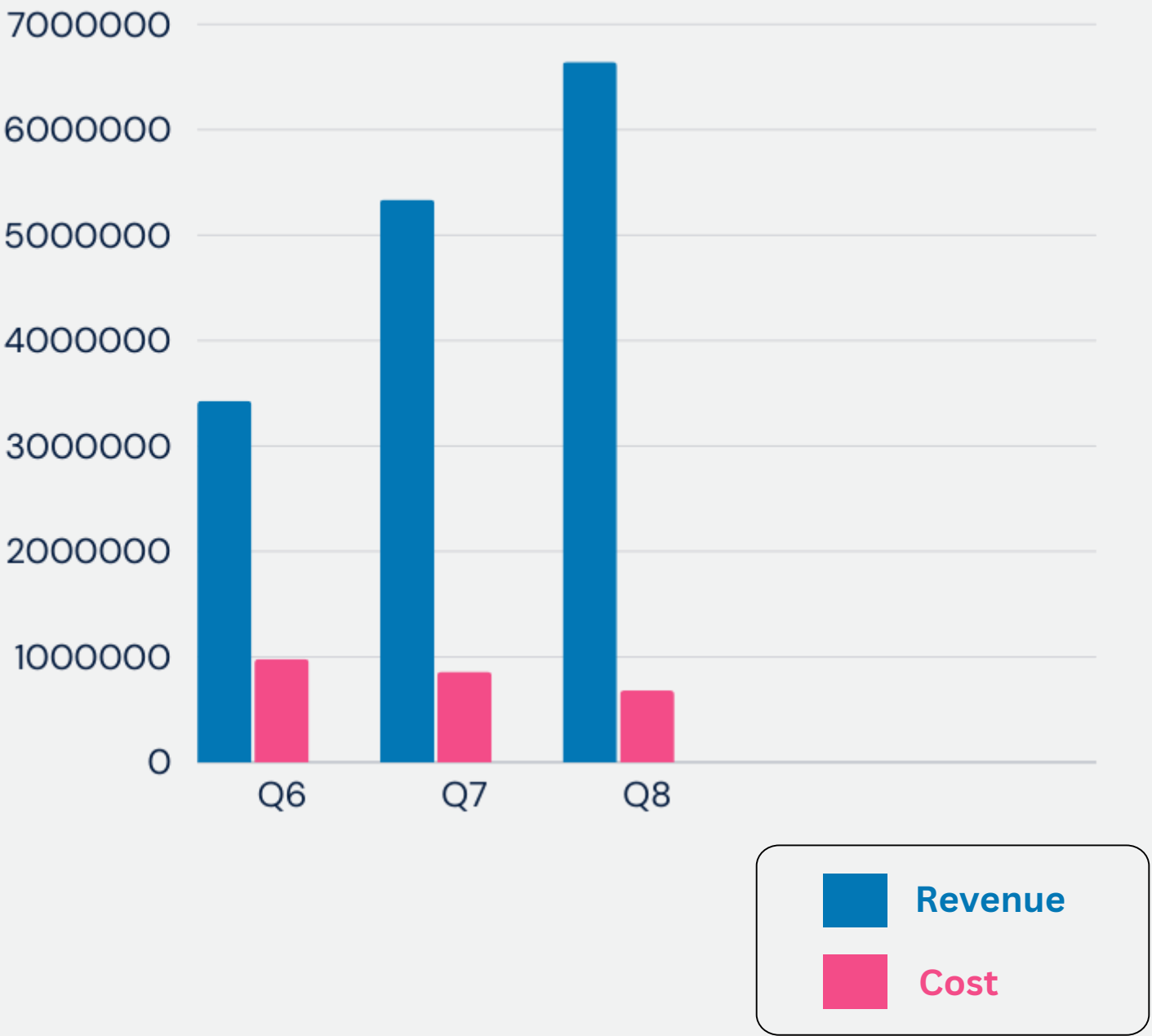
Total Aftermarket Cost for **Q6 to Q8** - \$ 2,520,000

After Market ROI = Total revenue - investment/ investment

= \$ 30,328,300 - 2,520,000 / 2,520,000

= 11%

22	ROI Calculation					
23	Sales ROI					
24		No of users			No. of users	
25	Q6	28000				
26	Subscription Model (\$)	11200		Pay per event (\$)	16800	
27						
28	29	6000	174000	49	9000	441000
29	69	3200	220800	99	4500	445500
30	139	2000	278000	159	3300	524700
31			2018400			1411200
32						
33	Q7	42000				
34	Subscription Model (\$)	16800		Pay per event (\$)	25200	
35						
36	29	8000	232000	49	13000	637000
37	69	5300	365700	99	8200	811800
38	139	3500	486500	159	4000	636000
39			3252600			2084800
40						
41	Q8	65000				
42	Subscription Model (\$)	26000		Pay per event (\$)	39000	
43						
44	29	14000	406000	49	21000	1029000
45	69	8000	552000	99	1200	118800
46	139	4000	556000	159	6000	954000
47			4542000			2101800

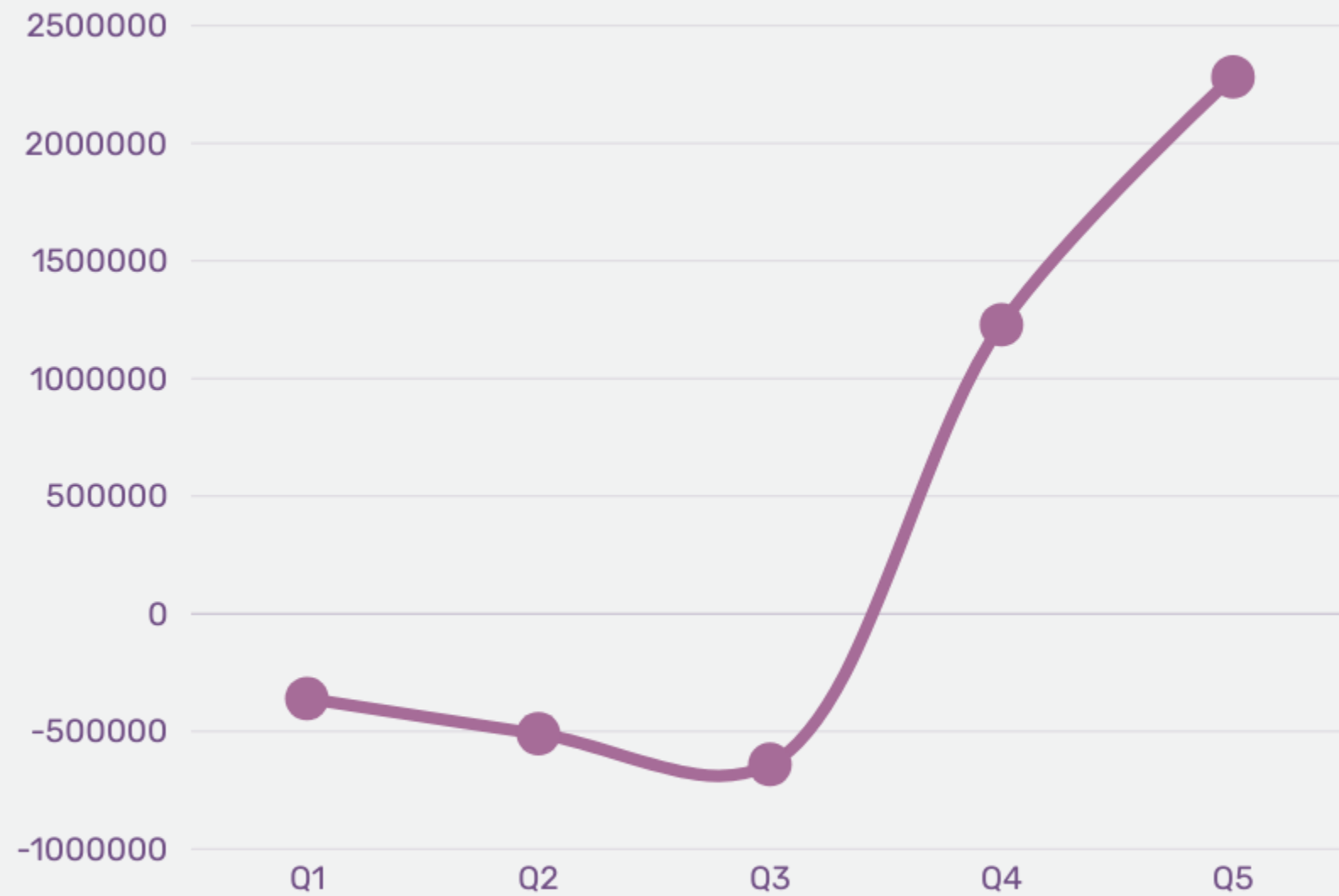


After Market ROI

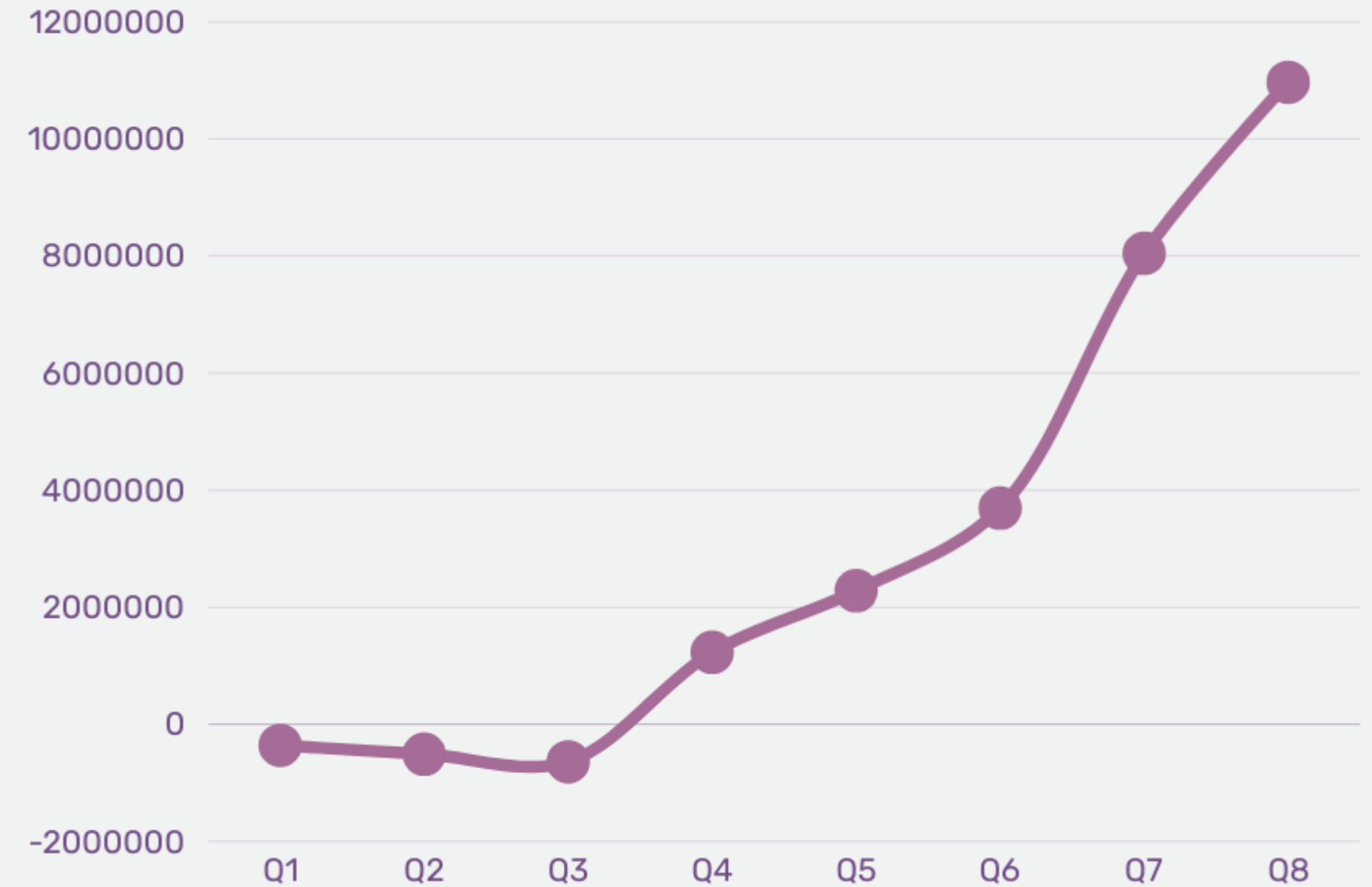
Adjacent Market Revenue			
(Considering 85% of users make reservation from our platform)			
	No.of users		
For Accomodation			
Q6	28000	23800	
Q7	42000	35700	
Q8	65000	55250	
Average booking value	1000	100	
Total Revenue	11475000		
For Traveling			
Average booking value	300	30	
Total Revenue	3442500		

J-Curve

Sales J Curve



Aftermarket J Curve



- Profits after aftermarket strategy grew by 4.6X
- Revenue grew by 2.1x times



Presented by Group-10

THANK YOU!