

Plint

Meet the *right* people
at business events

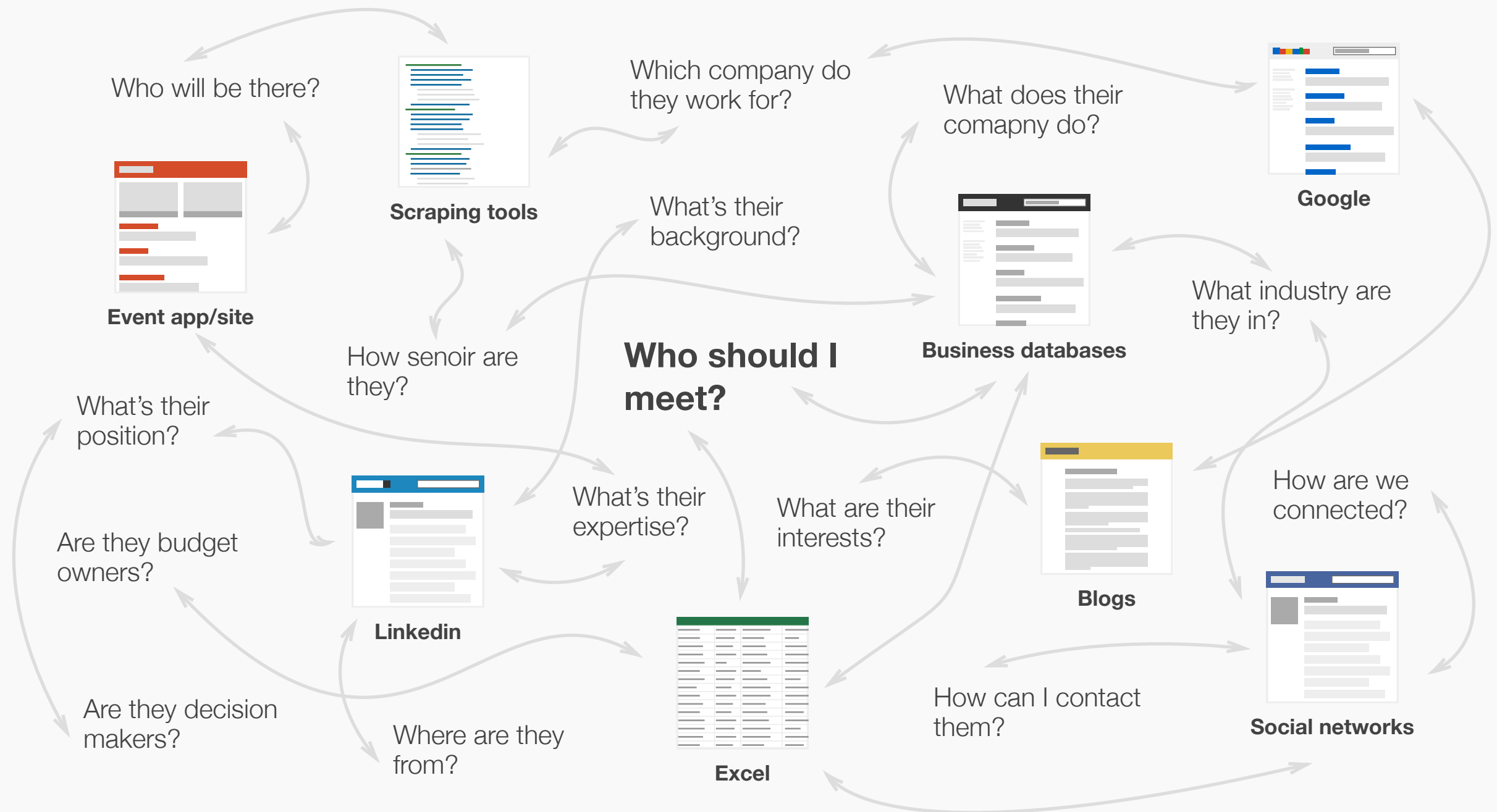
Problem

Who should I meet?



Problem (continued)

Finding the right people requires extensive work...



Vision

Plint will become the main platform for new business relationships



Solution

- A match making tool for business event participants
- Participants see and meet the people most valuable to them
- Contextualizing qualitative data and user preferences to optimize matches

The screenshot shows the Plint website for Web Summit 2014. The browser address bar displays 'plint.io/web-summit-2014'. The page features a green header with the 'Plint' logo. Below the header, the event title 'Web Summit 2014' is prominently displayed, followed by the dates '4-6 November, 2014' and the location 'Dublin, Ireland'. A link to the 'Official Website' is also present. The page is divided into two main sections: 'Participants' and 'Sessions'. The 'Participants' section is active, showing a list of 19 matching participants. On the left, there are filters for 'Function', 'Company size', 'Industry', and 'Payments'. The 'Function' filter is set to 'Business Development', 'Company size' is set to '51-200', and 'Industry' is set to 'Mobile Security'. The 'Payments' filter is also set to 'Mobile Security'. The list of participants includes Joshua Smith (Business Developer at Paypal), Jayden Roberts (BizDev at Square), Lori Harper (Business Developer at Stripe), Ronald Lynch (Business Development Manager at Loop), and Alexandra Wilson (BizDev at Ribbon).






Function	Count
Business Development	152
R&D	76
Marketing	76
+ Show more	

Company size	Count
1-10	14
11-50	23
51-200	9
201-500	3
501-1,000	
1,000+	
- Show less	

Industry	Count
Mobile Security	107
Social Games	139

Payments	Count
Mobile Security	107
Social Games	139

19 matching participants

	Joshua Smith Speaker Business Developer at Paypal
	Jayden Roberts Speaker BizDev at Square
	Lori Harper Business Developer at Stripe
	Ronald Lynch Business Development Manager at Loop
	Alexandra Wilson BizDev at Ribbon

Plint's opportunity

In the events industry:

$$\text{\$30 billion} \times 5\% = \text{\$1.5 billion}$$

Addressable market size
for event software

Source: Frost & Sullivan

Participant ROI category

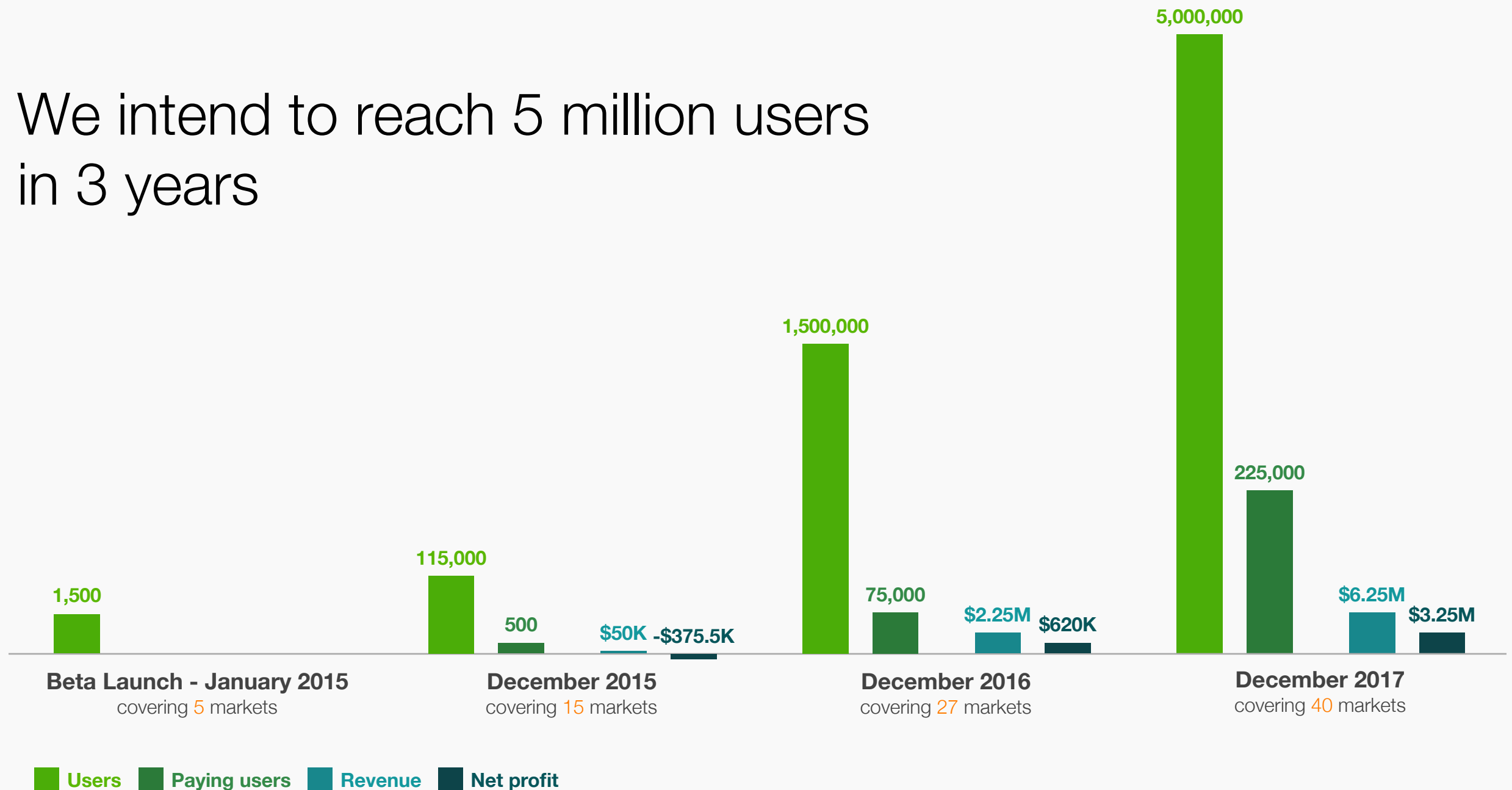
Source: internal research

Business model

- **Freemium**
- Business package (premium) for advanced segmentation tools and exporting capabilities.
- Event recommendation based on participant data, to generate referral fee.

Growth

We intend to reach 5 million users in 3 years



Validation

- Need confirmed with professionals from:

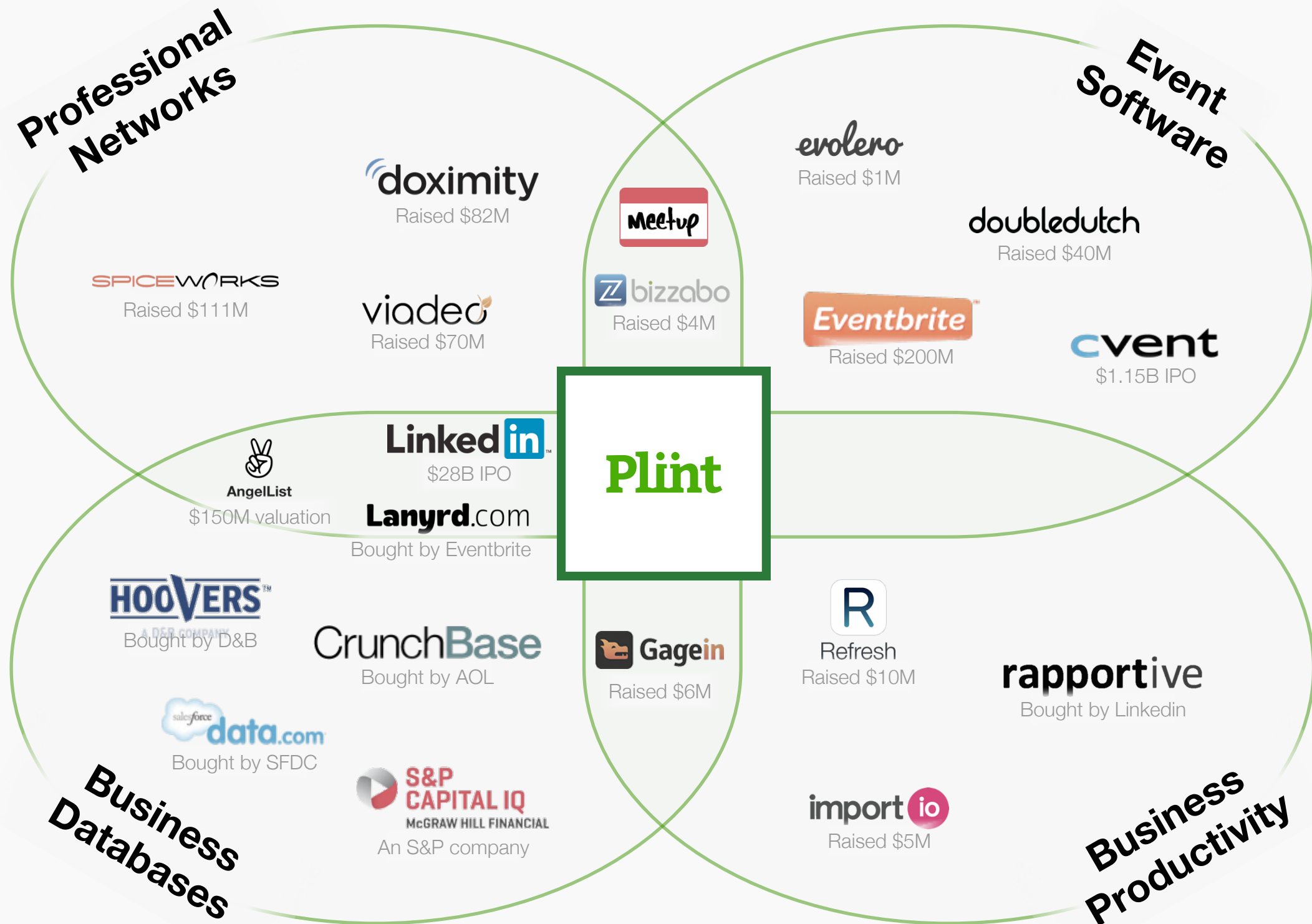


- All spend several days and hundreds of dollars trying to find the right people for each event.
- All pay fees of around \$1,000 per event and will happily pay 10%+ more to increase their ROI.

Validation (continued)

- POC with [Black hat USA 2014](#).
- Made the data [available on the internet](#).
- No paid promotion.
- More than 1,000 visits in less than 24 hours.
- Viral distribution, hundreds of visitors per day in the following weeks.

Competition and markets



Potential Partners



- Enrich existing profiles with data on professional event participation.
- Boost inmails traffic (premium revenue) between participants.



- Additional usability for their leading event directory.
- Find relevant events based on participants.



- Add event based lead generation, as part of current lead ecosystem.

Thank you

Visit us at
<http://plint.io>