

**Plint**

Meet the *right* people  
at business events



# Problem

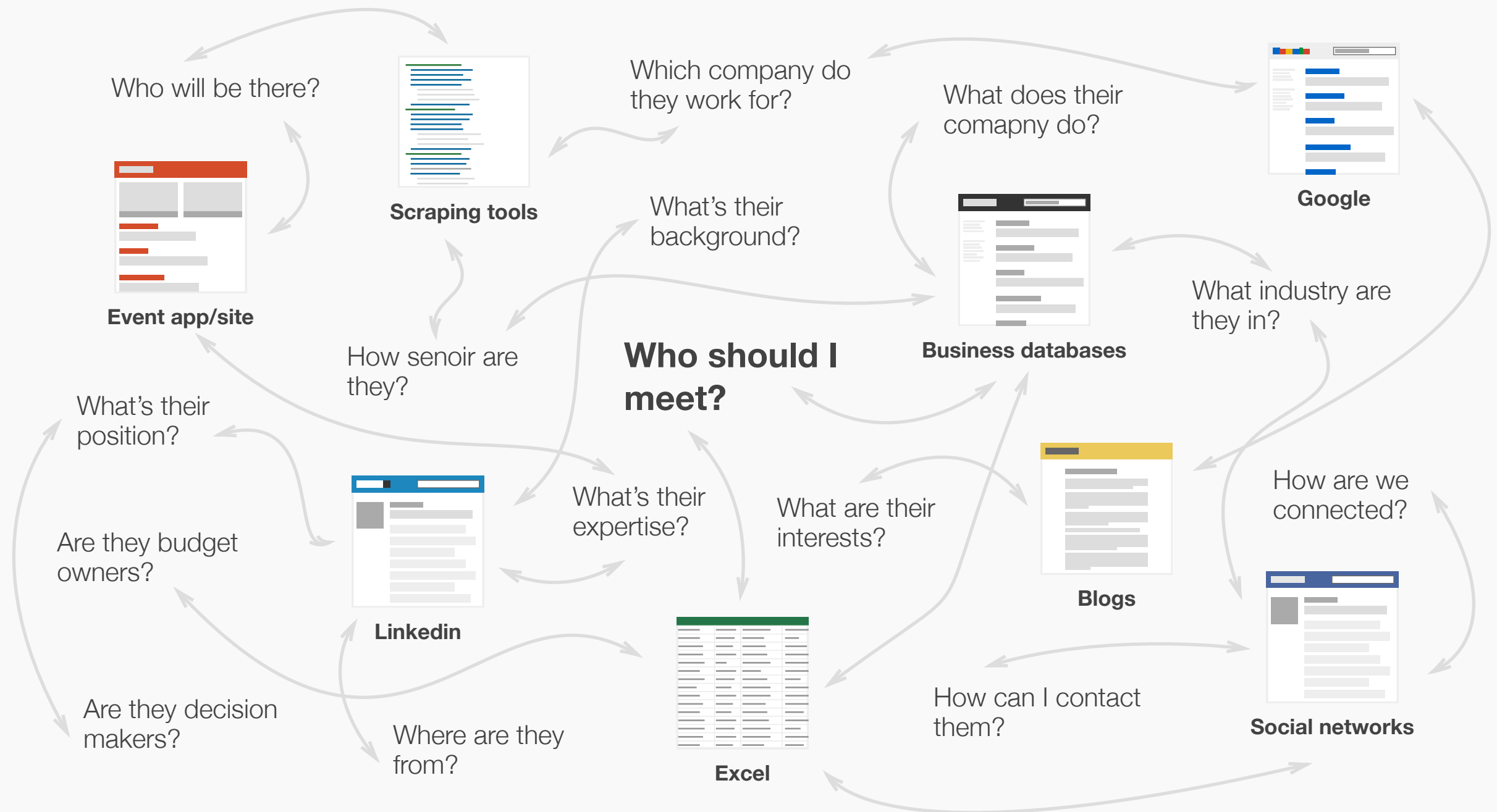
Who should I meet?





# 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 shows 'plint.io/web-summit-2014'. The page has a green header with the 'Plint' logo. Below the header, the event title 'Web Summit 2014' is displayed, along with the dates '4-6 November, 2014', the location 'Dublin, Ireland', and a link to the 'Official Website'. There are two tabs: 'Participants' (active) and 'Sessions'. On the left, there are two filter sections: 'Function' and 'Company size'. The 'Function' filter shows 'Business Development' selected, with 'R&D' (152) and 'Marketing' (76) also listed. The 'Company size' filter shows '51-200' and '201-500' selected, with '1-10' (14), '11-50' (23), '501-1,000' (9), and '1,000+' (3) also listed. Below these filters, there are sections for 'Industry' and 'Payments'. The 'Payments' filter shows 'Mobile Security' (107) and 'Social Games' (139) listed. On the right, the text '19 matching participants' is displayed. Below this, there is a list of five participants, each with a profile picture, name, and role. The participants are: 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), and Alexandra Wilson (BizDev at Ribbon).

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

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

Industry	Count
Payments	x
Mobile Security	107
Social Games	139

**19 matching participants**

Name	Role
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

# Team

Already released together [OpenPension.org.il](https://OpenPension.org.il), a voluntary project for public good.



## **Nevo Peretz / Business**

- Product/Market fit professional
- Led daPulse to market, Biz Dev NICE systems, Delloite Strategic consulting



## **Roman Landenband / Development**

- One of the leading Scala experts in Israel
- Founded Tourrific, developed and led development teams at RSA, CheckPoint and New Brand Analytics.



## **Yosef Waysman / Design**

- Product and UX designer
- Founding team at ShapeDo, Product and UX at EverythingMe

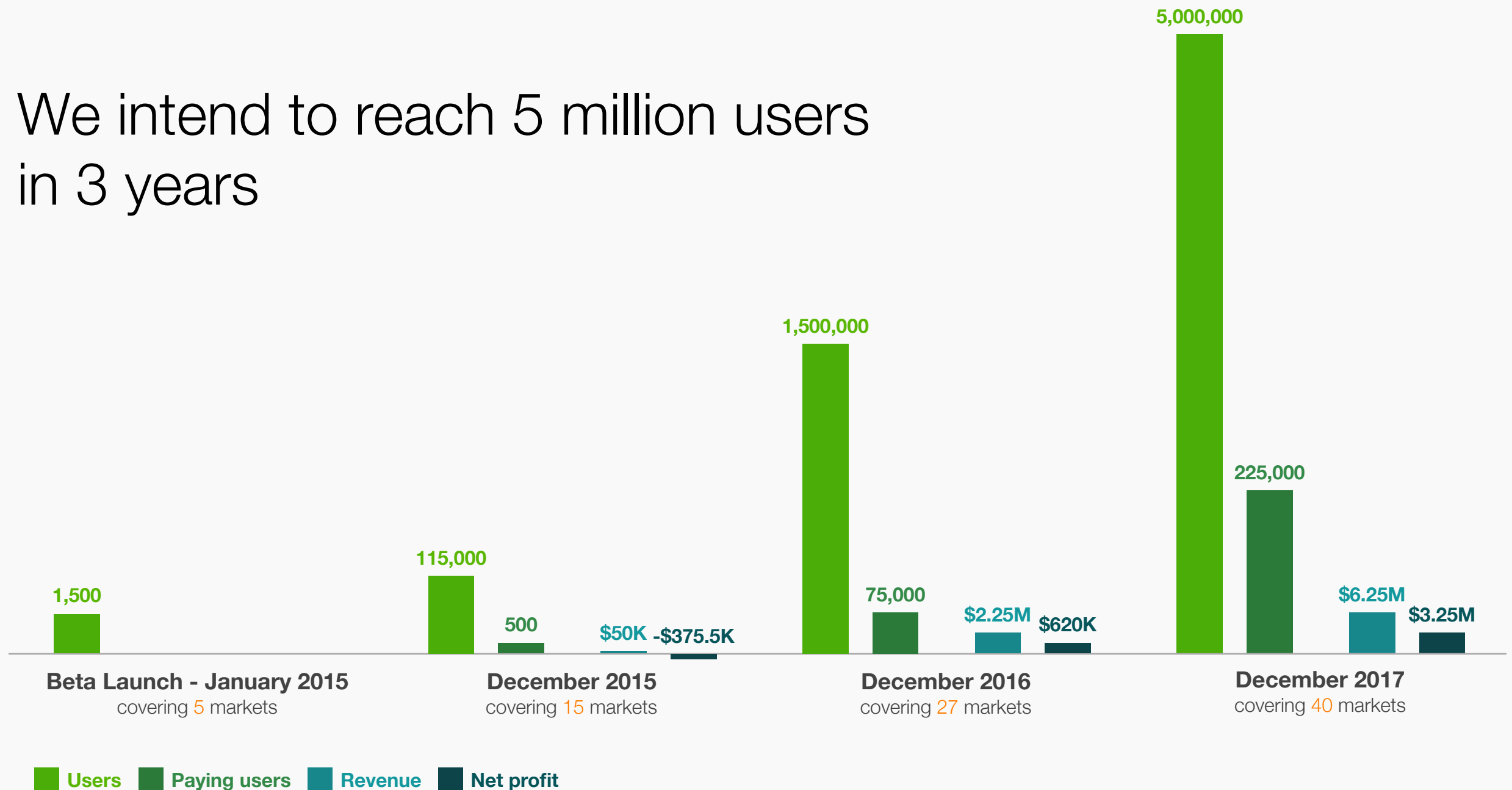
# Business model

- **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:



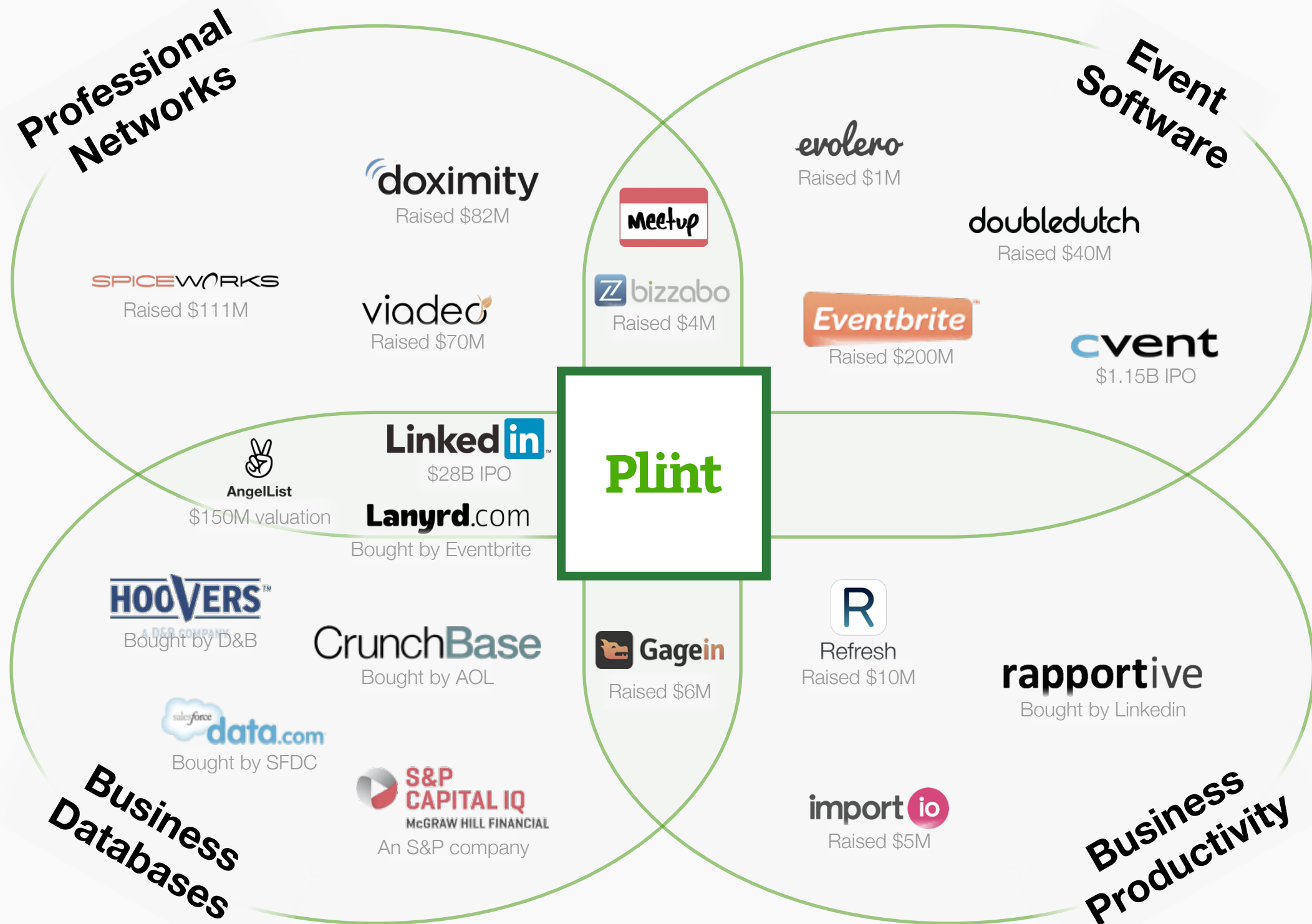
- All spend several days and hundreds of dollars trying to find the right people for each event.
- All pay fees of around \$1,000 per event and will happily pay 10%+ more to increase their ROI.



# 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>