Plint

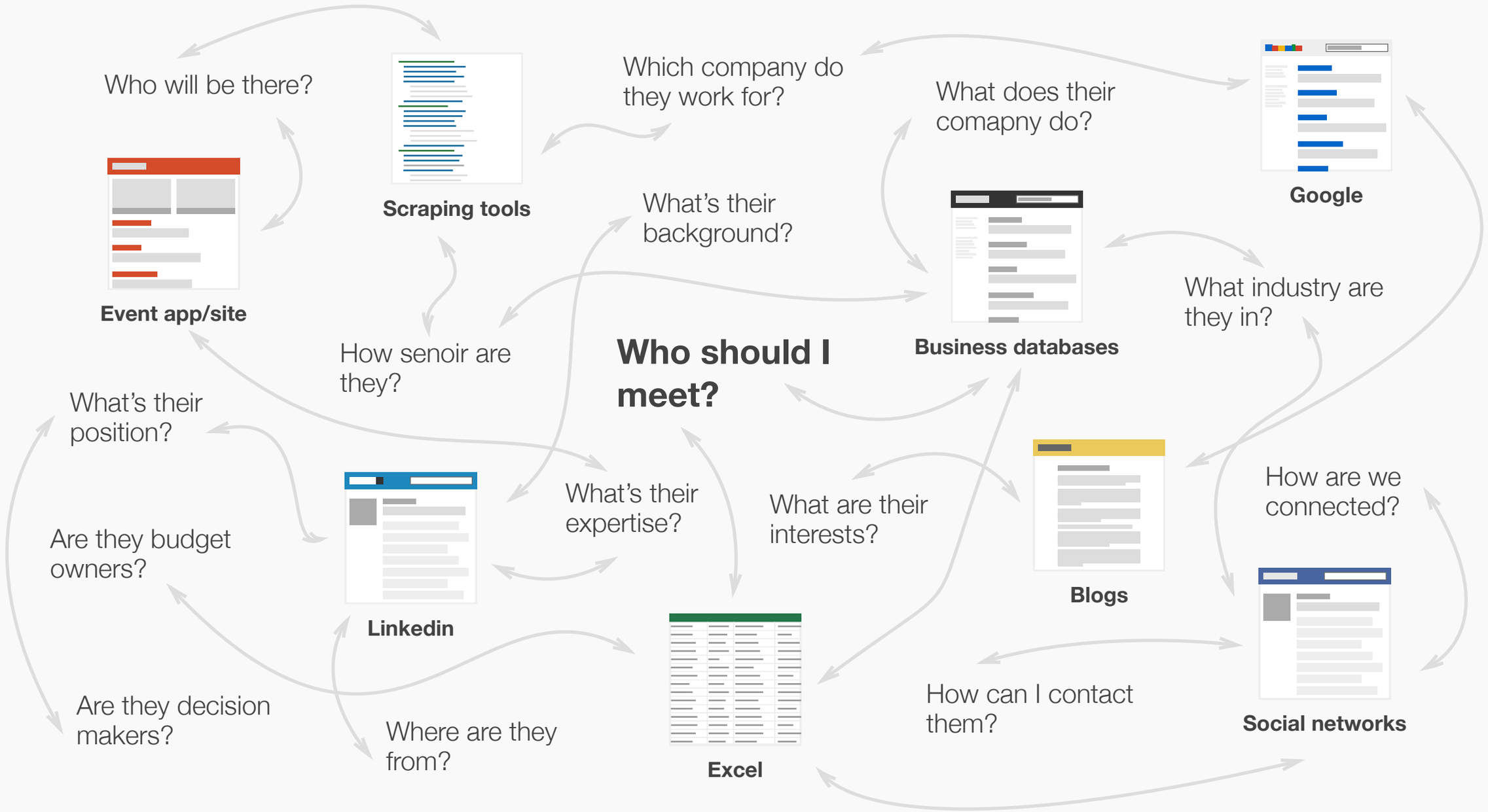
Meet the *right* people
at business events

Problem

Who should I meet?

Problem (continued)

Finding the right people requires extensive work…

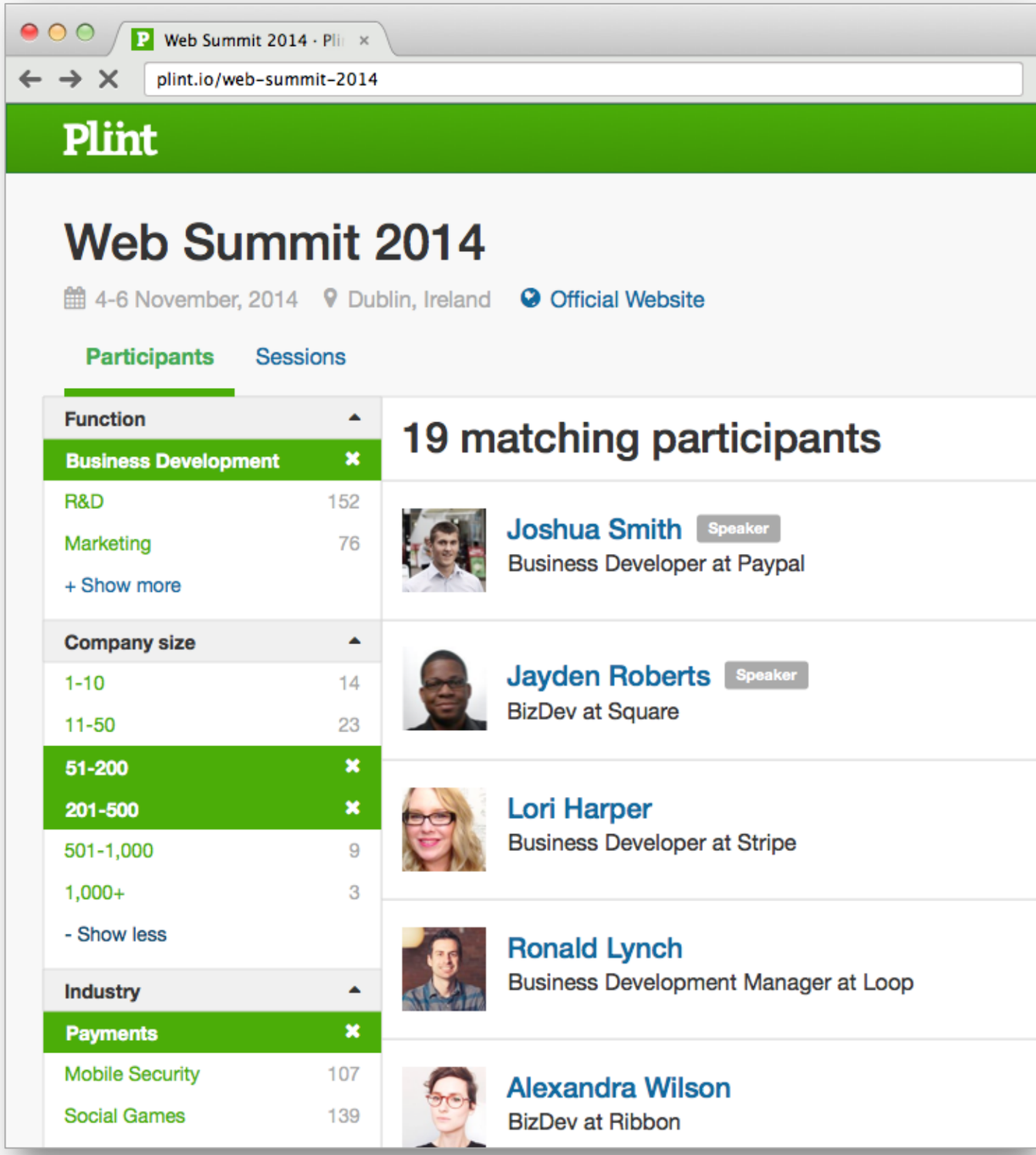


Vision

Plïnt 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



Plint's opportunity

In the events industry:

$30 billion x **5%** = **$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](), 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

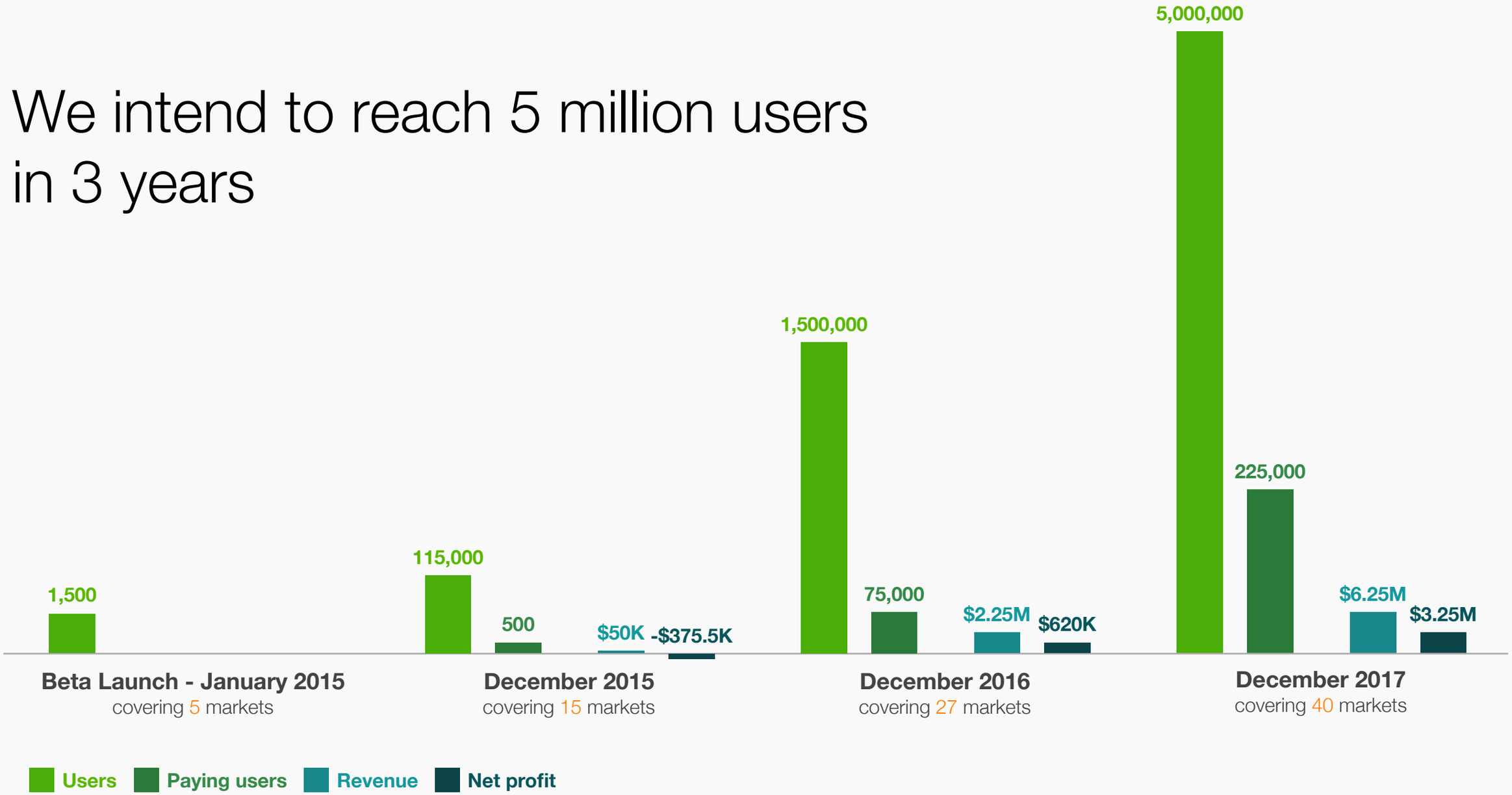
- Product and UX designer
- Founding team at ShapeDo, Product and UX at EverythingMe

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

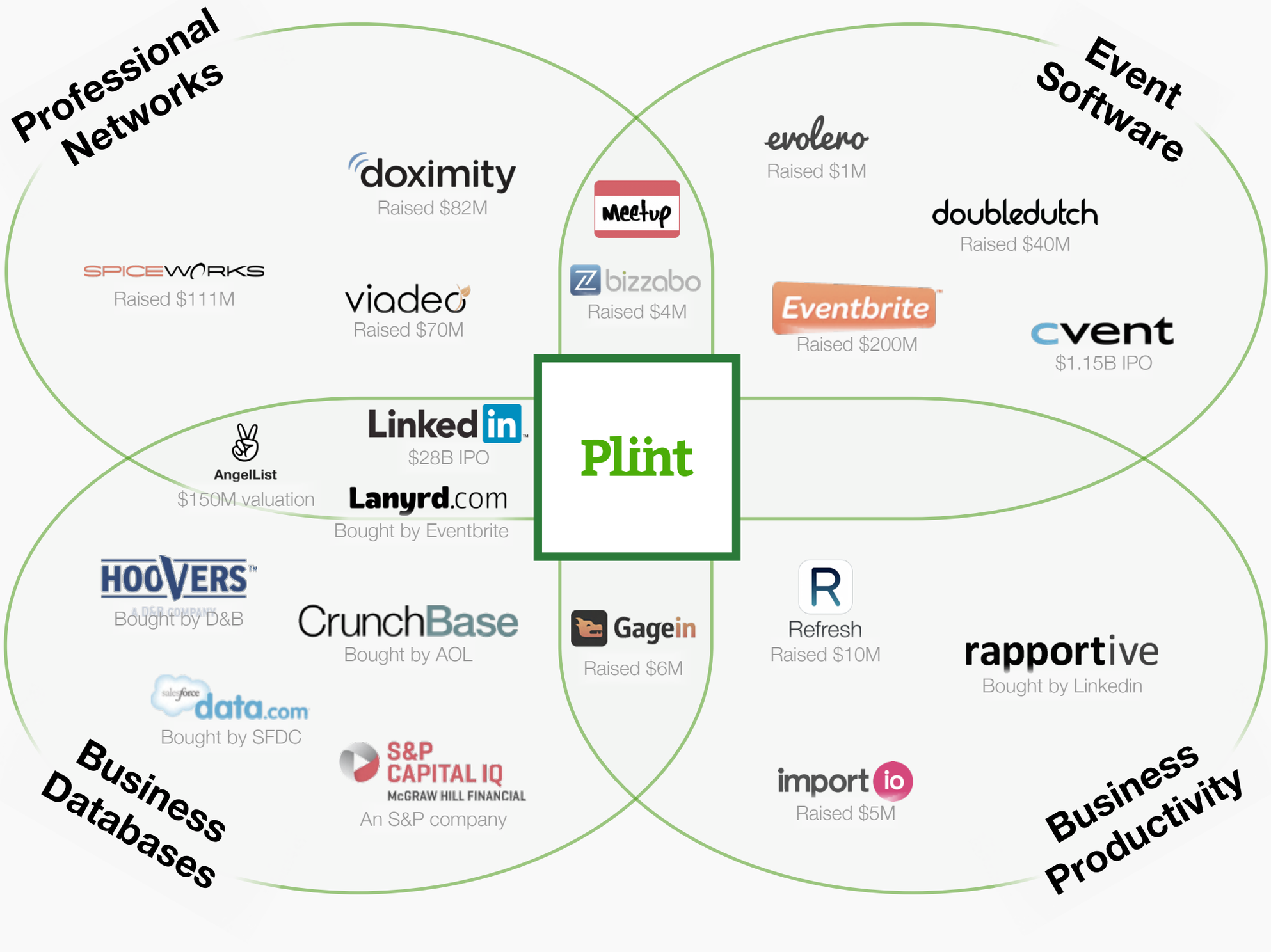
- Need confirmed with professionals from:

- 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

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http://plint.io