

WHAT IS EVENTUOSITY?

Eventuosity is the first cloud-based **marketing technology platform for enterprise event project management**. By integrating with, and filling gaps left by martech stack solutions such as Salesforce.com, Marketo, and others, Eventuosity brings standardization, automation, and business intelligence to one of the largest and least-controlled categories of corporate marketing spending - live events and meetings.



CUSTOMER PROBLEM

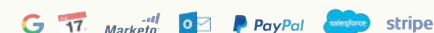
- Events - exhibitions, brand activations, conferences, and meetings - account for the single greatest percentage of corporate marketing spend annually.
- Effective event management from concept to execution is necessary to achieve lead generation, sales, brand awareness, and education objectives.
- Existing martech does not provide business intelligence, quality control or workflow management to the event lifecycle.
- Return-on-investment is at risk due to diversion of marketing resources to administrative, manual, and disconnected work.

TARGET MARKET

- Business-to-business marketers, marketing service providers, association managers, and meeting coordinators.
- Producers of, or participants in, events in support of sales and marketing goals.
- Marketing automation and CRM users familiar with marketing attribution metrics.
- Over 1.6M exhibitors in 9,400+ annual B2B events in the US alone.
- Product applicability to independent event planners, social and non-profit organizations, complementary event-tech providers.

THE OPPORTUNITY

\$700 million Addressable market in which **eventuosity** is poised to become the martech ecosystem's standard event management platform



- Over 1/3 of CMO's will allocate between 21% and 50% of annual marketing budgets to events.
- 2017 is the 5th straight year of growth in spending on exhibitions and experiential marketing.
- Spending on cloud applications to extend CRM or marketing automation functionality will increase to >\$4 for every \$1 spent on the platforms themselves by 2020 - a \$70B total market size.
- 71% of corporate marketers have a dedicated innovation budget and more than half of those budgets will increase over the next year.
- Event-tech market is \$30B annually with focus turning to data, integration, and business intelligence.
- M&A activity in marketing technology space related to event-tech is greater than \$4B since 2016. Includes acquisition of Marketo, Cvent, and Lanyon by Vista Equity Partners, private equity acquisition of eTouches, and investments in cloud event-tech by Freeman and GES.



Company Profile

Industry: Software
Sub-categories: Marketing Technology; Event Technology; Event, meeting, convention planning
Stage: Commercially available
Legal Entity: Eventuosity, LLC
Founded: May 2014
Employees: 4

Contact Information

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support@eventuosity.com
www.eventuosity.com

Management

- Justin Panzer, CEO
- Marcy Panzer, COO
- Douglas Panzer, CTO

Financial Information

Contribution by principals: \$700,000
Capital Raised: \$150,000
First revenue: Q4 2014
Projected break-even: 2019
Capital seeking: \$800,000
Revenue model: SaaS

Advisors

- David Adler, BizBash Media
- Andrea Bahr, Event and Assoc. Management Consultant
- Jim Cantalini, Torsted Advisors
- Lang Craighill, IT Entrepreneur
- Brandon Katz, Clarion Capital Partners

BUSINESS MODEL

- Software-as-a-Service (SaaS)
- “Freemium” entry package is full-featured but capacity limited to drive adoption at Enterprise level
- Enterprise deployments include customization via paid development and professional services.
- Packages available monthly or annually on a graduated price scale determined by number of events and users.



STRATEGY

- Product positioning and messaging as event marketing extension to existing martech stack.
- Eventuosity availability on third-party app marketplaces such as Salesforce.com App Exchange and Marketo Launchpoint.
- Targeted to marketing management with P&L responsibility who see value in reporting, analytics, business intelligence for the purposes of marketing attribution and ROI calculation.
- Key benefits messaging: quality control, automation of low-value work, cost reduction, and holistic view of marketing performance.

COMPETITIVE ADVANTAGE

- Early market entrant - extensive customer feedback, product maturity, brand awareness.
- Best-in-class user interface, user experience, and product support materials.
- Simplicity in packaging/pricing options versus legacy event-tech.
- Only provider in category with full-featured native mobile apps.
- Built-in integrations with martech and general business platforms (Salesforce, Marketo, Outlook, Gmail, etc.) and publicly available API.

KEY CUSTOMERS



The Eventuosity team took the time to understand both the business and technical challenges that were driving our need for a specialized event management platform. What they delivered was a custom solution that perfectly aligned with our vision and the support services necessary to implement it successfully.
- Eventuosity white label customer