



Create



Collaborate



Manage



Integrate



Access

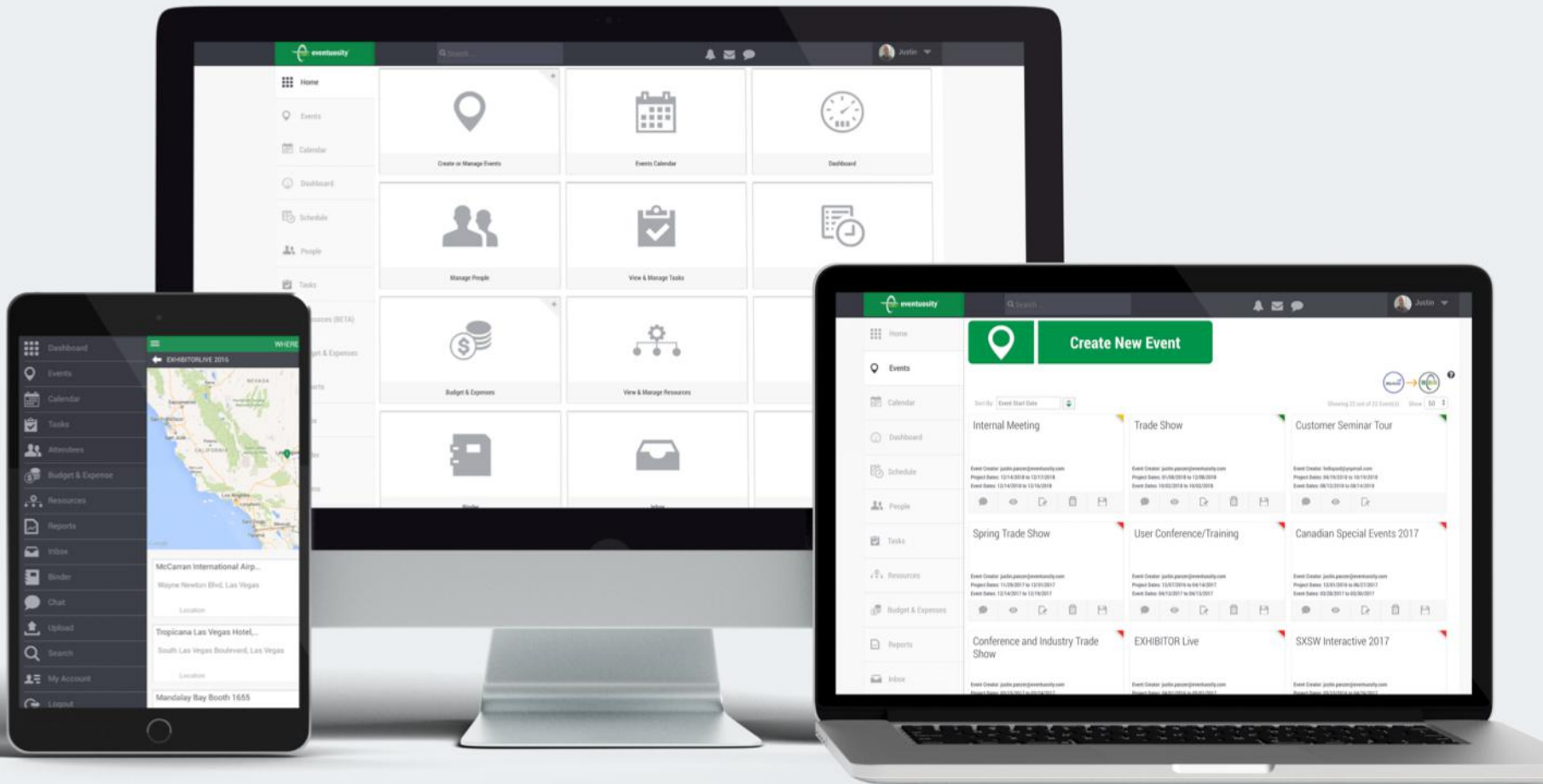


Analyze



eventuosity[®]
plan anything. plan for everything.

Event Marketing Technology Platform



Event Marketing Spend

\$565B

***Annual global
spending on B2B
events and meetings***



***Average marketing
budget allocation for
events*** **>30%**



Lack of Control and Measurement



Integrated, Comprehensive Event Management



Why Now?: The Market Opportunity

5th 
***Straight year of growth
in exhibitions and
experiential marketing***

 **\$4.14**

***Spending on add-on
cloud applications per \$1
CRM spending by 2020.***

***Event marketers who
say they need to better
integrate data into their
CRM***

75%



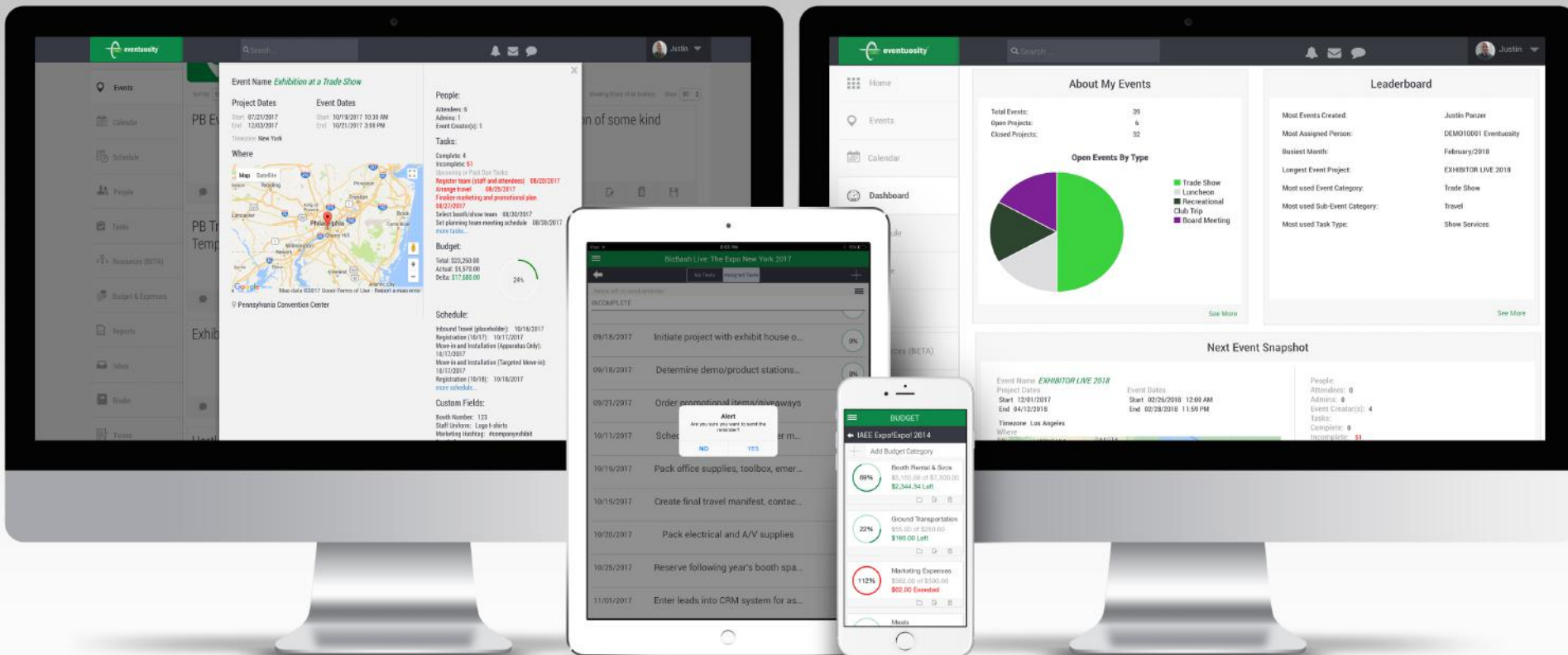
>\$4B 

***M&A activity in marketing
and event-tech sectors
since 2016***

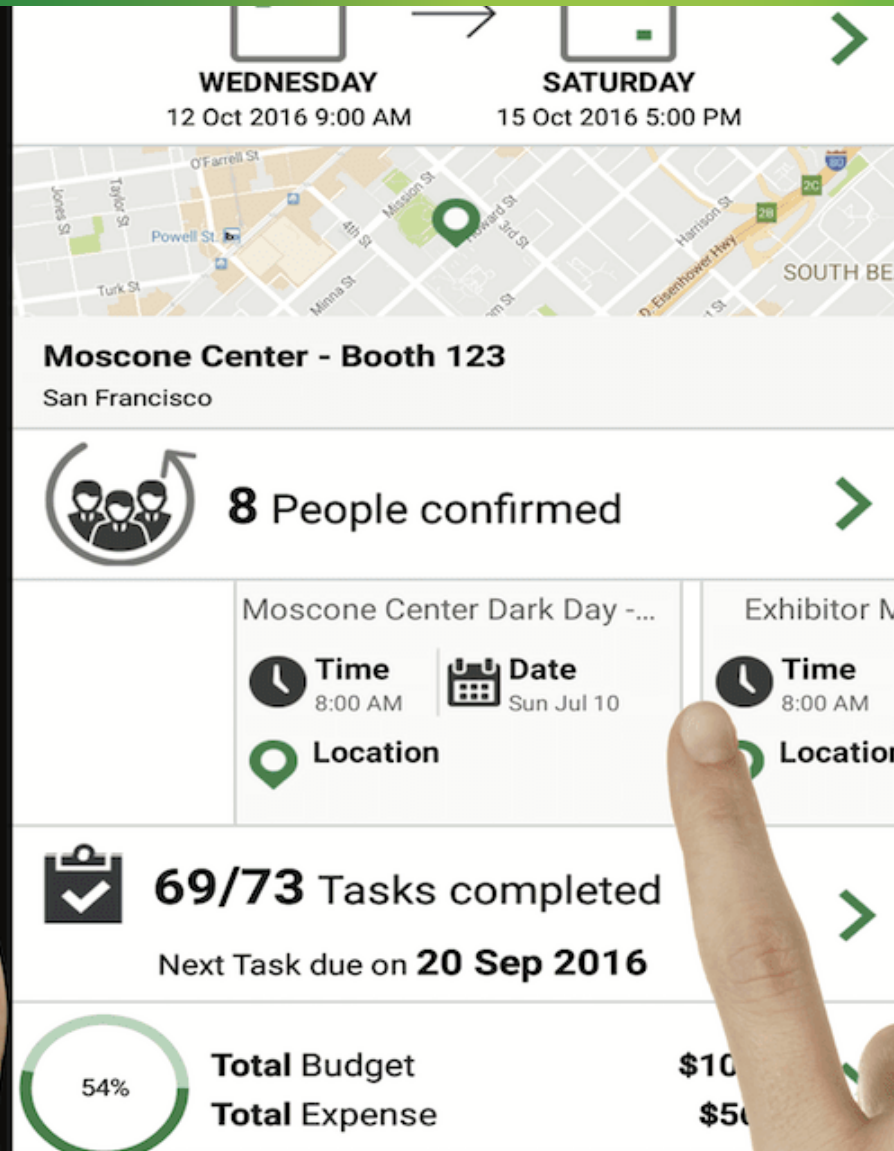
Consolidated Planning & Management



Reporting, Metrics, Actionable Data



In the Office, On the Road, At the Event



Business Model: Enterprise SaaS



- Full-featured entry level package
- Limited to one user and two events
- No customization
- Off-the-shelf integrations only
- “Freemium” customer acquisition



- User and project capacity tailored to customer’s business
- Additional users and permission levels
- Custom functionality
- Extended integration with CRM, Marketing Automation, and other applications
- Professional services

Eventuosity Customers

Active Paid
Subscribers

78

Essentials
Subscribers

100+

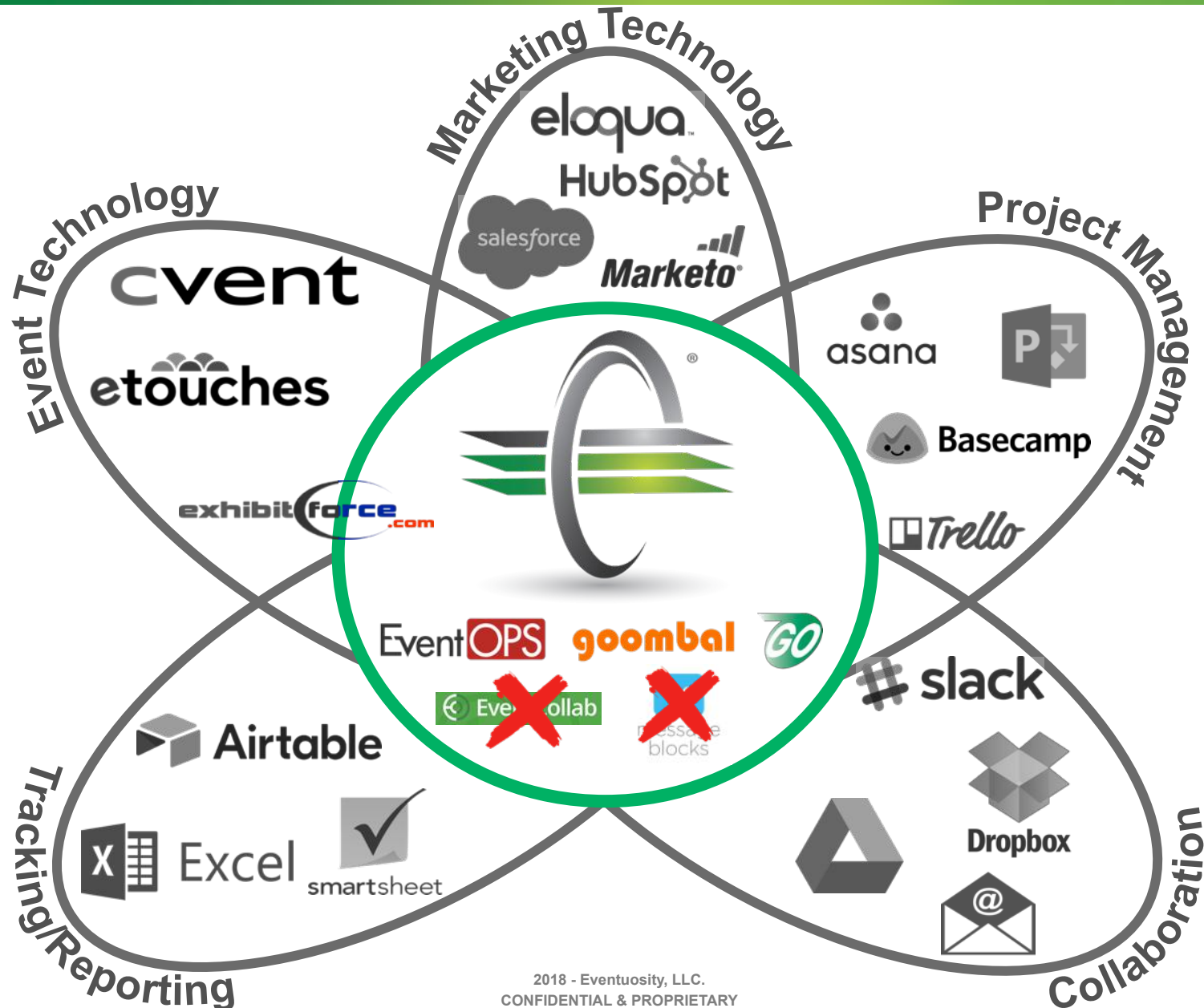
Recurring
Revenue/mo

\$8.1K

White-Labels &
Channel Partners

5

Competitive Landscape



Competitive Advantage

First to Market



Ease-of-Use



**Mobile
Functionality**



**CRM & Martech
Integration**



**Customization
Options**



The Eventuosity Founding Team



Marcy C. Panzer
- Attorney
- Banking Executive



Justin Panzer, CEO
- Technology Marketer
- Accidental Planner



Douglas Panzer
- Software Developer
- IP Attorney

Advisory Team and Current Investors

Advisory Board



David Adler
BizBash Media
Founder & CEO



Andrea Bahr, CEM
Events & Association
Management Consultant



Jim Cantalini
Serial Entrepreneur
Torsted Advisors



Lang Craighill
IT Entrepreneur &
Senior Executive



Brandon Katz
Vice President
Clarion Capital Partners

Investors



Financial Performance and Projections

	Actual			Projected			
Metric	2015	2016	2017	2018	2019	2020	2021
Subscribers	22	48	71	120	216	297	395
Revenue	\$31.8K	\$47.0K	\$160.1K	\$480K	\$1,400K	\$2,240K	\$3,136K
Gross Profit	\$7.2K	\$17.1K	\$37.5K	\$297.0K	\$812.0K	\$1,412K	\$2,065K
Expenses	\$232.6K	\$214.4K	\$185.1K	\$290.0K	\$550.0K	\$990.0K	\$1,250K
EBITDA	(\$225.4K)	(\$197.3K)	(\$24.9)	\$7.0K	\$262K	\$422K	\$815K

How We'll Get There

Capital raise:

\$800K

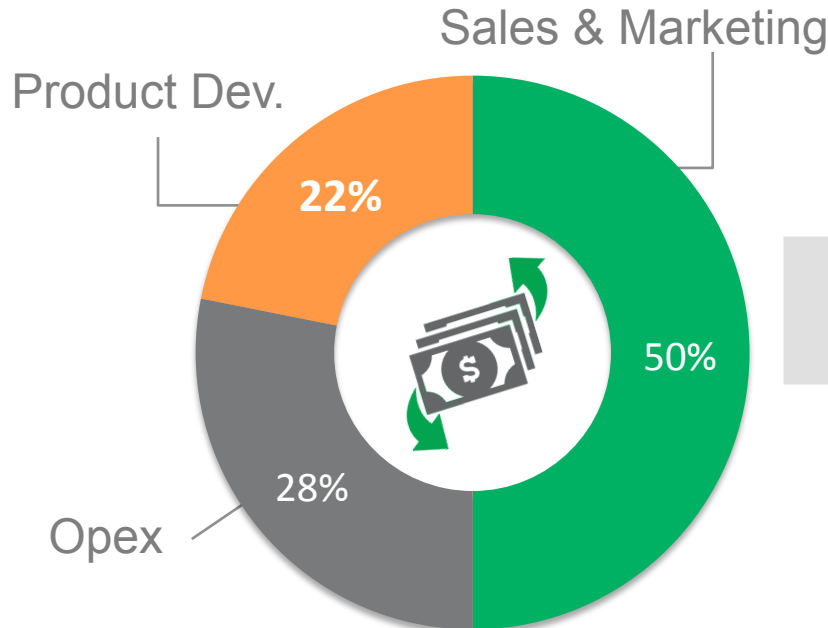
Convertible debt

Accelerator:



Support and advisory for sales and revenue growth

Use of funds:



Hire Sales VP



Hire Customer Success Manager



Marketing Programs Expansion



Strategic Roadmap Development



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