



# Capitalizing on growth

Commercial strategy 2019-2021

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# Summary

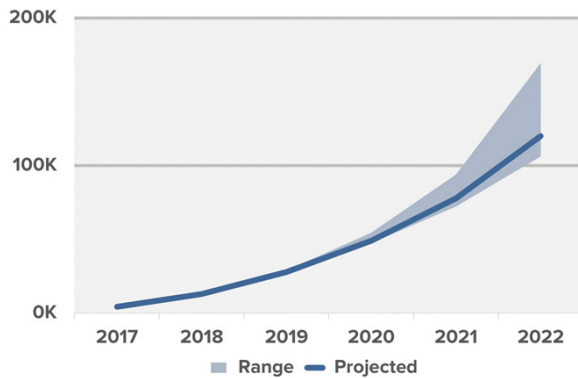
Several thousand events are held every day, all over the world. But the true potential of people gathering face-to-face is not being liberated.

Conferize wants to change that. We help organizers set up social communities for their events, creating digital spaces where attendees and speakers can form relationships, share knowledge and engage - before, during and after the physical encounter.

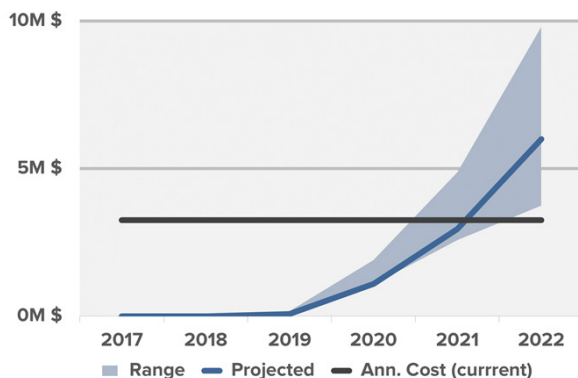
With the launch of the next generation Event Management Software (EMS V2) Conferize is ready to convert our strong growth to cash. Firstly through the introduction of Ticket Fees, secondly with additional Paid Upgrades.

In 2019 the first initial revenue will start to flow, from 2020 onwards the revenue will go up. With our current growth Conferize expects to be cash flow positive by the end of 2021.

Organizer growth projections to 2022



Annual revenue projections to 2022



Timeline not to scale

# The vision

When attending events today we often waste our time, our money and commitment. The reason is that many organizers are left with outdated and fragmented software solutions, unable to create sufficient value for attendees.

With a unique digital platform for creating, planning and executing events we help organizers set up social communities for their events, creating digital spaces where attendees and speakers can form relationships, share knowledge and engage - before, during and after the physical encounter. Liberating the true potential of people gathering face-to-face.

## **We are wasting our time and commitment – and miss out on the true potential of meeting up with peers.**

When going to an event you probably have no idea who the other attendees are – and you have no chance of identifying the people in the crowd that can significantly increase your chance for success.

You have no influence on the event, no way of contributing and you do not get to benefit from all the other attendees' knowledge and experience.

You take a chance by selecting session, knowing that you will never learn what goes on in other sessions.

And when you go home you know, that you will probably never get your hands on the material presented.

## **We need a modern digital infrastructure – so we can liberate the true potential of events.**

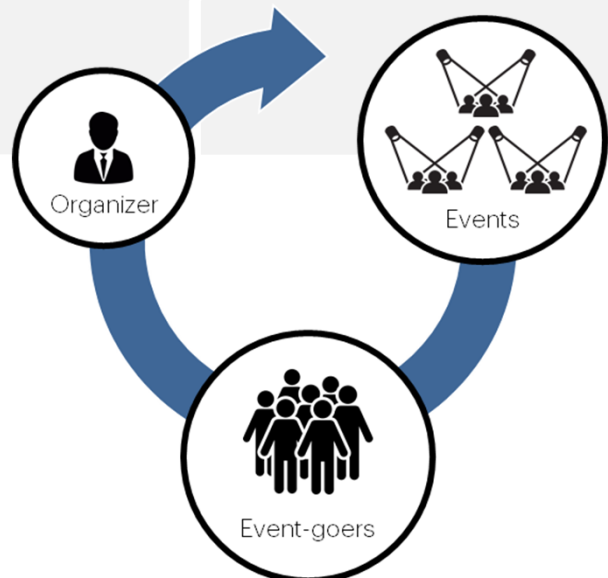
When going to events, you want to gain insights, meet the right people, contribute and grow.

Conferize is a simple, yet powerful, digital platform, designed for just that. We help organizers set up social communities for their events, creating digital spaces where attendees and speakers can form relationships, share knowledge and engage - before, during and after the physical encounter.

## **A simple business model – through the organizers we reach the event-goers.**

Our B2B2C business model is quite simple. When an organizer creates an event with Conferize, he will attract attendees to sign up on our platform. Some of these attendees become organizers themselves, or create word-of-mouth. This leads to more events and so on.

Like other social platforms, such as Facebook, LinkedIn and Instagram, Conferize's primary source of value lies in building a user base in the millions by providing our tools and platform free of charge. For every user joining, the network gets strengthened and so does the business potential.

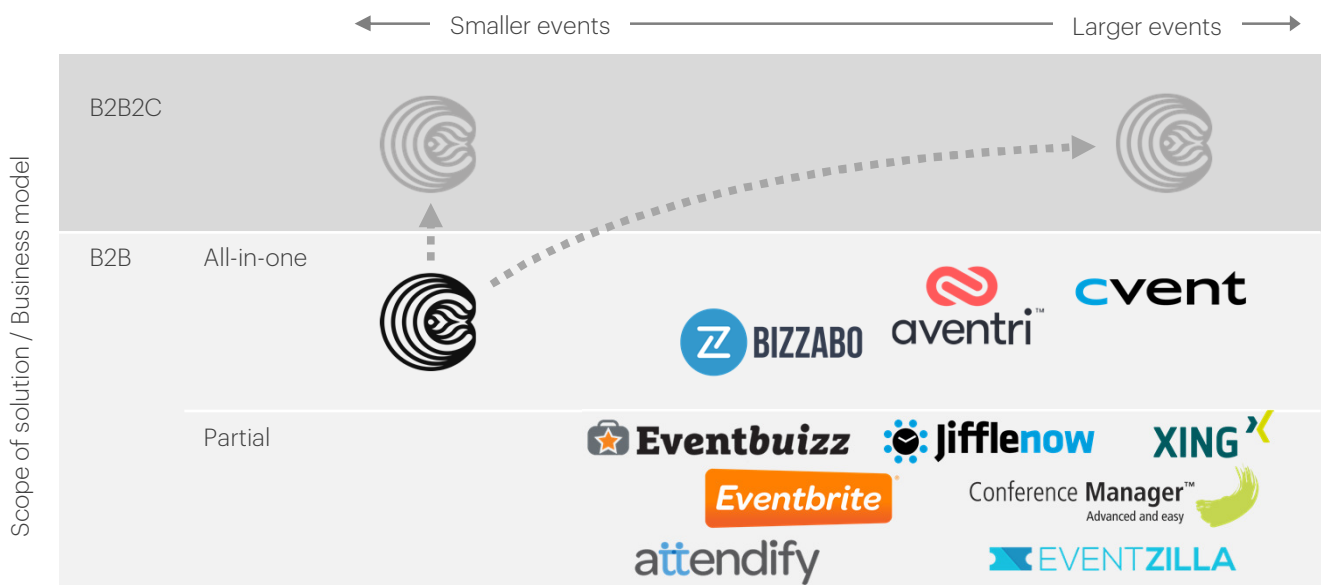


# The market

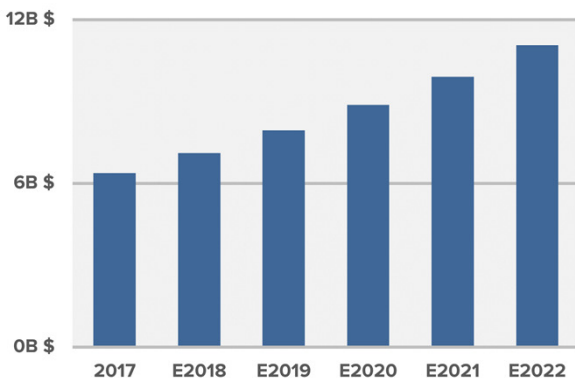
The industry for Event Management Software is a billion dollar market with double-digit growth, highly fragmented and with no clear leader. It is mainly oriented towards larger events, ignoring smaller events and the B2B2C potential.

There are many providers with good partial tools, e.g. for tickets or websites. Very few provide a complete solution for organizing and executing events, and those solutions are often expensive and overly complex.

Conferize is a different breed. A simple and holistic solution initially taking on the market for small-to-medium events, then aiming for larger events. Always with the B2B2C potential in mind.



Map of selected competitors, showing the scope of their solution and their main customer focus. From being an integrated EMS for small-to-medium events, Conferize will in time evolve to target larger events and focus still more on the B2B2C model.

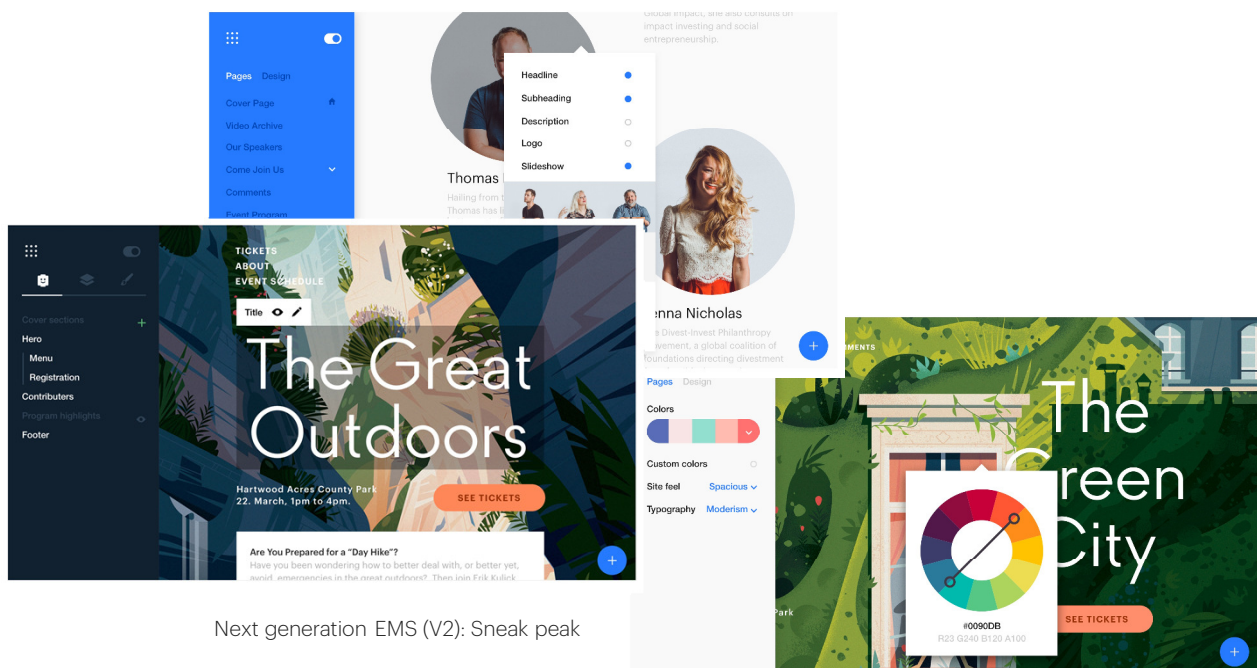


The global market for Event Management Software is expected to grow from USD 6.38 billion in 2017 to USD 11.06 billion by 2022 (a Compound Annual Growth Rate (CAGR) of 11.6%). Source: MarketsandMarkets™ (2018)

# The Conferize solution

We aim to simplify, reduce and inspire. We want anyone to be able to create engaging events, complete with website, tickets and communication, without sacrificing ease-of-use or affordability.

With the newest version of Conferize, released November 2018, we offer a tool, that does just that.



Next generation EMS (V2): Sneak peak

## For event organizers:

A simple event solution anybody can use.

Conferize offers a simple digital toolbox for creating, planning and executing events. With a few clicks anyone can create engaging event websites with ticket sales, social schedule, speaker and sponsor profiles, email marketing and much more.

## For attendees and speakers

A social community to create impact and increase return.

Conferize helps events create social communities, digital spaces where attendees and speakers can form relationships, share knowledge and engage. It extends the event experience and increases the return on investment for everyone – before, during and after the physical encounter.

## For the event industry

A global network of events and ideas.

Our long-term goal for Conferize is to provide a digital infrastructure for events, communities and knowledge: A global network where people can connect and engage around content, conversations and ideas that move the individual and the world forward.

# Validation

With the current V1 prototype Conferize is validating the value proposition in the market in real time.

Some event organizers enjoy the possibilities of our prototype and are happy despite its limitations. Others sign up and stay silent.

But most importantly: All of them react positively to the offering by at least signing up to try the product. We now have up to 10,000 organizers waiting to try out V2.

**Event organizers** are the gate keepers of the industry, and attracting them is the key to our success. The past 12 months we have realized an average monthly growth of more than 10 %. We now have more than 10,000 event organizers (August 2018) signed up on our platform.

One third of these organizers are nevertheless silent and about half of the organizers have only created one event on the platform. Some of the organizers use the platform only for promotional purposes (approx. 6%). With V2 we expect to increasingly activate more of these silent organizers, leveraging the strength of the new product and growing network.

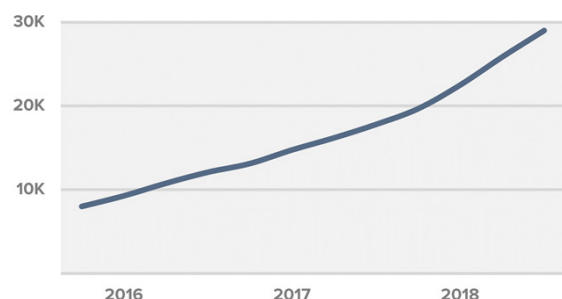
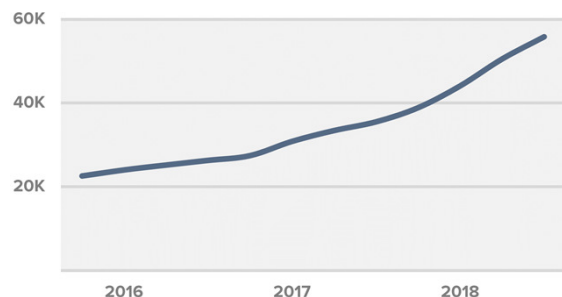
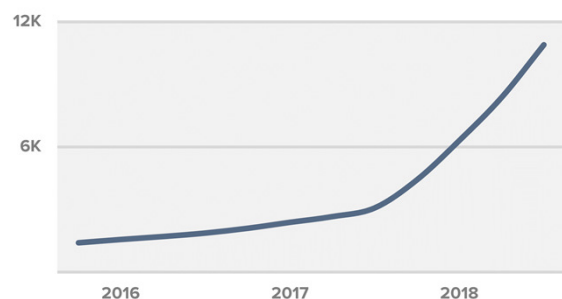
**Signups** (Event-goers and organizers) is the ultimate goal. Like other social platforms, such as Facebook, LinkedIn and Instagram, Conferize's primary source of value lies in building a user base in the millions by providing our tools and platform free of charge. For every user joining, the network grows stronger and so does the business potential.

We now have more than 53,000 signups (August 2018).

**Events** on the platform include events with either website, ticket registration, community and/or events that are solely listed for promotion. When using ticket registration all attendees automatically get an account at the platform.

In total more than 28,000 events have been posted on our platform (August 2018).

Number of upcoming events: 5,570 (August 2018).



# Product strategy

In order to take on the event industry, we must meet the growing needs of event organizers and attendees. By offering a modern event solution that also serve the rising demands for attendee interaction, networking and knowledge sharing, organizers can finally create engaging events to drive impact.

Rather than just serving partial needs of event management or creating overly complex and expensive solutions, we aim to simplify, reduce and inspire. We want anyone to be able to create engaging events, complete with website, tickets and communication, without sacrificing ease-of-use or affordability.

## ■ Testing the idea (V1)

With our current prototype we are testing and validating our value proposition, learning and understanding the industry and growing our customer base.

## ■ Next generation EMS (V2)

With the next generation of Conferize's solution we are taking event management to the next level. A more simple yet powerful approach than our competitors, offering a unique user experience, literally enabling anyone to gather crowds of 5 to 5,000+ people.

With a few clicks anyone can create engaging events, complete with website, tickets and communications.

With V2 the event-goers will experience a digital platform supporting intelligent interaction, networking and exchange of ideas.

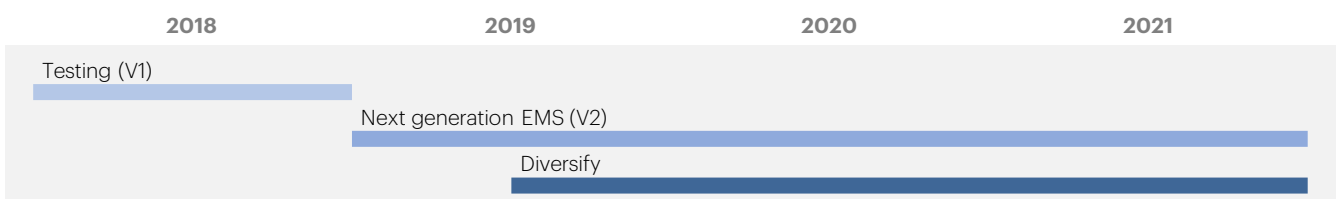
V2 will be launched end of November 2018.

## ■ Diversify

In the last half of 2019 we will start to ship standalone solutions alongside Conferize EMS, so we can serve more special or specific needs in the market and thereby attracting more clients.

With standalone solutions we lower the barrier for trying out a Conferize product and hereby aim for a bigger portion of the market. Larger events do not need to discard existing solutions, but can add standalone Conferize products to their existing toolbox.

In turn we are convinced that the unique look and feel of our solutions and the native integration between them will convince those who try a Conferize product to eventually go all-in.





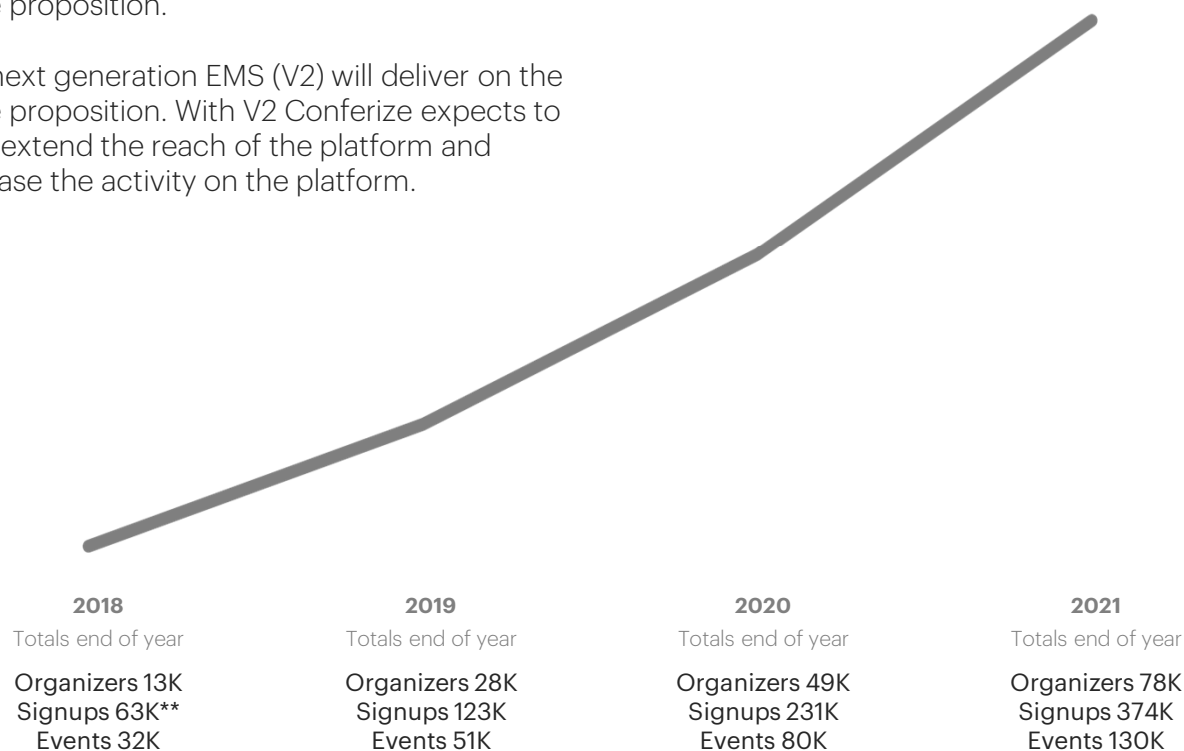
# Growth and activity

With the current prototype (V1) we are able to attract event organizers. The past 12 months we have realized an average monthly growth of more than 10 %.

Many of these organizers nevertheless stay silent or inactive on the platform, indicating that the current EMS does not fully deliver on the value proposition.

The next generation EMS (V2) will deliver on the value proposition. With V2 Conferize expects to both extend the reach of the platform and increase the activity on the platform.

Estimated  
78,000 organizers  
end of 2021 \*



## Extending the reach

Seeing the unique look and feel of the platform more organizers will be inspired to signup, when we target them with marketing campaigns.

Potential event organizers experiencing Conferize as attendees are likely to try Conferize for their next event.

Adding to the organic growth on the platform, Conferize will start establishing partnerships with professional event organizers. Besides focusing on the European countries from Copenhagen, it will happen through a US based office from 2019 and onwards.

## Increasing the activity

With V2 delivering on the value proposition we expect more and more organizers to actively use our platform, instead of going silent.

More of the existing organizers with silent accounts will likely see us delivering on the value proposition of a supportive tool in creating engaging events. They will increasingly start to use the solution to its fullest extent, create events, attract event-goers and thus increase organic growth and fuel the network.

## An open strategy

Moving forward it will still be possible to use the platform for promotional activities. This means it will still be possible to find listed/promoted events using other solutions alongside events that are fully powered by Conferize. With this open strategy the potential reach of the platform is increased manyfold.

In the last half of 2019 we will introduce standalone solutions alongside Conferize's EMS solution. This enables us to serve more special or singular needs in the market to attract more clients and move up in the market.

\* The estimations above reflect current assumptions, based on the current performance of the platform.  
 \*\* It has previously been mistakenly stated that the expected number at the end of 2018 should be 74,000, cf. Company announcement 13/2018.

# Revenue

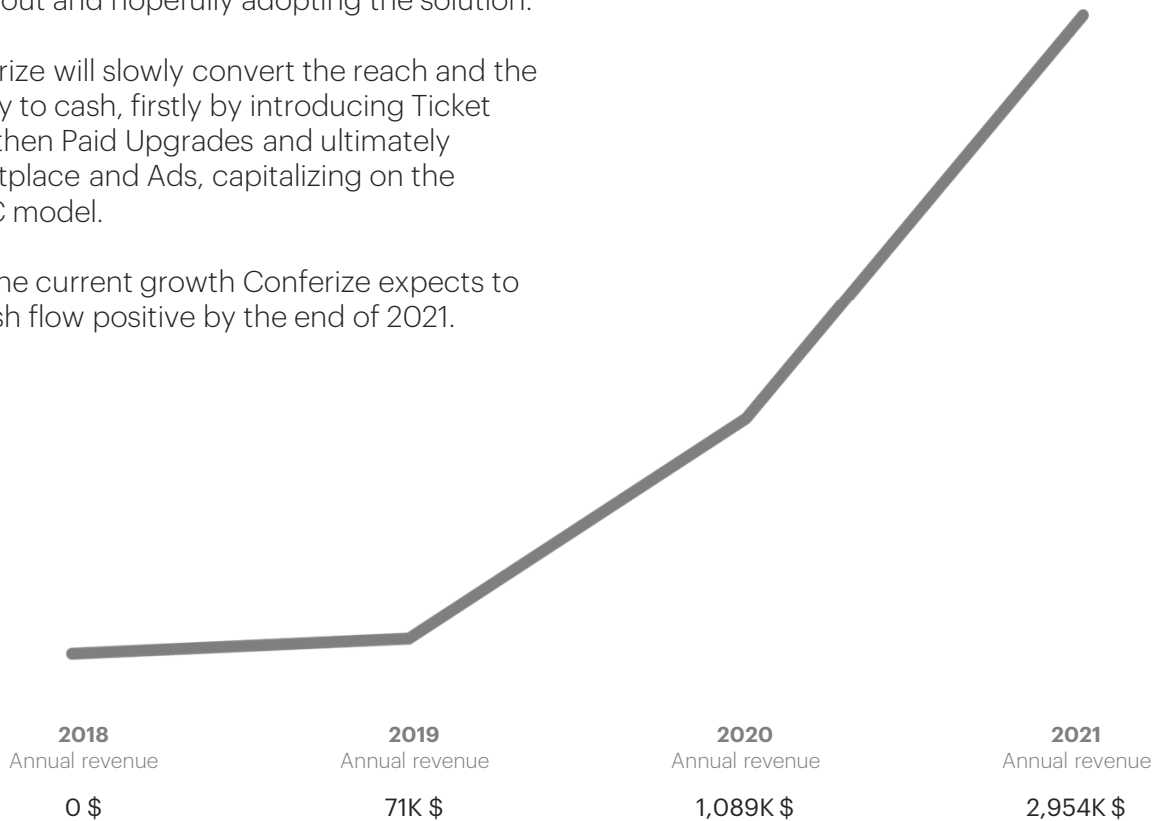
Unlike purely social networking platforms, Conferize taps into a vast and undisrupted existing market which already revolves around financial transactions. This makes the conversion from reach to revenue easier.

The basic model is Saas (Software as a Service). In order to create reach, the platform is initially provided for free. There are no barriers for trying out and hopefully adopting the solution.

Conferize will slowly convert the reach and the activity to cash, firstly by introducing Ticket Fees, then Paid Upgrades and ultimately Marketplace and Ads, capitalizing on the B2B2C model.

With the current growth Conferize expects to be cash flow positive by the end of 2021.

Estimated Annual revenue 2021  
2,954,000 \$ \*



## Ticket Fees

With V2 we introduce a small Ticket Fee on all paid ticket transactions, slowly building a secure and stable source of income.

Eg. 500 events selling each 100 tickets at a price of 80 \$ will generate a revenue of 100,000 \$ (fee 2.5 %).

From a low level in 2019 the revenue stream from Ticket Fees will grow to more substantial levels in 2020 and onwards.

## Paid Upgrades

In 2019 we will introduce Paid Upgrades. With the planned diversification into standalone products we will lay the foundation for a reliable stream of monthly recurring revenue (MRR).

Eg. 1000 Organizers opting for 2 Paid Upgrades at a monthly price of 5 \$ will generate an annual revenue of 120,000 \$.

## Marketplace

When the Conferize network reaches critical mass, we can use a targeted and data-driven approach to help sell tickets through the platform, creating a true **Marketplace** for events. This enables a highly attractive success fee of 30-40 % of each actual sale.

The network will also open for **Ads**, **Affiliate sales** and other platform-type revenue streams.

\* The estimations above reflect current assumptions, based on the current performance of the platform.