Event Match AI

STARTUP ANALYSIS REPORT

Report generated on 30th of August 2024

Rating	Ask	Offer	Vertical	Location
3.4/5 ⚠️ High Risk	**€200K**	**15% Equity**	**Event-Tech**	**Spain**

Evaluation by **pynn**

Table of Content

Evaluation by pynn

Introduction

A word of caution

Investors should be aware that the evaluations, ratings and assessments presented in this report are intended as guidelines and should be interpreted with caution. This report has been generated using Gen-AI technology, with all information based on data provided by the startup. While every effort has been made to maintain objectivity, startup evaluation inherently involves subjectivity. The ratings presented here reflect an average derived from various sources and criteria.
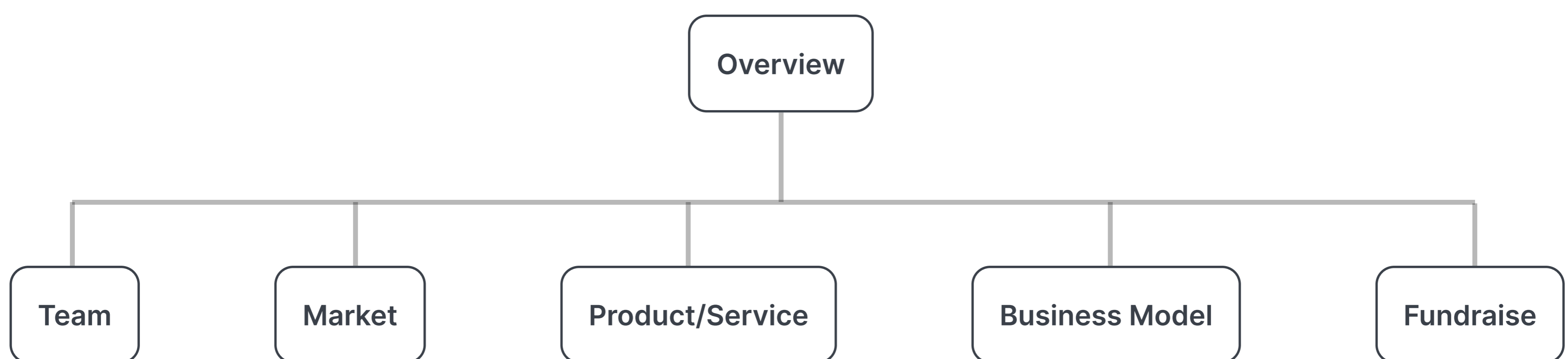
Importance of Independent Analysis

While this report offers valuable insights, it is crucial for each investor to conduct their own thorough analysis and evaluation based on their individual criteria and risk tolerance. This report serves as a supportive guideline, not a definitive decision-making tool. Startup investments involve significant risks, and past performance or ratings may not predict future success. Consulting with relevant experts and conducting one's own due diligence is strongly recommended.

Data Presentation

Pynn's evaluation process begins with a comprehensive presentation of the startup's data across various categories, providing a solid foundation for analysis. Each category includes:

- **Overview:** A detailed presentation of essential information.

- **Assessment:** An immediate evaluation of the presented data, closely linked to its implications and context.

Each category is evaluated based on a variety of sub-categories, which collectively determine the total rating. Additionally, every category includes a summary of strengths and weaknesses, alongside recommendations to enhance the startup's investability and growth potential.

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                    │ Overview │
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  ┌──────┐ ┌────────┐ ┌───────────────┐ ┌────────────────┐ ┌───────────┐
  │ Team │ │ Market │ │ Product/Service│ │ Business Model │ │ Fundraise │
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Structured and Comprehensive Insights

This methodology ensures that the report is not only detailed and informative but also easy to navigate and understand, helping investors make well-informed decisions supported by accurate and verified data.

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Methodology

Data Collection

The data used to create this report is primarily gathered through direct input from the startup. This includes the completion of detailed forms, uploads of financial models, mockups, pitch decks, and access to their website, data room, and LinkedIn profiles. Additionally, it consults external sources such as financial databases, industry-specific reports, market analysis, and publicly available records to verify the accuracy of the data provided by the startup. These sources help ensure the credibility of the information and provide a comprehensive view of the startup's operations and potential.

Data Analysis and Verification

Once the data is collected, it undergoes a thorough analysis and verification process. Pynn's proprietary software cross-checks the provided information against the external sources mentioned above. This process is designed to identify any discrepancies or inconsistencies in the data, ensuring a high level of accuracy before it is used in the final report.

Gen-AI Engine Enhancement

Pynn's proprietary Gen-AI engine plays a crucial role in enhancing and restructuring the data. This technology processes the verified data, making it more investor-centric and easy to read. The Gen-AI engine also ensures objectivity in the assessment, providing unbiased insights into the startup's potential and performance.
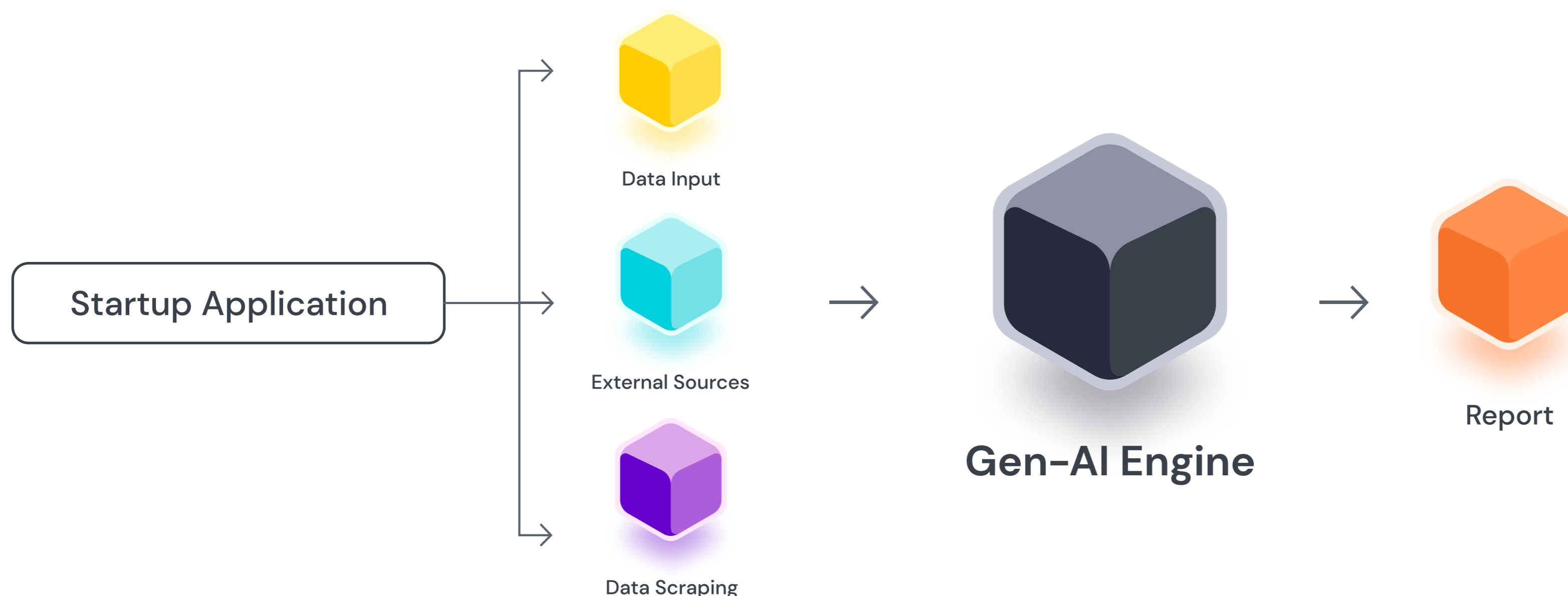
## Objective and Comprehensive Assessment

Pynn's methodology is designed to provide a balanced and in-depth assessment of startups. By combining quantitative data with qualitative analysis, we offer a thorough understanding of each venture's potential. The structured approach ensures that the data and its analysis are closely linked, providing a more comprehensive and immediate understanding of the implications and context of the presented information.

This robust methodology ensures that the report is not only detailed and informative but also easy to navigate and understand. Investors can rely on the insights provided to make well-informed decisions, supported by accurate and verified data.

Risk Assessment Criteria

Overview

The risk assessment process is designed to provide a comprehensive evaluation of the startup's potential risks and opportunities. Each startup is assessed on a 1–5 scale, where 1 represents high risk and 5 represents low risk.

| Critical Risk	High Risk	Moderate Risk	Limited risk	Low Risk
0 – 2,5	2,5 – 3,5	3,5 – 4	4 – 4,5	4,5 – 5
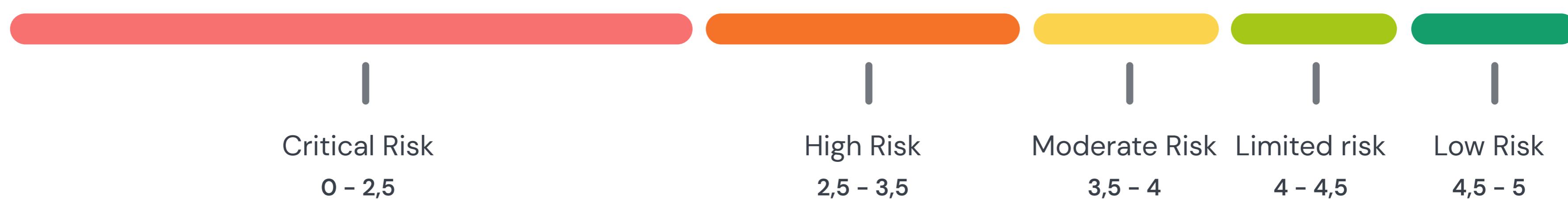
This scale is applied across various categories, with each score reflecting the startup's performance relative to industry standards and benchmarks. The goal is to offer investors a clear understanding of where the startup stands in key areas critical to its success.

Customised Assessment

Our methodology adjusts the weight of each category based on specific filters tailored to the startup's unique context, including its stage, location, vertical, segment, and traction state. This customised approach ensures that the risk assessment is not only accurate but also reflective of the startup's specific circumstances.

How Customisation Works:

• Stage of Development: Early–stage startups might have a greater focus on product development risks, while later–stage startups might be assessed more heavily on market penetration and scalability.

• Geographic Considerations: Startups operating in regions with specific regulatory or market challenges will have those factors more heavily weighted in their risk assessment.
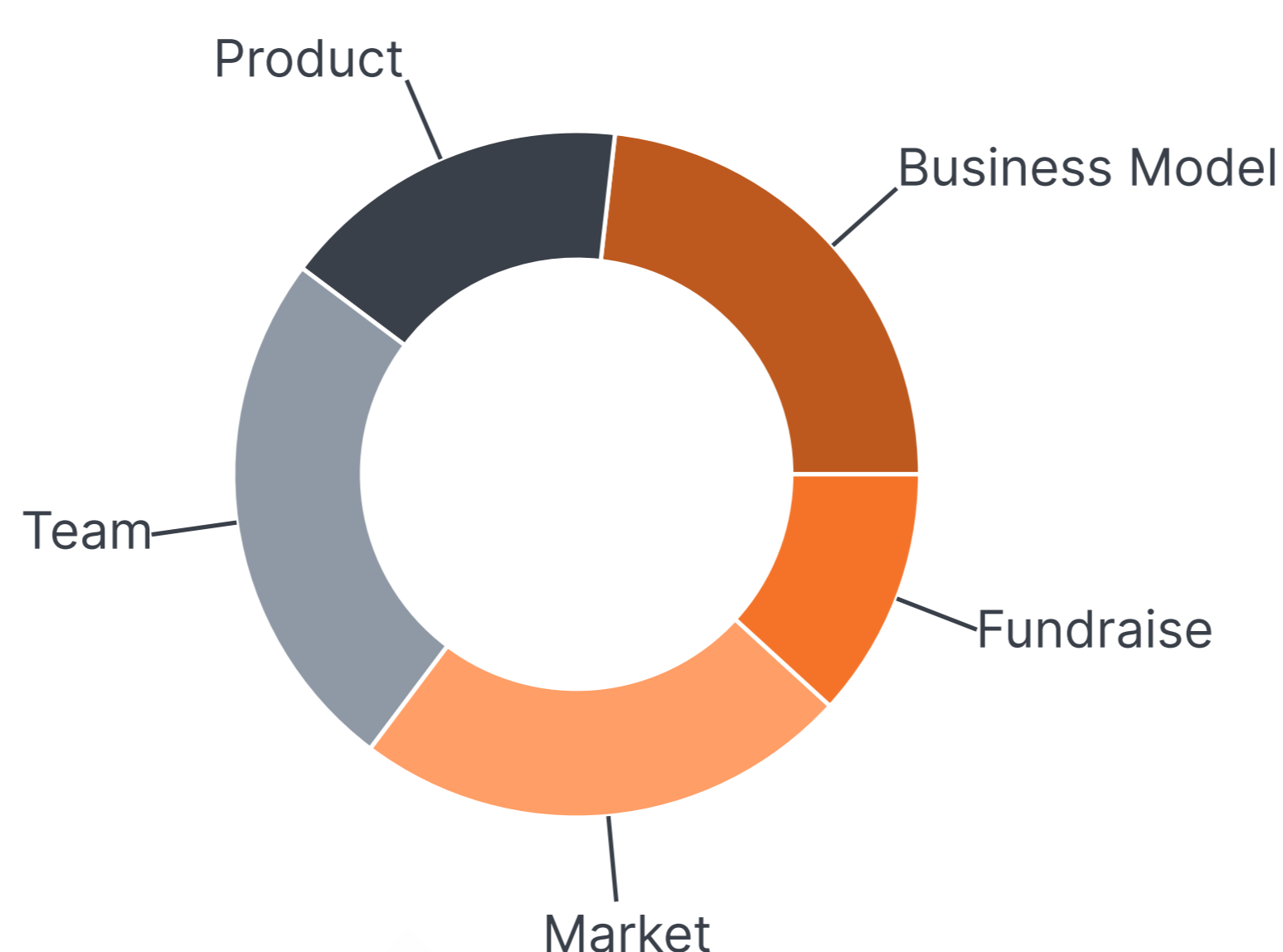
Percentage of Each Section in Relation to Total Rating

Each category in the risk assessment contributes a different percentage to the overall rating, based on the startup's unique profile. This percentage distribution is dynamically adjusted during the initial onboarding and categorisation of the startup, ensuring that the most relevant factors are prioritised in the assessment.

Overview

Investability

Growth Opportunities

- **Experienced Founding Team:** The leadership team at EventMatch AI has significant experience in AI, event management, and startup growth, positioning the company well to navigate industry complexities and scale operations efficiently.

- **Scalable Product Offering:** EventMatch AI's platform, leveraging AI-powered matchmaking, offers a unique and scalable solution to event organisers, improving efficiency and enhancing user experiences. The product's ability to scale with minimal additional costs presents significant potential for growth.

- **Large Market Potential:** EventMatch AI operates in a market with substantial growth opportunities, driven by increased demand for event management solutions and AI technologies. With a Total Addressable Market (TAM) of €15 billion, there is considerable potential to capture market share.

Risk Factors

- **Limited Scalability Infrastructure:** While the product has strong scalability potential, further investment in cloud infrastructure and automation will be necessary to support rapid user growth without straining operational capabilities.

- **Early Product Stage:** Despite being innovative, the product is still in the early stages of market validation. User feedback and refinement are critical to ensure it meets market needs effectively and can stand out in a competitive landscape.

- **Funding Dependency:** EventMatch AI requires immediate funding to continue product development, marketing, and operational scaling. The company's short runway means that securing additional investment is critical for stability and future growth.

Disclaimer

Company Overview

Elevator Pitch

The startup offers a cutting-edge platform that leverages AI to streamline event matchmaking, providing personalised connections for attendees. With its scalable infrastructure and seamless integration, it addresses a key pain point for event organisers, improving networking efficiency and attendee satisfaction.

Core Information

Name	EventMatch AI
Stage	MVP – Pre-Revenue
Vertical	Event-Tech
Segment	Platform
Location	Barcelona
Website	www.eventmatchai.com
Legal Entity	Spanish S.L.
Founded	09/2021

Key Milestones

Prototype Launch	March 2023
MVP Release	October 2023
First Partnership	September 2024
Market Expansion	January 2025

Funding Requirements

Ask	€200K
Pre-Money Valuation	€2M
Funding Type	Equity
Minimum Ticket	€25K

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Executive Summary

Vision

The startup envisions a future where AI-driven solutions transform networking, creating more meaningful connections at events. Their platform leverages advanced technology to personalise matchmaking, driving increased value for event organisers and participants alike.

Market Opportunity

The startup addresses a rapidly growing market in the event management sector, with opportunities driven by increasing demand for AI-powered solutions. Their platform aligns with trends in automation and personalisation, allowing for efficient and effective networking.

- TAM: **$15 billion**
- SAM: **$1.2 billion**
- SOM: **$100 million**
- CAGR: **10%**

Team

The founding team is comprised of highly experienced professionals with strong expertise in AI, event management, operations, and scaling startups. With a proven track record of success, they bring both technical and strategic leadership to the company.

- **Alice Johnson:** CEO with 15 years of industry experience in AI and event management. Co-founded two successful startups, with one being acquired.
- **Bob Williams:** CTO with 10 years of AI and machine learning expertise. Co-founded two startups, one of which was acquired.
- **Carol Martinez:** COO with 12 years of operations experience, specialising in scaling businesses and optimising processes in fast-growing environments.

Product Offering

The product offers an innovative AI-powered event management platform designed to streamline attendee engagement and networking. With **AI-driven matchmaking**, it personalises connections in real-time, ensuring valuable networking experiences. Additionally, the platform includes **advanced analytics** for event organisers, providing actionable insights to enhance future events.

Competitive Advantage

The startup's **AI-driven matchmaking technology** offers real-time, **personalised** event networking. Its **seamless integration with major event platforms** enhances adoption, while advanced analytics provide actionable insights. This unique combination of **innovation** and **scalability** gives the startup a significant competitive edge.

Traction and Development

The startup has achieved significant traction with the **completion of its MVP**, which has been successfully tested at several industry events. It has also secured **strategic partnerships with major event** organisers. Future development milestones include **expansion into new markets** and **enhancing AI-driven features** to improve user engagement and platform scalability.

Business Model

The startup operates on a subscription-based revenue model, complemented by transaction fees and premium services. Financial projections estimate steady growth, driven by an increasing customer base. Key revenue streams include:

- **Subscription Fees:** Monthly recurring revenue from different tiers
- **Transaction Fees:** Percentage of sales through the platform.
- **Premium Services:** Revenue from advanced analytics and event promotion tools.

Overall Assessment

EventMatch AI presents a compelling investment opportunity with its innovative AI-driven solution and strong team. The startup demonstrates significant market potential and has established a viable business model. However, challenges remain in scaling the product, refining the business model for profitability, and securing additional funding to support growth. While the foundations are solid, continuous product improvement and enhanced financial stability are necessary for long-term success.

3.4 / 5
Total Score

⚠️ High Risk
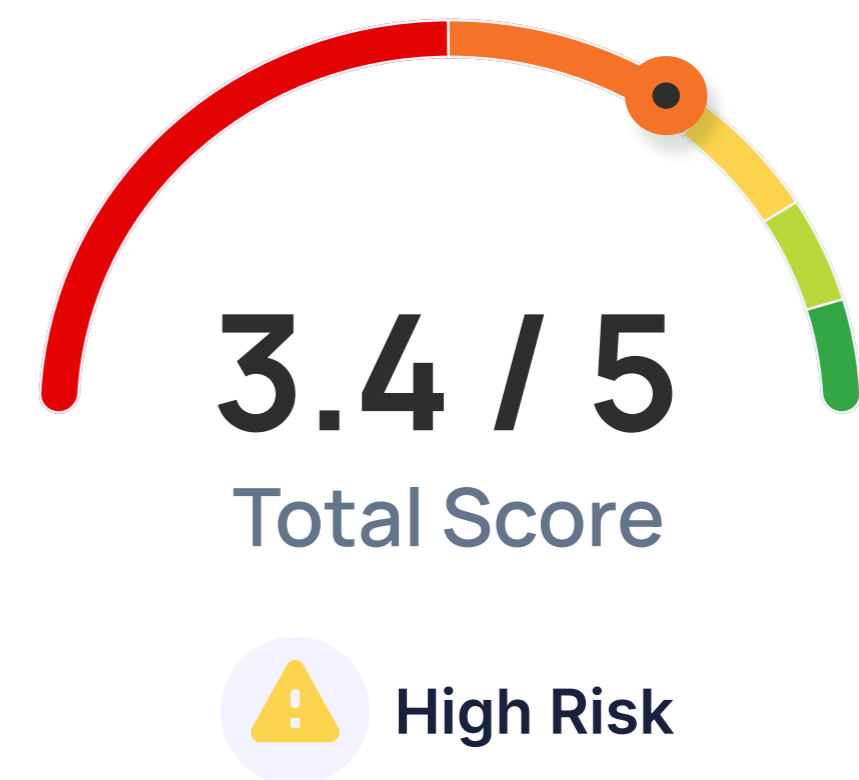
Team
Competent

EventMatch AI is led by experienced founders with significant industry expertise in AI and event management. The team's full-time commitment is a strength, but ongoing technical leadership and team scaling are required.

Key Takeaway: Expand the technical team to accelerate product development and growth.

Market
Large

The event management market, with a TAM of €15 billion, offers extensive opportunities. The growth potential is high due to AI adoption, though competition is moderate.

Key Takeaway: Focus on differentiation and refining market positioning to capitalise on growth potential.

Product / Service
Moderately Innovative

EventMatch AI's product leverages AI technology to deliver unique event matchmaking. Early adoption is moderate, and scalability is promising, but further refinements based on user feedback are essential.

Key Takeaway: Accelerate product development and gather more user feedback to enhance the solution.

Business Model
Viable

The business model is diverse, with revenue streams from subscriptions and transaction fees. However, current margins are tight, and further funding is required to sustain growth.

Key Takeaway: Strengthen profitability by optimising the cost structure and pursuing additional revenue channels.

Fundraise
Reasonable

The €200,000 raise is adequate for current needs, but additional funding will be necessary to support long-term growth. Valuation is well-supported by the product and market potential.

Key Takeaway: Focus on investor relations and secure further funding for scaling.

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Team

Investability

Strengths

- **Strong technical team:** The team has deep expertise in AI and software development, led by Bob Williams.
- **Market demand alignment:** The startup addresses a clear market need in AI-driven event management.
- **Experienced leadership:** Alice Johnson's experience in scaling startups and strategic leadership is a major asset.
- **Operational efficiency:** Carol Martinez's expertise in managing and scaling operations adds solid operational foundation.

Weaknesses

- **Fundraising capacity:** With Michael Smith no longer an advisor, the startup may face challenges in securing future investment rounds.
- **Competition in AI space:** The rapidly growing AI industry could lead to strong competition from both startups and established players.

Recommendations

- **Strengthen fundraising strategy:** Consider bringing in a new advisor with experience in securing venture capital.
- **Enhance competitive differentiation:** Focus on developing unique AI features or securing IP to stand out in the market.
- **Expand market testing:** Conduct more beta testing across different geographic markets to fine-tune product-market fit.

Team Overview

Founders

Alice Johnson
Co-founder
[in]

Position:	CEO
Time:	Full-time
Equity:	40%
Location:	Barcelona

Founder DNA:

Startup Experience

Alice has co-founded two successful startups, with one acquired and another scaled rapidly. She has extensive experience navigating early-stage challenges and securing funding.

Industry Knowledge

Alice has 15 years in AI and event management, leading innovations in AI-driven solutions. Her knowledge of the intersection of AI and events is industry-leading.

Technical Expertise

While not a technical specialist, Alice's expertise in aligning business strategies with technology is critical. She excels in strategic technology alignment.

Soft Skills

Alice likely possesses strong leadership and communication skills, shown through her ability to inspire teams and secure partnerships. Her visionary approach drives innovation and growth.

Bob Williams
Co-founder
[in]

Position:	CTO
Time:	Full-time
Equity:	25%
Location:	Barcelona

Founder DNA:

Startup Experience

Bob has co-founded two startups, one acquired, and one scaling with major telecom clients. His hands-on startup experience spans ideation to scaling.

Industry Knowledge

Bob has 10 years in software development, focusing on AI and machine learning across finance, healthcare, and telecom. He brings deep cross-industry expertise.

Technical Expertise

Bob is proficient in AI, machine learning, and cloud platforms like Python and TensorFlow. He leads AI development and technical innovation.

Soft Skills

Bob likely excels in problem-solving and team leadership, balancing technical expertise with effective communication. His ability to manage cross-functional teams is a key strength.

Carol Martinez
Co-founder
[in]

Position:	COO
Time:	Full-time
Equity:	10%
Location:	Barcelona

Founder DNA:

Startup Experience

Carol co-founded a logistics startup and scaled operations regionally. She has significant experience managing the operational challenges of fast-growing startups.

Industry Knowledge

With 12 years in operations, Carol has managed large-scale tech operations. Her expertise in optimizing processes is crucial for scaling.

Technical Expertise

Carol's strengths lie in operations management and process optimization rather than deep technical skills. Her focus is on scaling operations efficiently.

Soft Skills

Carol likely possesses strong organizational and leadership skills, ensuring operational excellence and team coordination. Her ability to lead efficient teams is a standout.

Founder Compatibility

Alice, Bob, and Carol possess highly complementary skills, blending Alice's strategic vision, Bob's technical expertise, and Carol's operational strength. Their diverse backgrounds in AI, software development, and operations create a balanced leadership team, ensuring innovation, execution, and scalability are well-managed, fostering overall startup success.

Team Overview

Team

Steven Fredricks
Head of Engineering
[in]

Sandra Lewis
Marketing Director
[in]

Francis Cambell
Product Manager
[in]

Christian Plot
Lead Data Scientist
[in]

Team Completeness

The non-founder team complements the founders by enhancing technical development, marketing, and product management, allowing the startup to scale efficiently. Key strengths include deep technical expertise and strategic marketing.

- Head of Engineering: 8 years scaling tech teams

- Marketing Director: 10 years in digital marketing

- Product Manager: 7 years launching AI products

- Lead Data Scientist: 6 years in machine learning

Advisors

Sarah Thompson
Strategic Advisor
[in]

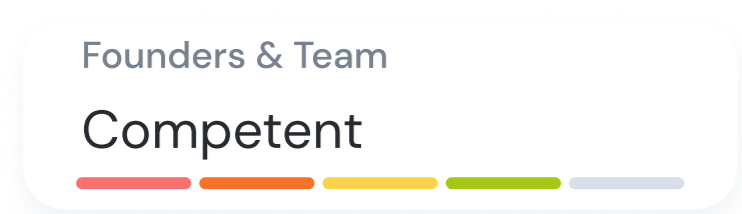| Position:	Advisor
Time:	1h/month
Equity:	1%
Location:	Barcelona

Experience

Sarah has over 15 years of experience in AI, machine learning, and business strategy. She has successfully guided startups through growth phases and market expansion.

Value to the Startup

Sarah provides strategic insights on scaling operations and fundraising. Her expertise ensures the startup's growth aligns with market opportunities and investor expectations.

Team Assessment

Founders & Team
High Competence

Industry Knowledge
Significant Experience

Advisors & Investors
Limited Support

Startup Experience
Significant Experience

Soft Skills
Seem Adequate

Technical Expertise
Significant Skills

3.8 / 5
Total Score

⚠️ **Moderate Risk**

Founders & Team
Competent

Alice, Bob, and Carol are all fully committed to the startup, with each co-founder working full-time. Their dedication to the company's vision and growth is evident in their proactive approach to leadership, operations, and scaling efforts.

Key Takeaways: The team demonstrates a strong commitment to the startup, with all co-founders fully engaged and prioritizing its success over other ventures.

**Advisors & Investors**
Limited Support
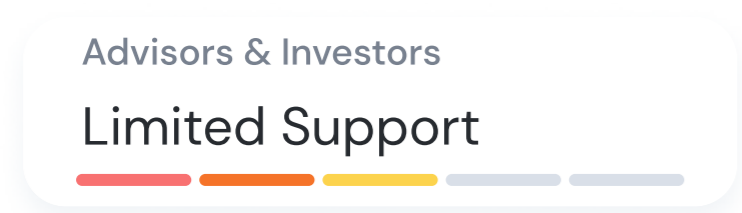
With Sarah as the sole advisor, her expertise in scaling and market expansion is valuable, but there may be gaps in areas such as fundraising and investor relations, which could hinder the startup's growth.

Key Takeaways: While Sarah provides strong strategic guidance, the absence of additional expertise, particularly in fundraising, may limit the startup's ability to fully capitalize on growth opportunities.

Soft Skills
Seem Adequate
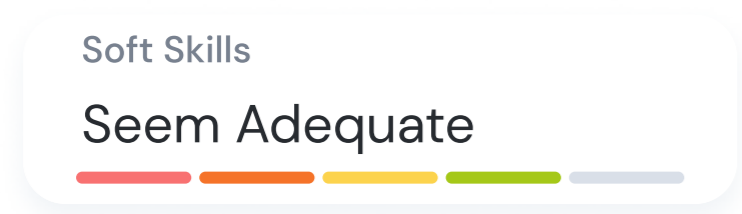
Alice's leadership and communication skills are key in driving the vision and inspiring the team. Bob's problem-solving and collaborative approach complement Carol's organizational skills, ensuring effective team dynamics and smooth operations.

Key Takeaways: The team has strong leadership, communication, and organizational skills, which foster collaboration and drive the company forward, although continued development in managing larger teams may enhance their overall effectiveness.

Industry Knowledge
Relevant Experience
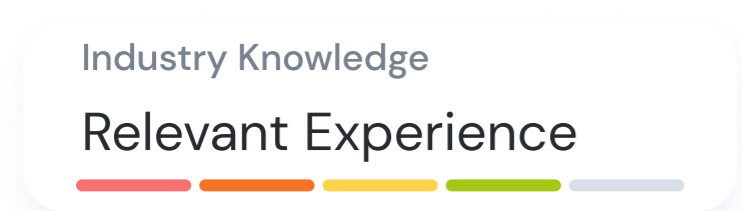
Alice and Bob have extensive experience in AI and machine learning, which are central to the startup's focus. Carol's expertise in operations, though less technical, is highly relevant for scaling within the tech sector, solidifying the team's industry knowledge.

Key Takeaways: The founding team has strong industry expertise, particularly in AI and tech-driven solutions, with a solid foundation for operational scalability.

Startup Experience
Moderate Experience

Alice, Bob, and Carol each bring valuable startup experience, with Alice and Bob having co-founded successful ventures in the past. Carol complements this with her experience in scaling operations, making the team well-versed in startup dynamics.

Key Takeaways: The founding team has strong startup experience, demonstrated by Alice and Bob's past successes and Carol's ability to manage and scale growing businesses effectively.

Technical Expertise
Developing Skills

Bob has extensive technical expertise in AI, machine learning, and software architecture, while Alice provides strategic alignment between technology and business. Carol, though less technical, contributes operational know-how, creating a balanced team capable of driving innovation and execution.

Key Takeaways: The team demonstrates strong technical skills, especially in AI and machine learning, with Bob leading on the technical front and Alice ensuring business-technology alignment.

Market

Investability

Strengths

- **AI-driven solutions:** The startup's use of advanced AI provides a unique market differentiation.
- **Growing demand:** Increasing interest in personalised event management solutions enhances market potential.
- **Scalability:** The technology is designed to scale efficiently across different markets.

Weaknesses

- **Competition:** Strong competition in the AI and event management sectors could pose challenges.
- **Regulatory compliance:** Adherence to data privacy laws like GDPR may increase operational complexity.

Recommendations

- **Expand partnerships:** Building strategic partnerships with event organizers can strengthen market entry.
- **Focus on differentiation:** Continue to refine AI technology to stay ahead of competitors.
- **Strengthen compliance:** Invest in legal expertise to ensure seamless adherence to data regulations.

Market Overview

Market Size

€11B
€15B
€100M

● TAM ● SAM ● SOM
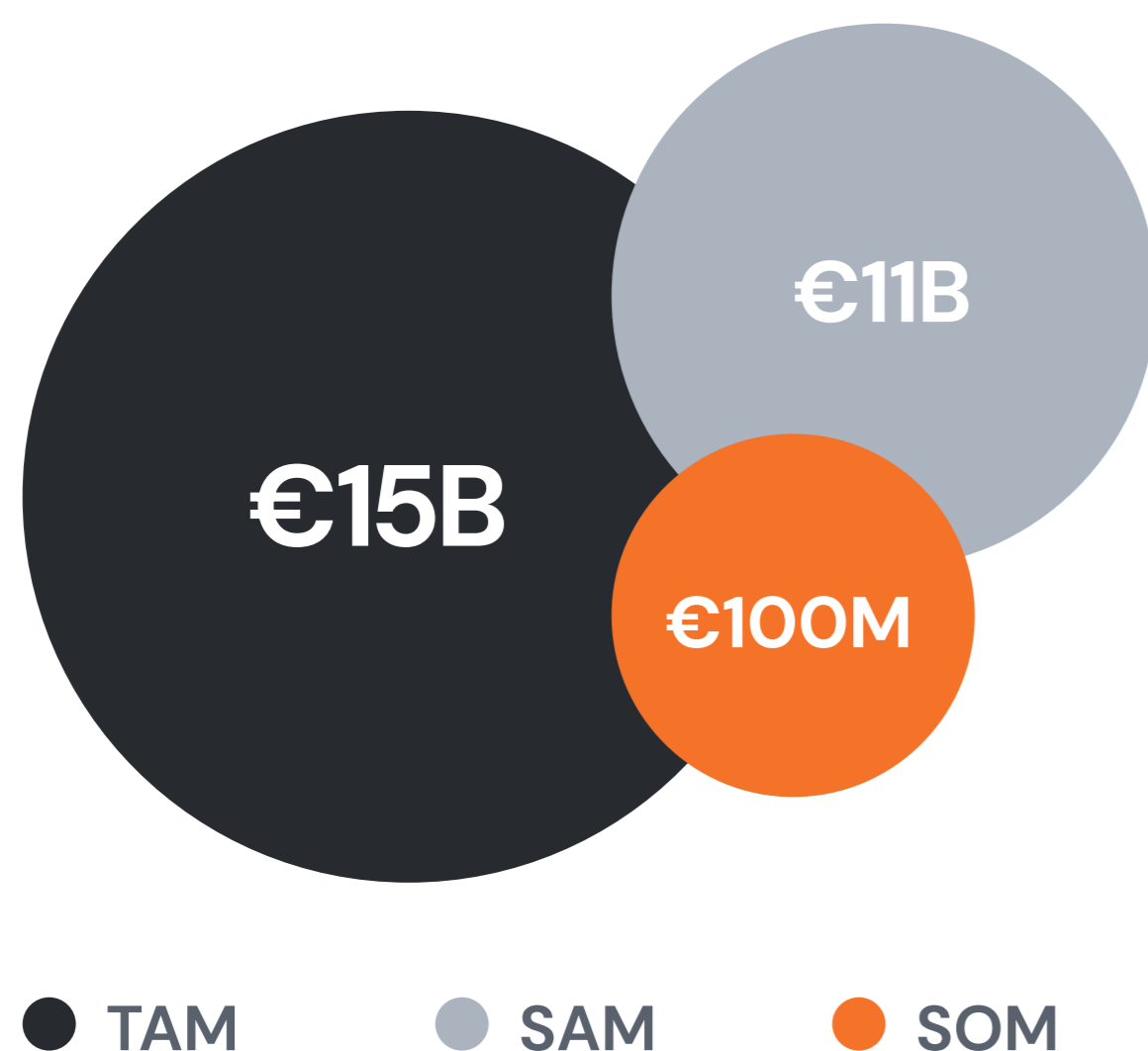
Jump to the evaluation of market size estimates

Target Market

The startup operates in the AI-driven event management market, targeting event organisers and venues with a focus on enhancing attendee experiences through personalised recommendations.

- Primary market focus: AI-powered solutions for event discovery and management.
- Geographic focus: Initial focus on the European market, with plans to expand into North America.

Market Trends

The AI and event management sectors are experiencing rapid growth, driven by the adoption of AI for personalised user experiences and operational efficiency.

- Technology adoption: Increasing demand for AI-driven personalisation in event management.
- Evolving preferences: A growing trend toward data-driven insights for event planning and attendee engagement.

Market Growth

CAGR
Compound Annual Growth Rate
10.4%
2024 – 2030

Regulatory Considerations

The startup must navigate a regulatory environment that emphasises data privacy and event-related compliance standards.

- Data privacy laws: Compliance with General Data Protection Regulation (GDPR) in Europe and other data protection regulations is critical.
- Emerging regulations: Future regulations around AI usage and transparency could impact operations.

Entry Barriers

Entering the AI-driven event management market presents several challenges, particularly around industry integration and regulatory compliance.

- Technical requirements: High demand for advanced AI algorithms and infrastructure.
- Industry connections: Gaining access to large-scale event organisers and venues requires strong industry partnerships.

Competitive Advantage

The startup leverages cutting-edge AI technology to provide personalised event recommendations, setting it apart in the event management space by offering an unmatched, tailored user experience.

- **Advanced AI Algorithms:** Proprietary AI algorithms ensure highly personalised event recommendations based on user preferences.
- **Real-Time Data Analysis:** The platform processes real-time data to continuously refine event matches for users.
- **Scalable Technology:** The technology is designed to scale efficiently as the user base grows, ensuring consistent performance.
- **Strategic Market Positioning:** Focus on underserved local markets allows rapid adoption before broader expansion.

Competition Overview

Competitors

Name	Level of similarity
Eventbrite	
Meetup	
Facebook Events	
Ticketmaster	
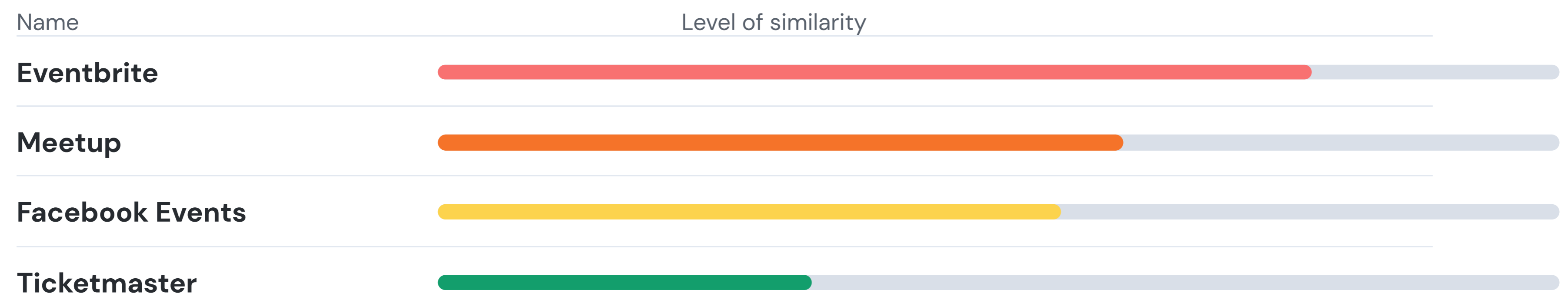
Eventbrite

www.eventbrite.com

- **Overview:** A platform for event discovery and ticketing
- **Strengths:** Large user base, established brand, comprehensive ticketing system
- **Weaknesses:** Lacks AI-driven personalisation, less focus on tailored event recommendations

Meetup

www.meetup.com

- **Overview:** Focuses on community-building events and social gatherings
- **Strengths:** Strong community focus, established platform for local events
- **Weaknesses:** Different use case than EventMatch AI, less emphasis on personalisation and AI

Facebook Events

www.facebook.com
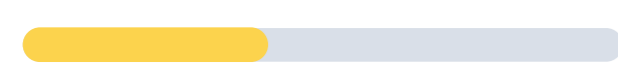
- **Overview:** Integrates events into social media platform
- **Strengths:** Massive user base, social network integration
- **Weaknesses:** Does not specialise in personalised event matching, less focus on event management tools
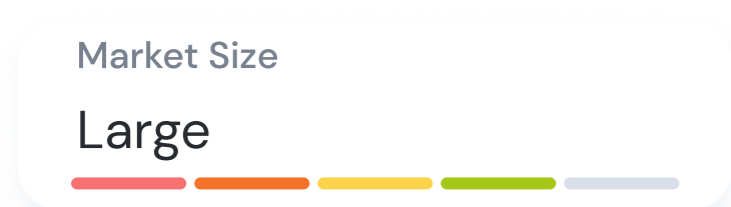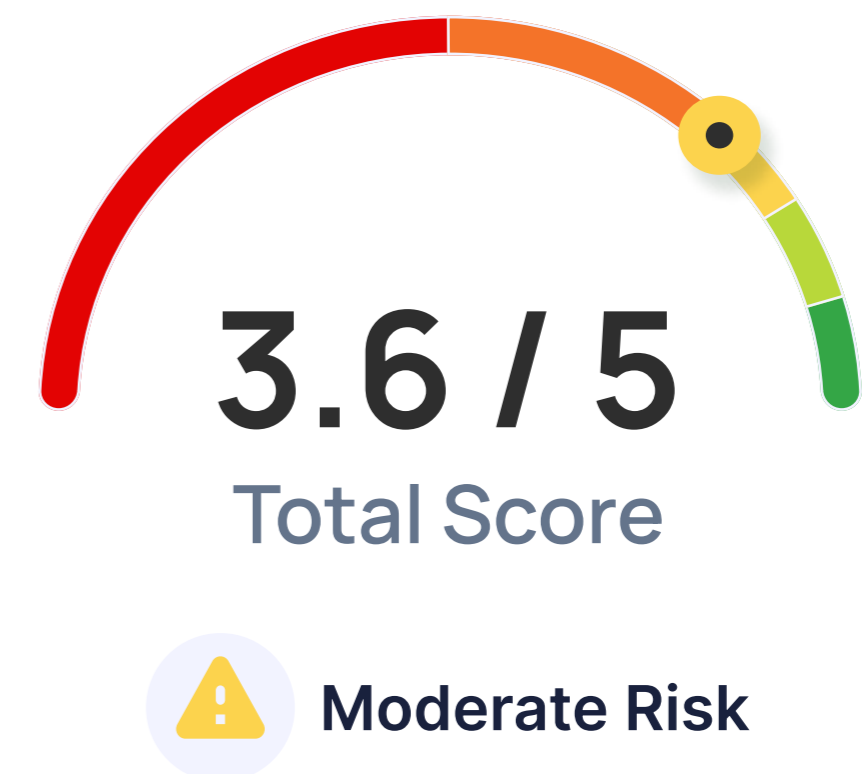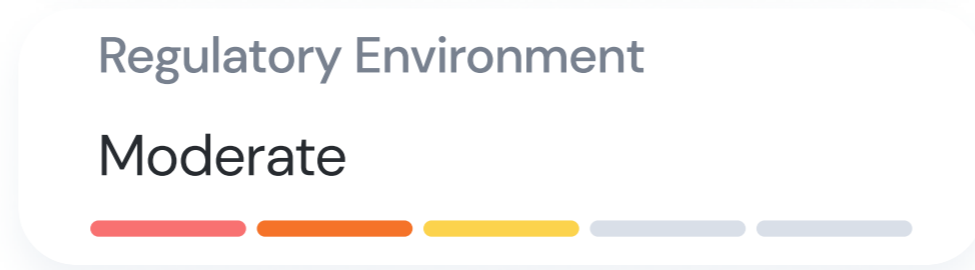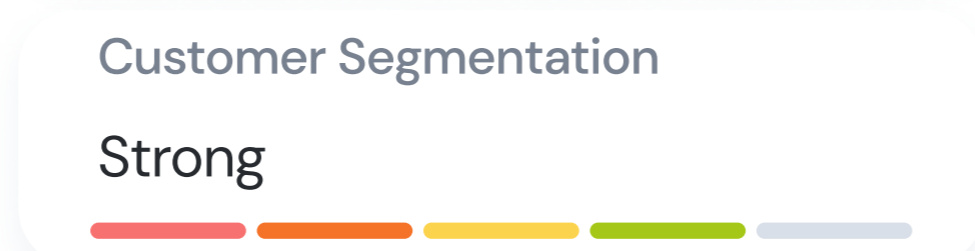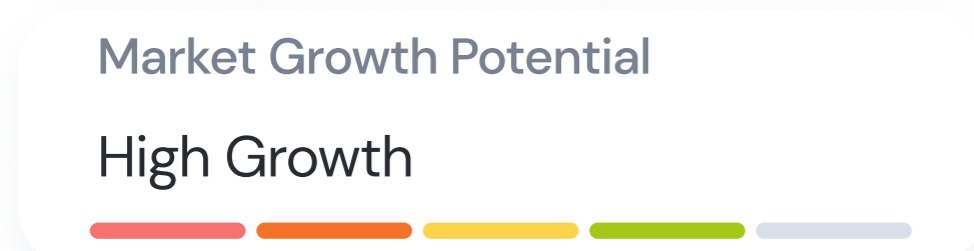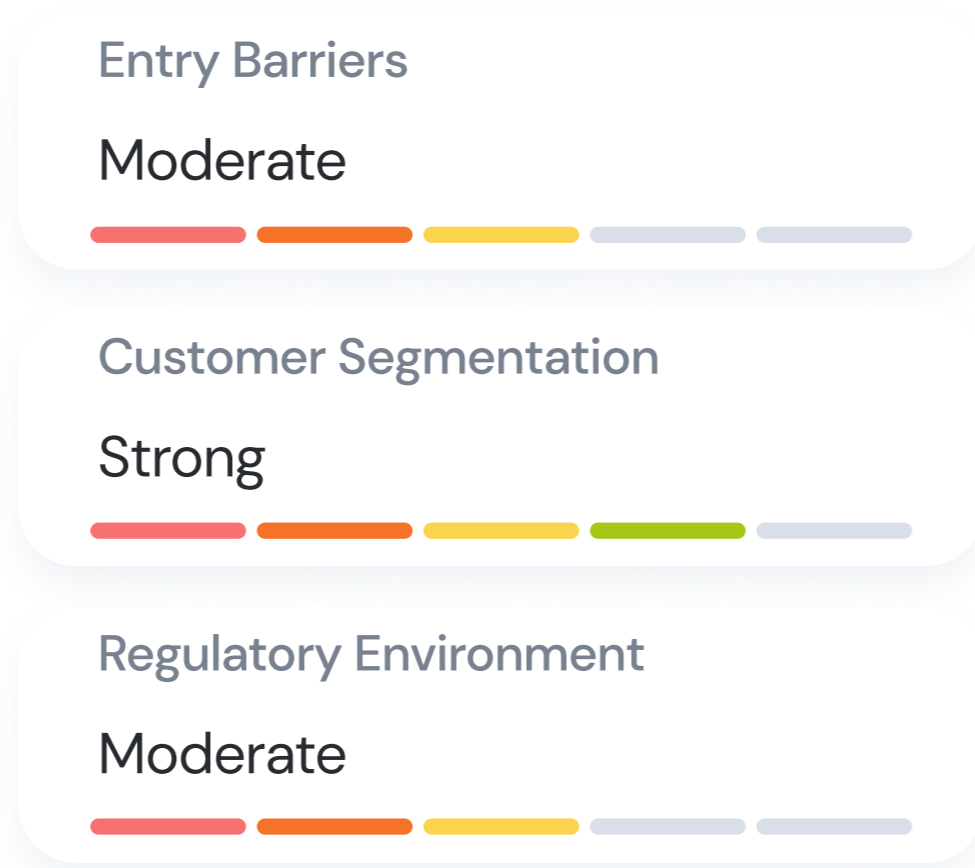
## Ticketmaster

www.ticketmaster.com

- **Overview:** Major player in event ticketing, primarily for large-scale events
- **Strengths:** Well-established brand, extensive partnerships with major venues and events
- **Weaknesses:** Limited emphasis on personalised recommendations, focuses mainly on ticketing rather than comprehensive event management

Evaluation by pynn

Market Assessment

Market Size
Large

Entry Barriers
Moderate

Market Growth Potential
High Growth

Customer Segmentation
Strong

Competitive Landscape
Moderately Competitive

Regulatory Environment
Moderate

3.6 / 5
Total Score

⚠️ Moderate Risk

Market Size
Large

The startup operates in the rapidly growing AI-driven event management industry, which is seeing increasing demand for personalized event solutions. The potential for scaling across multiple regions and sectors presents significant market opportunities.

Key Takeaways: The market size is large, with strong growth potential, particularly as AI adoption in event management continues to increase globally.

Market Growth Potential
High Growth
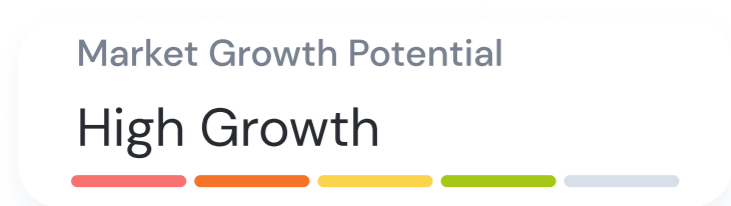
The market for AI-driven event management solutions is expected to grow significantly as companies and event organizers increasingly adopt AI technologies for personalized experiences and operational efficiency. The global shift towards AI-enhanced platforms positions the startup for substantial market growth.

Key Takeaways: The market shows high growth potential due to increasing demand for AI-powered solutions and the broad applicability of the technology across different sectors and regions.

**Competitive Landscape**
Moderately Competitive

The event management industry is moderately competitive, with several established players offering event discovery solutions. However, the use of advanced AI for personalized recommendations provides a unique differentiation that could help the startup carve out a niche in the market.

Key Takeaways: While the market is competitive, the startup's AI-driven approach gives it a unique advantage that can help differentiate it from competitors and target underserved segments.


Entry Barriers
Moderate

The startup faces moderate entry barriers due to the technical expertise required to develop sophisticated AI algorithms and the need for strong industry connections. However, existing solutions and established partnerships could reduce these barriers over time.

Key Takeaways: While technical requirements and industry connections pose moderate entry challenges, the startup's focus on AI-driven innovation provides an opportunity to overcome these barriers and differentiate itself in the market.

Customer Segmentation
Strong
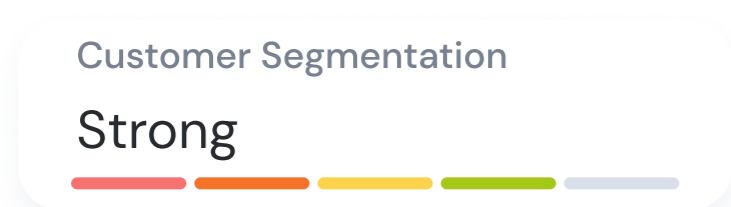
The startup has a well-defined customer segmentation strategy, targeting event organizers and venues seeking AI-driven solutions to enhance attendee experiences. The focus on mid- to large-scale events provides clear differentiation and scalability potential within the segment.

Key Takeaways: The startup's customer segmentation is strong, targeting a clear and scalable market segment with tailored solutions that address specific needs in the event management space.

Regulatory Environment
Moderate
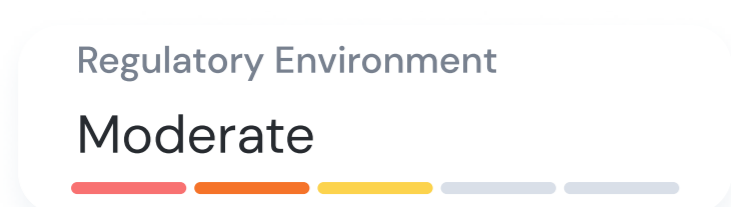
The startup operates in a moderately regulated environment due to stringent data privacy laws such as GDPR, which impact its AI-driven platform. While these regulations pose compliance challenges, they also provide opportunities for differentiation by prioritizing data protection.

Key Takeaways: Data privacy regulations pose challenges, but compliance can build trust and provide a competitive edge.

Evaluation by pynn

Product

Investability

Strengths

- **Innovative AI Features:** The product leverages advanced AI algorithms, providing a unique and competitive edge in the market.
- **Early Adoption Success:** The product has shown strong initial traction with early users, validating market demand and positioning for growth.
- **Partnership Integration:** Established partnerships with leading industry players enhance the product's reach and adoption potential.

Weaknesses

- **Scalability Issues:** The current infrastructure may struggle with scaling to meet increasing demand, requiring significant upgrades.
- **Moderate IP Coverage:** Existing IP protections are limited, leaving room for competitors to replicate key features unless further protections are secured.

Recommendations

- **Enhance Infrastructure:** Invest in expanding cloud and backend infrastructure to support rapid scaling as the product's user base grows.
- **Strengthen IP Portfolio:** Secure additional patents and trademarks to protect the product's unique technology and maintain a competitive advantage.
- **Broaden Partnerships:** Explore new strategic partnerships to accelerate market penetration and drive user acquisition in underserved segments.

Product Overview

Problem

Small businesses often lack the resources to implement robust AI-driven customer service, leading to slower response times and decreased customer satisfaction. Without effective solutions, they struggle to compete with larger companies that offer seamless and efficient customer experiences.

Solution

The platform provides an affordable, easy-to-integrate AI customer service tool tailored to small businesses. The system uses machine learning to automate responses, reducing wait times and improving the quality of customer interactions, allowing businesses to handle inquiries more effectively.

Competitive Advantage

Unlike existing tools that require extensive customisation, our platform offers a plug-and-play solution with pre-built integrations. This minimises setup time and reduces technical complexity, allowing small businesses to deploy AI customer service without needing in-house expertise.

Market Validation

The platform has been tested with over 50 small businesses, which reported a 30% improvement in customer satisfaction within three months of adoption. This real-world data supports the product's value proposition and demonstrates strong market demand.
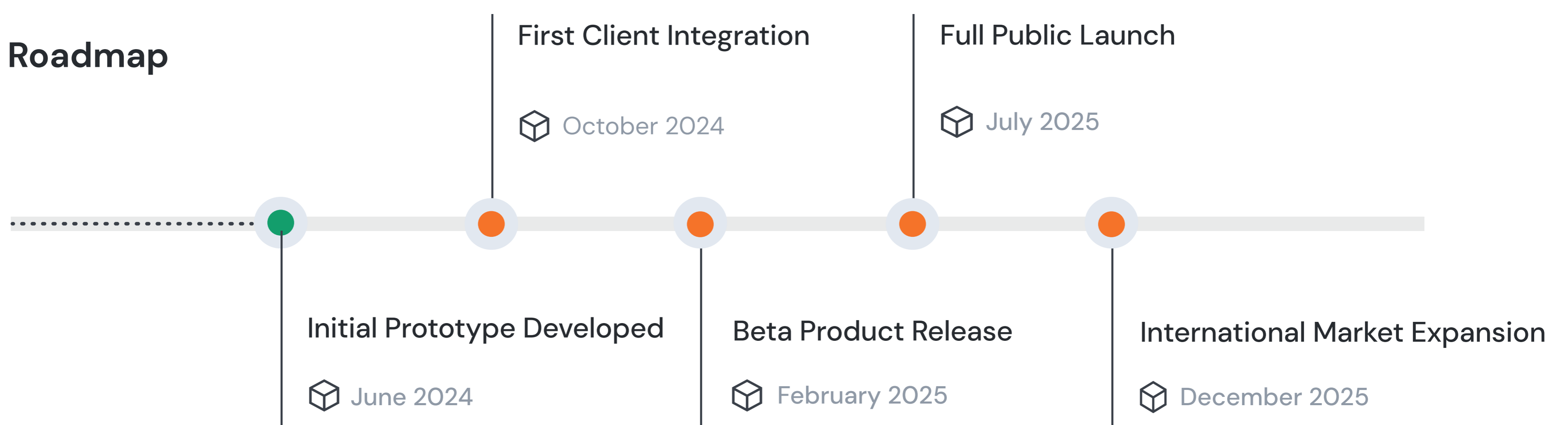
Key Partnerships

Strategic partnerships with CRM providers like HubSpot and Salesforce have enabled seamless integration, allowing our platform to extend its reach and attract businesses already using these systems, significantly expanding its user base.

Customer Acquisition

We target small businesses through partnerships, digital marketing, and content strategies focused on educating prospects about the benefits of AI. Our free trial option allows businesses to experience the platform's value before committing to a subscription.

Roadmap

First Client Integration — October 2024

Full Public Launch — July 2025

Initial Prototype Developed — June 2024

Beta Product Release — February 2025

International Market Expansion — December 2025

Product Protection

The AI algorithms driving the platform's automated responses are proprietary, providing a competitive edge. We have begun the process of filing patents to protect our unique technology and maintain our leadership in the small business AI market.
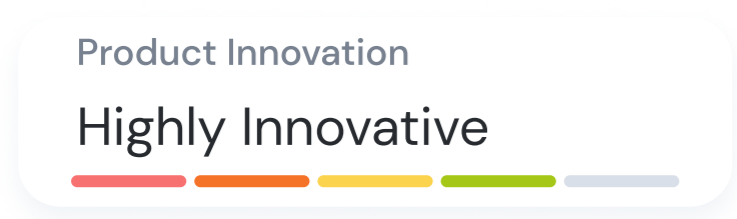
Tech Stack

The platform is built using Python for AI processing, Django for the backend, and React for the frontend, all hosted on Google Cloud for scalability. This tech stack ensures reliability and flexibility, accommodating future feature expansions and scaling needs.

Development Stage

Currently, the platform is fully operational, with ongoing refinements based on user feedback. New features are in development to further enhance AI capabilities, making the product even more user-friendly and effective for small businesses.

Evaluation by pynn

Product Assessment

Product Innovation
Highly Innovative

Early Adoption & Feedback
Moderate Adoption

Current Development Stage
MVP Launched

Acquisitions & Partnerships
Some Strategic Partnerships

IP Strength
Moderate

Scalability Potential
Good Scalability

3.2 / 5
Total Score

⚠️ **High Risk**


Product Innovation
Highly Innovative

The product leverages advanced AI technology to provide personalized event recommendations, which is a significant improvement over traditional solutions. It disrupts the market by automating and optimizing a previously manual and inefficient process.

Key Takeaways: The product offers strong innovation through AI, creating significant differentiation in the event management space.

Current Development Stage
MVP Launched
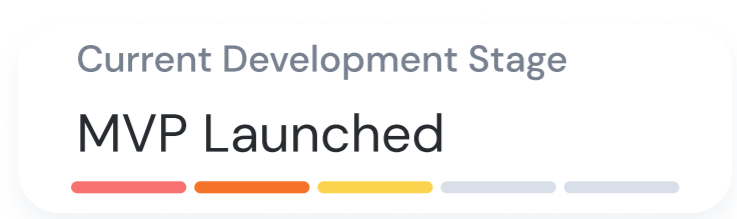
The product has moved beyond the prototype phase and is currently being tested by a broader user base. While most features are functional, further refinement is needed before a full market launch can occur.

Key Takeaways: The product is in the beta stage, undergoing real-world testing with ongoing improvements based on user feedback.

IP Strength
Moderate
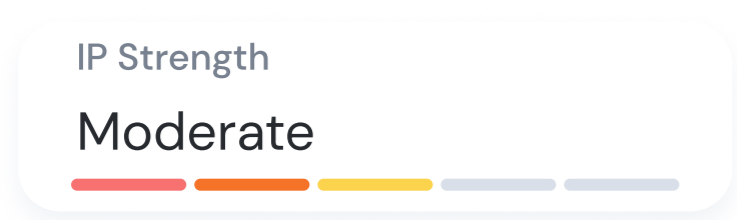
The startup has a few patents pending, along with some trademarks and copyrights. However, the existing IP protections are limited, and further development of the IP portfolio is necessary to secure a stronger competitive advantage.

Key Takeaways: The IP portfolio offers reasonable protection, but additional patents and trademarks could significantly enhance the startup's competitive edge.

Early Adoption & Feedback
**Moderate Adoption**

The product has gained a moderate number of early adopters, with mostly positive feedback. Users have provided actionable insights, though some features require further refinement before the product can be scaled to a larger audience.

Key Takeaways: The product has shown decent early adoption with useful feedback, but additional improvements are necessary for broader market success.

Acquisitions & Partnerships
Some Strategic Partnerships

The product has garnered some interest from industry partners, but it remains limited in scope for large-scale acquisitions. Existing partnerships contribute to steady growth, but further strategic alliances are needed to unlock larger opportunities.

Key Takeaways: The startup has moderate partnership potential, but building stronger connections with industry leaders will enhance acquisition prospects and growth.

Scalability Potential
Good Scalability
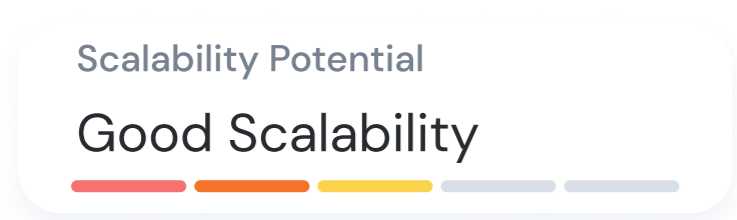
The product has a solid foundation, but its current infrastructure will require significant improvements, such as enhanced cloud architecture and system automation, to handle rapid scaling and increased user demand.

Key Takeaways: The product has scalability potential, but infrastructure upgrades are necessary to support large-scale expansion effectively.

Business Model

Investability

Strengths

- **Diverse Revenue Streams:** The business model incorporates multiple revenue streams, including subscriptions, transaction fees, and premium services, ensuring consistent income sources.
- **Scalable Cost Structure:** Cloud-based infrastructure and automation reduce operational costs while supporting business growth.

Weaknesses

- **Revenue Predictability:** Premium services may be subject to fluctuations due to market trends and seasonality, impacting revenue stability.
- **Customer Acquisition Costs:** High initial marketing spend to acquire customers could negatively affect profit margins in the early stages.

Recommendations

- **Optimise Premium Services:** Focus on promoting premium services year-round to **stabilise** revenue and **minimise** seasonality risks.
- **Lower Acquisition Costs:** Refine digital marketing strategies and explore partnerships to reduce customer acquisition costs and improve profitability.

Business Model Overview

Revenue Projections

Legend: Advertising · Commission · Subscription Fees
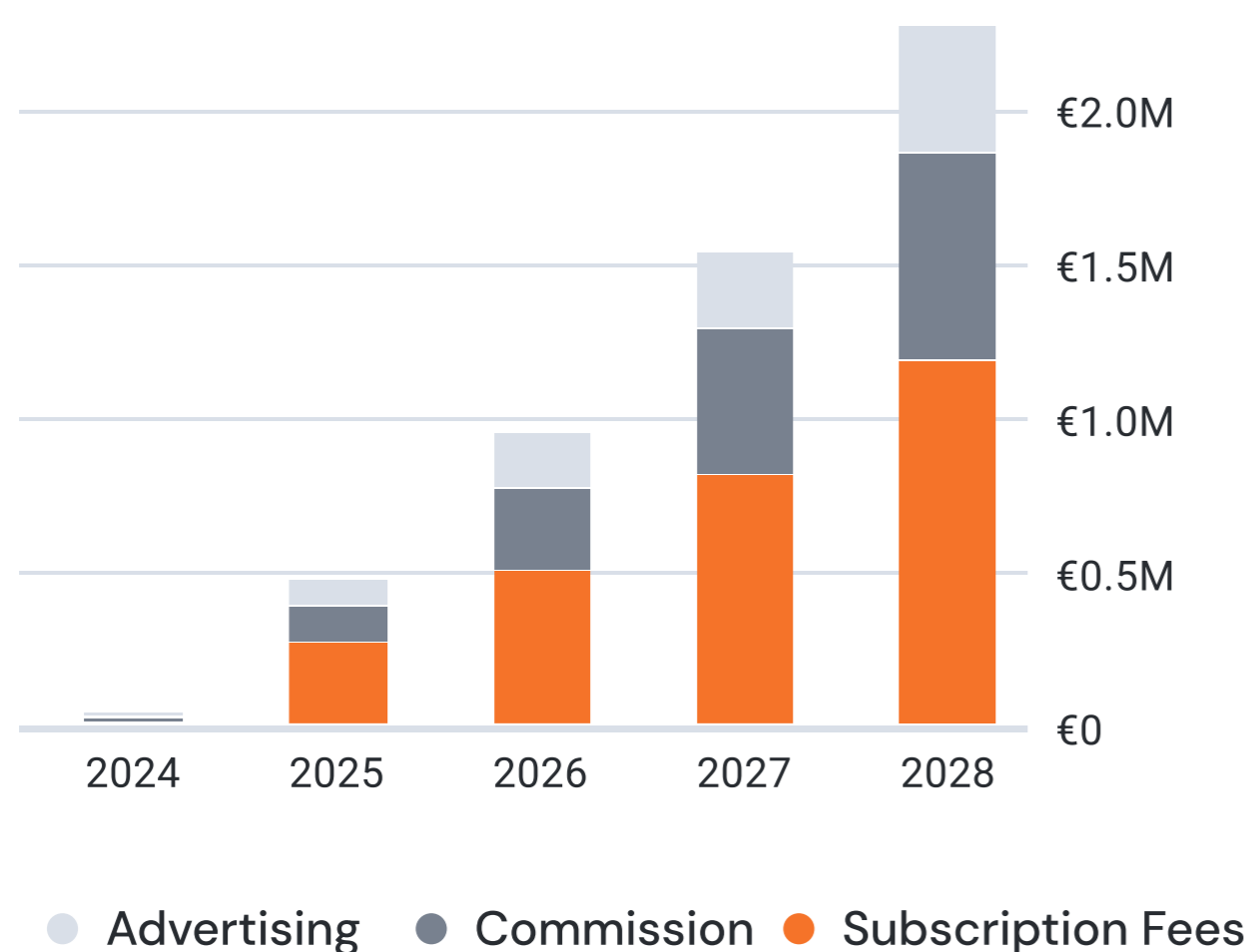
Revenue Model

1. **Subscription Model:** The startup generates recurring revenue through monthly subscription fees for access to the platform's core features.

2. **Transaction Fees:** A 1.5% transaction fee is applied to all payments processed through the platform.

3. **Premium Services:** Revenue is also generated through premium services like advanced analytics, custom integrations, and priority customer support.

Pricing Model

1. **Basic Plan:** Priced at €49/month, providing access to essential tools for small businesses.

2. **Pro Plan:** Costs €129/month, offering advanced features like detailed reporting and AI-driven recommendations.

3. **Enterprise Plan:** Custom pricing, tailored for large-scale organizations, includes full customization and dedicated account management.

4. **Add-ons:** Additional services, such as premium support and in-depth analytics, start at €99/month.

Revenue Structure

Revenue Type (€)	2024	2025	2026	2027	2028
Commission on Ticket Sales	o	100,000	300,000	500,000	700,000
Subscription Fees	o	250,00	500,000	800,000	1,200,000
Advertising Revenue	O	75,000	150,000	250,000	400,000
Total Revenue	o	425,000	950,000	1,550,000	2,300,000

Customer Projections

Legend: Comission · Subscription · Advertising
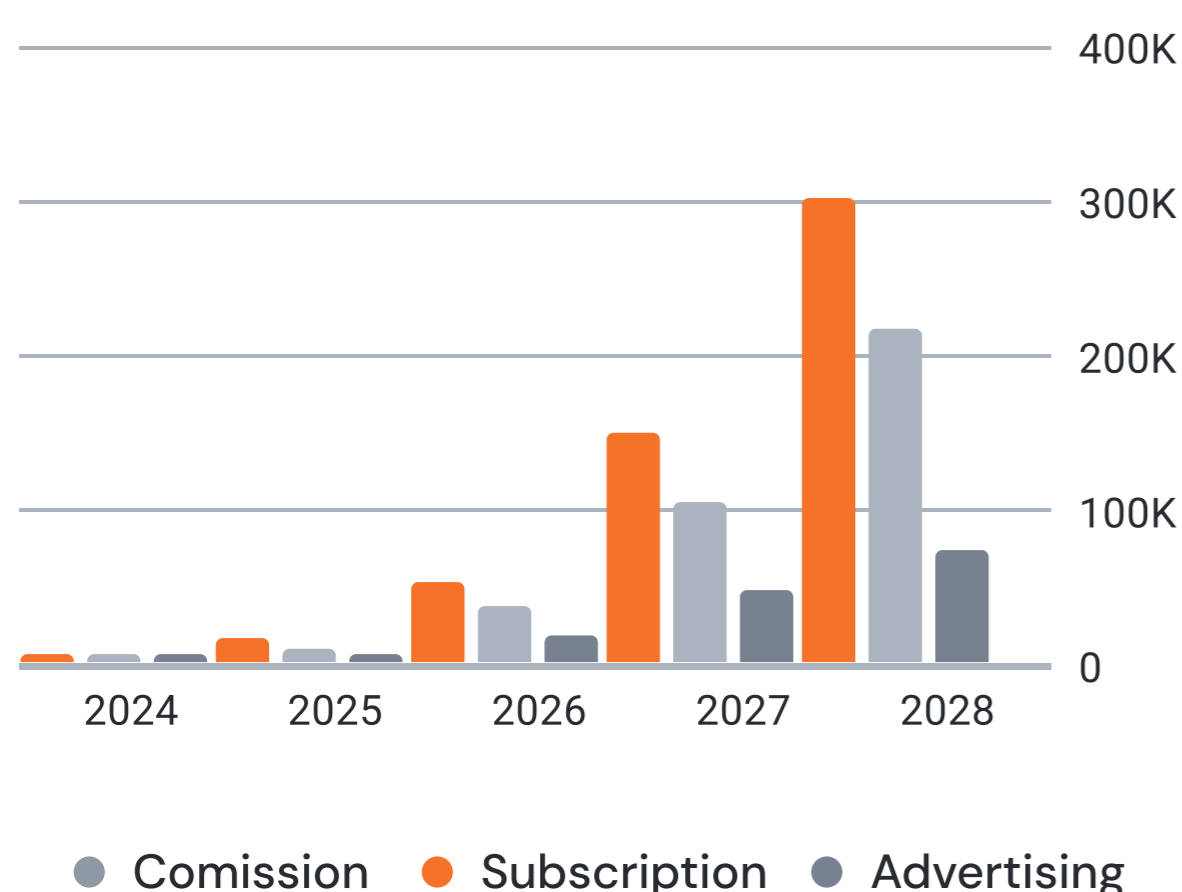
Assumptions Analysis

1. **Assumption:** EventMatch AI projects growth from 500 registered users in the current year to 300,000 registered users by year 4, with 75,000 paid subscribers.

2. **Analysis:**
   - This projection appears highly optimistic, showing a 600x increase in registered users over four years.
   - The conversion rate from registered users to paid subscribers (25%) is reasonable for a B2B SaaS model.
   - **One could suggest a more conservative estimate:**
     - Year 1: 5,000 registered users
     - Year 2: 25,000 registered users
     - Year 3: 75,000 registered users
     - Year 4: 150,000 registered users
     - Paid subscribers: 20% of registered users

Business Model Overview

Customer Structure

Revenue Type (€)	2024	2025	2026	2027	2028
Number of Registered Users	500	10,000	50,000	150,000	300,000
Number of Active Users	300	7,000	35,000	105,000	210,000
Number of Paid Users	0	2,500	12,500	37,500	75,000

Cost Projections
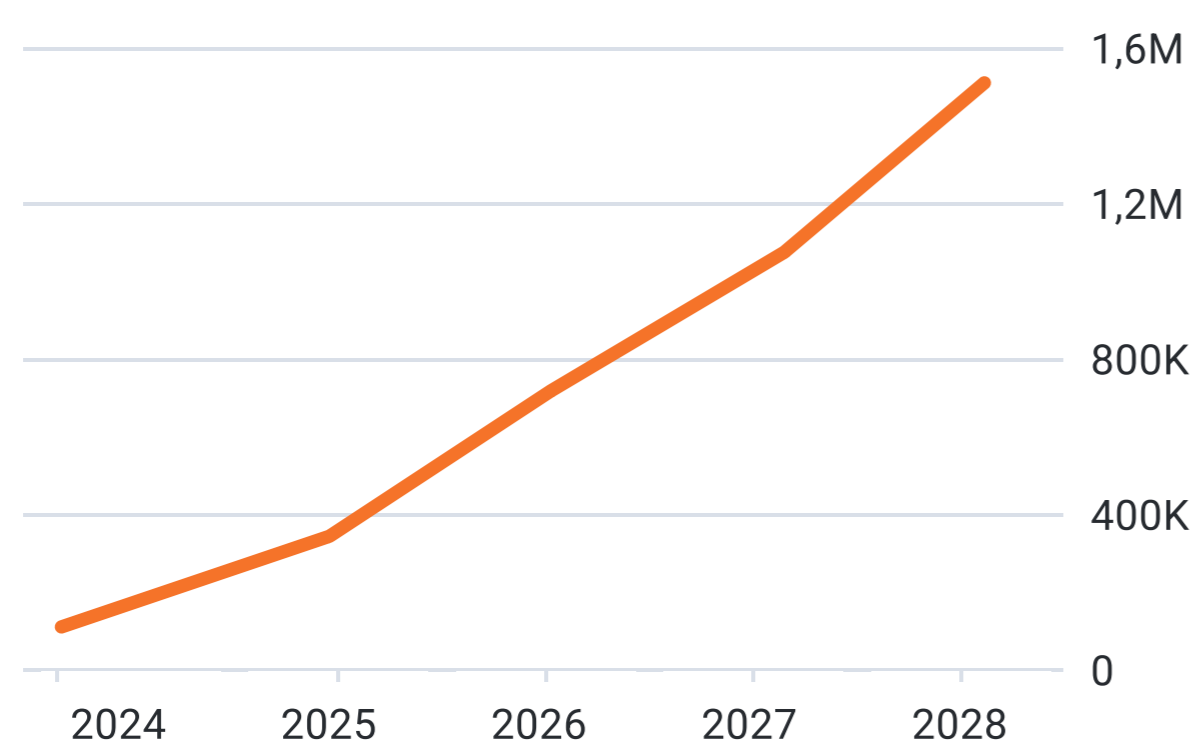
Cost Model

- **Cloud Services and Server Maintenance:** The startup's core infrastructure relies on cloud hosting and server maintenance, incurring ongoing costs for data storage and operational uptime.

- **Research and Development (R&D):** A significant portion of the budget is allocated to improving the product, including software development, testing, and integrating new features.

- **Personnel Costs:** Salaries and benefits for key team members, including developers, marketing, and customer support staff, make up a substantial portion of expenses.

- **Customer Acquisition:** Investments are made in digital marketing campaigns, partnerships, and sales initiatives aimed at growing the user base.

- **Operational and Administrative Costs:** Day-to-day operational expenses, including legal fees, software licensing, office management, and customer support services, are also part of the cost structure.

Cost Structure

Cost Type (€)	2024	2025	2026	2027	2028
Operational Costs	50,000	150,000	250,000	350,000	450,000
COGS (Cost of Goods Sold)	20,000	80,000	200,000	300,000	400,000
Sales & Marketing	30,000	120,000	300,000	500,000	700,000
Total Costs	100,000	350,000	750,000	1,150,000	1,550,000

Business Model Overview

Key Performance Indicators (KPIs)

KPI	Actuals	Projections 2028
MRR	€0	€61K
ARR	€0	€733K
Gross Margin	€0	89%
Net Margin	€0	71%
CAC	€0	€605
LTV	€0	€22,250

Scalability

The platform uses cloud-based infrastructure and scalable AI technology, allowing it to grow without significant increases in operational costs. Automation in processes further supports scalability as the user base expands, ensuring seamless performance.

Growth Strategy

The startup's growth strategy focuses on geographic expansion, targeting key markets in North America and Europe. Strategic partnerships with industry leaders and a robust digital marketing campaign will drive user acquisition and increase market visibility.
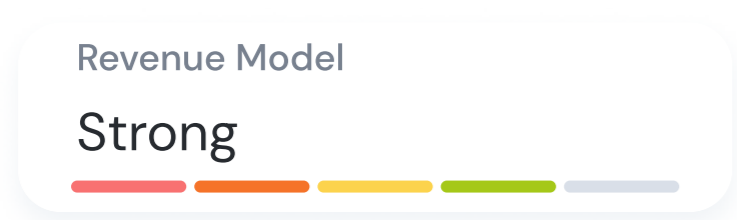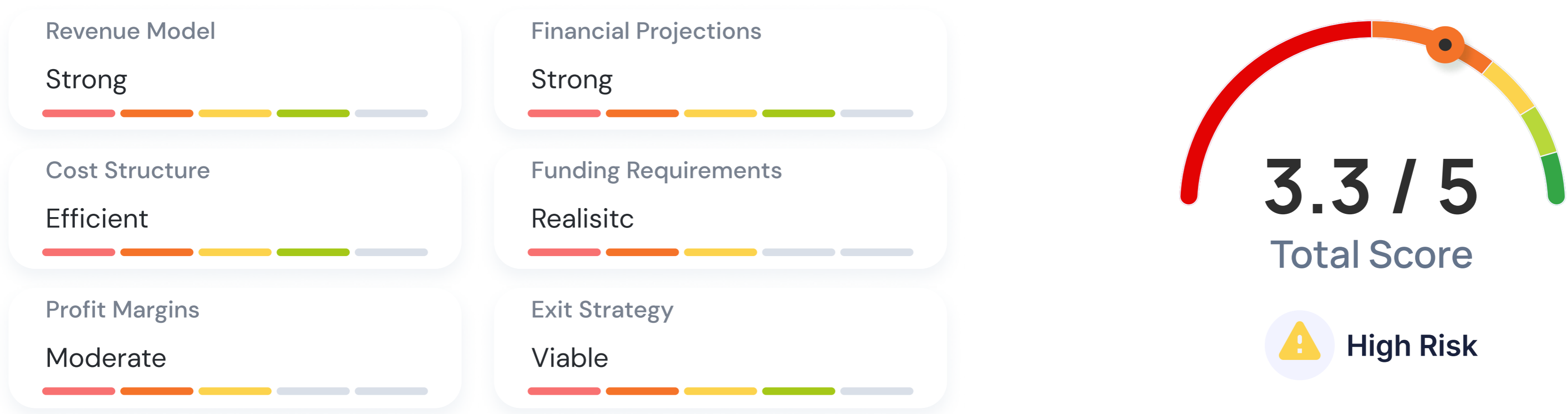
Exit Strategy

Potential exit strategies include acquisition by a larger tech company or a strategic merger with a complementary business. As the company grows, an IPO could also be considered once it establishes a strong market presence.

EBITDA Projections

Earnings Before Interest Taxes Depreciation Amortisation

Cost Type (€)	2024	2025	2026	2027	2028
Revenue	425,000	950,000	1,550,000	2,300,000	3,450,000
Direct Cost (COGS)	80,000	200,000	300,000	400,000	500,000
Gross Profit	345,000	750,000	1,250,000	1,900,000	2,950,000
Administrative Expenses	150,000	250,000	350,000	450,000	550,000
Selling & Marketing Expenses	120,000	300,000	500,000	700,000	900,000
Net Profit / Loss	75,000	200,000	400,000	750,000	1,500,000

Business Model Assessment

Revenue Model
Strong

Financial Projections
Strong

Cost Structure
Efficient

Funding Requirements
Realisitc

Profit Margins
Moderate

Exit Strategy
Viable

3.3 / 5
Total Score

⚠️ **High Risk**


Revenue Model
Strong

The startup has a diverse revenue model, generating income through subscriptions, transaction fees, and premium services. This diversity allows for predictable and scalable revenue growth, especially with a tiered pricing structure targeting multiple customer segments.

Key Takeaways: The revenue model is robust, offering stability and scalability through multiple revenue streams, well-aligned with market demand.


Cost Structure
Balanced
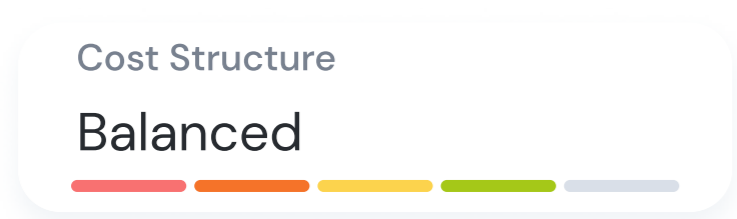
The startup efficiently manages its fixed and variable costs, ensuring minimal operational waste. As the company scales, the cost structure adapts well, supporting profitability without significant increases in overhead or variable expenses.

Key Takeaways: The cost structure is efficient and scalable, allowing the business to grow without dramatically increasing operational costs.

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Profit Margins
Moderate
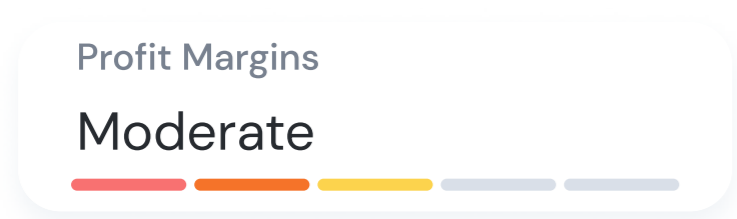
The startup has a solid gross margin, but high operational costs are affecting the net margin. There is potential to improve profitability by optimizing the cost structure and reducing overhead.

Key Takeaways: While the gross margin is healthy, the net profit margin is impacted by operational expenses, leaving room for improvement in profitability.

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Financial Projections
Strong
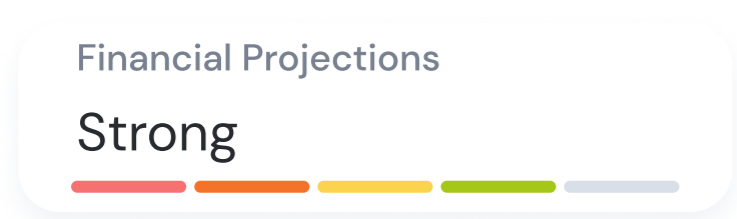
The startup's financial projections are well-aligned with its growth strategy, offering realistic revenue and expense forecasts. Assumptions are based on credible market trends, and cash flow management supports both liquidity and long-term objectives.

Key Takeaways: The financial projections are credible, providing a solid foundation for strategic decision-making and aligning well with the company's growth plans.

Funding Requirements
Realistic
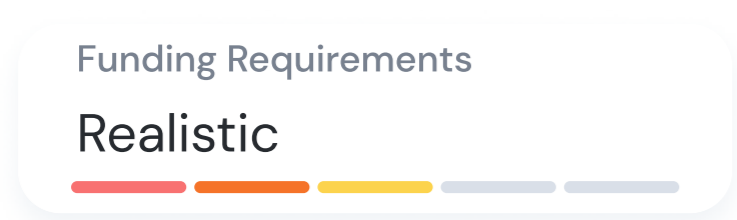
The startup has outlined clear and realistic funding needs, with well-justified capital requests and a detailed plan for deploying the funds. The timing of funding rounds aligns well with the company's cash flow requirements and growth milestones.

Key Takeaways: The funding requirements are well-planned, realistic, and strategically aligned with the startup's overall growth trajectory.

Exit Strategy
Viable
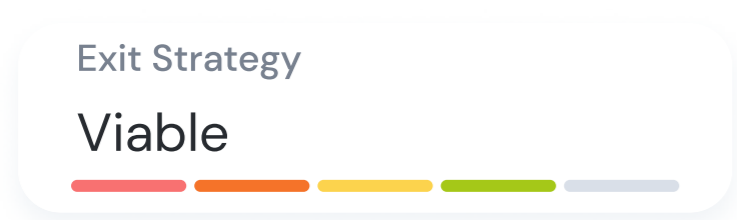
The startup has a clear exit strategy, identifying potential acquisition targets and outlining a feasible timeline for an IPO. The strategy is aligned with the company's growth potential and current industry trends, providing solid options for investor returns.

Key Takeaways: The exit strategy is realistic and well-planned, offering both acquisition and IPO possibilities that provide clear paths for returns to investors.

Evaluation by **pynn**

Fundraise

Investability

Strengths

- **Appropriate Fundraising Goal:** The €200,000 being raised aligns well with EventMatch AI's needs, providing necessary resources for growth without excessive equity dilution.

- **Supported Valuation:** The €2 million valuation is justified by the large event management market opportunity, innovative AI-driven technology, and demonstrated early traction from beta users.

- **Clear Investment Distribution:** The allocation of funds is clearly outlined, with 40% for development, 30% for sales, 20% for staff, and 10% for legal, showing detailed plans for product advancement and operational support.

Weaknesses

- **Short Runway:** The company's current 10-month runway is limited, making it highly dependent on the successful completion of this fundraising round. This highlights the need for better financial planning.

- **Investor Network:** While current investors are qualified, the company could benefit from attracting investors with more extensive networks and experience in scaling AI and event management startups.

Recommendations

- **Attract Strategic Investors:** Focus on bringing in investors with a strong track record in AI technology and early-stage startups, who can provide not only capital but also valuable connections and strategic advice.

- **Strengthen Financial Planning:** Improve cash flow management and extend the runway by optimising expenses and exploring alternative funding options, such as grants or strategic partnerships.

- **Efficient Use of Funds:** Ensure that the funds raised are utilised efficiently to achieve the company's growth milestones. Regularly review and adjust the investment distribution to align with strategic goals and market demands.

Funding Round

Current Investment Round

Required Investment	€200K
Funding Type	Equity Investment
Pre-Money Valuation	€2M
Minimum Investment Ticket	€25K
Hard Commitment (Received)	€100K
Soft Commitment	€50K
Past funding	€100K
Expected Round Dilution	10%
Founders Equity After The Round	75%
Current Burn Rate	€5K
Current Runway	10 month
Cash on Hand	€50K
Burn Rate After The Round	10K
Runway After The Round	18 month

Evaluation by **pynn**

Funding Round

Investment Distribution

- ● Sales
- ● Marketing
- ● Development
- ● Cash Reserves
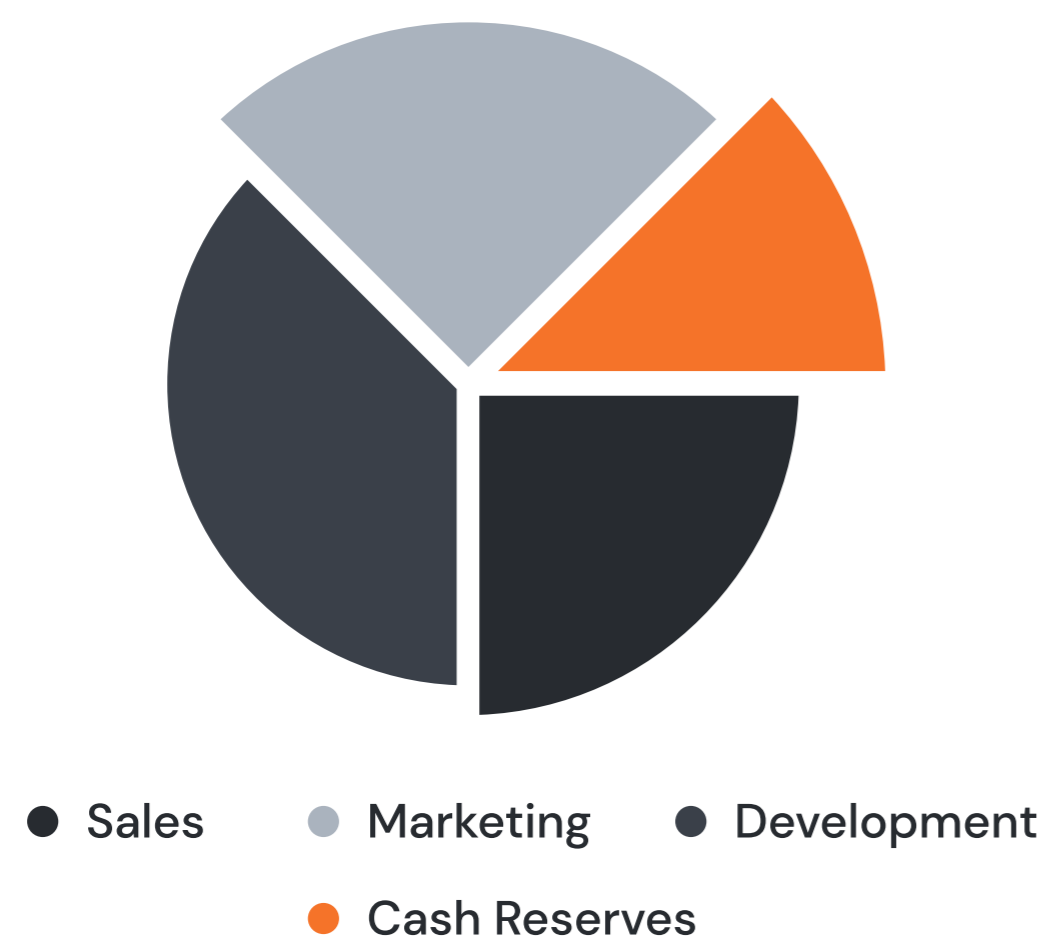
Justification of valuation and amount raised

- **Valuation Justification:** EventMatch AI's €2 million valuation is supported by its proprietary AI technology, early traction from beta users, and the significant potential within the €500 billion global event management market. The valuation has been benchmarked against similar early-stage startups in the industry.

- **Investment Justification:** The €200,000 investment is crucial for product development, expanding the AI capabilities, and executing the marketing strategy to drive user acquisition and partnerships with event organizers.

Investor Qualifications

- **Ideal Investor Profile:** Seeking strategic investors with experience in the AI or event management sectors who can provide strategic guidance and support as we scale.

- **Complementary Expertise:** Investors should have a strong network and the ability to contribute to our market expansion efforts, particularly in key markets like Europe and North America.

Previous Round Terms

In the previous round, there were no additional clauses. An Angel Investor Group invested €100,000 for 10% equity at a €1 million valuation.
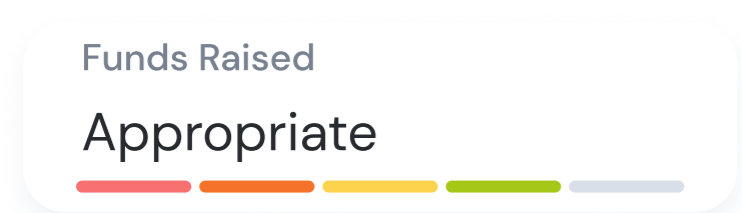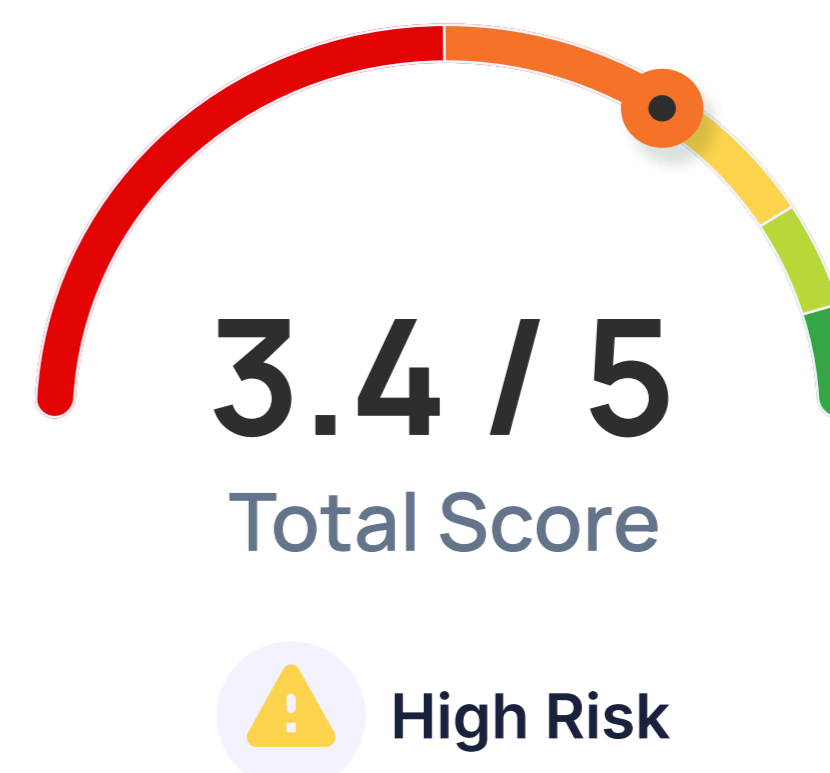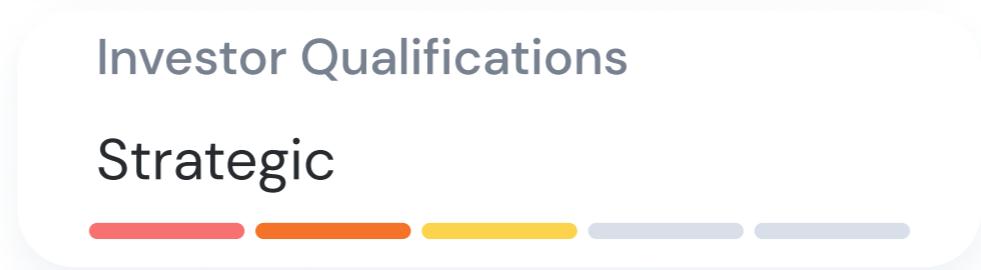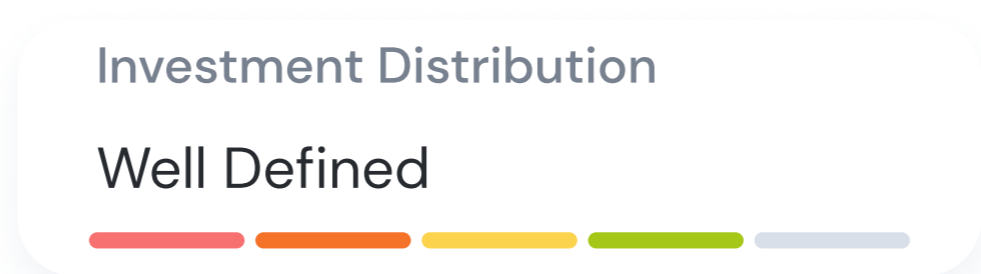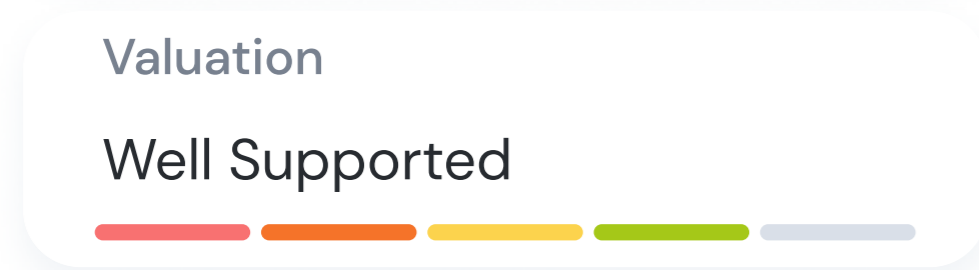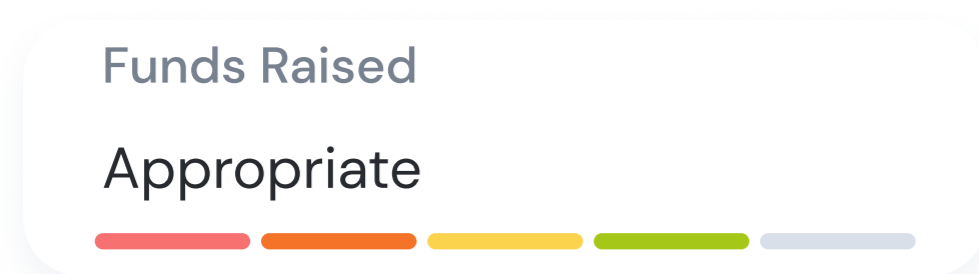
Current Round Terms

Offering equity with a pre-money valuation of €2 million. Investors will receive 10% equity in the company, with no additional discount or interest terms.

Future Funding Needs

Anticipate needing additional funding of approximately €2 million in 18 months to support expansion into new markets and further develop AI capabilities.

Fundraise Assessment

Funds Raised
Appropriate

Investment Distribution
Well Defined

Valuation
Well Supported

Investor Qualifications
Strategic

3.4 / 5
Total Score

⚠ High Risk


Funds Raised
Appropriate

The €200,000 investment covers critical areas like product development, marketing, and team expansion. This amount suits EventMatch AI's current stage and immediate goals, allowing advancement of AI technology and market presence without excessive equity dilution.

Key Takeaways: Ensure efficient use of the funds to achieve growth milestones and extend the runway.


Valuation
Well Supported
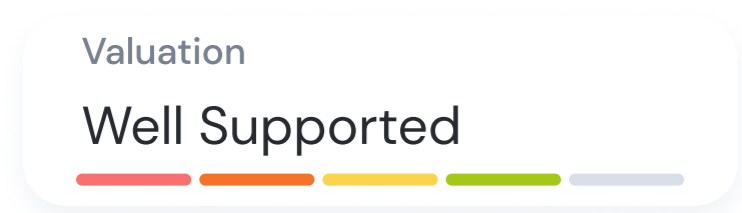
The €2 million pre-money valuation is justified by EventMatch AI's proprietary technology, early user traction, and the vast potential in the global event management market. Benchmarking against similar startups provides a solid foundation for this valuation.

Key Takeaways: Continue to build on these strengths to maintain or improve valuation in future funding rounds.

Investment Distribution
Well Defined
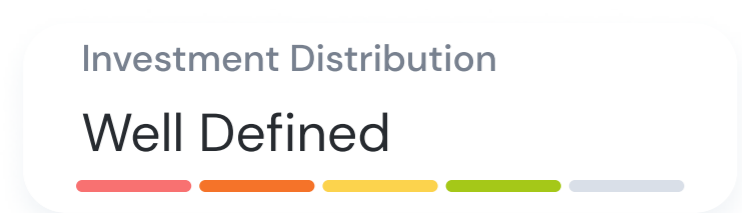
The clear allocation for staff (30%), sales (20%), development (40%), and legal (10%) demonstrates EventMatch AI's strategic plan for fund utilization to drive growth and product development.

Key Takeaways: Regularly review and adjust the investment distribution to align with evolving strategic goals.

Investor Qualifications
Strategic
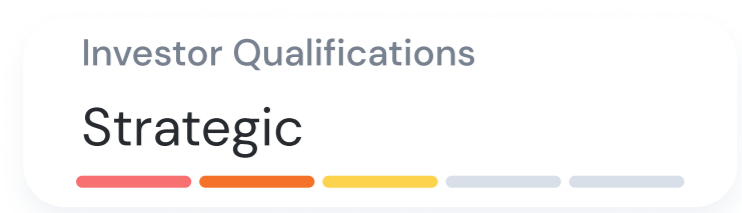
EventMatch AI seeks investors with experience in AI or event management sectors, strong networks, and ability to aid market expansion. This approach should secure investors who can offer valuable support and expertise.

Key Takeaways: Target investors with extensive experience in AI technology and scaling startups to add strategic value.

Evaluation by **pynn**

Appendices

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Evaluation by **pynn**

Evaluation of Market Size Estimates

Original Market Size Estimates

- **Total Addressable Market (TAM):** €500,000,000

- **Serviceable Addressable Market (SAM):** €200,000,000

- **Serviceable Obtainable Market (SOM):** €50,000,000

These estimates were based on a general market research website, which provides insights into the event management market. However, a review of this source raised concerns about its specificity and methodology, particularly in relation to AI-driven solutions in event management.

Source Evaluation

Relevance: The data relates to event management but lacks a focus on AI-driven solutions.

Credibility: MarketResearch.com is credible, but the report's details are unclear.

Timeliness: The publication date is missing, limiting our confidence in its current relevance.

Specificity: It provides general market data but lacks insight into AI-based event solutions.

Original Source: MarketResearch.com – Event Management Market

Revised Market Size Calculations

Using alternative sources, Allied Market Research reports the global event management software market is projected to grow from $6.39 billion in 2021 to $16.71 billion by 2031, with a CAGR of 10.4%. This serves as a better foundation for EventMatch AI's market potential.

1. Total Addressable Market (TAM)
The TAM is based on the global event management software market estimate for 2031, converted into euros.

- **TAM: $16.71 billion ≈ €15.3 billion**

2. Serviceable Addressable Market (SAM)
EventMatch AI's target markets, Europe and North America, account for approximately 71.4% of the global market.

- **SAM: €15.3 billion * 71.4% ≈ €10.92 billion**

3. Serviceable Obtainable Market (SOM)
Assuming a 1% capture of the SAM over the next 3-5 years, we estimate the SOM:

- **SOM: €10.92 billion * 1% = €109.2 million**

Recommendations for Further Refinement

Primary Research: Conduct surveys and interviews with potential customers to gauge the demand for AI-driven event management solutions.

Benchmarking: Analyse the market share of current leaders in the event management software space to better understand competitive dynamics.

Target Segment Analysis: Assess the specific needs and adoption rates of new technologies among event organisers in key regions.

Conclusion

EventMatch AI's original market size estimates were ambitious but slightly inflated. The revised figures, based on more relevant data, still demonstrate significant growth potential for the startup. By refining their estimates and further validating them through primary research, EventMatch AI can present a more defensible market opportunity to investors.

Evaluation of Business Model – 1

Market Penetration Assumptions

Assumption: EventMatch AI estimates achieving a 5% market penetration within four years.

Analysis:

- A 5% market penetration in four years is ambitious for a new player in a competitive market.

- One could recommend aiming for a 2-3% market penetration as a more realistic target.

- **To support this goal, one could suggest:**

  - Conducting thorough market sizing research to accurately define the Total Addressable Market (TAM)

  - Segmenting the market to identify the most promising niches for rapid adoption

Customer Acquisition Strategy

Assumption: EventMatch AI plans to use targeted digital marketing, strategic partnerships, and leveraging industry events for customer acquisition.

Analysis:

- The multi-channel approach is sound and aligns with industry best practices.

- **One could recommend:**

  - Developing a detailed content marketing strategy to establish thought leadership in AI-driven event management

  - Exploring affiliate partnerships with event industry influencers

  - Implementing a referral program to **incentivise** word-of-mouth growth

Evaluation of Business Model – 2

User Engagement Metrics

Assumption: EventMatch AI reports 15,000 Daily Active Users (DAU), a 70% 30-day retention rate, and an average session time of 12 minutes.

Analysis:

- These metrics are strong for an early-stage startup and indicate good product-market fit.
- The 70% retention rate is particularly impressive and should be highlighted to potential investors.
- **To further validate these metrics, we suggest:**
  - Comparing them to industry benchmarks for event management platforms
  - Tracking cohort analysis to understand user behavior over time
  - Implementing Net Promoter Score (NPS) surveys to gauge user satisfaction

Customer Segmentation

Assumption: EventMatch AI focuses on tech conferences, corporate events, and trade shows.

Analysis:

- This segmentation provides a clear focus but may be too narrow for rapid scaling.
- **One could recommend:**
  - Conducting market research to identify additional high-potential segments (e.g., academic conferences, cultural events)
  - Developing tailored value propositions for each segment
  - Creating case studies demonstrating success in each target segment

Geographical Focus

Assumption: EventMatch AI plans to start in key markets like Europe and North America, focusing on cities with large events.

Analysis:

- The focus on major event hubs is a sound strategy for initial growth.
- **One could suggest:**
  - **Prioritising** 3-5 specific cities for launch based on event density and AI adoption rates
  - Developing **localisation** strategies for each target market
  - Exploring partnerships with local event associations and venues in key cities

Conclusion

In conclusion, while EventMatch AI's customer assumptions show ambition and potential, one could recommend adopting more conservative growth projections and focusing on targeted, data-driven strategies for customer acquisition and retention. By refining their approach based on these suggestions, EventMatch AI can present a more credible and achievable growth plan to potential investors.