Challenges for Events

- Low value for attendees
  - Hit-or-miss networking
  - Tardy session content (presentation, video)
- Low ROI for Sponsors
  - Few leads - only 5-20% stop by at booths
  - $$$ for only a few days of marketing
- Low returns for Organizer
  - Low attendance, community gone after the event
  - Unrealized revenue on content and community
  - Expensive content submission, session recordings
Forces that affect live events

Networking  LinkedIn  facebook

Content  http://www.Scribd.com  YouTube

Community  facebook  Blog

Communication  Facebook  LinkedIn  Twitter  WordPress  Digg  Google

Marketing  Facebook  LinkedIn  Twitter  WordPress  Digg  Google

In-person meetings  WebEx  GoToMeeting

Omnipresent devices
ConnectSpan creates

Monetizable Event Community

Single point access from mobile and web

Community

- Attendees
- Non-attendees
- Sponsors
- Speakers
ConnectSpan creates

**Monetizable Event Community**

Single point access from mobile and web

**Community**
- Attendees
- Non-attendees
- Sponsors
- Speakers

**Session Content**
- Viral Marketing
- User Content

Increased Attendance

ConnectSpan.com, Copyright 2010
ConnectSpan creates

Monetizable Event Community

Single point access from mobile and web

Targeted contextual networking

- Virtual Networking Rooms
  - Roles Based Interests
  - Topics
  - Sessions @ conf
  - Locations @ Conf

Community

- Attendees
- Non-attendees
- Sponsors
- Speakers

Session Content

- Increased Attendance
- Viral Marketing

User Content

- Virtual @ Expo
- Viral @ Expo

Increased Attendance

ConnectSpan.com, Copyright 2010
Key features

- Multimedia Content Management + Community + Content + Agenda + Networking
- Virtual attendee (Virtual conference)
- Monetization – New money for organizers
  - Content
  - Sponsors
Long term vision

- “Sixth sense” for events
- Tablets and smart phones will be universal at events
- Web apps, native apps
- Open source platform
- Run it in the cloud
ConnectSpan Apps

- **Our pre-built Apps include:**
- **Mobile App:** Conference information, content, and community on-the-go
- **Virtual Expo App:** New lead generation and community interaction for sponsors
- **Agenda App:** Agenda, session info, title/time/track/speaker views, speaker list
- **Publication App:** Searchable agenda, sessions, speakers, presentations, videos, & podcasts
More ConnectSpan Apps

- **Our pre-built Apps include:**
- **Networking App:** Attendees and sponsors network before, during, and after the event
- **Community App:** Multimedia blogs, discussions, tweets, and photos
- **Social Media App:** Unified interface to Twitter, Flickr, and other social media sites
- **Apps Portal:** Menagerie of apps bundled in a custom companion portal site
- **Conference RIA Website:** Entire conference site as a RIA
- Custom conference home page and about page
- Custom banner, background, and style
• Conference Agenda, Session details
• View by title, time, track, day, author
• Search based on track, time, day, author

• Attendee directory, My Contacts
• Search based keywords and interest
• Exhibitor list
• Mobile Virtual Expo with lead generation
• Sponsor messages on selected content
• New monetization

• Profile details with interests specific to conference
• Make connections, send messages
http://connectspan.com/eclipse

Presentations viewed on web
My Notes, Shared Notes, Annotations
Content from Multiple Conferences

10 Ways to Get Your Boss to Approve a PS3 For Your Desktop

Emma McGrattan
Ingres Corporation
We need you!

Who:
- Cloud experts, mobile web app experts, native apps
- Open to engage folks with business, marketing, sales skills

What can I do:
- Enhance existing features or implement new ones on top of the platform
- Build apps on our platform
- Help us scale and become open source (work on the platform)
Exciting features you can help with

- Deploy to EC2 or Google App Engine
  - Multi-tenant, SSL, URL mapper
- Enhance server for scalability
- Offline mode, data/messaging synch, “proximity’
- Integrate with Linkedin, Facebook, Twitter, Blogs
- Integrate for polls, surveys, Q&A
More features you can help with

- Enhance Monetization module
- Native apps on tablets, Android
- Advanced networking features
- Virtual attendee
- Virtual expo
- Enhance in-person collaboration using devices
- Open source strategy
- Business models, revenue sharing
Commitment, payoff!

Commitment:
- Commit for feature in a mutually agreed time frame
- Full time or Part time work as a pet project (do not need to leave your job)

Payoff:
- Royalty on your features and apps, consulting engagements from our clients
- Improve your resume – prepares you for a dream job!
- For college students, we offer internships
Summary

- Vision is to create open source 21st century platform for events with ecosystem around web and mobile apps
- **Ashvin Radiya**
  - IIT/Bombay, Syracuse (MS, PhD, Computer Science)
  - Worked for IBM
  - Started AvantSoft, Inc., EclipseUniversity.org
    - Played all roles – developer, architect, design, technical lead, instructor, mentor, marketing, sales, CTO, President, CEO
    - Secured clients: IBM, eBay, State Farm, Corporate express, Whirlpool, LSI, Freescale, Nokia, BEA, Oracle, Corticon, Bear Sterns, Defense, …
  - Launched products: EZPrintTool, ConnectSpan

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