BUSINESS TRAVEL SHOW AMERICA 2026

INNOVATION FACEOFF

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MESH



CHARLES DE GASPE BEAUBIEN

Founder and Chief Commercial Officer, Groupize

groupize

PRESENTED BY

BTNGROUP BY NORTHSTAR

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aime™- AI for Meetings & Events

AI agents for meetings, events & guest travel



Innovation Faceoff · Business Travel Show America · 15 Oct 2026

WHY GROUPIZE IS DIFFERENT

A small army of aimes

01 End to end
Every step and handoff, request to reconciliation

02 Integrated into your T&E ecosystem
Concur Travel, Concur Expense, Joule, your AI, Life Science Compliance, TMCs, and more

03 Proven at scale
Live today at 100+ companies

14 aimes live today +1 every month

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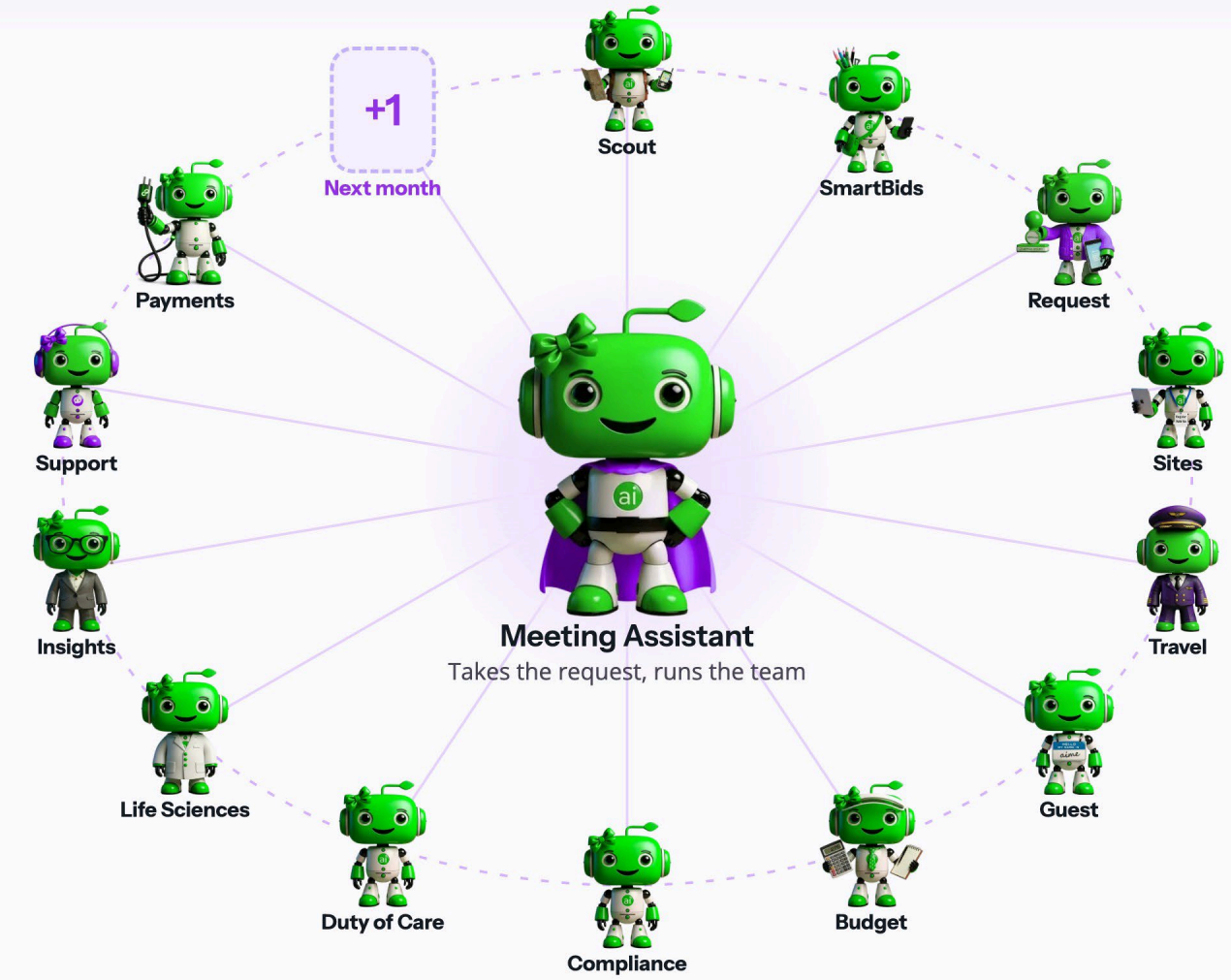
ONE PLATFORM FOR

Strategic meetings | Small meetings | Guest travel | Registration | Life sciences



14 AIME AGENTS · ONE PLATFORM

One prompt, every step handled

One prompt



Meeting Assistant runs the team

01	02	03	04	05	06
Approvals	Venue	Site & app	Travel & guest	Payments	Reporting
MRF	Scout	Sites	Travel	Guest	Payments	Insights
Request	SmartBids	Support	Compliance	Duty of Care	Budget	
			Life Sciences			

YOUR SYSTEMS

SAP Concur · Salesforce · GDS · Excel & SharePoint · Data lake

Groupize MCP

YOUR AI ASSISTANT

Claude · Copilot · ChatGPT · aime Insights

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FOR YOUR TEAM

- Awesome to use
- From weeks to minutes
- Remove manual work and multiple tools
- Anyone can run a meeting
- In policy by design

groupize

WHAT IT MEANS FOR YOU

You can finally do more with less

FOR THE COMPANY

- Leverages T&E infrastructure
- Savings on every meeting
- Supplier optimization
- Policy applied every time
- Full visibility and reporting
- Travel and meetings as one

SEE IT WORK · ONE PROMPT, FOUR VIDEOS

“Pull the attendees from our CRM campaign. Set travel rules by attendee type. Build the registration site and the app. Block 50 rooms at The Leinster. Draft the invitations. Text everyone the day before. Show me before anything goes out.”

ACME Corp new-hire onboarding · Dublin, The Leinster · 17–19 October 2026 · Employees, guests and attendees

VIDEO 1 Venues sourced in Concur

VIDEO 2 The site builds itself

VIDEO 3 Guest travel, solved

VIDEO 4 Every dollar, one place

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NEW SAP Concur

Venue Sourcing without leaving SAP Concur



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One brief. A registration site, built and live.



STEP 1 · AIME
SmartBids



STEP 2 · AIME
Sites



STEP 3 · AIME
Guest



STEP 4 · AIME
Insights

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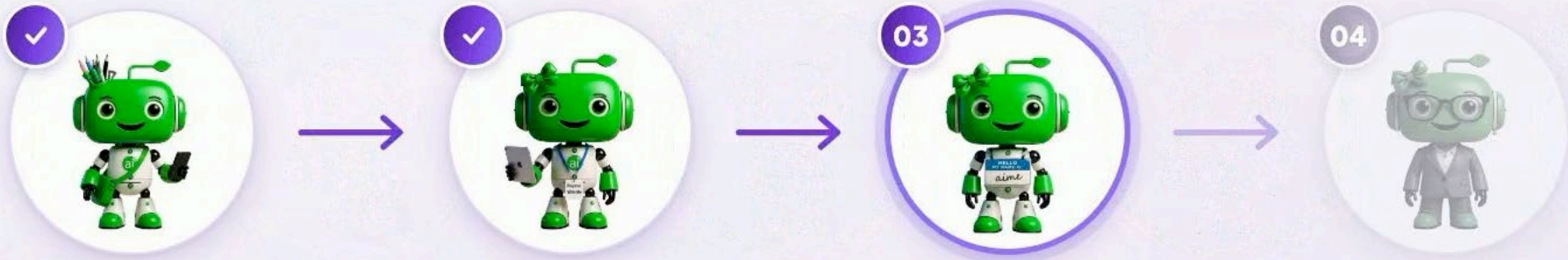
NEW SAP Concur

Guest travel, booked through SAP Concur



STEP 1 · AIME
SmartBids

STEP 2 · AIME
Sites

STEP 3 · AIME
Guest

STEP 4 · AIME
Insights

groupize

Every event, every traveler, every dollar



STEP 1 · AIME
SmartBids

STEP 2 · AIME
Sites

STEP 3 · AIME
Guest

STEP 4 · AIME
Insights

ALL DEPARTMENTS

- Finance
- Security
- Facilities
- Procurement
- HR
- Admins
- Travel Managers
- Marketing
- Events
- Meeting Planners

YOUR SYSTEMS

- SAP Concur
- CRM
- HR & Finance
- Your AI assistant

ONE PLATFORM
Single source of truth

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PROVEN AT SCALE

Live today: 100+ companies already run on this

100+

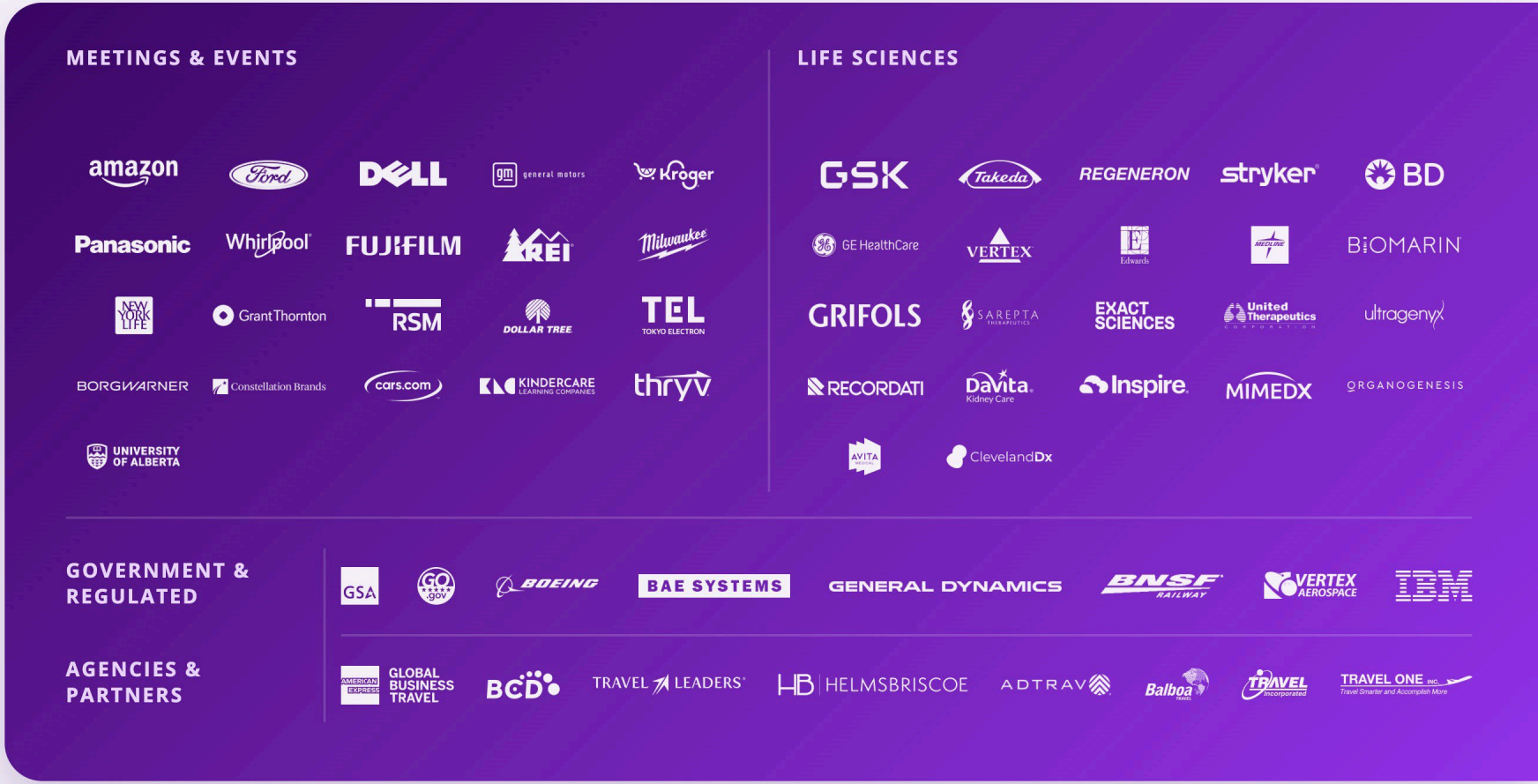
companies run their meetings, group and guest travel on Groupize today.

WE WORK WITH

- SAP Concur
- SAP Joule
- Online booking tools
- IQVIA
- Direct connects to hotels
- MedPro

SECURITY & COMPLIANCE

- PCI DSS
- ISO 27001
- GDPR
- FedRAMP



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WHAT'S HERE · IN PROGRESS

Live today, and what's coming

HERE NOW

450,000

suppliers and growing

Hotels · Restaurants · Venues · Vendors

Global & multi-lingual

IN PROGRESS

Instant booking of meetings

Group room blocks and meeting space, booked instantly, direct with the hotels.

Group room blocks · Meeting space · Direct with the hotels

MORE OF THE MARKETPLACE

7 new hotel chains · Activities · Group transportation

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THE TEAM

The people behind aime

Connections, trust and relationships are why meetings exist.
They're also how we work with you.



Alisa
CEO



Charles
CCO



Ramki
CTO



Sandeep
Chief AI Officer



David
SVP Sales



Mathilde
CFO

+40

And more
other team members

groupize

WHAT YOU JUST SAW · ONE PROMPT, END TO END · ALL LIVE TODAY

Sourced, registered, booked, reported

groupize



6/6
CRITERIA PROVED

TECHNICAL INNOVATION
14 AI agents, AI-native end to end, open over MCP and A2A

BUSINESS INNOVATION
Employees, guests and attendees, each billed under your own rules

DIFFERENTIATION
One flow from approval to payment. Nobody else covers all of it

ABILITY TO SELL
Live at 100+ companies, inside SAP Concur. An industry first

BROAD INDUSTRY IMPACT
Small meetings and group travel, finally in the managed program

ADVANCES BEST PRACTICE
Policy by traveler type, duty of care for every guest and attendee