Event Tech state of the union

Miami, March 26th, 2019

My Background

- Apple

- +500 events during 25 years. From Comdex to Reed

- B2B Publishing & Internet 1.0 e-commerce (Pearson + Liberty)

- Vesuvio Ventures. 35+ tech/digital investments and advisory since 2008

- Intersection between face to face/live events and digital

How Digital Technologies Are Changing
The $565 Billion Dollar Events Industry

THE
FACE OF
DIGITAL

INSIDE THE ORIGINAL SOCIAL NETWORKS

MARCO GIBERTI AND JAY WEINTRAUB

Agenda

Why Event Tech and Why now?

How big and disruptive Event Tech is and could be?

Main Categories and players by investment and market size

Future opportunities and challenges
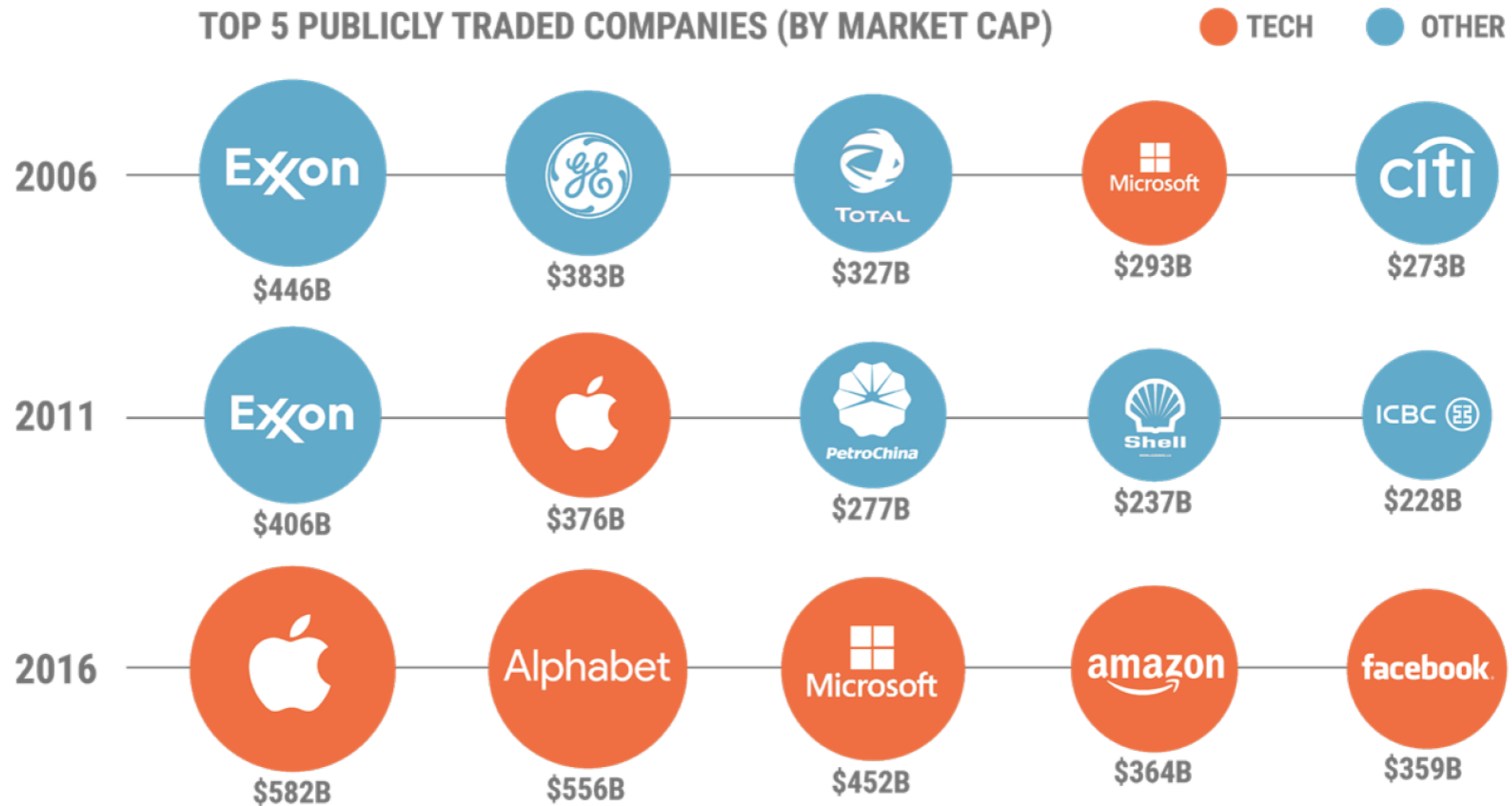
August 20, 2011, Mark Andreessen WSJ Article

Mark Andreessen, founder of Netscape & renowned VC, 2011 in the WSJ

" Software is eating the world, in all sectors.

In the future every company will become a **software** company"

Technology is eating every industry

TOP 5 PUBLICLY TRADED COMPANIES (BY MARKET CAP)   ● TECH   ● OTHER

2006
- Exxon — $446B
- GE — $383B
- Total — $327B
- Microsoft — $293B
- Citi — $273B

2011
- Exxon — $406B
- Apple — $376B
- PetroChina — $277B
- Shell — $237B
- ICBC — $228B

2016
- Apple — $582B
- Alphabet — $556B
- Microsoft — $452B
- amazon — $364B
- facebook — $359B

CBINSIGHTS   Source: Visual Capitalist

Why not live events?

How Big?

Events Tech Feed Summary

Companies which provide software solutions for event organizers and planners to manage the entire event lifecycle.

- **Inclusions:** Includes companies providing tools for organizers and planners of business events such as seminars, workshops, meetings, conferences, trade shows, and entertainment events such as concerts, festivals, sports, theater, to plan events, manage logistics and procurement, promote events, register guests/sell tickets, engage attendees during the event, and analyze event results.

- **Exclusions:** Event services companies, consulting event management companies, event organizers (such as Coachella, Tomorrowland), and personal events such as individual/group activities, and tourism.

- Excludes funding information of Chinese companies

Overview

4259 Covered on Tracxn	752 Funded		
21 Mega Companies	$3.6B Funding		

Feed in Numbers

4 Unicorns	13 Soonicorns	35 Minicorns
13 IPO'd Cos	30 Late Stage Cos	173 Series A+ Cos
176 Acquisitions	1 Acquihired	609 DeadPooled

Top Companies
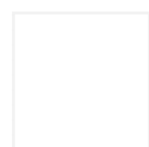
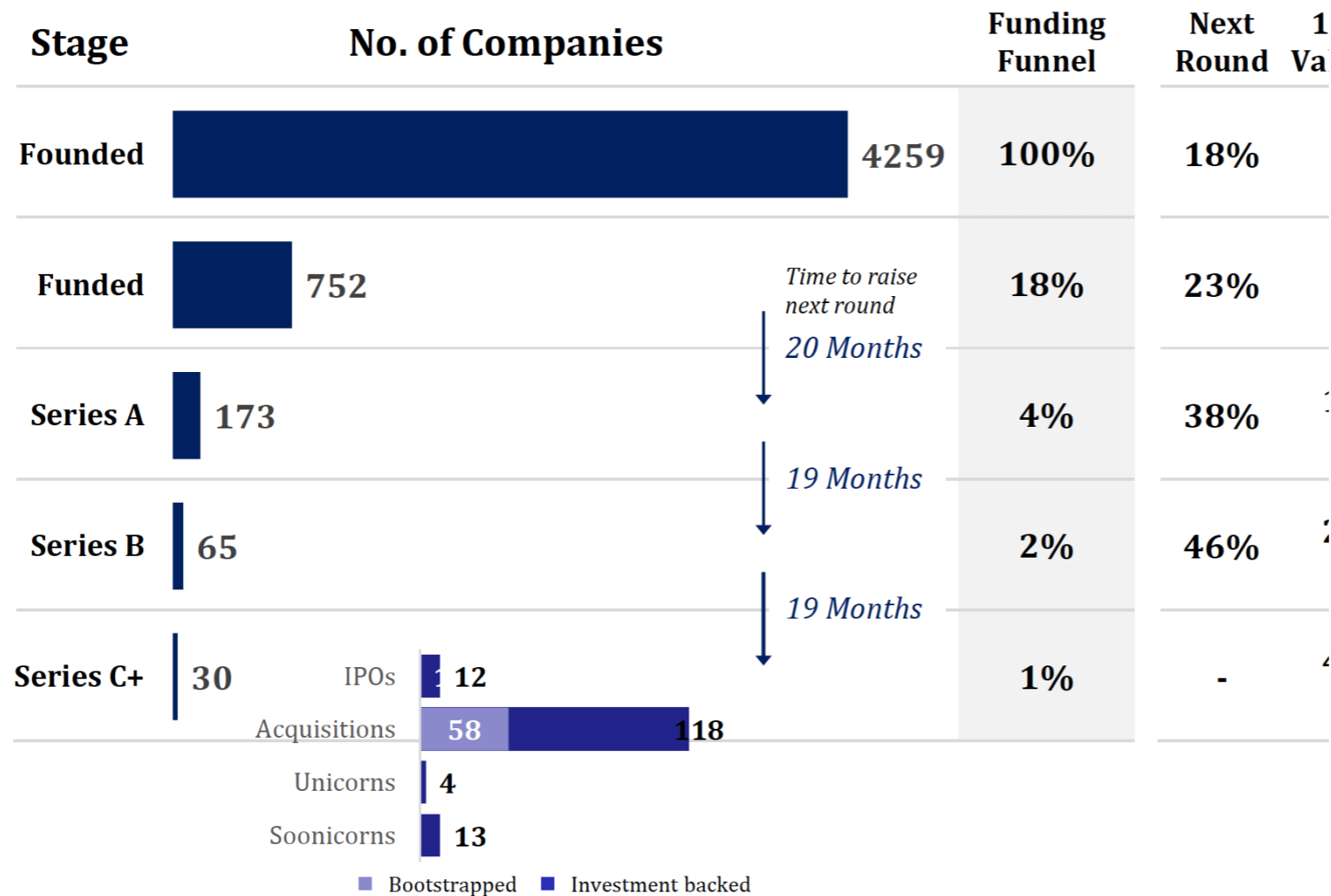| Verve	Fevo	Seaters
(2010, London, $36.6M)	(2016, New York City, $33.2M)	(2014, New York City, $10.8M)

Note: Mega Companies includes IPO'd companies, Mega Acquisitions and Unicorn. Data is taken from Tracxn Platform as on February 26, 2019.

Tracxn

Funding Funnel

Number of companies progressing to subsequent funding stages in Events Tech

Stage	No. of Companies		Funding Funnel	Next Round	1 Va
Founded	4259		100%	18%	
Funded	752		18%	23%	
Series A	173		4%	38%	
Series B	65		2%	46%	
Series C+	30		1%	-	

Time to raise next round

20 Months

19 Months

19 Months

IPOs	1 12
Acquisitions	58 118
Unicorns	4
Soonicorns	13

■ Bootstrapped   ■ Investment backed

Note: Numbers in the brackets show the count of companies

We only need a very small number of successful and disruptive startups to change a whole industry

INSIGHT
VENTURE PARTNERS

PROVIDENCEEQUITY

KKR

VISTA
EQUITY PARTNERS

HGGC

PILOT GROWTH

JMI
EQUITY

PAMLICO
CAPITAL

communitybrands

patron
TECHNOLOGY

doubledutch
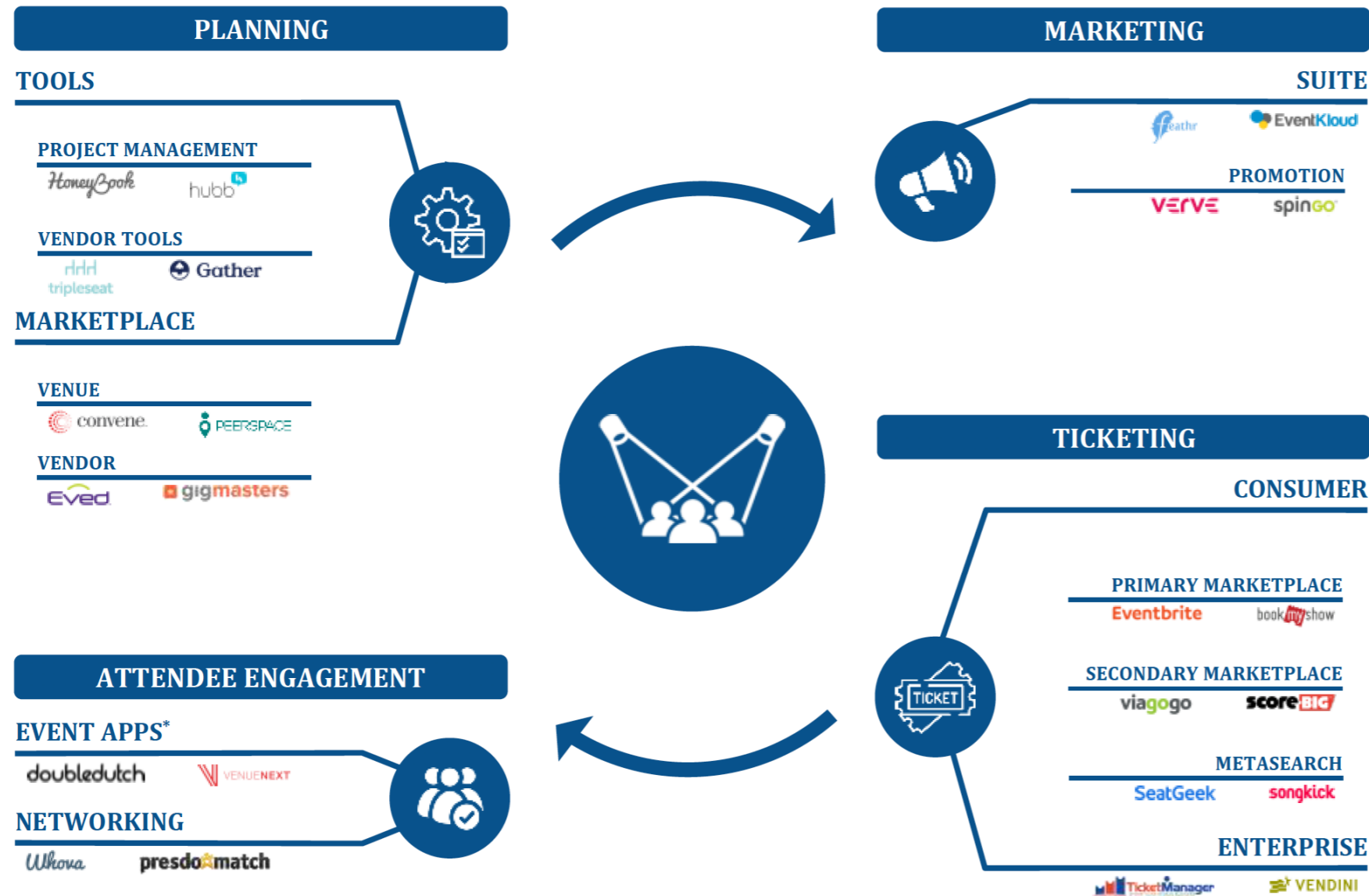
cvent

aventri
formerly etouches

BIZZABO

rainfocus

Feathr

Personify

Marketmap: Events Tech

Events Tech > Feed Summary > BlueBox

PLANNING

TOOLS

PROJECT MANAGEMENT
HoneyBook · hubb

VENDOR TOOLS
tripleseat · Gather

MARKETPLACE

VENUE
convene · PEERSPACE

VENDOR
Eved · gigmasters

ATTENDEE ENGAGEMENT

EVENT APPS*
doubledutch · VENUENEXT

NETWORKING
Whova · presdomatch

MARKETING

SUITE
Feathr · EventKloud

PROMOTION
VERVE · spinGO

TICKETING

CONSUMER

PRIMARY MARKETPLACE
Eventbrite · bookmyshow

SECONDARY MARKETPLACE
viagogo · scoreBIG

METASEARCH
SeatGeek · songkick

ENTERPRISE
TicketManager · VENDINI

FACTSHEET

Overview
Companies	4259		
Funded	752	**Series A+**	173
Funding	$3.6B	**Last 2 yrs**	$890M

Most Active Investors
Seed	Right Side Capital Management (4)
Series A/B	Accel Partners (3)
Series C+	Index Ventures (1)
Others	Kima Ventures (9)
Incubators	500 Startups (14)

Exits
IPOs	13	Eventbrite, Cvent
Acquisitions	176	Cvent, ACTIVE Network
Top Acquirers		Ticket Master, Cvent

Feed in Numbers
Unicorns	4	**Soonicorns**	13
Minicorns	35	**Editor Picks**	114
Acquihired	1	**Deadpooled**	609

Top Companies
Verve	(2010, London, $36.6M)
Fevo	(2016, New York, $33.2M)
Seaters	(2014, New York City, $10.8M)

Top Cities
Bay Area	177 Cos	$709M
New York City	151 Cos	$623M

Funding data excludes Debt, Grants & Post-IPO rounds. Excludes all details for Chinese companies.

* Upcoming Business Model

7 Feed Report - Events Tech - Feb 2019

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Tracxn

Summary of Key Markets

Key Sub Sectors in Events Tech Sector

Sub Sectors	# Cos Tracked	# Funded	Total Funding
Ticketing Companies providing software solutions and consumer-facing platforms for managing event...	2742	433	$1.9B
Suite Companies providing suites of software tools to manage the entire event life cycle	84	19	$637M
Planning Companies providing platforms to manage several aspects of event planning such as project...	759	147	$574M
Attendee Engagement Companies providing software solutions that enable event organizers to manage attendee...	581	124	$385M
Marketing Companies providing software solutions that help to promote events and sponsor brands...	90	26	$147M
Merchandise Companies providing platforms for selling event and sponsor brand related merchandise...	3	3	$1.4M

Top Markets of Investment Activity	# Cos on Platform	Last 2 Years	
		$ Invested	# Round
Planning > Organizer Tools > Venue > Discovery > **Marketplace**	149	$264M	10
Ticketing > Consumer > Marketplace > Primary > **Horizontal**	393	$194M	14
Ticketing > Enterprise > Organizers > **White-label Ticketing**	669	$14.5M	14
Planning > Organizer Tools > **Project Management**	109	$17.8M	6
Attendee Engagement > **Networking**	81	$90M	3
Attendee Engagement > Live Campaign Management > Event App > **Business Events**	256	$10.5M	5

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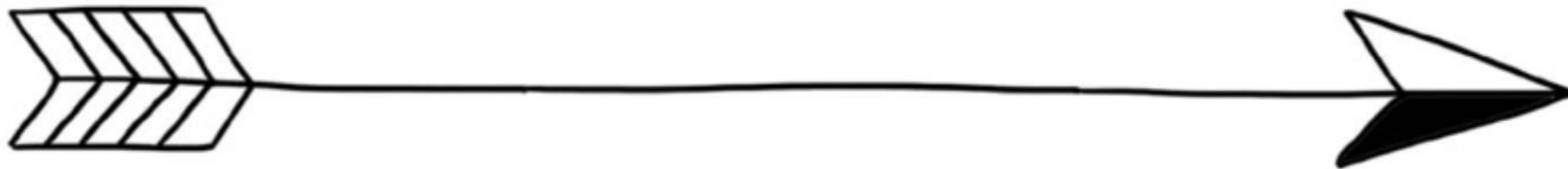
INNOVATION

DISRUPTION

DOING THE SAME THINGS A BIT BETTER

DOING NEW THINGS

MAKING THINGS THAT MAKE THE OLD THINGS OBSOLETE

How likely is the live events industry to be disrupted?

Published on February 4, 2018   ✏ Edit article | ↗ View stats

Marco Giberti
Founder and CEO. Vesuvio Ventures
● 11 articles

The topic of industry disruption- "*A process whereby a smaller company with fewer resources is able to successfully challenge established incumbent business*" is the way that this Harvard Business Review article describes how industry disruption is affecting most industries.

 I think that the live events industry, including trade shows, conferences, corporate events,

Some final thoughts…

Why is Event Tech finally happening? *Remember "software is eating the world"*

Cultural / not technological change=digital mindset and engagement

Brands/Exhibitors and Buyers/Visitors will be leading event tech changes faster than organizers.

Some final thoughts…

- 4. **The snowball effect** event owners will move fast when they see concrete results

- 5. **Critical mass** of talented entrepreneurs building event tech companies

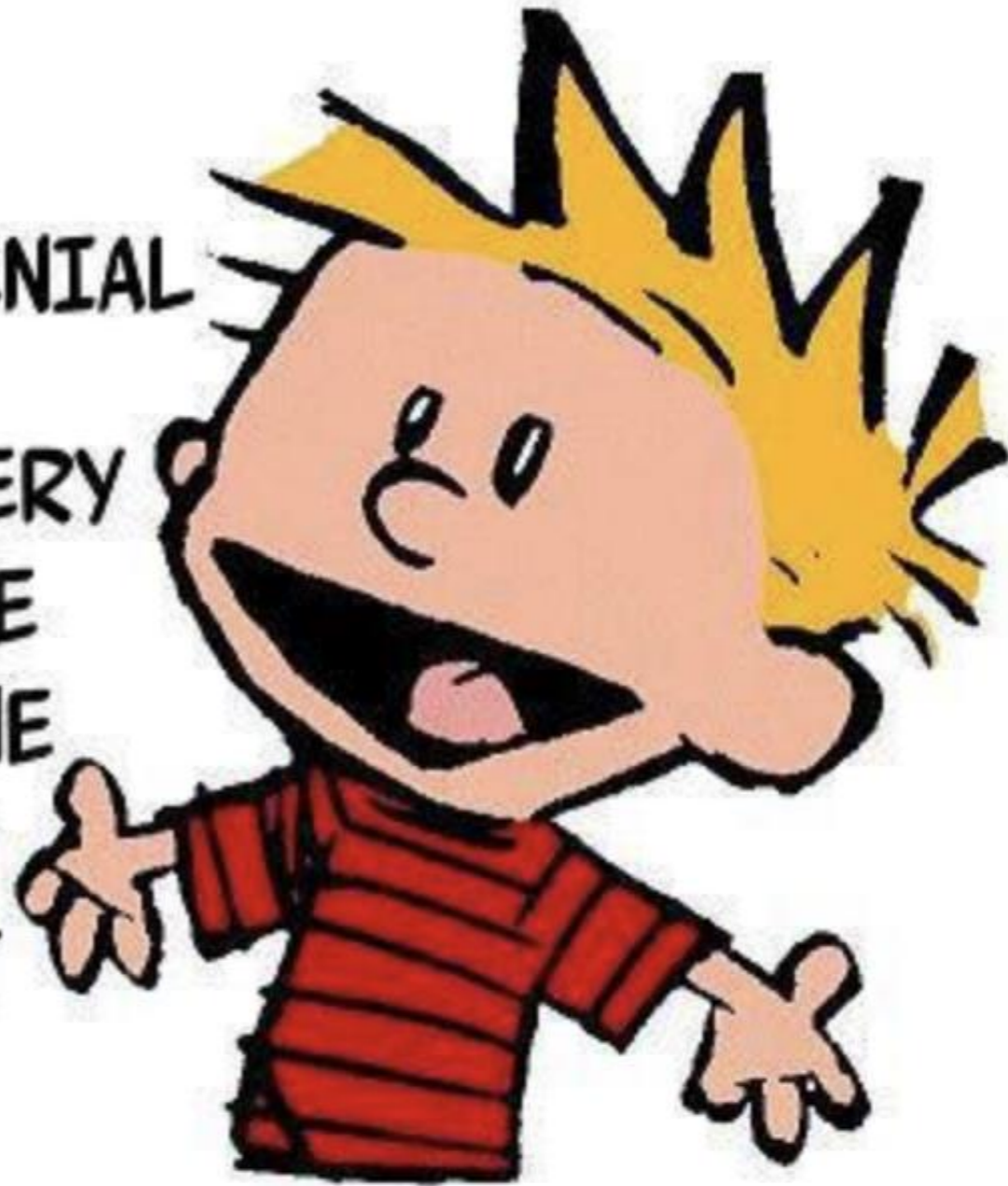- 6. **Partnerships and collaboration** are more critical than ever

How are companies and executives reacting to disruption and innovation?

DENIAL

NAIVE OPTIMISM

"Oh, that? We don't know what that is. The plan is to just ignore it and hope it goes away."

Pragmatic Realism
Dealing with it accordingly

prag·mat·ic /pragˈmadik/
adjective
dealing with things sensibly and realistically in a way that is based on
practical rather than theoretical considerations.

——————————————

re·al·ism /ˈrē(ə)ˌlizəm/
noun
the attitude or practice of accepting a situation as it is and being
prepared to deal with it accordingly.

Thank you!

Q&A