ConnectSpan

Connecting People and Content for Business

Connected Conference
Connected Event
Connected Corporate Meeting
Connected Association
Connected Training
Connected Publication

Speaker: Ashvin Radiya
ashvin@ConnectSpan.com, 408-230-8816

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

Contnent

Community

Communication

Marketing

In-person meetings

Omnipresent devices

Monetizable Event Community
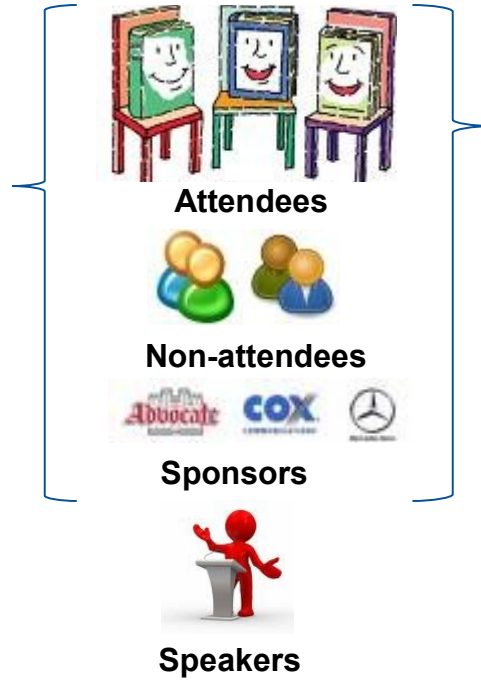
Single point access from mobile and web

Community

Attendees

Non-attendees

Sponsors

Speakers

Monetizable Event Community

Single point access from mobile and web

Community

Attendees

Non-attendees

Sponsors

Speakers

$

Session Content

VIDEO

$

User Content

Blog

Increased Attendance

Viral Marketing

Monetizable Event Community

Single point access from mobile and web

Targeted contextual networking

Virtual
Networking
Rooms

Roles
Based

Interests

Topics

Sessions
@ conf

Locations
@ Conf

LIVE

LIVE

Community

$

Attendees

Non-attendees

Sponsors

Speakers

Virtual @ Expo

Exhibition Hall

$

Session Content

$

VIDEO

User Content

$

Blog

Increased
Attendance

Viral
Marketing

6
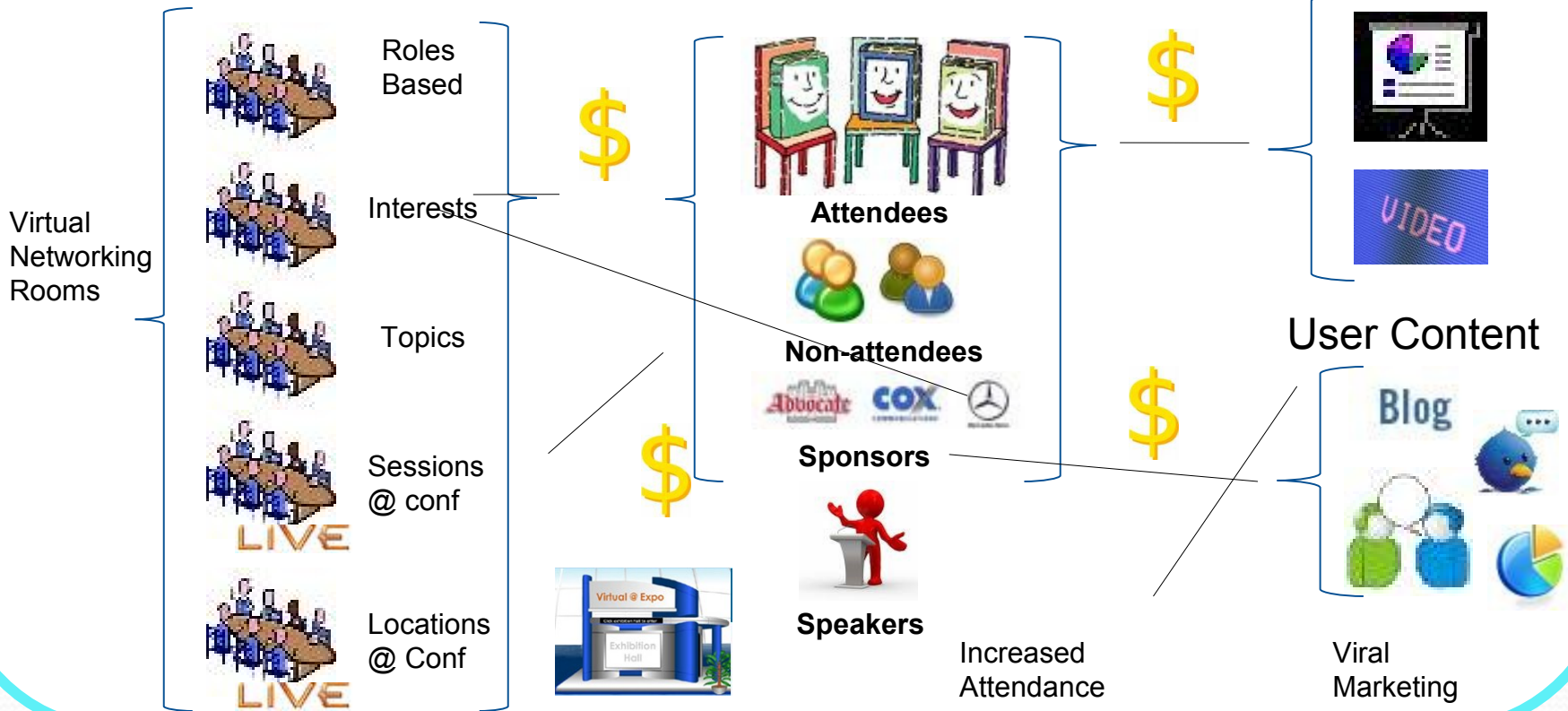
Key features

- 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

Networking App

Mobile App

Virtual Expo App

Community App

Publication App

ConnectSpan Apps Platform

Agenda App

Apps Portal
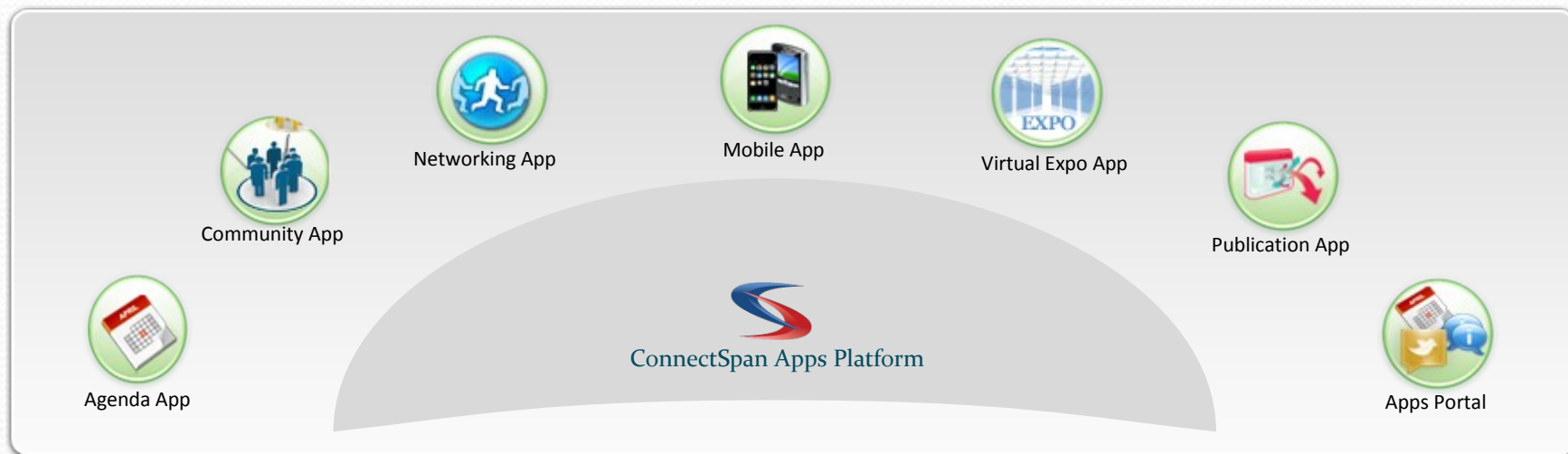
More ConnectSpan Apps

- *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

Community App

Networking App

Mobile App

Virtual Expo App

Publication App

Agenda App

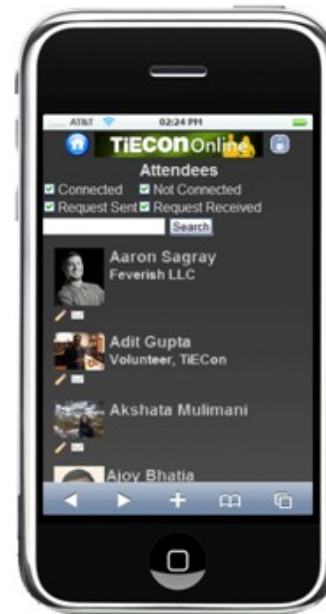ConnectSpan Apps Platform

Apps Portal

- Custom conference home page and about page
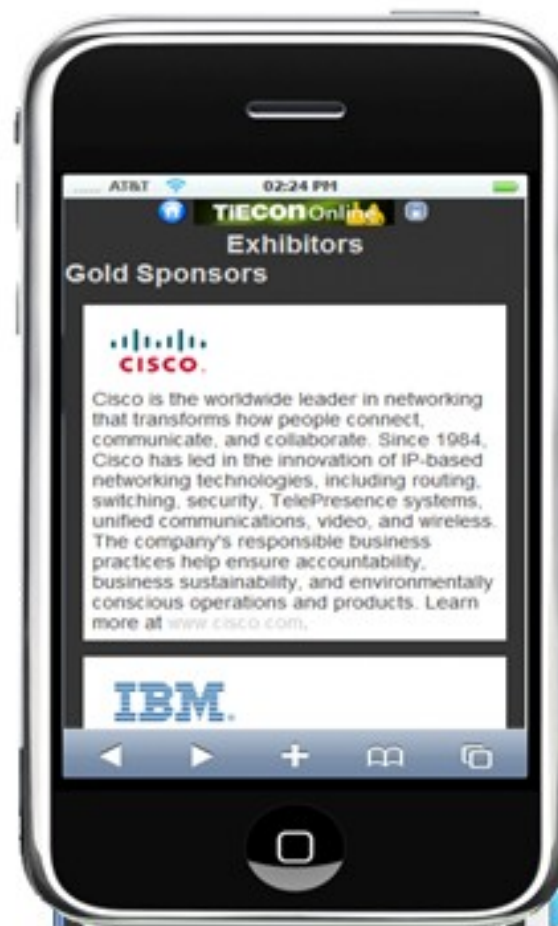- Custom banner, background, and style
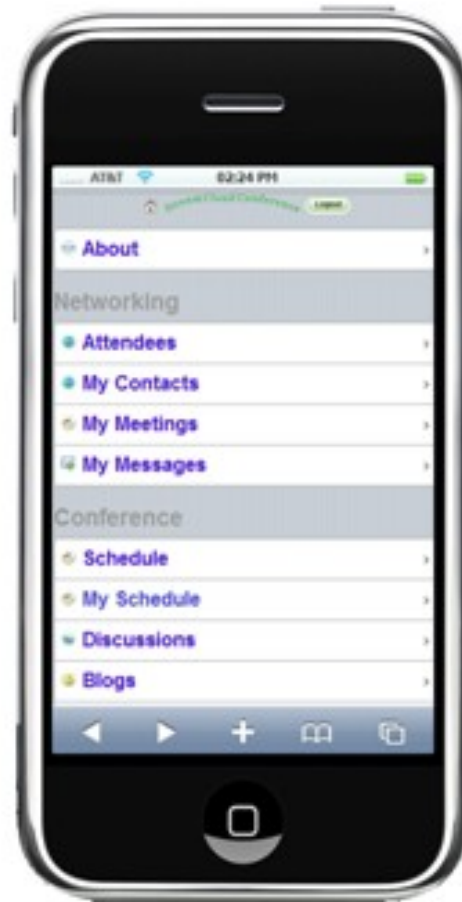
- Conference Agenda, Session details
- View by title, time, track, day, author
- Search based on track, time, day, author

- 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
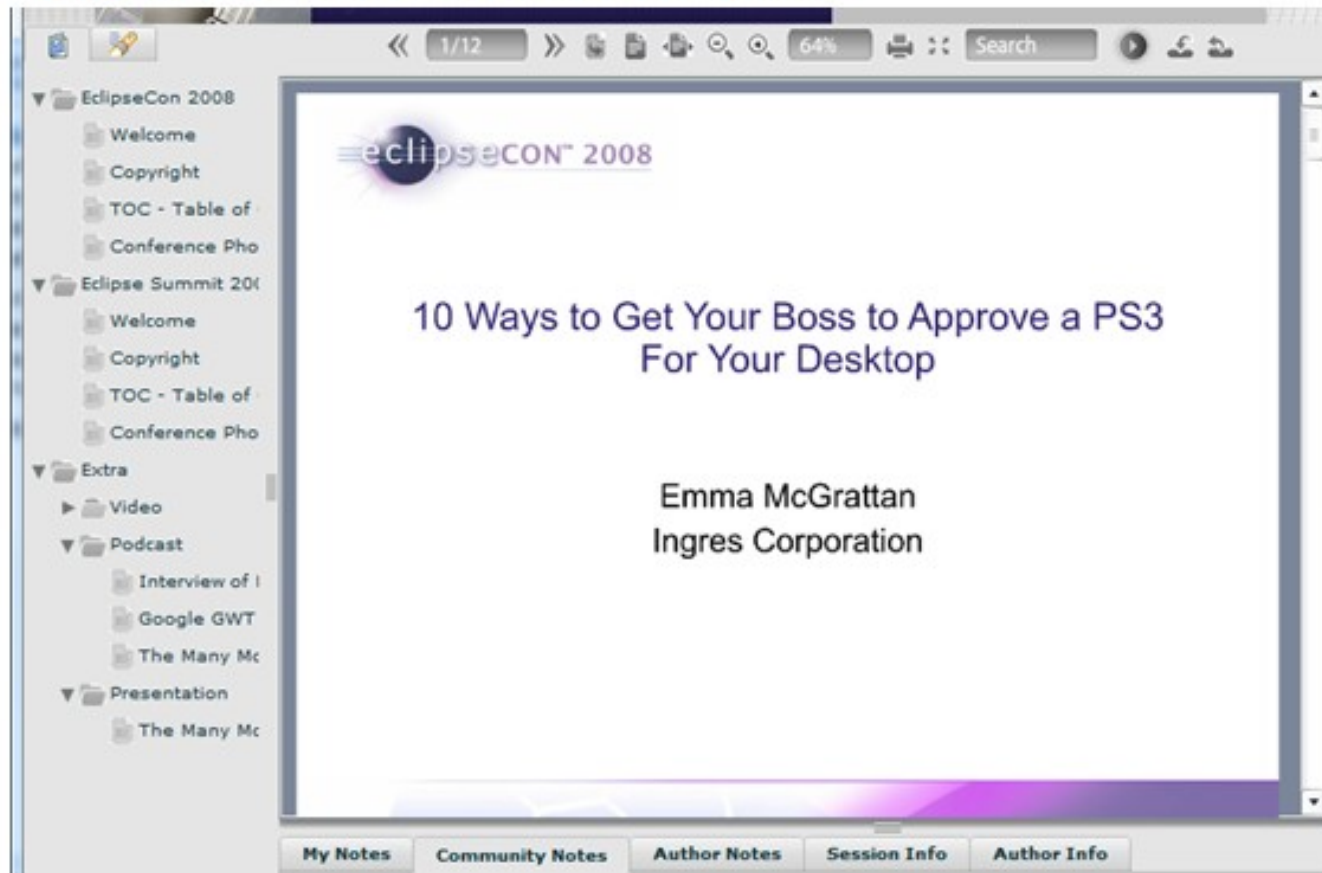- Make connections, send messages

http://connectspan.com/eclipse

Presentations viewed on web

My Notes, Shared Notes, Annotations

Content from Multiple Conferences

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

Contact: ashvin@onnectSpan.com, 408-230-8816