KO
YA

Insights for in-person events

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1

Problem 1

Remembering and following up with who I've met at networking events is difficult

2

Problem 2

LinkedIn has made it easy to amass connections but lacks valuable context of the connection and follow up actions

3

Problem 3

Networking events take energy and time and lack connection metrics to know if attending produced any ROI

Solution 1

1

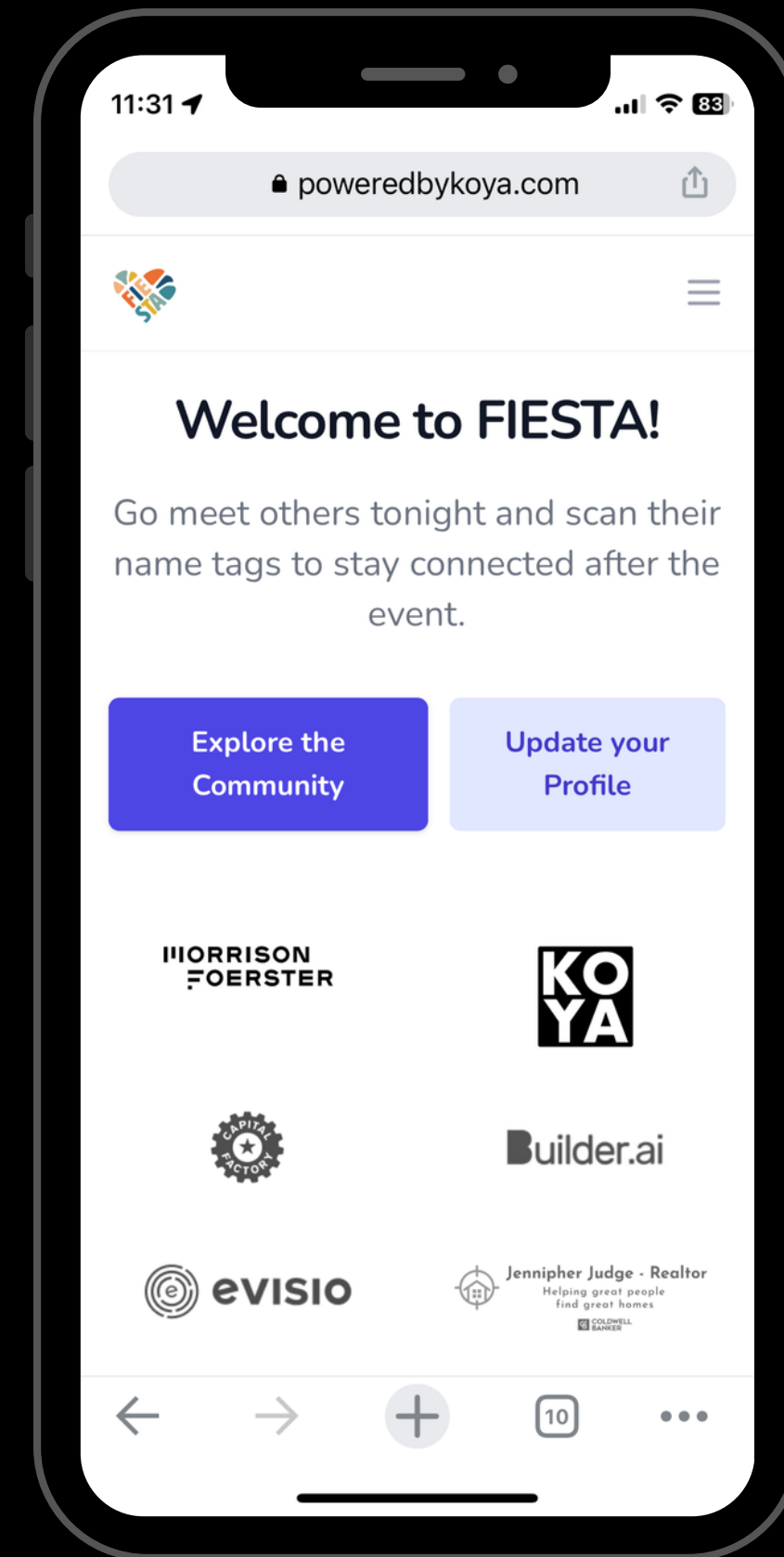Scan a QR code to simplify check-in with a reusable event profile

Solution 2

2

Scan nametag QR codes to quickly create follow-up intentions while staying present in conversation
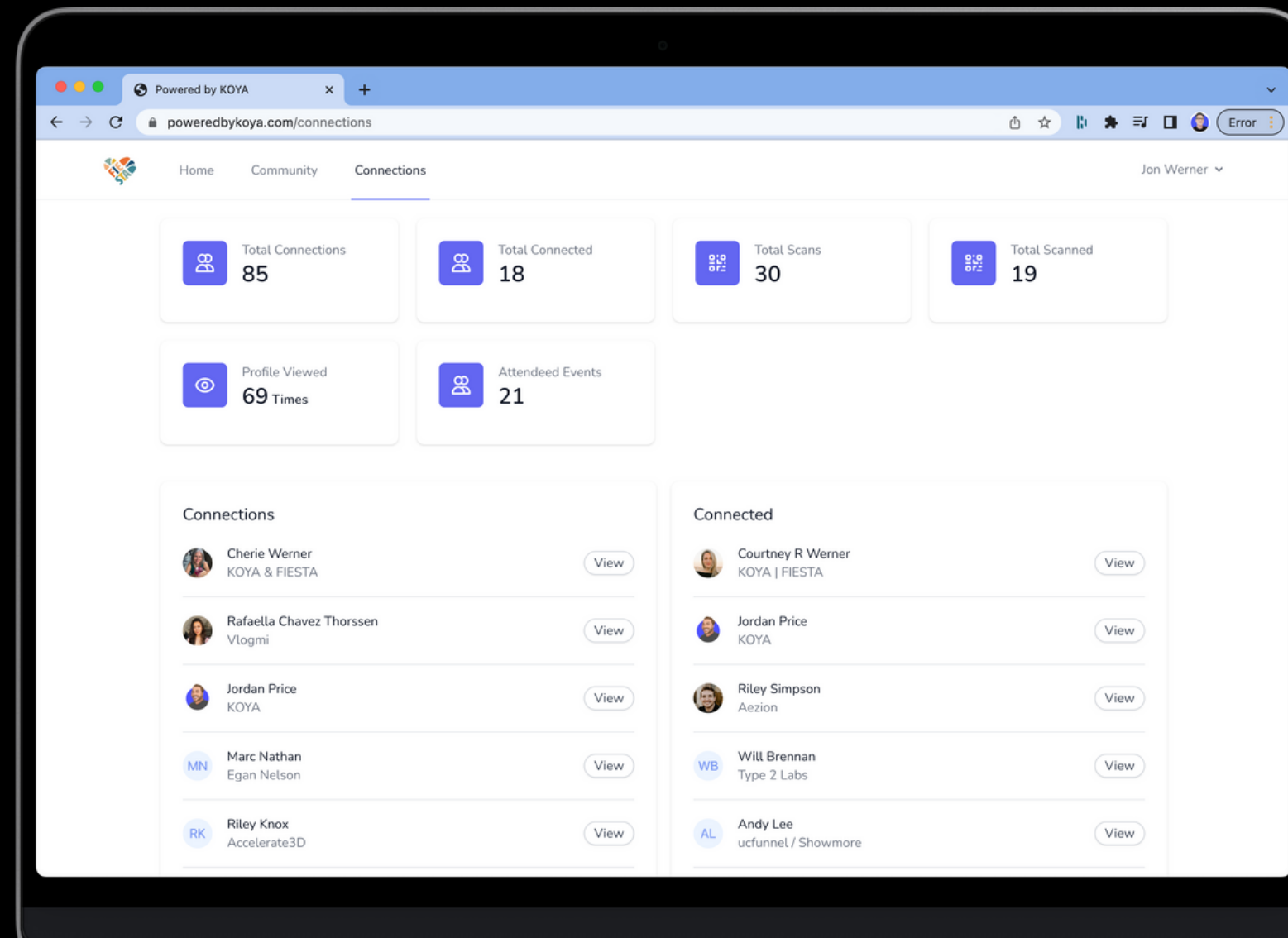
Solution 3

3

Receive a digest of all interactions after each event to then make connection requests and followup actions

11:31

🔒 poweredbykoya.com

Welcome to FIESTA!

Go meet others tonight and scan their name tags to stay connected after the event.

Explore the Community

Update your Profile

MORRISON FOERSTER

KO YA

CAPITAL FACTORY

Builder.ai

eVISIO

Jennipher Judge - Realtor
Helping great people find great homes
COLDWELL BANKER

KOYA connect

Networking Dashboard
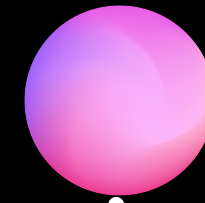
Who you scanned

Who scanned you

Connection requests

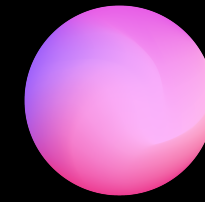Connection suggestions

Access to funding opportunities

Birth of the KOYA connect Service

KOYA connect was established to facilitate face-to-face interactions at FIESTA and to encourage collaboration and mutual support among participants outside of the monthly event. From its first prototype, KOYA connect has facilitated over 27 events and has witnessed a rise in connections and collaboration within Austin's startup ecosystem. As community builders, we use the data we've gathered to form partnerships with aligned sponsors for the betterment of the community.
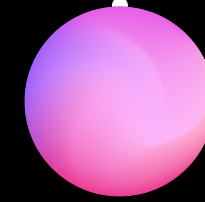
Jul 2021
First FIESTA event

May 2022
Begin testing first prototype of KOYA connect

Mar 2023
KOYA connect service launch

Pre-Launch Traction

27+ EVENTS

4,800 UNIQUE ATTENDEES

3,919 SCANS

2,079 CONNECTIONS MADE

$3,900 REVENUE

Target Markets

Catering to sponsored event organizers

Austin startup events

50-500 attendees

Global startup events

Through partnerships

Direct Competitors

cvent

Hubilo

Indirect Competitors

eventbrite

Meetup

Competitive Advantages

Domain Experts

We are domain experts in running founder networking events

Sponsorship ROI

KOYA connect collects the right data to provide event organizers with aligned sponsors and grants

Context

KOYA connect brings valuable in-person context to help attendees remember where and when connections were made

FoMo

KOYA connect increases event registration and attendence through connection-based notifications

Business Model

Monthly Service Subscription
Tiered pricing based on number of active attendees in community

QR Badge labels
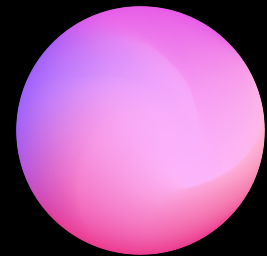Pricing based on number of activated QR codes

Matchmaking Services
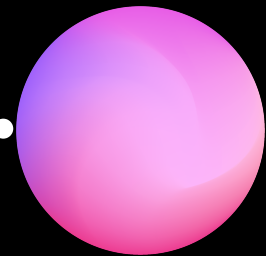Founder to Investor and Founder to Mentor recommendations

Future Roadmap

Step 1

Q1 2023

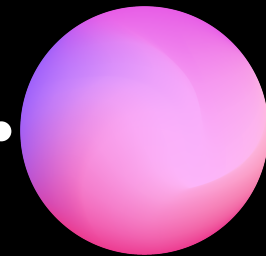**Step 2**

Q2 2023

Step 3

Q3 2023

Step 4

Q4 2023

Launch at SXSW
with 5+ events

QR Badge labels
Additional
notifications
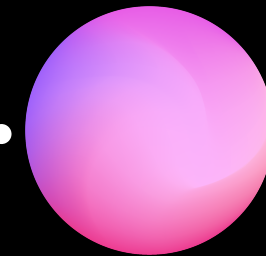
Self-serve portal
Chat
KOYA messaging

Event and Sponsor
dashboards

The Team

Jon Werner

PRODUCT

Cherie Werner

COMMUNITY

Courtney Werner

MARKETING

Caryn Werner

SALES

Jordan Price

DEVELOPMENT

Thank You

KOYA INNOVATIONS

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