



# Linkpass

Discover Meet Match



## [How to's] Il sogno americano parte dalla Hult School of Business di San Francisco

Posted by Irene Fazio | giu 19, 2013 | How To's | Business Management, estate, Hult School of Business San Francisco, internazionalizzazione, Master in International Marketing, Silicon Valley | [Leave a Comment](#)



L'Estate è per antonomasia la stagione del viaggio, delle nuove esplorazioni ed esperienze. Danilo, Sabrina e Angelo, hanno ricevuto un invito speciale e si stanno preparando a trascorrere un'estate a 'stelle e strisce'.

# La Squadra del Sogno !



Rebecca

Michelle



Oscar

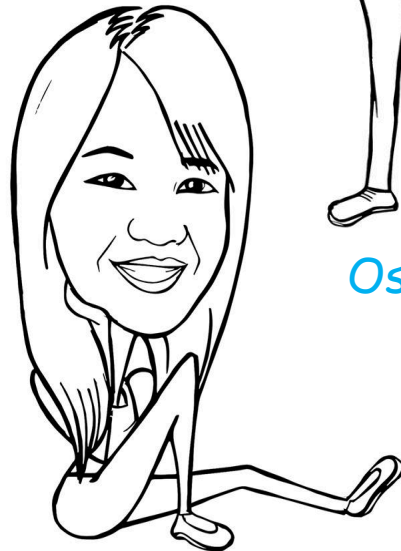


Alyssa

Veronica

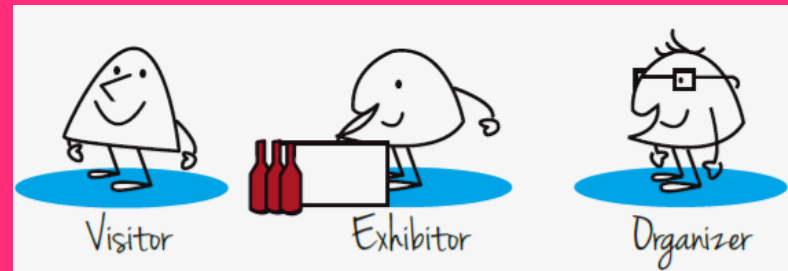


Marina

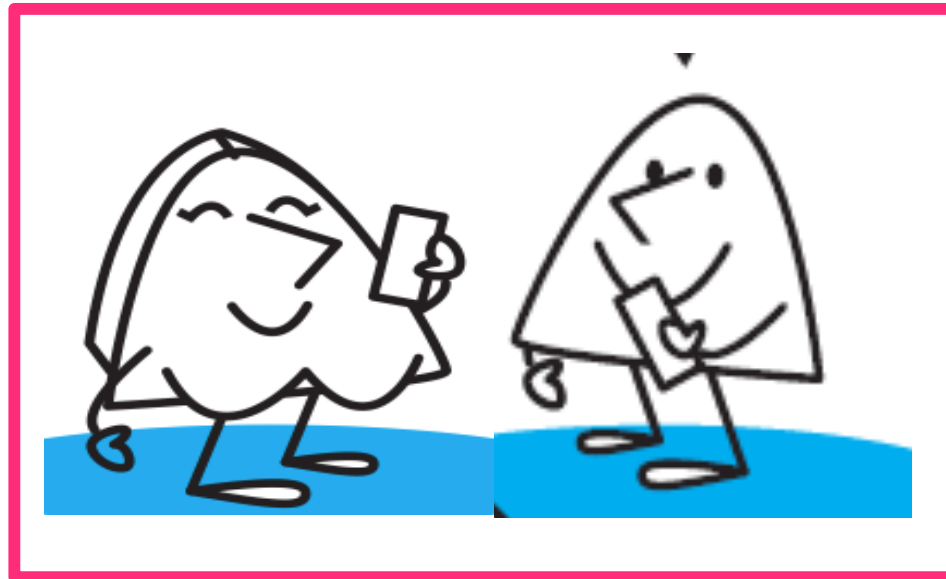


# Agenda

1. What we want to achieve
2. The US Market
3. Marketing Strategy
4. Implementation
5. Financial Projections
6. Others potential industry opportunities



What do we want to achieve ?

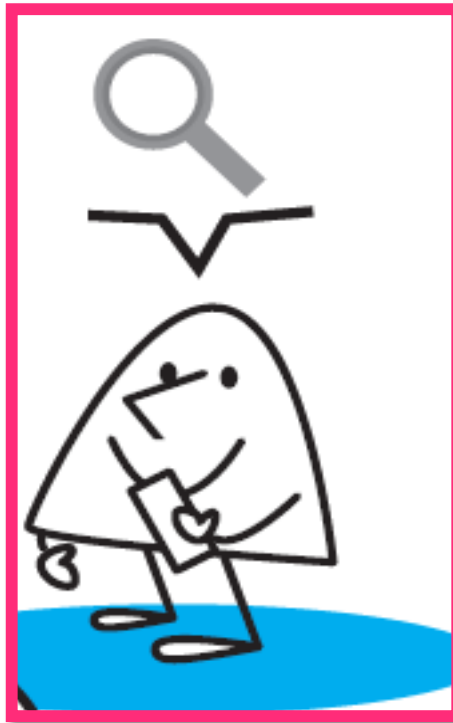


# Enter the US Market with Success

Finding the right strategy to penetrate the US Market  
and make it profitable for Linkpass

1. Building a Unique Value Proposition
2. Building Strategic Partnership
3. Obtain an Active Users Base

# The US Market



# Competitive landscape Mobile event app market

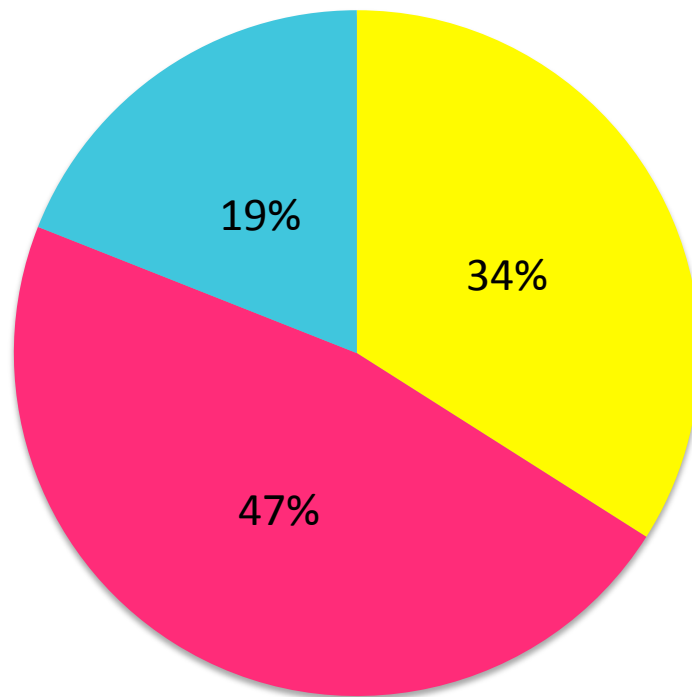
MOBILE EVENT APP	Linkpass	Event Marketing	News/Broadcasting	Registration	Ticketing	Instant Alerts/ Push Notifications	Event Agendas/Schedules	Speaker Profiles	Exhibitor Profiles	Attendee Profiles/Lists	Multi-event	Multi-Track	Personal Planner/Customized Schedule (Attendees)	Floor Plans/Maps	Badging/Scanning	Works Offline	Attendee Networking	Lead Generation/Retrieval	Audience Response Systems	Live Streaming	Analytics	Gaming	Sponsors	White Label	
AZZ Mobile/Chirp Mobile																									
Acteva Mobile																									
AllianceTech Intelligent CONNECT MOBILE																									
Appbaker																									
Attendify																									
Bizzabo																									
Bloodhound																									
Canam Mobile Event Apps																									
Certain Meetings 6.0																									
Conference Compass																									
Conference2go by Amando																									
ConnectSpan																									
Conventica																									
Core-apps																									
CrowdCompass Multi-Event App by Cvent																									
CrowdJuice																									
CrowdTorch by Cvent																									
Dazzmobile																									
Delegia																									
Doccaster																									
DoubleDutch																									
DUB Events																									
EprnMeetingApps																									
evApp by CrowdComms																									
EventBoard																									
Event2Mobile																									
EventKaddy																									
EventMobi																									
Event Pad																									
EXPO Tec																									
GenieConnect																									
Goomevents																									
Greencopper GoEvent																									
Grupio																									
Guidebook																									
hubb																									
ITM Mobile																									
Leehug - Professional Event Networking Mobile Essence																									
magrogo																									
meetHub																									
myQaa																									
Noodlelive																									
QuickMobile																									
rapidApp																									
Sherpa Solutions ActvTouch																									
Showcase																									
ShowGizmo																									
showmappr																									
Spotle																									
Taptopia																									
Topi																									
twopyy																									
VisionTree Mobile																									
Xomo Digital Inc																									
Zetista																									



# Opportunity

A fast growing market

## Event Organizers and Event App Adoption 2013



- Currently provide a mobile app
- Plan to provide an event app within the next 2 years
- Do not plan to provide one

# Opportunity

## Small and Medium Businesses

### Mobile Apps for Managing Operations

**85%** use smartphones to manage operations

**74%** use a customer communications app

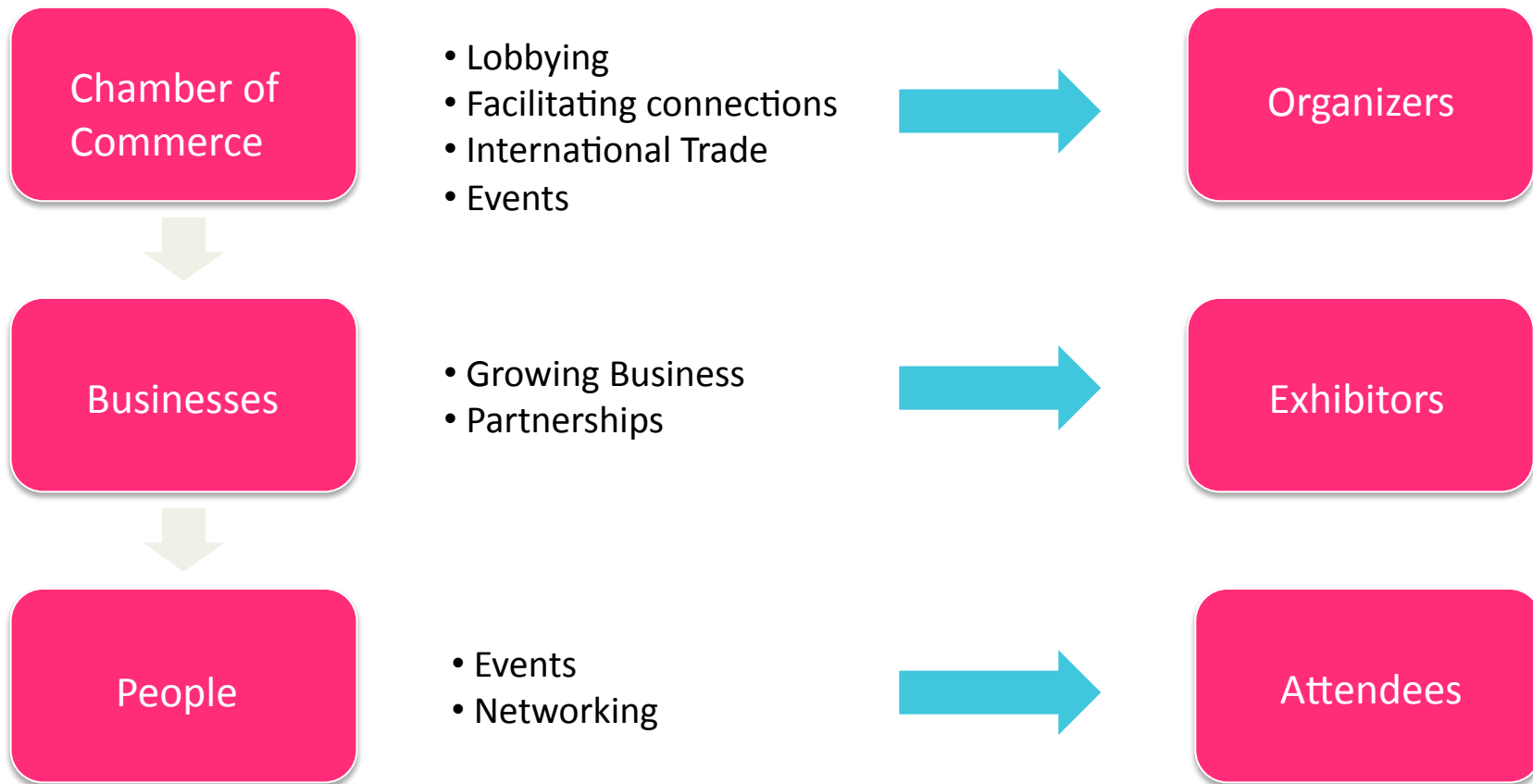
**22%** use mobile apps to generate new business

# Strategy



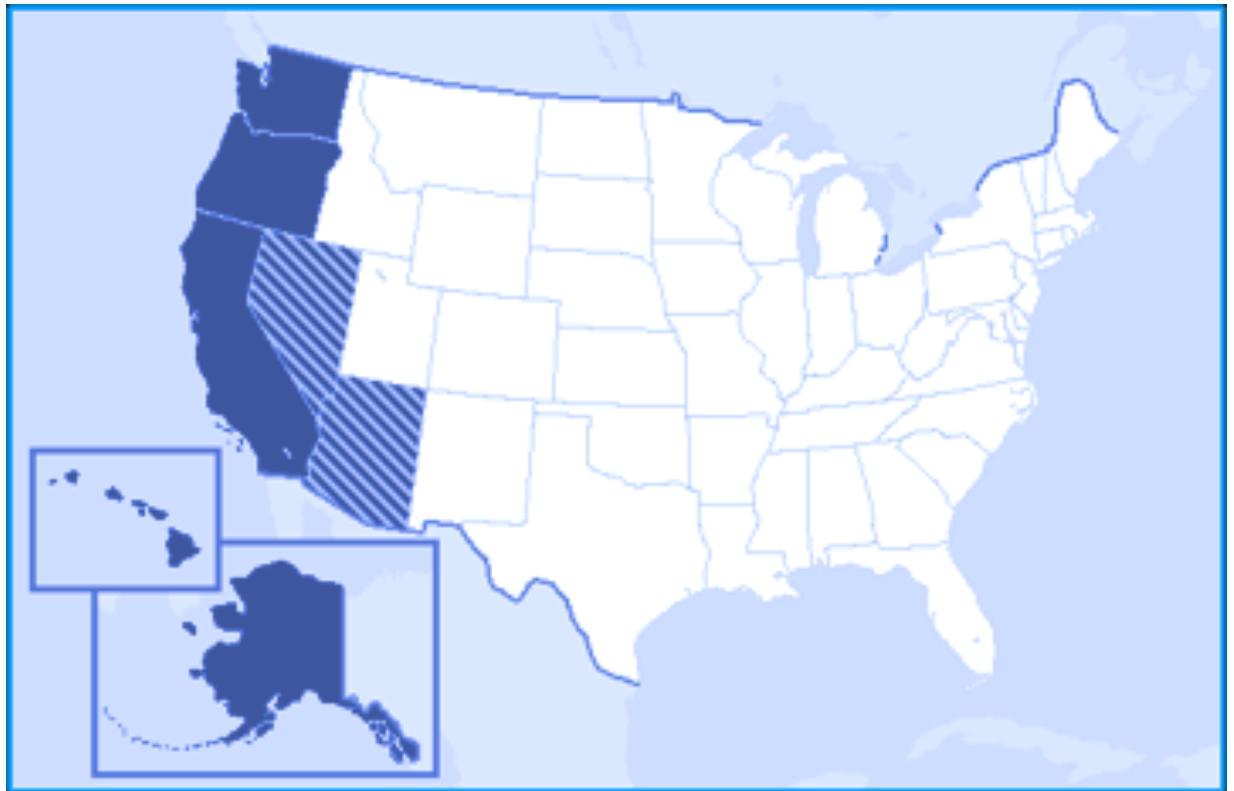
# Targeting Chambers of Commerce

Objective : Becoming the Chamber of Commerce event app



# Focusing on the West Coast

- **Largest network** of small & medium businesses
- **3.5 million** small businesses in California
- Exports from California accounted for **10%** of total U.S. exports in 2012
- The West Coast handles nearly **70%** of containerized trade between Asia and the United States



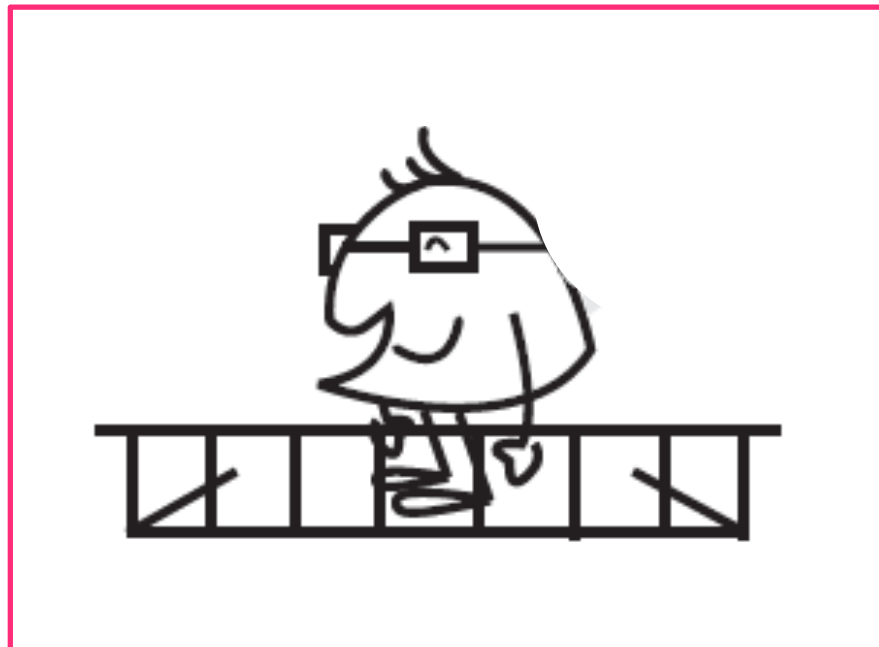
# Market Potential



- California
- Los Angeles
- San Francisco
- San Diego
- Sacramento
- Long Beach
- Las Vegas
- Seattle
- Arizona
- Phoenix
- Portland
- Salem



# Implementation



# Phase 0 : Get ready!

Phase 0: US Prep

Phase 1: Partnerships

Phase 2: Exhibitors

Phase 3: Expansion

## Goal: Become American

### Building Online reputation

- Update social media
- Content strategy
- PR strategy
- Promotional tools

### Feedback & Optimization

- Focus Group
- Technical Improvements
- App store ready

### Sales Team

- Option 1 : US Account manager
- Option 2 : Italian team members

**KPI: 55% US Web Traffic**



# Phase 1 : Building Partnership






**Goal: Reach organizers and attendees**

## Organizers

- Direct Sales
- Ads sales
- Free premium download for chamber members

## Attendees

- Digital Marketing   
- Events
- Email Marketing
- Online Paid advertising

**KPI -end of 2014: 12 chambers of commerce**

**KPI – end of 2014: 61,145 attendees users**

# Launch Event

Phase 0: US Prep

Phase 1: Partnerships

Phase 2: Exhibitors

Phase 3: Expansion

January 2014  
Las Vegas

WHAT'S NEXT  
**preview**



2,200 people  
120 Exhibitors

# Phase 2 : Focus on Exhibitors



## Goal : Focusing on Exhibitors

### General Strategy

- Direct Marketing
  - *Email campaign*
- Partnering events
- Paid advertising campaign

### Partner strategy

*(chamber of commerce)*

*Incentive : Give back 20% to organizer*

- List of exhibitors prior events
- Create own events to promote app as a “Tool “

**KPI:** 1,260 exhibitors – 80,000 users

# Phase 3 : Expansion

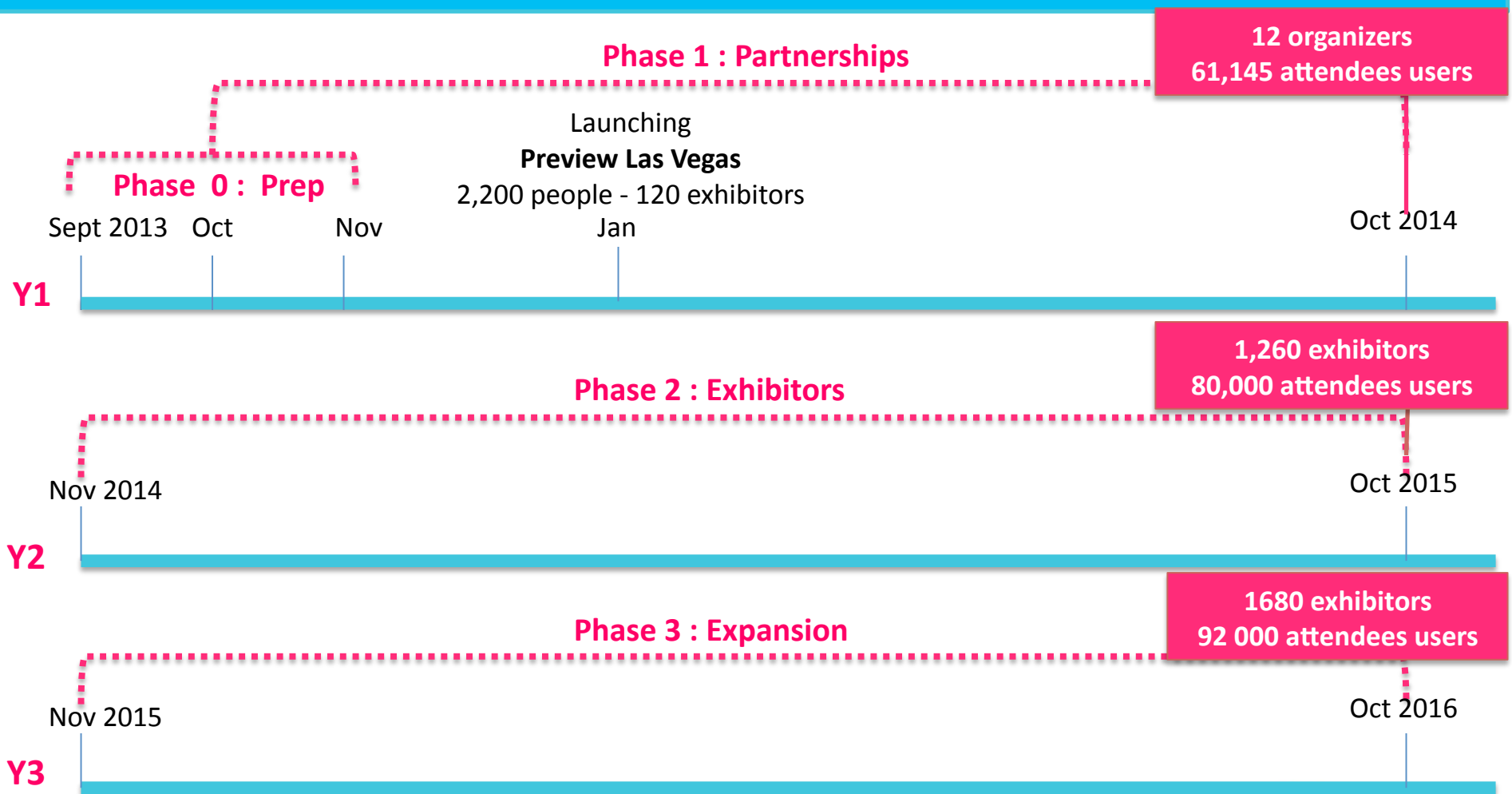


## Goal : Expansion

**Keep doing the overall strategy by expanding to other states**

- Building US Team
  - Develop partnerships
  - Increase advertising
  - Innovation
- Explore advertising revenue stream

# Timeline



# Pricing & Financial projections



# New Value Based Pricing Model

## Why?

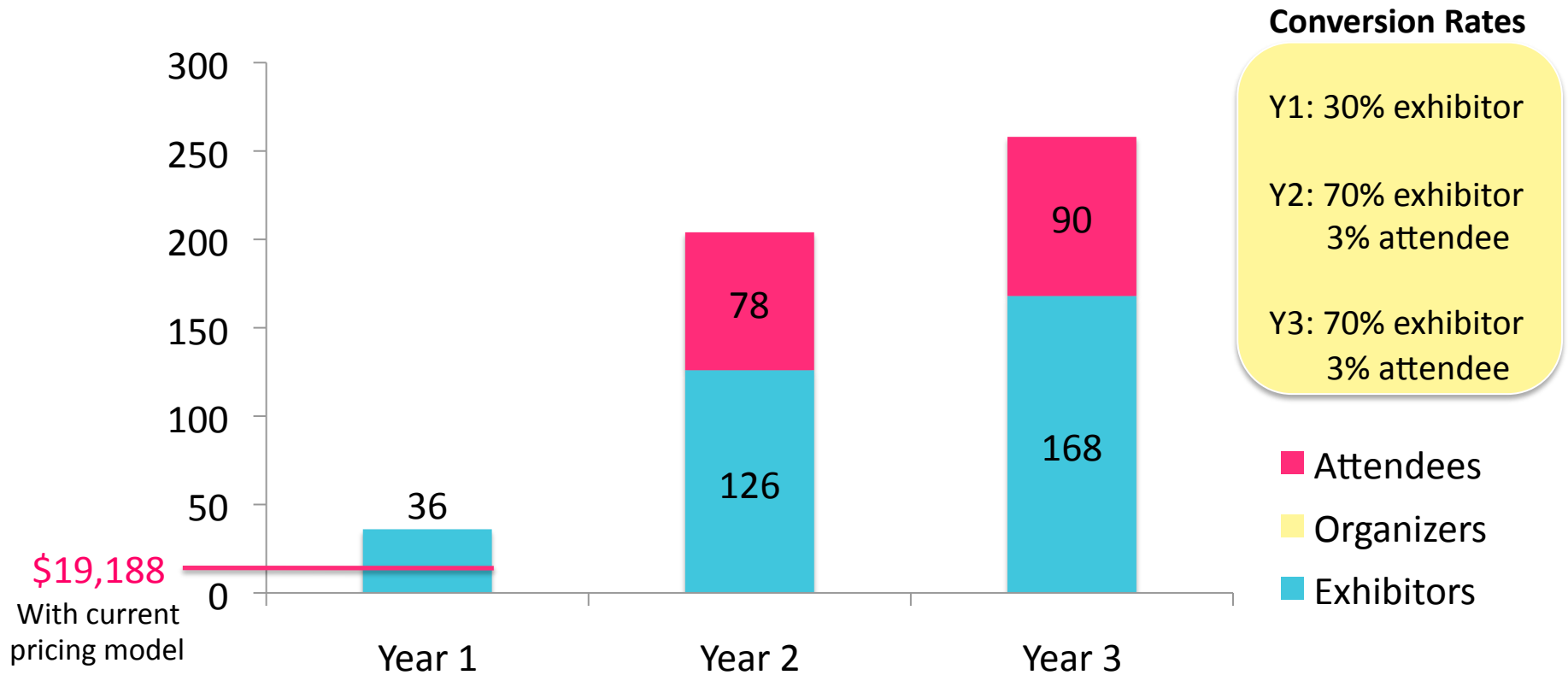
- Alignment with competition
- More simplified model
- Gain active users
- Incentivize Chambers to promote app

**1<sup>st</sup> month free** trial for users  
not part of a Chamber

**Exhibitor**  
\$100/event => \$300 for 4 events

	Organizers	Exhibitors	Attendees	
	Unlimited access	Unlimited access	Basic	Premium
Year I	Free	\$100/Event	Free for Chamber Members	
Year II	Free	\$100/Event	Free	\$2.99/Month
Year III	Free	\$100/Event	Free	\$2.99Month

# Revenue Sources (in thousands)



Moving forward to expansion (Phase 3), organizers may become an additional source of revenue



# Annual Budget

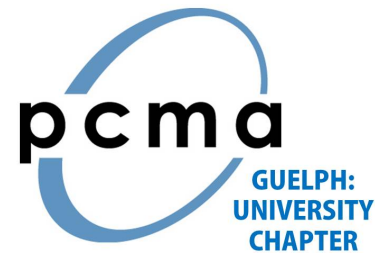
		PHASE 0	PHASE 1	PHASE 2
Website		\$1,500		
Ads		\$1,500		
Email			\$2,880	\$3,600
Social Ads	Linkedin		\$3,600	\$3,600
	Facebook		\$2,000	\$2,000
Web/SM management			\$1,200	\$2,400
Event			\$2,000	\$4,000
Print Material			\$1,000	\$1,000
<b>Total</b>		<b>\$3,000</b>	<b>\$12,680</b>	<b>\$16,600</b>
<ul style="list-style-type: none"> <li>• Linkedin: \$2 CPC, \$10/Day</li> <li>• Facebook: \$0.8CPC, 7 Click/Day, \$5.5/Day</li> <li>• Web/SM: \$25/ post, 48 post/ year (PHASE1), 96 post/ year (PHASE2)</li> </ul>				

# Other Potential Industry Opportunities



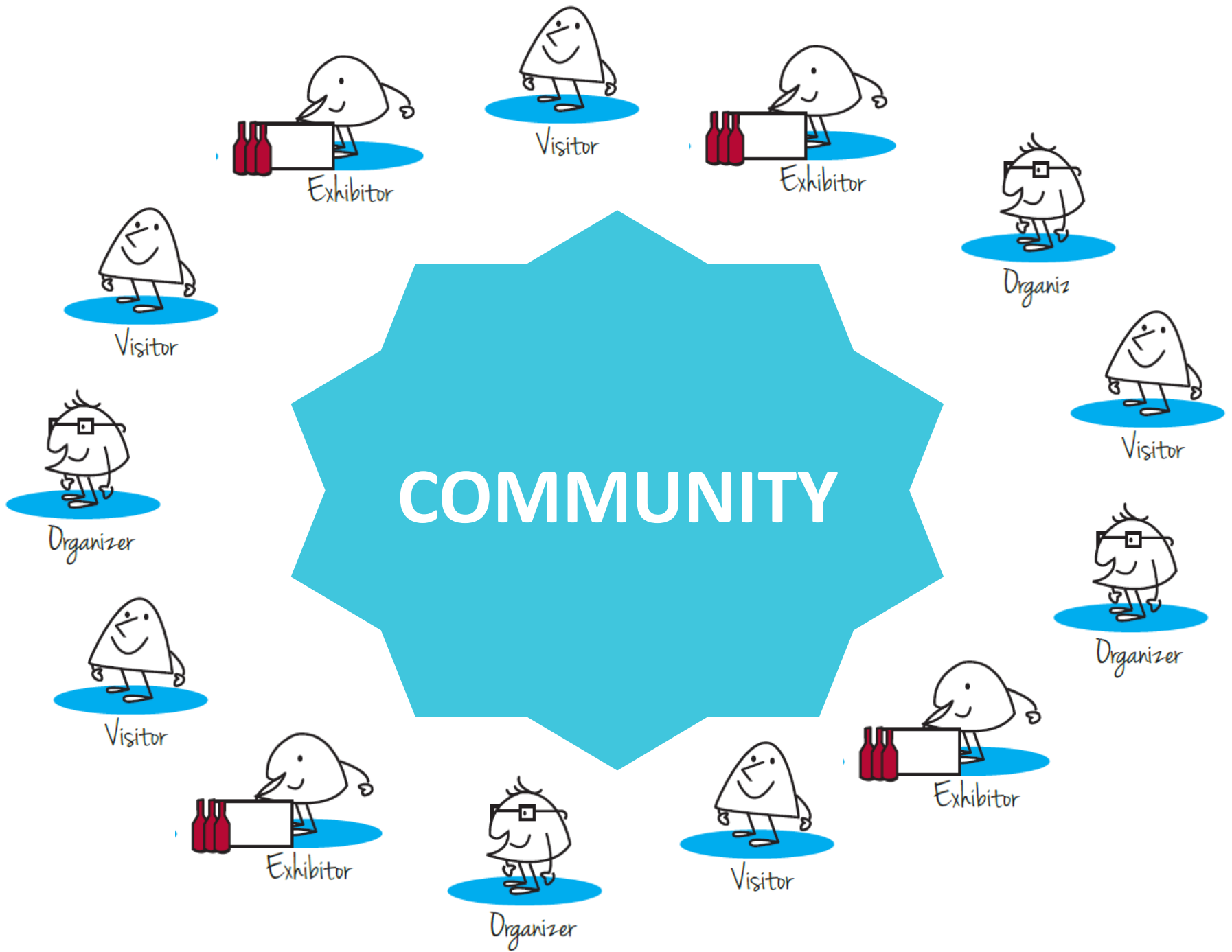
# Partnership with Agencies

Partner with companies that organize events, tradeshow and conventions



*One word to  
remember ...*





GRAZIE!!



# Back Up Slides

# Market Potential

	Nevada	California	Oregon	Arizona	Washington
<b>Chambers</b>	1	6	2	2	1
<b>Enterprises</b>	6,000	24,000	17,000	2,700	2,200
<b>People</b>	200,000	800,000	37,000	10,000	700,000
<b>Events</b>	120	720	30	115	95
<b>Cities</b>	Las Vegas	California, Los Angeles, Sacramento, San Francisco, San Diego, Long Beach	Salem Area, Portland	Phoenix, Arizona	Seattle



# Summary of Estimations

## By end of **Year 1:**

- 61,145 users
- 10 events; 120 vendors/event; 1,200 exhibitors

## By end of **Year 2:**

- 30% increase; 80,000 users
- 1,260 exhibitors (15 events)

## By end of **Year 3:**

- 15% increase; 92,000 users
- 1,680 exhibitors (20 events)

# Potential Revenue

Year 1

- 1,200 exhibitors X 30% conversion X \$100 = \$36,000

Year 2

- 1,800 exhibitors X 70% conversion X \$100 = \$126,000
- 80,000 users X 3% conversion X \$2.99 X 11months = \$78,936

Year 3

- 2,400 exhibitors X 70% conversion X \$100 = \$168,000
- 92,000 users X 3% conversion X \$2.99 X 11months = \$90,776

# App pricing model

## Positives of monthly pricing

- Reliable revenue stream
- Promotes customer loyalty
- Already budgeted in overhead

-“Business” is one of the most profitable categories in the app store with the average price of these apps almost three times as high as that of any other category

- All but one of the top grossing apps is priced above \$2.99

App Name	Type	Pricing
Good For Enterprise	Business	\$5/month
Spotify	Music	\$10/month
Paymo	Invoice system	\$14.85/month
Yanomo	Payment system	\$5-\$12/month
Harvest Time	Expense Tracker	\$12-\$90/month
Asana	Cloud management	\$300/month
Tripit	Travel	\$29/month
PayPal	Payment	\$5-\$30/month
Skype	Video chat	\$4.99/month
Go To Meeting	Meeting management	\$49/month
Google Apps for Biz	Business	\$5/month