

# ConferenceLens

*AI matches attendees with relevant people + facilitates intros — the missing layer at every conference. Brella + Swapcard are organiser tools; ConferenceLens is the attendee-first matching layer. \$15-39 per attendee.*

<b>Category</b>	Set 8 · Mixed Round
<b>Customer</b>	Conference organisers (200-5,000 attendee events) + attendees at industry events wanting structured networking
<b>Monetisation</b>	\$15/attendee from event organiser bulk · \$39/attendee personal subscription per event · \$4,999 per-event organiser license
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

ConferenceLens is structured attendee-networking AI for industry conferences. The structural reality: attendees go to conferences primarily for networking (75%+ cite networking as top reason); current networking is mostly random (hallway encounters + 'birds of feather' tables + business-card exchanges); attendees rarely find the most-relevant people for their specific needs. Existing event-platforms (Brella + Swapcard + Bizzabo + Hopin) provide attendee directories + scheduling but the matching + intro layer is thin.

Product: attendees provide structured profile (current role + objectives at conference + topics of interest + meeting goals); ConferenceLens AI-matches attendees with most-relevant others + facilitates intros + suggests structured meeting topics + integrates with conference schedule.

Year-1 target: 80 events served + 28,000 attendees + 8 per-event-organiser licenses generating ■2.5 crore annual revenue against ■45 lakh costs. Cash-positive month 4-5.

## The Problem

Conference attendees face structural networking failure. They attend with specific objectives (find clients + find suppliers + find investors + find collaborators + find recruiters + find peers) but cannot efficiently identify + reach the most-relevant other-attendees. Conference-app attendee directories are searchable but rarely searched effectively (attendees don't have time + interface friction); hallway encounters are random.

Existing event-platforms. Brella has some AI-matching capability but used inconsistently + organiser-deployed. Swapcard + Bizzabo + Hopin: attendee directories + scheduling but minimal matching intelligence.

Market gap: attendee-first networking AI that works across events + provides matching depth.

## The Solution

ConferenceLens structured around attendee value. Pre-event onboarding: attendee provides structured profile + conference objectives + meeting goals. AI matches with 10-15 most-relevant other-attendees with reasoning ('Sarah Chen at Acme is matching because she's looking for vendors in your space + you're attending session X + she's looking to discuss topic Y').

Intro facilitation: ConferenceLens facilitates structured intros (in-app message + suggested meeting topic + time-finder integration).

During-event: continuous re-matching as attendees adjust profiles + objectives; live matching at networking events; meeting-scheduling integration with conference schedule.

Post-event: structured follow-up reminders + relationship-strength tracking + 6-month-later re-engagement nudges.

Two business models. (1) Organiser-paid: conference organiser purchases \$4,999 per-event license (covers all attendees) or per-attendee \$15 bulk pricing. (2) Attendee-direct: attendee pays \$39 per-event personal subscription for events where organiser hasn't licensed ConferenceLens.

## Market Opportunity

Global conference market: ~30,000 conferences annually with 200+ attendees. Subset adopting AI-networking tools: ~3-5k currently; expanding rapidly.

At blended \$15,000/event organiser-paid + per-attendee revenue, SAM is \$450M annually. Realistic 4-year capture: 0.5-2% = \$2.2-9M ARR.

Adjacent expansion. Year 2: trade-show + B2B-marketing-event tier. Year 3: corporate-internal-conferences tier.

## Target Customer

Primary persona (organiser): a 41-year-old conference director for annual industry event (2,200 attendees). Will pay \$4,999 per-event organiser license.

Secondary persona (attendee): a 36-year-old VP Sales at SaaS company attending 6 conferences/year wanting structured networking. Will pay \$39 per event personal subscription.

Tertiary persona (organiser): a 51-year-old event-agency director producing 12 events/year for various corporate clients. Will pay \$15/attendee bulk pricing.

## Product

Pre-event attendee onboarding: profile + objectives + meeting goals.

AI matching: 10-15 relevant other-attendees with reasoning.

Intro facilitation: in-app message + suggested topic + time-finder.

During-event continuous re-matching + meeting-scheduling integration.

Post-event follow-up + relationship-strength tracking + 6-month re-engagement.

Organiser dashboard: attendee-engagement analytics + ROI demonstration.

## Technical Architecture

Frontend: React Native mobile + Next.js web.

Backend: Python on Hetzner cloud, Postgres.

AI matching: GPT-4o + custom embedding-based matching model + LinkedIn data integration for profile-enrichment.

Event-platform integrations: Brella + Swapcard + Bizzabo + Hopin APIs for schedule + attendee-data sync.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Two-sided. Organiser-paid: \$4,999 per-event license OR \$15/attendee bulk ( $\geq 500$  attendees). Attendee-direct: \$39 per-event personal subscription.

Conversion: organiser sales cycle 8-16 weeks. Attendee conversion via in-event awareness.

Gross margin: 78%. Costs: AI inference + LinkedIn enrichment + customer success.

Per-event economics: \$4,999 organiser license  $\times$  78% margin = \$3,900 contribution per event.

### Unit Economics (Year-1 base case)

Year-1 events served	80
Year-1 attendees served	~28,000
Year-1 organiser licenses sold	~22 (mix of per-event + bulk-attendee)
Year-1 revenue	■2.5 crore
Gross margin	78%
CAC per organiser	\$3,500
Year-1 all-in costs	~■45 lakh
Year-1 net contribution	~■1.5 crore

## Go-to-Market

Channel 1 — Direct outreach to conference organisers (40%): targeted outreach to event-organiser titles at trade associations + industry-event organisers.

Channel 2 — Event-platform partnerships (25%): partnerships with Brella + Swapcard + Bizzabo for integration tier.

Channel 3 — Attendee viral mechanics (20%): satisfied attendees recommend at next-event organising.

Channel 4 — Content + SEO (15%): substantive content on conference-networking research + ROI.

### Roadmap (first 12 months)

- Month 1-3: MVP with attendee-direct model + 10 events served.
- Month 4-5: Organiser per-event license + Brella + Swapcard integration + 25 events.
- Month 6-8: During-event continuous re-matching + organiser dashboard + 50 events.
- Month 9-10: Post-event follow-up + relationship-strength tracking + 70 events.
- Month 11-12: 80 events + 28,000 attendees served, ■2.5 crore annualised.

### Key Risks

- Long organiser sales cycles. Mitigated by attendee-direct model providing parallel revenue.
- Brella + Swapcard launching enhanced matching — possible. Mitigated by depth + attendee-first ethos + LinkedIn integration.
- Attendee profile data quality: matching requires good profile data. Mitigated by LinkedIn auto-import + structured onboarding.
- Privacy concerns: matching algorithms must be transparent + respectful. Mitigated by clear-controls + attendee-opt-in.

- Event-industry economic cyclicality: events are discretionary spend. Mitigated by diversification across industries.