

EventDesk

Helpdesk + ticketing software designed for event organisers handling 200+ attendee queries. Generic helpdesks don't fit event-specific workflows or burst-traffic patterns. \$49/month.

Category	Set 7 · Verticals & Creator
Customer	Event organisers (200-5,000 attendee events): conference organisers + wedding planners + corporate-event managers + festival organisers
Monetisation	\$49/mo Solo · \$129/mo Pro (per-event burst + advanced) · \$399/mo Agency (multi-event + team workspace)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

EventDesk is helpdesk software purpose-built for event organisers. The structural reality: event-attendee support follows a different pattern than standard customer support — burst-traffic at registration deadline + pre-event week + during event itself + post-event for refunds/follow-up; concentrated time periods rather than steady cadence; queries follow predictable categories specific to events (registration + accommodation + agenda + travel + dietary + accessibility). Generic helpdesks (Freshdesk + Zendesk + Help Scout) are sized + priced for steady B2B SaaS support, not event burst patterns.

Product: helpdesk with event-specific categorisation + structured FAQ + per-event ticketing + attendee-data integration + burst-capacity-aware pricing (Pro tier prices on per-event-burst rather than per-seat).

Year-1 target: 1,800 paying event organisers generating ■2.5 crore annual revenue against ■42 lakh costs. Cash-positive month 3-4.

The Problem

Event organisers face an attendee-support workflow problem that generic helpdesks fit poorly. A 1,500-attendee conference might handle 800 queries in the week before event + 200 queries during event itself + minimal queries other weeks; total volume warrants helpdesk but Freshdesk/Zendesk pricing structure (\$15-99/seat/mo) doesn't fit the burst pattern. Organisers either pay year-round for capacity they don't need 80% of time or pay per-seat-during-event-burst at unfavourable terms or run support via shared inbox + chaos.

Plus event-specific structure: queries follow predictable categories (registration + accommodation + travel + agenda + dietary + accessibility + sponsor coordination + speaker liaison) that generic helpdesks don't pre-structure.

Market gap: event-vertical helpdesk with burst-aware pricing + event-specific categorisation.

The Solution

EventDesk structured around event-organiser workflow. Per-event ticketing: each event is its own workspace with attendee-data integration; tickets categorised by event-specific categories.

Pre-built FAQs + templates: event-specific FAQ templates for common query categories; AI suggests responses based on event materials (agenda + venue + travel info).

Burst-aware pricing: Pro tier (\$129/mo) includes per-event-burst capacity (3 large events/year with unlimited attendee queries during 14-day burst window per event); ongoing low-volume queries between events handled at flat rate. Solves the year-round-cost-for-burst-capacity-mismatch.

Attendee-data integration: connect with event-registration platforms (Eventbrite + Hopin + Bizzabo + similar) for per-attendee context (which ticket type + which sessions + dietary + accommodation).

Real-time during-event support: dedicated during-event interface with quick-response templates + escalation routing + status dashboard for organiser team.

Post-event analytics: query-pattern analysis + recurring-issue identification for future-event-prep improvements.

Agency tier (\$399/mo): for event-agency operators managing 5+ events/year + multi-team workspace + white-label.

Market Opportunity

Global event-organiser segment: ~2M event organisers running 200+ attendee events. Subset of professional-tier organisers willing to pay for helpdesk: ~150-300k.

At blended \$1,000/yr ARPU, SAM is \$150-300M annually. Realistic 4-year capture: 1-3% = \$1.5-9M ARR.

Adjacent expansion. Year 2: webinar + virtual-event tier. Year 3: enterprise-corporate-event tier (Fortune 500 events team).

Target Customer

Primary persona: a 38-year-old independent conference organiser running 4 events/year (800-2,500 attendees each). Will pay \$49/mo Solo.

Secondary persona: a 42-year-old marketing director at a SaaS company organising annual customer conference (4,000 attendees) + 6 regional events (300 attendees each). Will pay \$129/mo Pro tier.

Tertiary persona: a 46-year-old founder of event-management agency running 15+ events/year for various clients. Will pay \$399/mo Agency tier.

Product

Per-event workspace with attendee-data integration.

Event-specific ticket categorisation.

Pre-built FAQ + response templates.

Burst-aware Pro pricing structure.

Registration-platform integrations (Eventbrite + Hopin + Bizzabo).

Real-time during-event interface with quick-response + escalation.

Post-event analytics for recurring-issue identification.

Agency tier additions: multi-event workspace + multi-team + white-label.

Technical Architecture

Frontend: Next.js + Tailwind.

Backend: Python on Hetzner cloud, Postgres.

Event-platform integrations: Eventbrite + Hopin + Bizzabo + Cvent APIs.

AI: GPT-4o for response suggestion + query classification.

Payments: Stripe + Razorpay.

Business Model & Unit Economics

Three tiers. Solo \$49/mo (single user). Pro \$129/mo (per-event burst capacity for 3 events/year + advanced). Agency \$399/mo (multi-event + team workspace + white-label).

Conversion: 14-day trial converts at 22%. Distribution: 60% Solo, 32% Pro, 8% Agency. Monthly churn under 4%.

Gross margin: 80%. Costs: AI inference + integration maintenance + infrastructure.

LTV: \$588 × 18 mo = \$1,058 (Solo); \$1,548 × 24 mo = \$3,715 (Pro); \$4,788 × 32 mo = \$15,322 (Agency).

Unit Economics (Year-1 base case)

Year-1 paying organisers	1,800
Blended ARPU	\$162/mo
Year-1 revenue	\$300,000 (~₹2.5 crore)
Gross margin	80%
CAC	\$110
Year-1 all-in costs	~₹42 lakh
Year-1 net contribution	~₹1.6 crore

Go-to-Market

Channel 1 — Event-organiser community (40%): MPI + PCMA + similar industry associations + event-organiser-focused publications.

Channel 2 — Event-platform partnerships (25%): partnerships with Eventbrite + Hopin + Bizzabo for cross-promotion.

Channel 3 — Content + SEO (20%): substantive content on event-support best practices + attendee-experience-optimisation.

Channel 4 — Direct outbound (15%): targeted outreach to event-organiser titles at mid-size companies.

Roadmap (first 12 months)

- Month 1-3: MVP with per-event workspace + Solo tier. 200 organisers.
- Month 4-5: Burst-aware Pro tier + first registration-platform integrations, 600 organisers.
- Month 6-8: AI-suggested responses + during-event interface + Agency tier, 1,200 organisers, ₹12 lakh MRR.
- Month 9-10: Multi-event analytics + advanced templates, 1,500 organisers.
- Month 11-12: 1,800 organisers, ₹2.5 crore annualised.

Key Risks

- Freshdesk + Zendesk launching event-specific tier — possible. Mitigated by event-burst-pricing + integration depth + speed.
- Event-platform consolidation: registration-platform partnerships could shift. Mitigated by multi-platform support + multi-integration depth.
- Long sales cycles in agency segment. Mitigated by Solo + Pro tier velocity + agency-tier as expansion.

- Event-industry economic cycles: events are discretionary spend. Mitigated by diversification across event types + verticals.
- Per-event burst capacity model could be exploited: customers buying Solo and operating like Pro. Mitigated by query-volume monitoring + clear-tier-differentiation.