



groupize

**ENET-MDG
presents:**

**“Knowing Your
Competition to
Set Your
Startup Apart”**

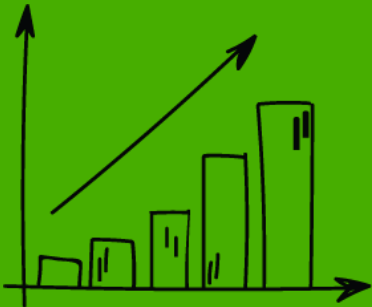
**October 6th,
2020**



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The entry point for corporations to manage
expense, travel and risk
for all meetings & events



Get To Know Alisa de Gaspe Beaubien



Alisa de Gaspe Beaubien, CEO of Groupize

- **Chief Executive Officer** at **Groupize**.
- **Strategic Partner** for agency executives in designing a profitable meetings program.
- Professional resource for **client consultations & sales support**.
- Known for helping organizations by bringing in **more spend** to their managed travel program.
- Delivers **innovative solutions** to solve complex problems.
- Advocate for improving travelers **experience, savings & efficiencies** for groups, meetings & events.
- Passionate about helping companies **reduce their spend & risk** for their largest area of decentralized rogue spend.

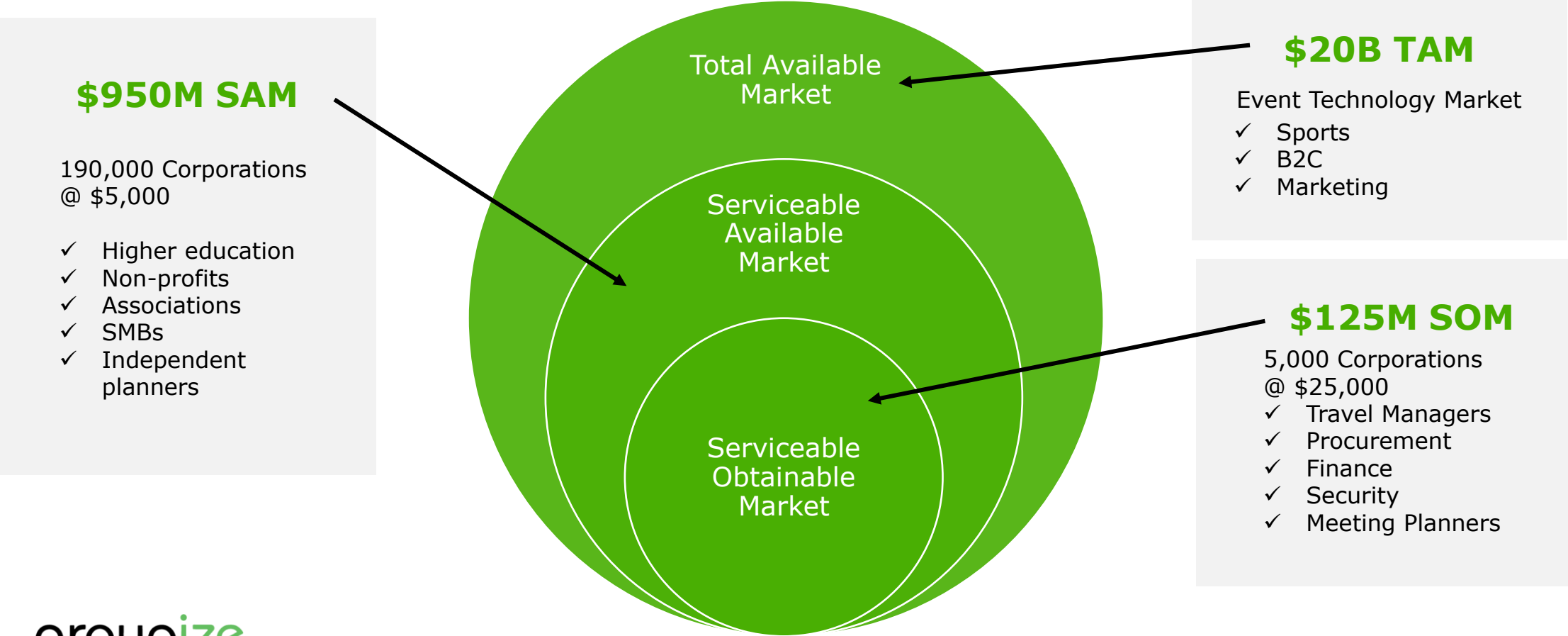
KNOWING THE COMPETITION

Creating your competitive edge:

**7 lessons learned guiding a
company from obscurity to
market leadership**

How big is the Market – and is there room for you?

Event Technology Is A \$20B Addressable Market



\$950M SAM

190,000 Corporations
@ \$5,000

- ✓ Higher education
- ✓ Non-profits
- ✓ Associations
- ✓ SMBs
- ✓ Independent planners

\$20B TAM

Event Technology Market

- ✓ Sports
- ✓ B2C
- ✓ Marketing

\$125M SOM

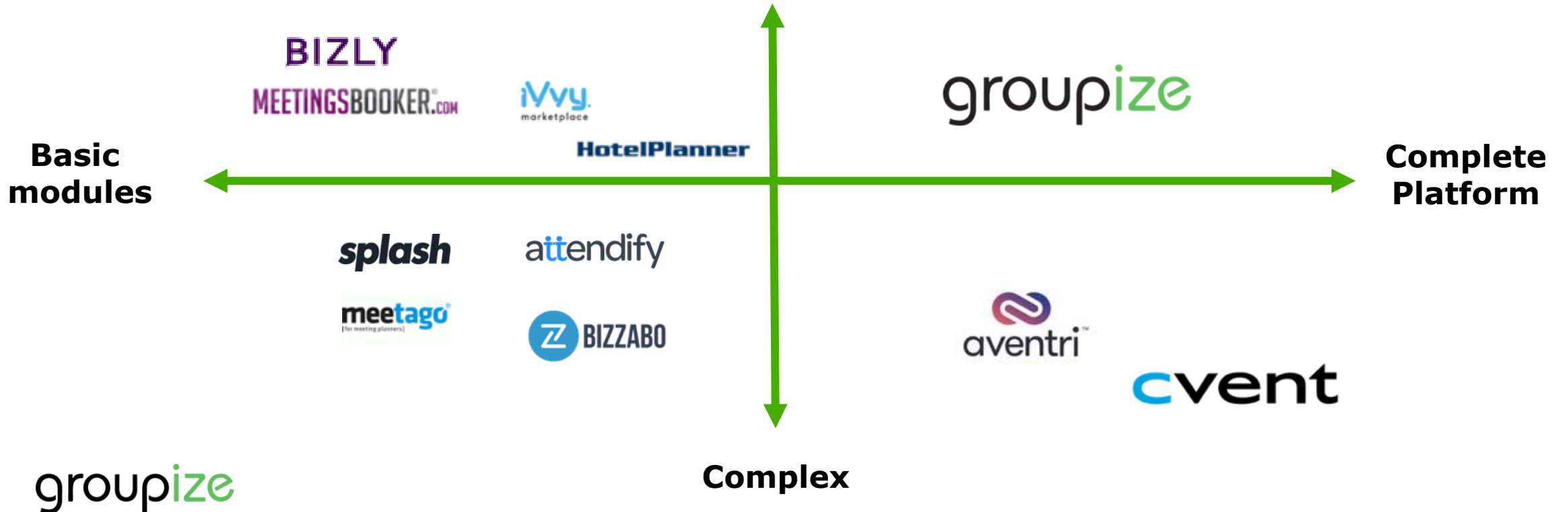
5,000 Corporations
@ \$25,000

- ✓ Travel Managers
- ✓ Procurement
- ✓ Finance
- ✓ Security
- ✓ Meeting Planners

#1 Learn the Market

Continually validate your assumptions

Self Service & Easy to Use





Savings & ROI Calculator

How much you can save with the ROI calculator.

[ROI Calculator >](#)



News & Blog

Stay up to date on trending news and content about meetings & travel industry.




[Read more >](#)

#2 Become the Thought Leaders

Create a Category

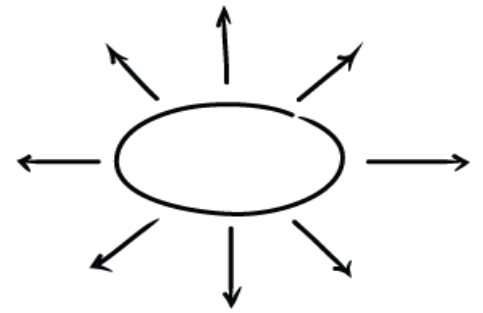
#3 Understand the Buyer Influencers and Create a Barrier to Entry for the next entrant



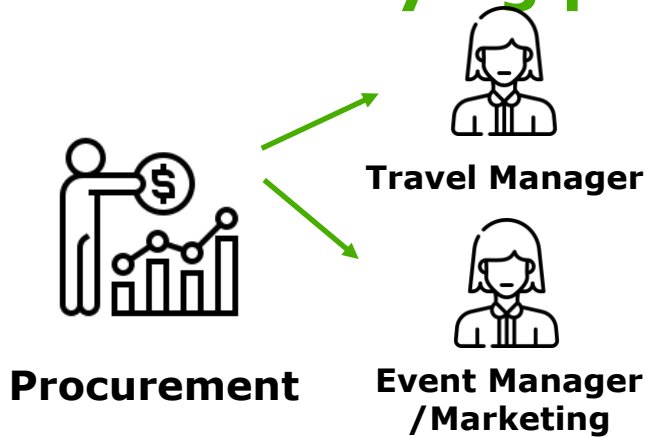
SAP® Concur® Partner	40,000 customers	Finance	JP Morgan, Mastercard, Mutual AIG, ION, Charles Schwab, Credit Suisse, Mutual of Omaha
	8,000 customers	Higher Education	University of California System, University of Delaware, MIT, Emerson, Babson, University of Wisconsin, University of Texas system
HB HELMSBRISCOE	9,600 customers	Manufacturing	BAE Systems, Boeing, Cabot, ConAgra, Continental Systems, Dolby, Dow Chemical, Electrolux, Honda, Koch Systems, Lamb Weston, Schindler, Siemens, Tesla, Fiat, Mercedes, etc.
BCD travel	3,000 customers	Pharma	BioMarin, Mylan, Pfizer, Sarepta, Merck, AMGEN, McKesson
	1,200 customers	Retail	Danone, Foot Locker, H&M, Hershey, Kontoor Brands, Pappas Restaurants, Caleres, TJX
	4,400 customers	Services	ADP, Gartner, Informatica, Kinder Morgan, McKinsey, RSM, Viacom, Willis Towers Watson
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#4 Sell to more personas than the competition

Expand offering to More Personas and model the buying patterns of core systems



Personas



Finance



Security/HR



Project/
Recruiting /Crews

Pillars



Controls
and Compliance



Spend
Governance



Employee
Experience



Expansion
and Optimization

#5 Do More and Do It Better

	Groupize	Cvent	Bizly	Meetingsbookers	IVVy
DIY/Self Service	✓	✗	✓	✓	✓
Expert Workflow	✓	✓	✗	✗	✗
eBids/RFPs	✓	✓	✓	✓	single hotel
Hotel Bookings	✓	✗	✗	✗	✗
Instant Book Meetings	✗	✗	extranet	Extranet + Regus	extranet + Oracle
Registration	✓	✓✓	RSVP	✗	?
Room Block	✓	✓	✗	✗	?
Air	✓	✓	✗	✗	✗
SAP Concur	✓✓	✓	✗	✗	✗
Hotels	150K	200K	5K	16K	15K
Venues	20K (in 2020)	25K	15K	15K	5K
Avg. Meeting Size	49-149	70	22	8	?
Content	Global	Global	USA	Europe	AUS+UK
Pricing	\$\$	\$\$\$	\$	\$	\$

#6 Take Advantage of Trends

The Pandemic Highlighted The Industry Problems

“ 80% of travel managers said they are implementing new safety policies as they restart their travel programs. ”

- TripActions

“ Travel changed more in a month than 10 years. ”

- AirBnB

“ Groupize is the only company that is doing well in these times. ”

- Business Travel Executive

“ Small Meetings Is Essential for Getting Back to Business. Thanks to the coronavirus pandemic, an effective means of managing this spend category just went from a nice-to-have managing to a must-have. ”

- Business Travel News

#7 Have a relevant current analogy anyone understands

Groupize is to Cvent **What Zoom is to GotoMeeting**

“

I've canceled my Cvent contract and changed my strategy from reliance on 2 meeting planners to implement a self-service tool for all employees in all locations

”

- Digital Transformation Company

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BONUS Keep Reminding people: Why your Customers **Love you**

“
**After evaluating all the tools,
Groupize is the best choice.
Best user-interface, easiest
tool to understand out of the box
and the most comprehensive!**”

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- Easy to use and **cost-effective model**
- Modern, **all-in-one solution** for both occasional and professional planners
- **Largest inventory** of global hotels and venues
- Supported by **30+ Travel Management Companies**
- Integrations to core systems: **SAP Concur & GDS**
- Our customers see large **ROI and savings** in sourcing of **10-20%**
- Designed for **company-wide** use cases & adoption
- **Easy to implement**

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Thank you

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www.groupize.com

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Twitter, Instagram
LinkedIn & Facebook:
[@groupize](https://www.instagram.com/groupize)