EVENTFEAT INVESTOR BRIEF

Empowering Event Services. Enabling Global Growth.

1. The Vision

EventFeat is redefining how the world connects in the event industry. Our platform unites event organisers, service providers, and product vendors on one seamless digital marketplace — simplifying how events are planned, managed, and monetised.

We envision a global ecosystem where professionals in the event industry can thrive independently, gain visibility, and grow sustainably through technology.

> Tagline: Revolutionising the $1 Trillion Event Industry — One Connection at a Time.

2. The Opportunity

The global event management industry is projected to surpass $1.6 trillion by 2028, yet remains highly fragmented. Professionals still rely on offline referrals, multiple tools, and inconsistent booking methods.

EventFeat solves this fragmentation by connecting every aspect of the event journey in one place:

- Event organisers publish and manage events.
- Service providers list and sell their expertise as products.
- Vendors showcase and sell event products through our marketplace.

3. Our Solution

EventFeat introduces a Service-as-a-Product (SaaP) model — a game-changing approach that allows professionals to offer services like tangible products, complete with pricing, description, and direct booking.

Key Differentiators:
- All-in-one ecosystem: services, products, and events under one roof.
- Verified providers to ensure reliability and quality.
- Global reach with local discovery.
- Marketplace + SaaS hybrid model for seamless interactions.

EventFeat transforms complex event coordination into a simple, data-driven experience.

4. Business Model

Our multi-channel revenue strategy combines subscription-based income and transactional growth:

- Vendor memberships and subscriptions.
- Platform commission (10%) on completed bookings.
- Featured listings and advertising placements.
- Future data analytics and integration API services.

5. Traction and Early Success

- 450+ registered service providers worldwide.
- 38+ active published profiles across categories.
- Expanding vendor onboarding pipeline in Europe and Africa.
- Growing brand visibility across Instagram, Facebook, LinkedIn, and TikTok.

These milestones demonstrate the growing adoption of EventFeat as a trusted platform for event professionals.

6. Leadership

Founder: Sabine Abogo

A seasoned professional in the insurance and financial sector with a vision to digitalise the event industry through transparency, trust, and opportunity. Her background in corporate strategy and risk management brings a disciplined approach to scaling EventFeat globally.

> “EventFeat was created to make the event industry more connected, transparent, and accessible — giving every professional, no matter their background, the tools to succeed.” — Sabine Abogo, Founder

7. The Ask

We are currently seeking strategic partners and early-stage investors to accelerate product development, enhance user acquisition, and expand our international footprint.

Use of Funds:
- Marketing & user acquisition.
- Platform enhancement & scalability.
- Vendor partnerships and brand integrations.
- Expansion into key international markets.

8. Call to Action

If you share our vision for a connected, digital future for the event industry, we invite you to explore partnership opportunities with us.

Contact: investors@eventfeat.com
Website: www.eventfeat.com
Download our Investor Presentation for an in-depth overview of our growth strategy, business model, and global expansion roadmap.

EventFeat — Simplifying Events. Empowering People. Building Global Connections.