About Hopin

We've attended virtual events for years in the past and, like many of you, we didn't have a great experience. There has been something missing from virtual events. They just didn't feel like the real thing. This is the problem we sought to solve. What made Hopin unique was it enabled meaningful interactions and networking between people online, just like at an in-person event. We chose to focus on engagement more than content — we wanted people to not just watch but be the experience themselves.

Contents

Hopin (HPN)

Stakeholder(s):

Disabled People :
Over 15% of the world's population experiences some form of disability, according to Worldbank.org. That's over one billion people who face barriers to attend an event. But it's not just people who experience disabilities:

Parents :
It's parents who can't leave their children at home to make it to an event.

Students :
It's students who can't afford a ticket.

Professionals :
It's busy professionals who can't get away from work.

All People :
Events help take away the pain of loneliness for some people— the capable people who can afford it—but not for all people.

Event Organizers :
For organizers, we developed tools for building these highly interactive online experiences. Hopin is a customizable venue that organizers can make their own. It's:

- *Flexible.*
- *Modular.*
- *Scalable to fit all kinds of events.*

Hopin Investors :
We're lucky to be joined on this journey by some of the best investors in the game.

NORTHZONE

Seedcamp

slack

Accel

Salesforce

IVP

Vision

Less loneliness ... more gathering, interacting and growing

Mission

To empower people to gather together in a way that is sustainable and accessible to everyone

Values

Environmental Protection: Events affect the environment -- Events are significant contributors to CO2 emissions, pollution, and wasted food and water... The transportation sector generates the largest share of greenhouse gas emissions (29%). Greenhouse gas emissions from transportation primarily come from burning fossil fuel for our cars, trucks, ships, trains, and planes. Over 90 percent of the fuel used for transportation is petroleum-based, which includes primarily gasoline and diesel. (Source: EPA) The problems don't stop there. Crowd movement and control, noise

pollution, access, and parking and litter also have negative impacts on the local environment. Events are wonderful, but they come with a cost to our planet. But that's not all.

Relationships: Barriers make events difficult to access -- Loneliness is allegedly more dangerous to people than smoking or obesity. Psychologists have found that our identities crumble and the will to live wanes in the absence of meaningful relationships or a sense of personal contribution. We need relationships. Meetups, festivals, conferences—any events that bring people together—help connect, grow, and develop relationships. We meet new friends, find new opportunities, and cultivate lasting memories. But not everyone can make it out to an event.

Interaction

Networking

Engagement

Experience

Events

Create live online events that are interactive and personal

1. Video

Enable one-on-one video networking

2. Connections & Follow-Up

Enable participants to "connect" and exchange virtual business cards for follow-up

3. Groups & Breakouts

Enable breakout sessions and participation in groups

4. Keynotes

Enable viewing of keynote presentations

5. Chats

Enable participants to exchange chat messages

6. Polling

Enable participants to fill out polls

7. Expos

Support interactive expo areas

8. Backstage

Provide a virtual backstage

There's also a private virtual backstage for your speakers and branding placements for your sponsors.

8.1. Speakers

Enable speakers to communicate privately

Stakeholder(s):
Speakers

8.2. Branding

Support branding placements for event sponsors

Stakeholder(s):
Event Sponsors

Administrative Information

Start Date:
End Date:

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