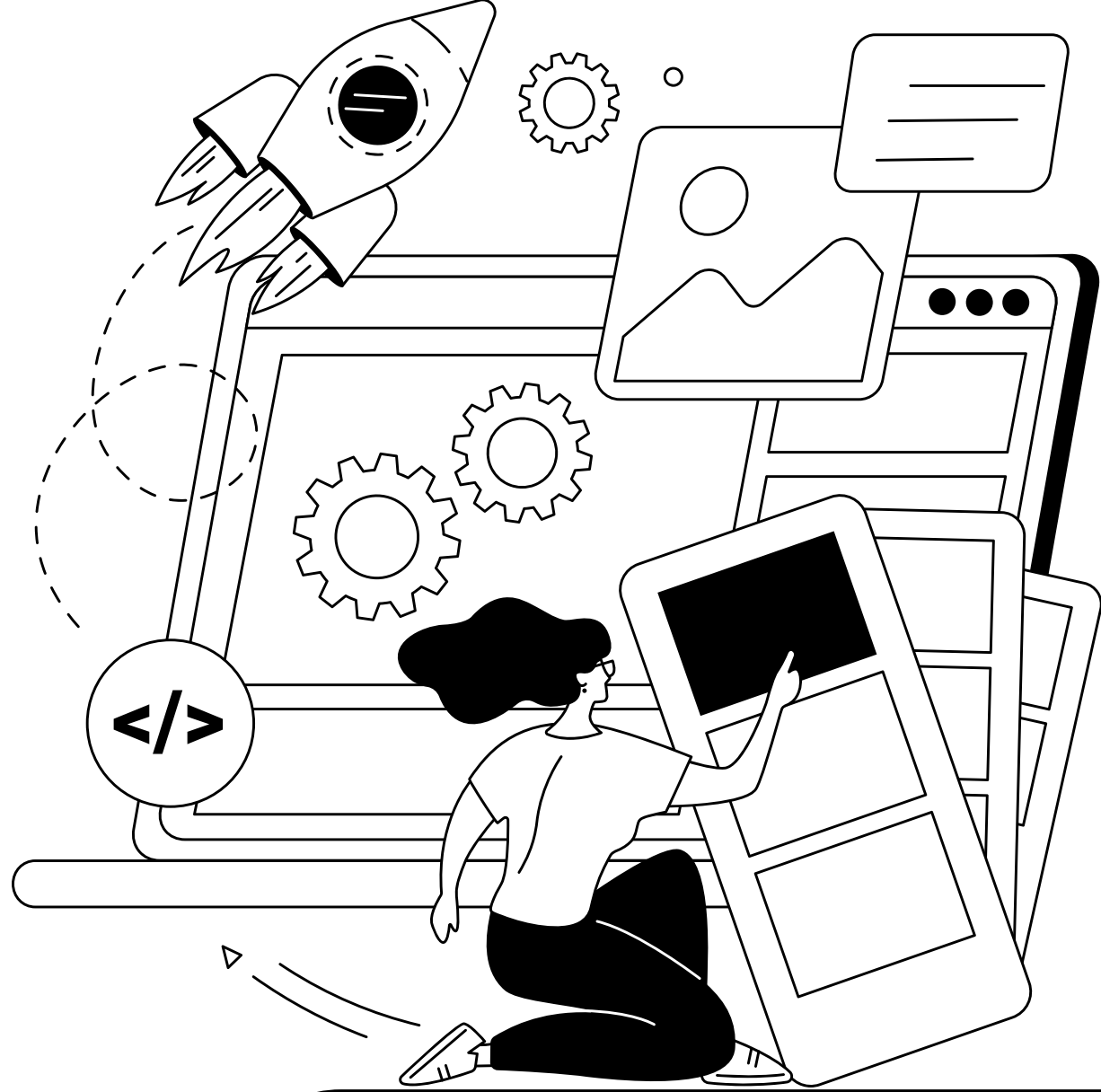


➤ LABLAB.AI



www.efa.guru

إيفا_Efa

How was your event ?

MISSION

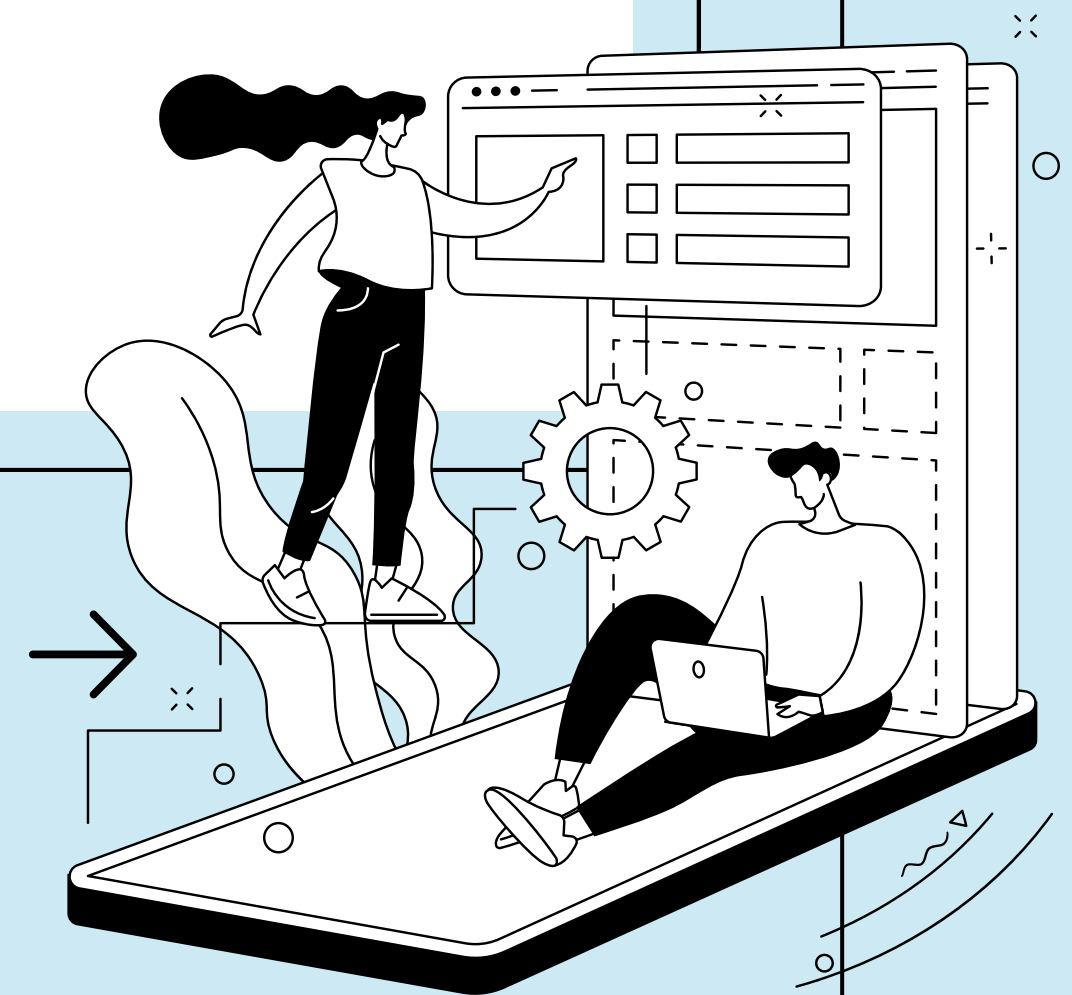
We help tech
conference organizers
to collect and analyze
feedback.



PROBLEM

Gathering and processing insightful feedback from a large amount of guests is nearly impossible.

Ahmad and Ana tried to do it by sending an email to the 215,000 attendees of Leap 2024... this is them in 2032 still processing the data manually.



Here's how event organizers gather feedback today:

FEEDBACK FORMS

Attendees fill out forms with pre-selected questions, **limiting personalization**

FOCUS-GROUPS

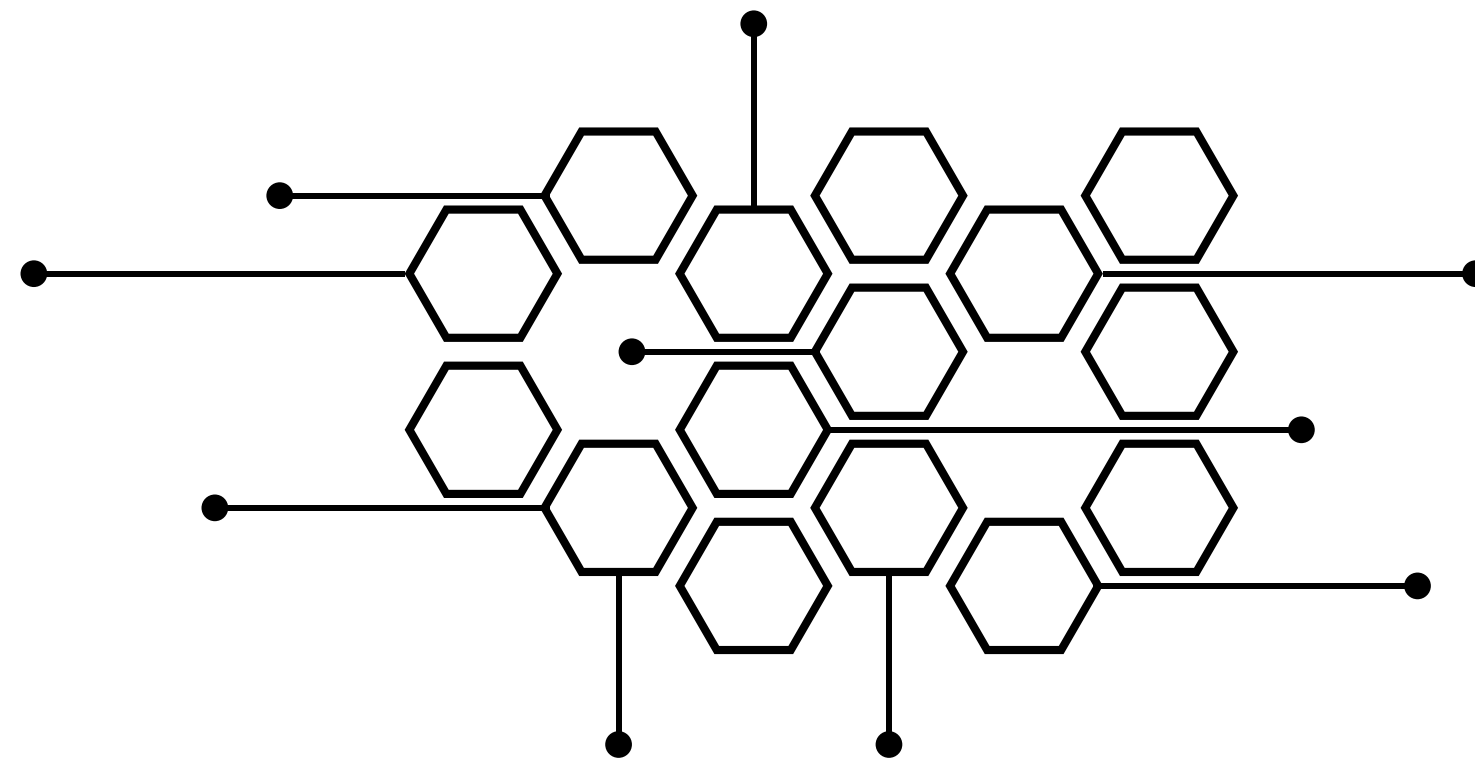
Small, in-person discussions provide rich detail but **are limited in reach**

DIRECT COMMUNICATION

Organizers reach out individually through email or calls, **a time-intensive method** for large events

SOCIAL MEDIA ACTIVITY

Organizers monitor online conversations, capturing real-time sentiment but **lacking structure**



SOLUTION

Efa

Events **F**eedback **A**ssistant



✓ **GENERATE**

Efa generate a questionnaire based on the organiser's wish.



✓ **ENGAGE**

Attendees scan a QR code and chat with feedback bot.



✓ **ANALYSE**

Efa analyses the sentiment and provides key insights in a dashboard.

TARGET

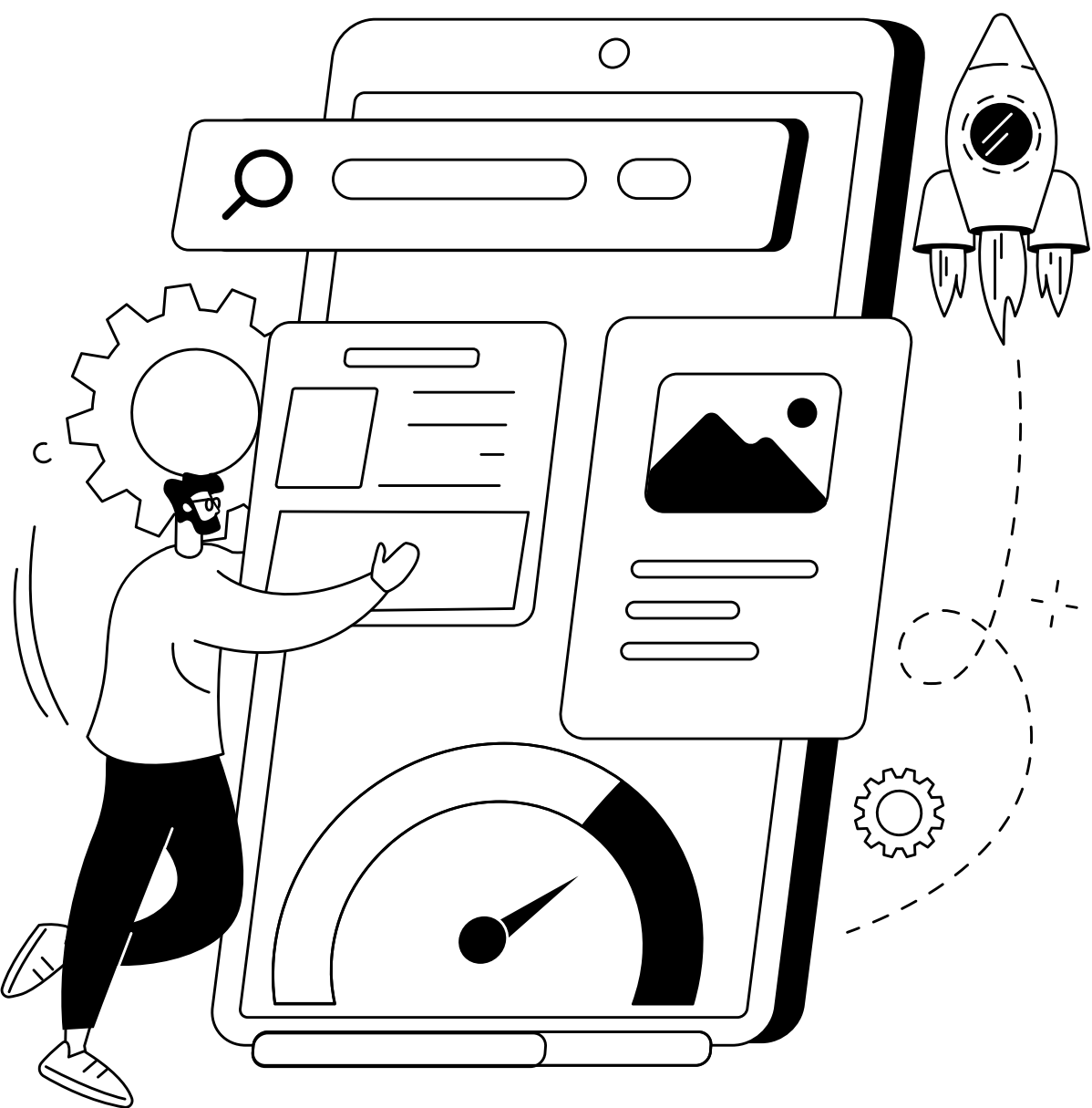


→ TECH CONFERENCES

→ 2000+ ATTENDEES

→ SAUDI ARABIA

MARKET



2,000 EVENTS

were organized in Saudi Arabia in 2016 - 2024,
engaging over 46 millions attendees

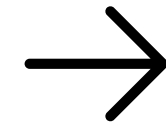
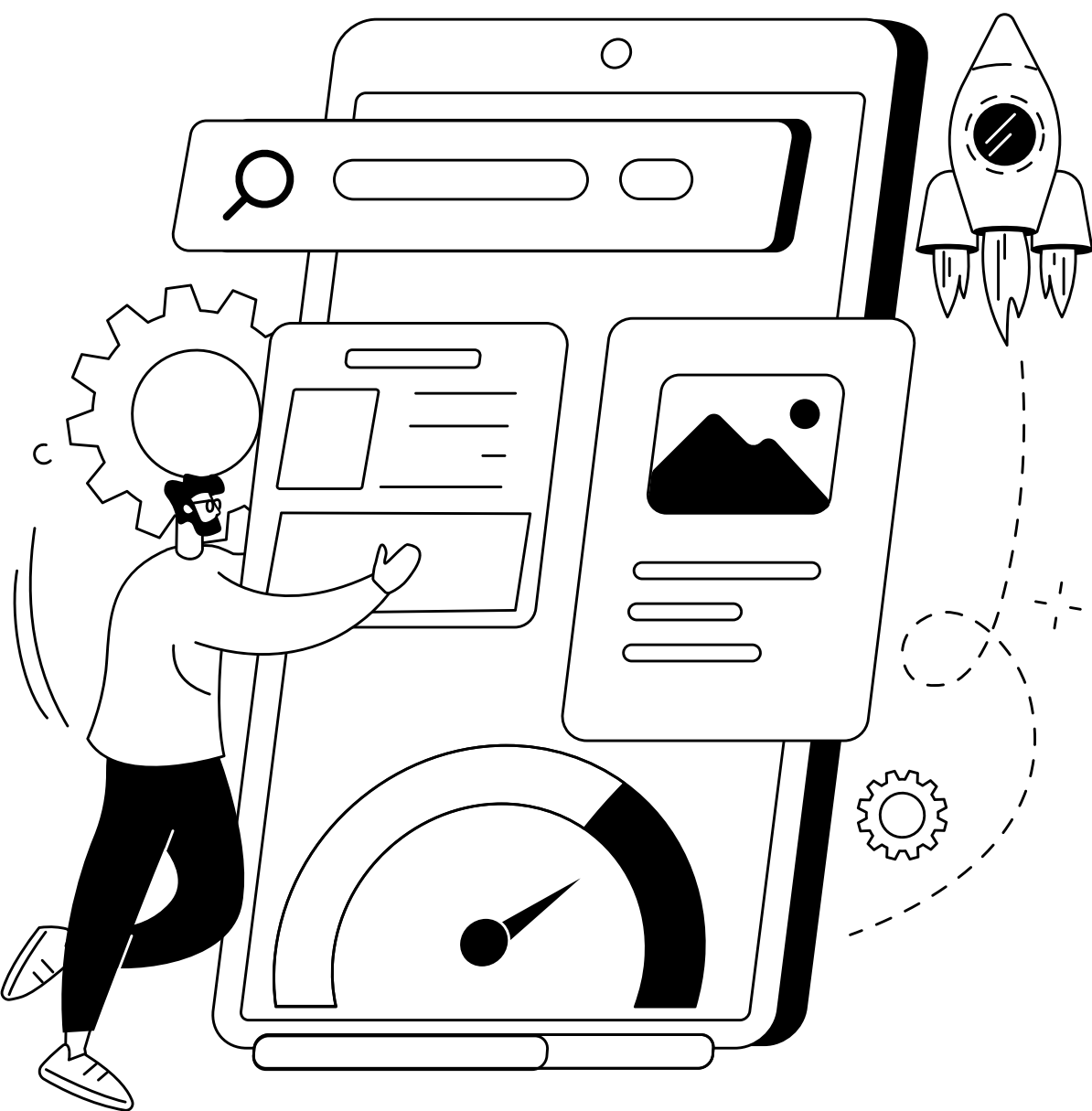
SAUDI VISION 2030

launched by Saudi Arabia government, opens
opportunities for more events to be hosted in the area

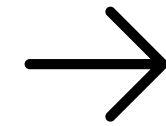
OVER 1,000 COMPANIES

are operating as Events management providers
in Saudi Arabia

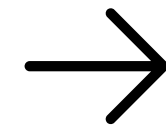
COMPETITOR



TYPEFORM



ZOHO SURVEY

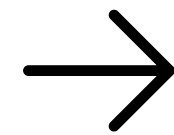
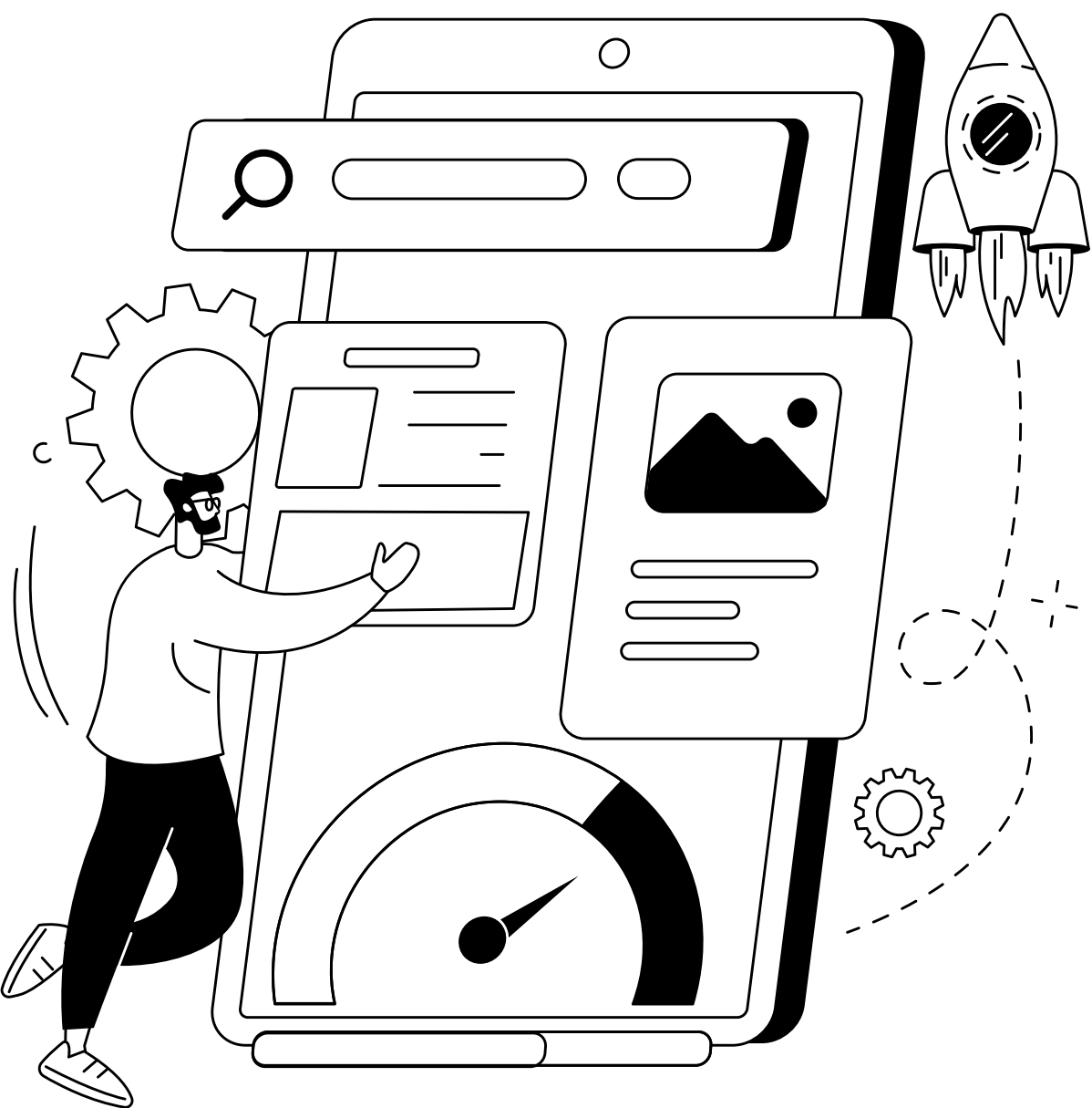


SURVEY MONKEY

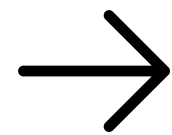
Each of the platforms have **strong forms capacity**, offering interactive UI and brand integrations. However, none of them is focused on Event industry to offer specific level of needs organisers have.

Efa is the feedback chatbot, that allows full customisation, together with advanced insights gathering.

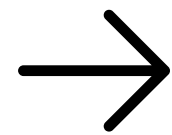
GO TO MARKET



PARTNERSHIPS

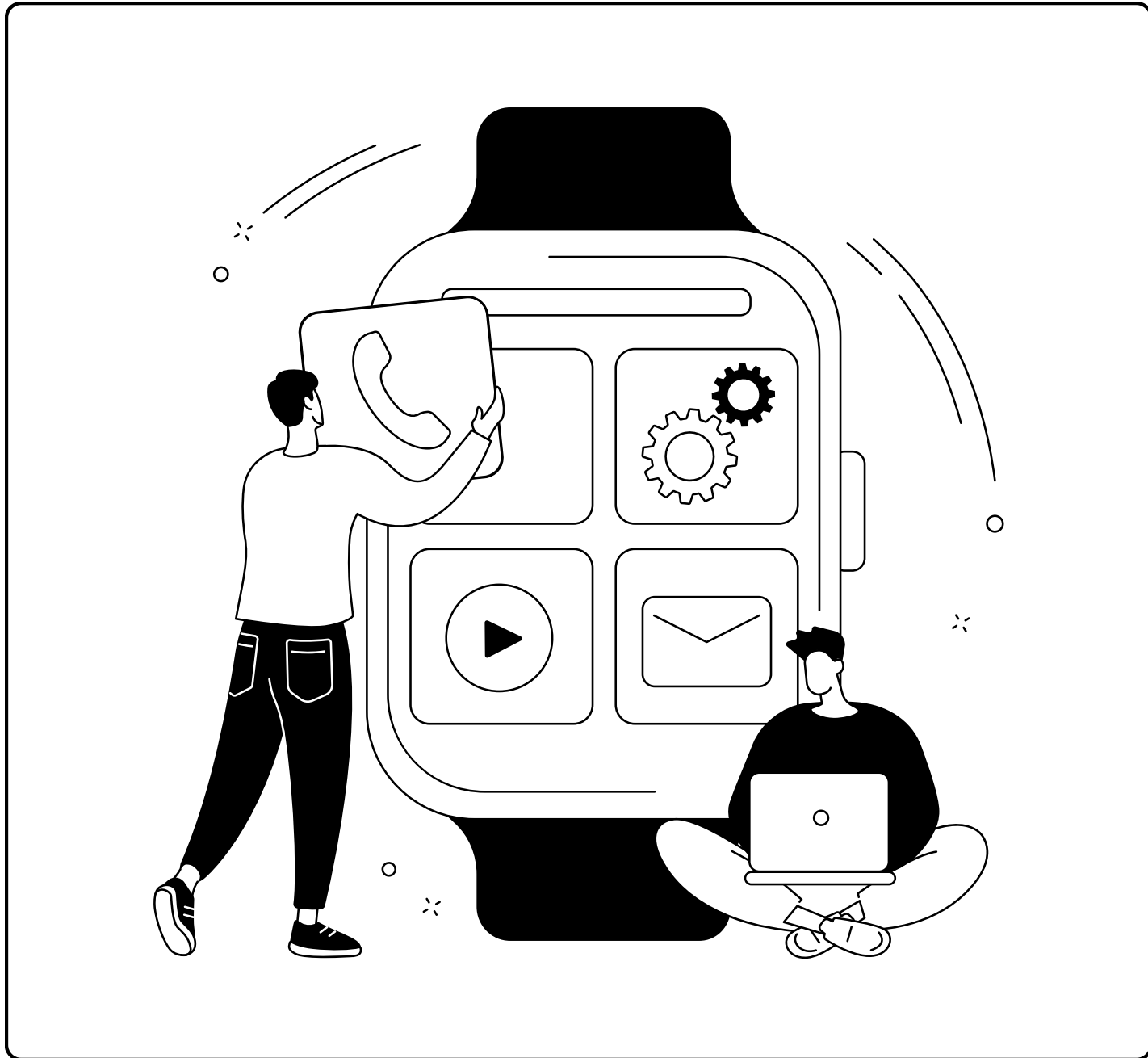


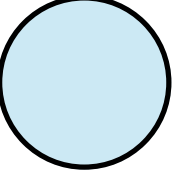
ONLINE PRESENCE



PERSONNAL NETWORK

WHY NOW



 AI CRAVE

 BOOMING MARKET

BUSINESS MODEL

SUBSCRIPTION
\$500 / EVENTS

PAY AS YOU GO
\$0.2 / FEEDBACK

3 EVENTS PER MONTH

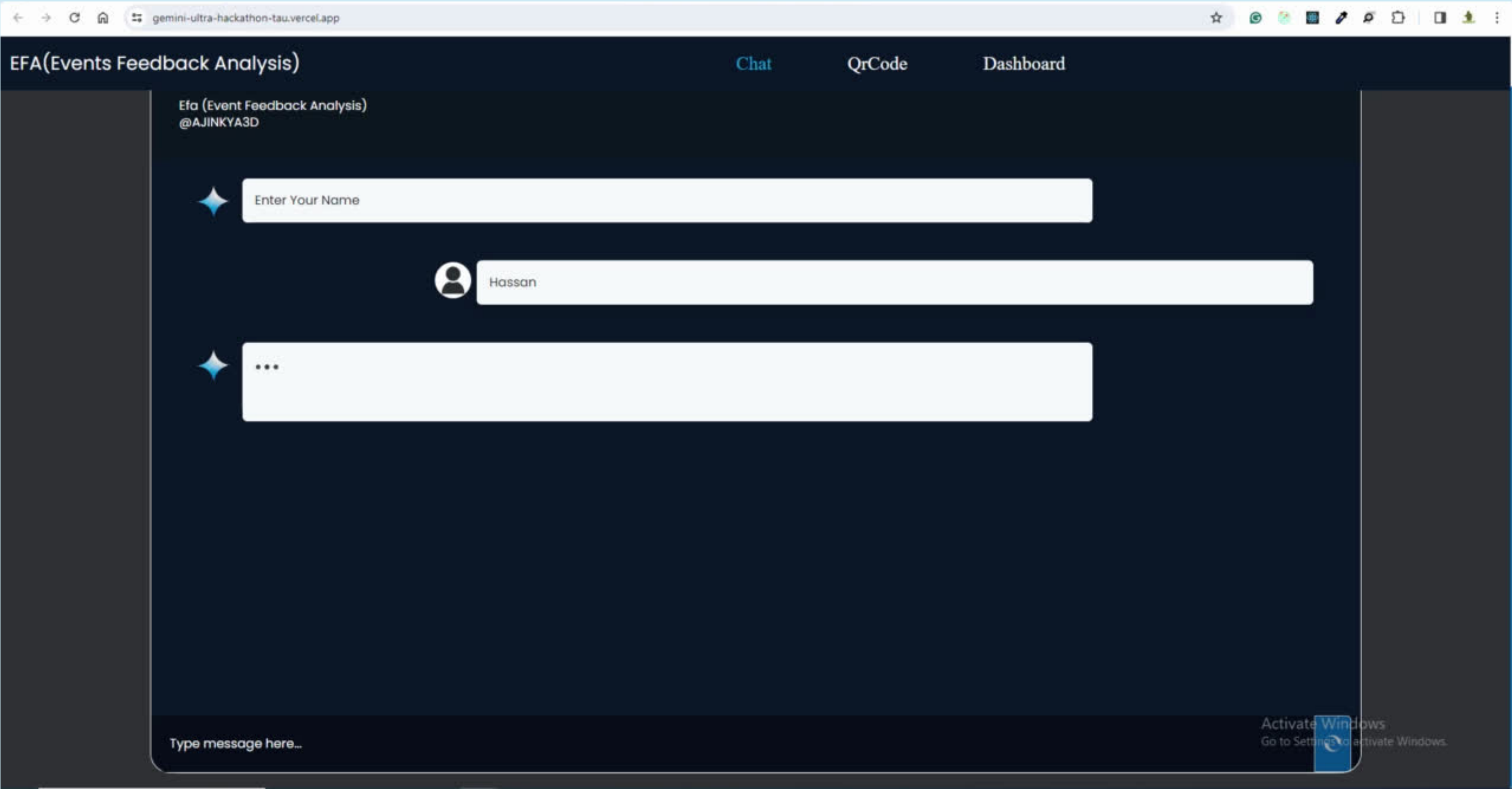
(\$500 X 3 EVENTS / MONTH)
\$1500

+

(\$0.2 X 4000 PAX X 3 EVENTS)
\$2400

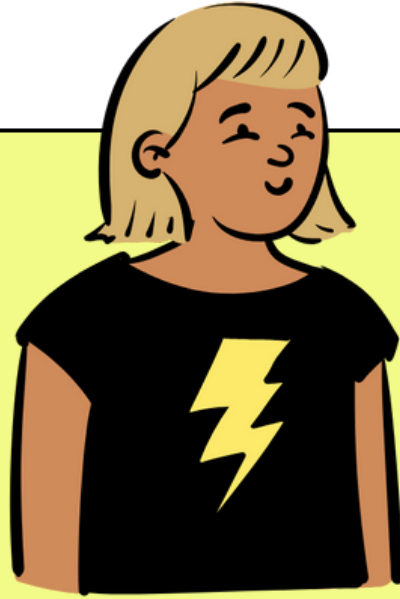
\$3900 / MONTH

DEMO



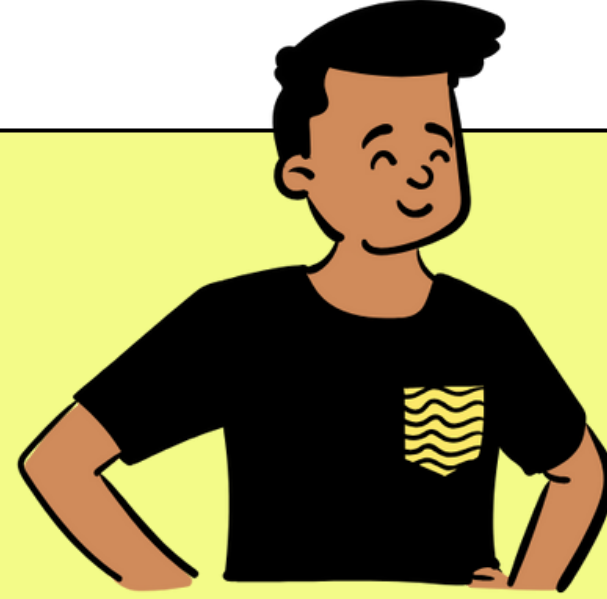
SQUAD

EVENTS, AI & DEV SPECIALISTS



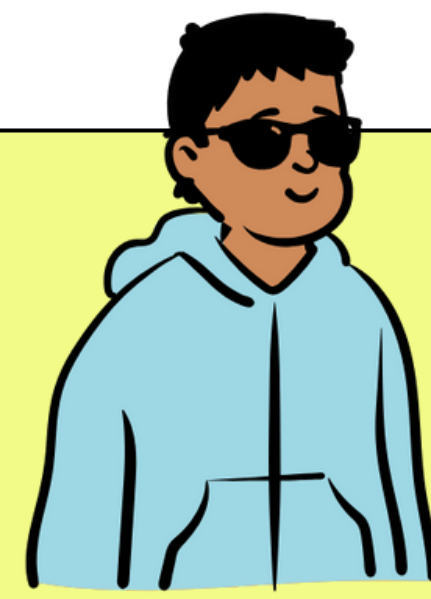
OLESIA

Biz / EVENTS Girl



ALI

AI guy



MUHAMMAD

MERN Dev



THIBAULT

Biz / EVENTS Guy



TEMI

AI guy



HASSAN

Mern Dev

Efa ✨ **إيفا**