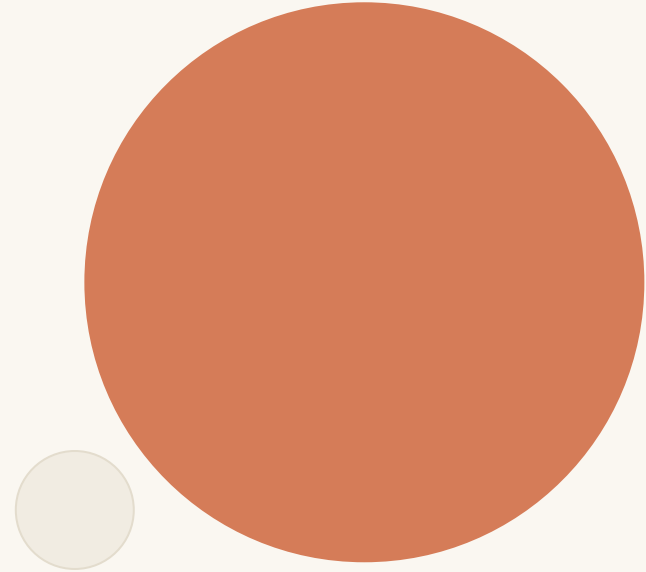


# Pirida

Effective peer matchmaking  
*supercharges* sponsorship  
revenue and retention.



*Sponsor satisfaction* is the  
most crucial metric to  
maintain and grow  
*conference revenue* year  
after year.

# Sponsor satisfaction is directly linked to **pipeline generation and ROI on spend**

## Meet - Daniel

Head of Field Marketing, SponsorCo



*"I sponsor for one reason - **pipeline**. I want to fill up my teams' calendar with high quality meetings with potential buyers."*

Daniel's sponsorship renewal math is simple.

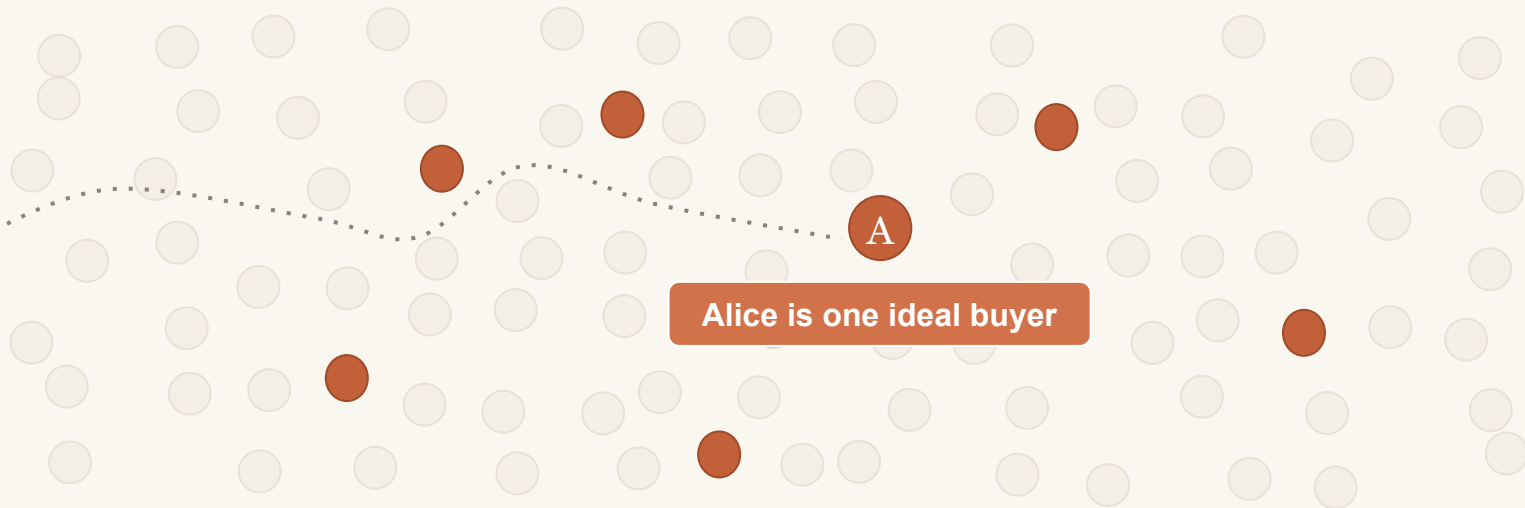
Generate pipeline → *Renews & grows spend*

No pipeline → *Doesn't come back*

To build pipeline, a sponsor has to **find their ideal buyers** *in a room full of delegates.*



DANIEL



Alice is one ideal buyer

● Daniel – the sponsor    ● Not a fit    ● Ideal buyer

But delegates *mainly* want to meet peers.  
They *are* open to meeting sponsors *but only if relevant*.

## Meet - Alice

VP Engineering. BuyerCo



"I came to meet *people solving what I'm solving*. Not to scroll through irrelevant vendor pitches."

Networking apps aren't solving the issue

Bombarded with irrelevant sponsor pitches

Relevant sponsors get lost in the shuffle

Peers they want to meet aren't active on apps

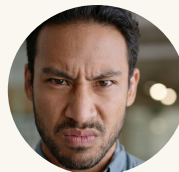
# Delegates and sponsors both lose trust in the system for the same reason - *they can't meet who they want to*



*“Too many vendors pitching me on email and the app!”*

*“How do I meet other people working on similar projects as me?”*

*“I don't mind meeting sponsors as long as they're relevant”*



*“Nobody responds to us on email or the app!”*

*“How do I show ROI to my CMO?”*

*“We don't have enough buyer meetings.”*

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# Enter Pirida.

We engineer the right connections -  
the peers Alice came for, and the buyers Daniel  
wants to meet all in one flow.

## THE DELEGATE'S EXPERIENCE

# For Alice - *every* touchpoint feels like magic, and increases trust in the recommendations

### 3 WEEKS BEFORE

## A survey - tailored for her

### Survey for Alice

We're honored you're joining us. Your work scaling human-AI teams across SponsorCo, and how systems has shaped how we think about this conference. We'd like to tailor your experience to you. This takes about 3 minutes.

Given the launch of Cognitive AI, what matters most to you this year?

- Scaling agentic AI systems in large, regulated enterprises
- Building and retaining world-class AI teams across multiple functions
- Translating technical AI breakthroughs into measurable business impact
- Learning from peers who've navigated similar organizational transformation
- Something else entirely

#### ADDITIONAL COMMENTS

Real-world lessons from teams shipping AI now would be most useful.

### AT THE EVENT

## Shortlist waiting at check-in



### ACROSS EVENT DAYS

## High quality meetings - with peers and sponsors

### Recommended peers for Alice



**Francis Bell**  
Chief Data, AI and  
Analytics Officer · Afford  
AI Company



Hide rationale

Queue to meet

You both lead enterprise-scale AI transformation at Fortune 500 companies and have authored patents in AI systems. Francis' AffordLLM platform democratizes AI across thousands of employees, while your CognitiveAI partnership with Anthropic on Claude integration serves a similar mission of embedding AI into consumer-facing products at scale.

Suggested question: Your AffordLLM platform sounds like it's solving the same democratization challenge we're tackling with Cognitive's Claude integration—how are you thinking about measuring adoption and business impact across such a large user base?

## THE SPONSOR'S EXPERIENCE

# For Daniel - *every* touchpoint increases the ability to generate pipeline for his company

3 WEEKS BEFORE

### His buyer persona researched and ready to go

#### Conference Fit Assessment

##### STRONG FIT

SponsorCo has exceptionally strong alignment on all three dimensions. Their enterprise agentic AI platform directly addresses the conference's primary theme and use case. The buyer personas (CTOs, CIOs, engineering directors) are heavily represented in confirmed attendees and speaker lineup. They serve five of the seven key verticals represented at the conference, and their Deloitte partnership signals credibility with the enterprise decision-makers in this room.

##### BUYER MATCH

CTO, CIO, VP Data & Advanced Tech, VP Strategic Initiatives, Senior Engineering Manager, Head of Engineering, Director AI Innovation, Enterprise Strategy & Transformation Executive, and similar technical leadership roles are confirmed attendees. These are

AT THE EVENT

### 25+ buyers ready to proactively meet

Attendees who want to meet SponsorCo 29

#### WANT TO MEET - 29

AV Paul K.

HG Graham Martin

KF Vi

ACROSS EVENT DAYS

### Even more ad-hoc high quality buyer meetings

#### SponsorCo

sc SponsorCo

Ask Miranda

**Where they fit best** - SponsorCo provides cloud-based identity and access management software that helps companies manage and secure user authentication into applications, including single sign-on, multi-factor authentication, and AI agent security.

#### Attendee queue

Search attendees...



Alice M.



Show rationale



Make it Mutual

Incoming  
VP Engineering ·  
BuyerCo

## TWO-SIDED VALUE CREATION IN ONE FLOW

Win Alice's trust with right *peer matches*, and she'll take Daniel's *sponsor meeting*.

- 01 Alice meets the right peers. The event earns her trust.
- 02 Now she'll take a well-matched sponsor meeting - Daniel's pipeline grows.
- 03 Daniel hits his number and renews - and spends more.



WIN-WIN ALL AROUND

## Proof it's already working

73%

of recommended sponsor meetings  
accepted by buyers

~4

average peer connections per  
attendee

8.5/10

Satisfaction score from  
delegates

*“This year, many of our top sponsors had 25+ attendees opt-in to meet them, when last year we could barely manage 4. Amazing how much trust you can build with attendees if you just help them meet their primary goal.*

*It's a win for everyone!”*

- Conference Director, Leading B2B AI Conference

*“As soon as I saw the list - I was like holy sh\*t **these are exactly the people I want to meet.** To be told why it would be useful for me to meet them was just a cherry on the cake!”*

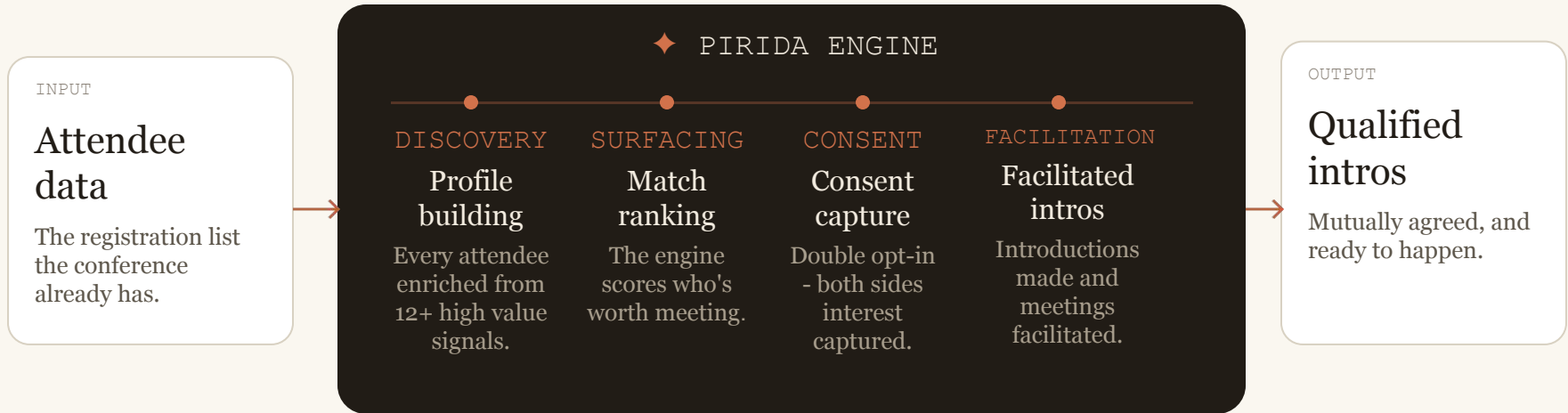
- VP Ads, Fortune 100 Media Company

*“As an introvert who struggles with cold intros, **I really appreciated this approach.**”*

- Head of Risk, Fortune 50 Global Bank

HOW WE DO IT: UNDER THE HOOD

# High-value signals in, *high-quality, facilitated intros* out



The four hardest problems in event matchmaking - discovery, surfacing, consent, and facilitation - solved end to end.

# Why this is more impactful over current solutions?

01 **Context quality is more accurate** because attendees expect true value **without having to publicly display their challenges and goals.**

02 **Attendees hate networking apps.** Selecting through mountains of profiles is time-consuming. This removes the need to do that.

03 **The power imbalance is equalised** when intros come from a **trusted, neutral party.**

04 **All meetings are high quality** because they require **opt-in from both parties, always.**

# Onsite value is the mechanism, the real asset is the *data*

01 Which sponsor categories are oversubscribed - and which are white space

02 Where attendee investment intent is concentrated right now

03 Which new sponsor categories you haven't pitched yet - but should

04 Renewal-ready intelligence: proof of ROI per sponsor, ready to deploy

# Meet the *team*

Two founders who lived this problem from both sides — **building the events** and **building the algorithms**.



## Priyanka Asera

CEO & CO-FOUNDER

Built a **\$1M conference** (acquired by Reuters). Enterprise sales at Transfix, now a unicorn. Partnerships at TLDR. Started Pirida because she **lived this problem as an organiser**.



## Radhika Toshniwal

CTO & CO-FOUNDER

Built production **AI & recommendation systems** at LiveLike (Chelsea FC, NY Mets) and Loco. CS background, 4+ years shipping real ML in production. **Architects the algorithm** at the core of Pirida.

# Better matches. Happier buyers. *Sponsors that renew.*

Let's make your next event the one  
sponsors can't walk away from.

hello@pirida.com · pirida.com

