



**MESA Monthly Member Meeting (4M)**

**Wednesday 13<sup>th</sup> November**

## **How to Turn a Simple Idea into a Successful Event Tech Company**

Thank you to [Joe Atkinson](#), Director & Co-Founder, [Lineup Ninja](#), MESA Member, for the MESA Pledge reading.

Thank you for the E-Book Express Showcase (provided by [Richard John](#), COO of [Realise](#), MESA Member). View in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / November 2024) or click on the direct links below:

1. **10 Common Webinar Mistakes... And How To Avoid Them** – [Link in Community Platform](#)
2. **MPI AI Guide** - [Link in Community Platform](#)
3. **How to Trigger Growth in Exhibitions Industry** – [Link in Community Platform](#)
4. **The Hosted Buyer Playbook** - [Link in Community Platform](#)
5. **Event Measurement Cheat Sheet** [Link in Community Platform](#)

**Overview** – [Link in Community Platform](#)

Also thank you for the 5 snippets in 5 minutes "5 steps to time & management success" from by [Richard John](#), COO of [Realise](#), MESA Member.

- **Target Your Efforts**
- **Deep Work**
- **Batch Tasking**
- **Automate Without Limits**
- **Digital Declutter + 'Self-Investment'**

View in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 /November) – [Direct Link to snippets slides](#)

What started as a simple classroom idea became a decade-long adventure leading to building a successful event tech company. In this session, Juraj took us through our exciting journey of [Slido](#) — from their humble beginnings to an exit. He shared the pivotal moments, challenges, and breakthroughs that shaped their path. We discovered the principles that allowed them to stand out in a highly competitive market and grow from a small start-up into a globally recognised brand. He discussed the origins and growth of Slido, a live polling and Q&A platform and highlighted that the company started in a classroom with a simple idea to make conferences and events more interactive and engaging. The idea was born when the CEO was giving marketing classes at a university and wanted to improve his teaching methods. He used paper forms to collect feedback from his students, which led to the creation of a simple app to collect feedback more efficiently. Over time, Slido evolved into a global company, engaging almost a quarter of a billion people, and making over 8 million meetings more interactive. He emphasised that the company's mission to make events more valuable for attendees has remained at the core of its operations.

## **Key Outcomes**

- The importance of staying true to the company's vision and strategy, even if it means losing clients whose requests cannot be fulfilled
- The need to go global to build a successful SaaS company
- The necessity of expanding to the US to become a truly global company
- The importance of physically being where customers are, and the need for a strong passion for the product and company success
- The company initially sent a core team member to the US before hiring locally, and maintained a frugal approach to growth, which proved successful
- The importance of focusing on top-tier customers and events, as this drives growth in the market
- He emphasised the importance of transitioning to a subscription-based model and building integrations with popular tools to cater to the evolving needs of their clients
- The need for a more methodical approach to customer feedback and the establishment of a clear organisational structure as the company grew
- The importance of paying organizational debt, building structure, and educating first-time managers

### Key lessons

1. No growth before product-market fit.
2. Do unscalable things.
3. Your first customers will help you shape your product.

slido

### Key lessons

1. Go where your customers are. Physically.
2. Send someone from the core team, only then hire locally.
3. Stay frugal, stay lean.
4. Focus on the top of the waterfall.

slido

### Key lessons

1. After ~7 years you might need to reinvent yourself.
2. Become a company with predictable revenue (ARR)
3. Pay the organizational debt.

slido

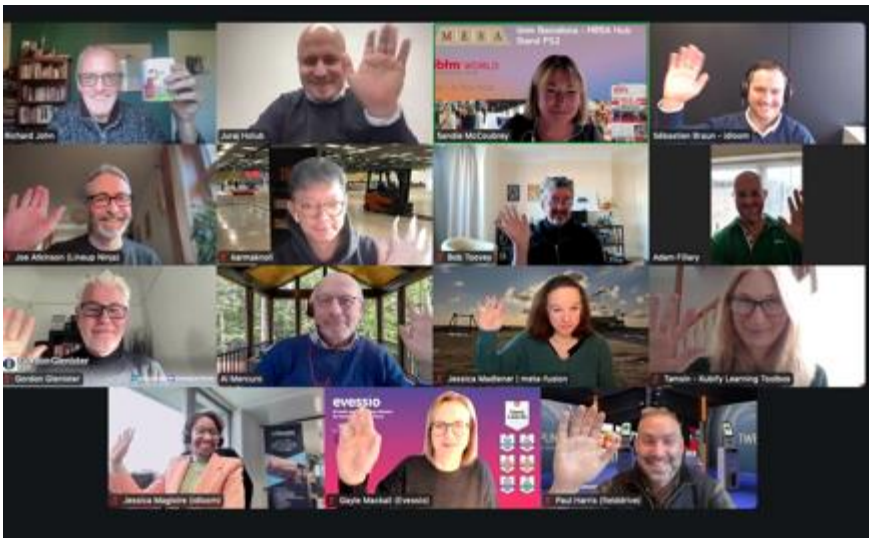
## Please provide your feedback on this session – we would love to hear what you say!

Thank you to our speakers:

**Juraj Holub**, International Moderator / Public Speaker / CEO & Founder of **Remote People**

by **Richard John**, COO of **Realise**, MESA Member

The session was moderated by **Sébastien Braun**, CEO & Founder of **idloom**, MESA Patron Member



### NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's)

1400 GMT / 1500 CET:

Thursday 12<sup>th</sup> December: XMAS QUIZ

Led by [Gordon Glenister](#)

We look forward to seeing you there!

[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

[Join us at ibtm - MESA Stand P52](#)

[Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

**Remember: You are in the MESA Community Platform (Intranet wall)**

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

**Please post content and connect with each other**