



A virtual events platform

# Chipsoft India

- Software services firm based in India
- History of 35 years of excellence
- Clients in India, US, UK and Philippines
- Corporates, Governments, Not for profits
- Long term trust relationships
- Technical team size ~ 30



# Our Experience

- Custom Software Development
  - Web Portals
  - Mobile Apps
- Verticals
  - Business Applications
    - CRM, ERP, Business Process Automation...
  - Knowledge Management
  - Interactive community sites
  - E-Commerce
  - Scientific & Medical Applications



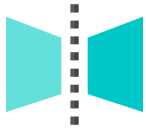
# Current Situation

- Physical events are out
- Virtual Events
  - People are getting used to them
  - Wider reach
  - Convenient access
  - Global speakers and audience
  - Very much more economical
- Hybrid Events – the future



# Not another Webinar!

Why is it so difficult to hold audience attention in a typical Webinar?



They all look the same



One way communication



Very little interaction



No business opportunity



Poor engagement



# Cloudmice Offering

# Cloudmice

- Developed during the pandemic on request from CII
- A virtual events platform with facilities to
  - Organise Conferences
  - Host Exhibitions
  - Excellent Networking facilities
  - In depth Analytics
- Security audit certified
- Hosted on Microsoft Azure Cloud servers



# Cloudmice Experience

- Over 300 events hosted
- 180+ exhibitions and trade fairs with 5,000+ exhibition stalls
- Used by 4,500+ speakers
- Attended by 833,000+ participants from 192 countries



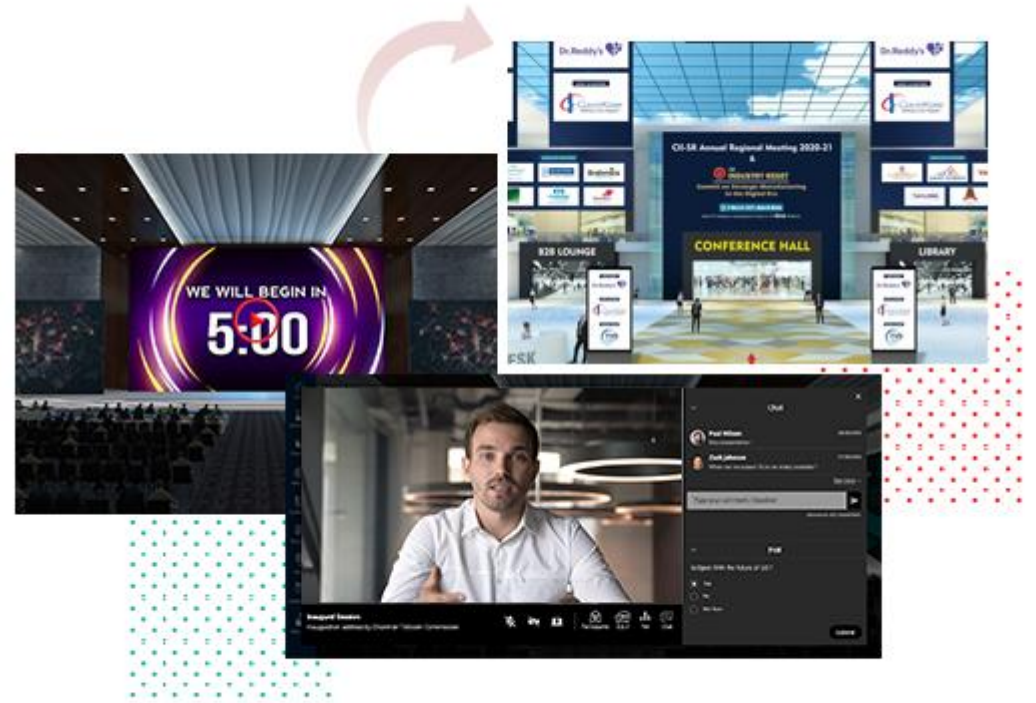


# Some events you can organise on the Cloudmice platform



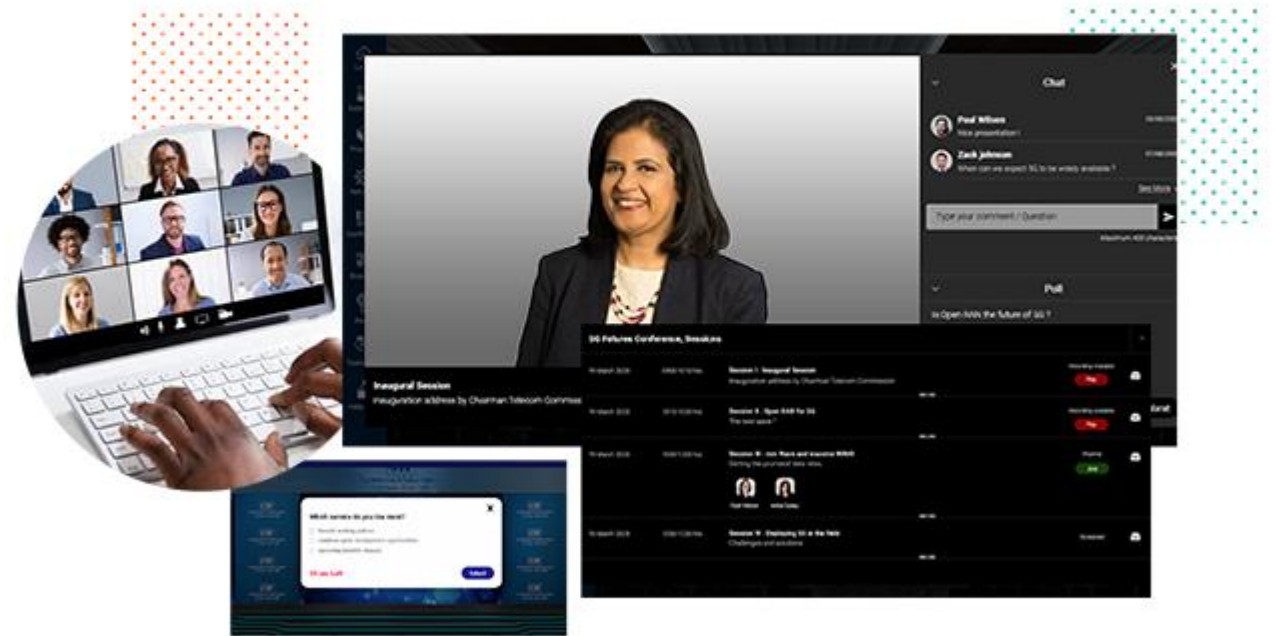
# Conferences

- Build an impressive, unique look for your event
- Sponsor banners and ads on any screen
- Parallel track sessions, round tables,
- Q&A, Chat, Polls, Raise hand facility
- Facility to view participant profiles
- Connect with others over chat, email, video call
- Organisers can communicate live with participants via text and video notifications
- Library of background papers, videos, presentations



# Training sessions

- Live interactive sessions
  - Q&A, Polls, Raise hand facility
- Impressive layout and user experience
- Integration with Zoom, Youtube, Vimeo
- Recorded sessions with on-demand access, available 24x7
- Payment gateway integration available if required



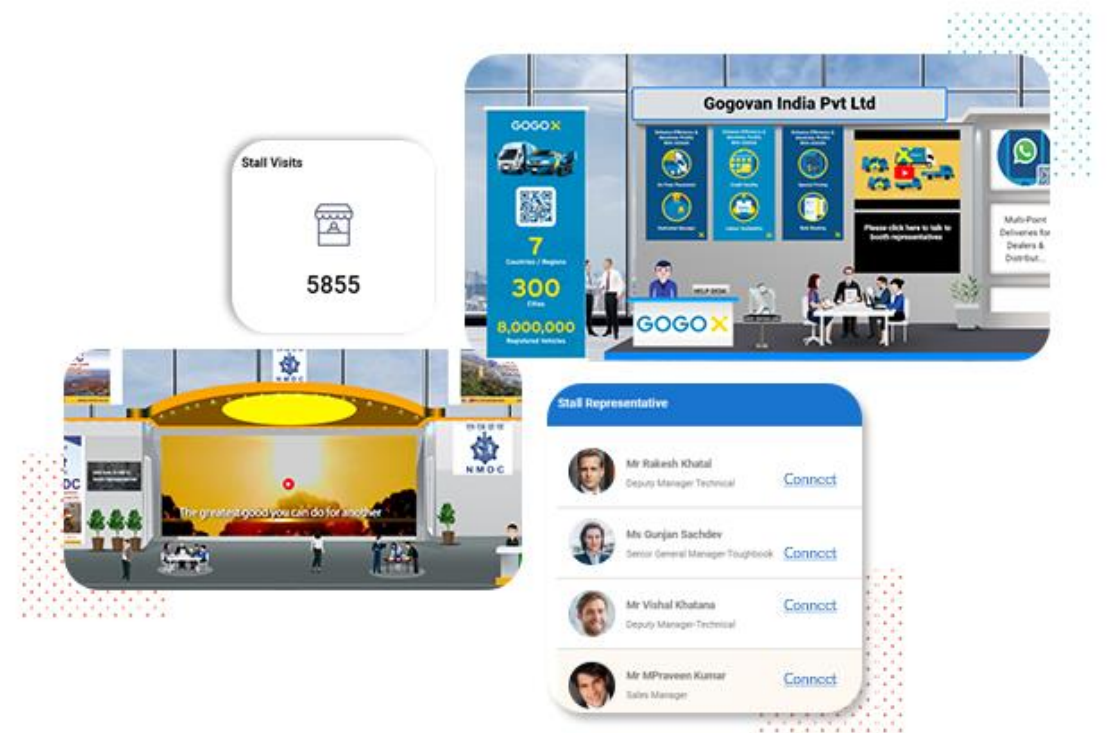
# Exhibitions and Trade fairs

- Focussed exhibitions or large trade fairs sprawled over multiple halls
- Impressive looks
- 24x7 access
- Facility to search across stalls on a sector / product / company etc
- Fantastic ROI for the exhibitors with
  - Qualified leads
  - Visiting card drop box
  - Walk in meeting room with every stall
  - Facility to search through participants to identify target audience
  - Invite potential customers to your stall
  - Fix a video call with any participant
  - Analytics to show visitor behaviour and interests



# Permanent exhibition of company products

- An attractive 3D interface
- Exhibition spread across different halls for different product lines
- A dedicated product stall with Videos, brochures, promotion material, pictures
- Meeting room with every stall for walk in meetings during pre defined time slots
- Facility to connect with the right person related the product via chat, email, video call etc.



# Host other internal and external meetings

- Host your AGM, employee town hall, award ceremonies, and other meetings on Cloudmice
- Impressive customised interface
- Branding opportunities
- Excellent user experience
- Give awardees the limelight and exposure they deserve
- Informal lounge for people to meet winners and build connections after the show
- Add demo rooms or press conference rooms
- Extend your live events to the virtual space to go hybrid



# Communication & Networking

- Facility for visitors to get access to all relevant staff profiles
- Connect with any of these via chat, email, video etc.
- Facility to request a scheduled video meeting with anyone of interest
- Meeting rooms for regional meets or smaller breakout meetings
- Meeting tables for unscheduled meetings



# Resource Centre

## A repository of resources

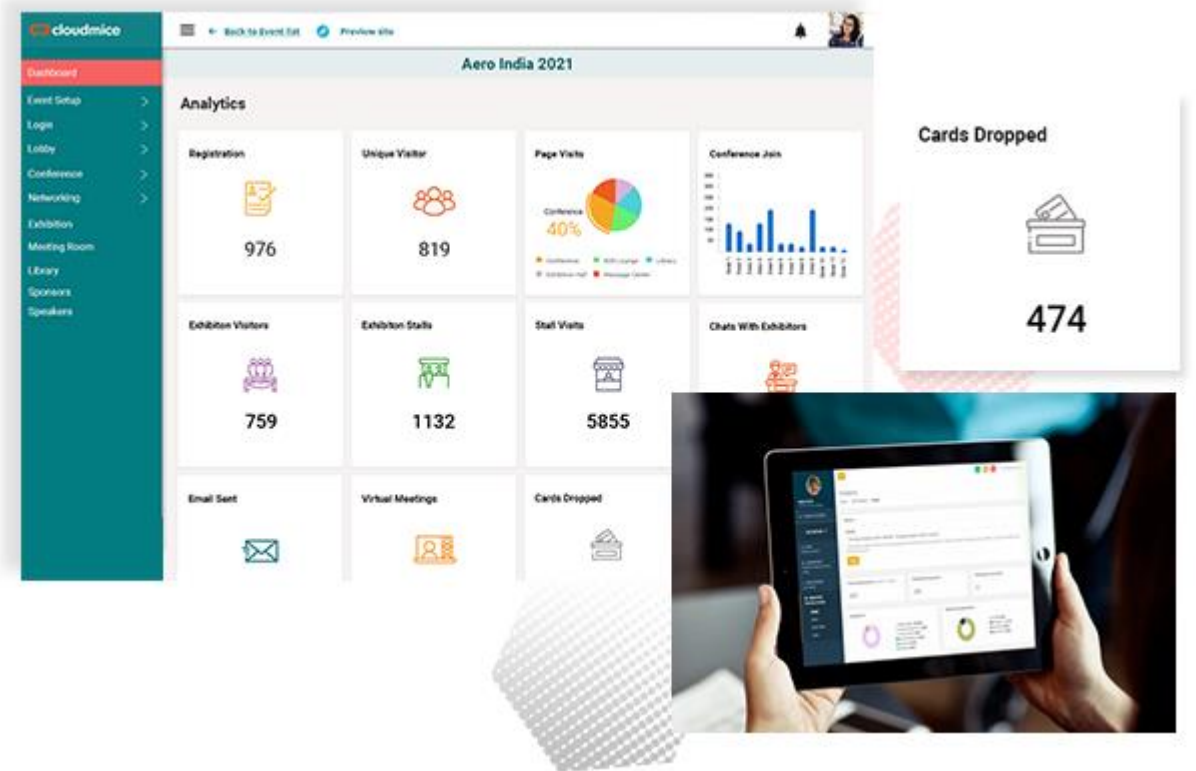
- Brochures
- Videos
- Presentations
- Papers
- Press releases
- Press Coverage





# Powerful Analytics

- Understand your audience
- How many? When? For how long
- Sessions attendance
- Stalls visits, time spent on stall, what viewed
- Cards dropped
- Networking – who connected with whom and how
- High level stats with drill down reports



# Cloudmice Promise

- A smooth and flawless experience
- An experienced event organiser with you from day 1
- Training and guidance on how to setup and manage your event
- On call dedicated support on the day of the event

