



EventLab

WhatsApp- Powered Event Management Platform

Transforming how event organizers manage registration, communication, engagement, and check-in through a unified, WhatsApp-first solution.

The Problem

Event organizers today rely on multiple disconnected tools that create fragmented workflows and operational inefficiencies.

Fragmented Workflows

Google Forms for registration, Excel for tracking, email confirmations, WhatsApp groups, and manual check-in systems

Long Queues

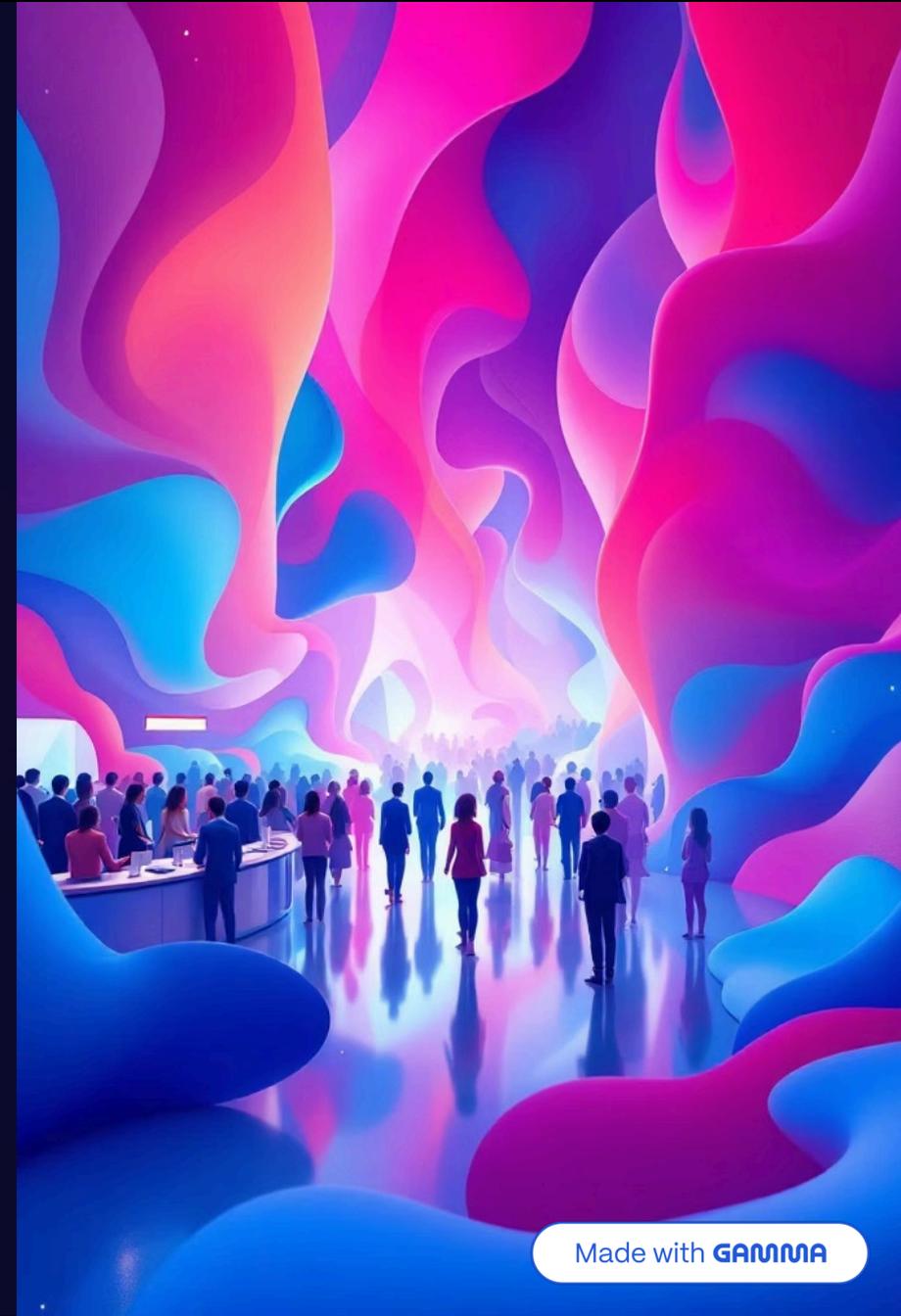
Manual QR scanning and printed lists create bottlenecks during event check-in

Limited Engagement

Disconnected communication channels prevent real-time audience interaction

No Real-Time Insights

Lack of integrated analytics to track registrations, attendance, and engagement



Market Opportunity

The event industry is rapidly expanding across corporate, educational, and community sectors. Thousands of events take place every year in Sri Lanka alone, while globally, Event Technology represents a multi-billion-dollar market poised for continued growth as events become more digital and interactive.

Key Segments

- Corporate conferences and meetings
- Exhibitions and trade shows
- Startup and innovation events
- University and education gatherings
- Community and networking events



The Solution

EventLab

A WhatsApp-first event management platform designed to manage the entire event lifecycle in one integrated system.



Registration

WhatsApp-based attendee sign-up



QR Ticketing

Automated digital ticket generation



Fast Check-in

Token verification reduces queues



Communication

Unified attendee messaging



Engagement

Live interaction tools

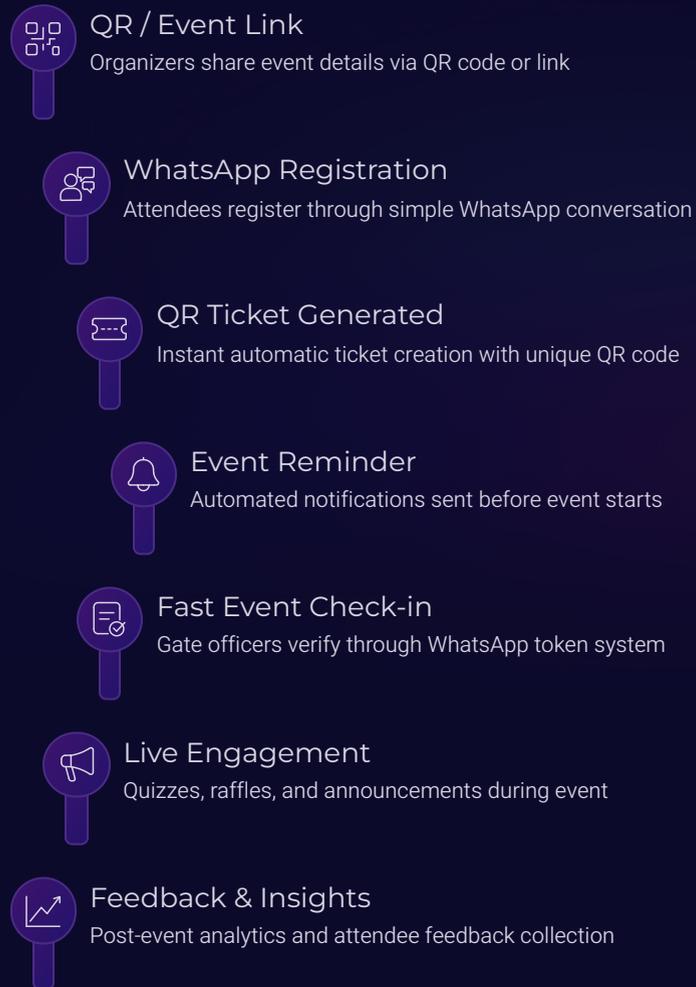


Analytics

Real-time event insights

How EventLab Works

Everything works through WhatsApp, the most widely used messaging platform—no app installation required.



Product Highlights



Smart Registration

Attendees register quickly via WhatsApp and simple forms



Instant Ticketing

Automatic QR ticket generation with secure verification



Fast Check-in

Gate officers verify attendees through WhatsApp token verification



Engagement Tools

Live quizzes, raffles, and event announcements to boost participation



Real-Time Insights

Track registrations, attendance, and engagement metrics instantly

Competitive Advantage

EventLab offers several unique advantages that set it apart from traditional event management platforms.

WhatsApp-First Platform

No app installation required—works on the platform everyone already uses

Faster Event Check-in

Token verification reduces queues and eliminates manual QR scanning

Integrated Engagement

Built-in quizzes, raffles, and announcements keep audiences active

End-to-End Lifecycle

Complete solution from registration to post-event analytics

Simple Setup

Designed for easy adoption by event organizers of all technical levels

Business Model

EventLab follows a SaaS-based revenue model with multiple revenue streams designed to scale across event segments.

1

Per-Event Pricing

Flexible packages based on event size and features required

2

Subscription Plans

Monthly and annual plans for frequent event organizers

3

Premium Features

Advanced engagement tools and customization options

4

Enterprise Partnerships

Custom solutions for large organizations and event agencies

Vision & Growth

EventLab aims to become the leading WhatsApp-based event management platform in Asia, with plans to expand capabilities and geographic reach.



AI-Driven Engagement

Smart recommendations and personalized attendee experiences



Platform Integration

Connect with existing ticketing and marketing tools



Marketing Automation

Automated campaigns and audience segmentation



Advanced Analytics

Predictive insights and comprehensive reporting



Regional Expansion

Enter new markets across Southeast Asia and beyond

Investment Opportunity

EventLab is seeking strategic partners and investors to accelerate growth and capture market opportunities.

Investment Will Support

- Product development and feature expansion
- Market expansion across Asia
- Sales and partnership development
- Platform scalability and infrastructure

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