

Born Global ?

TweetWall Pro



BUZZ & INTERACTIONS FOR #EVENT

Tech Startup Days 19/09/13

Vincent Vandoorne, TweetWall Pro co-founder and CEO - @gplouf

Conferences

Concerts

TV Shows

Trade Fairs

Sport events

International Conventions

Networking Events

Tech Startup Days 19/09/13

Vincent Vandoorne, TweetWall Pro co-founder and CEO - @gplouf

How to promote events ?

The Word of Mouth

...on Social Networks

How ?

JAD0U13

@youssouphamusik de la bombe sur la scène de
Marseille #orangerockcorps <http://t.co/DNTmLmG>

ROCKCORPS





BUCHANAN'S
SHARE YOURSELF

BUCHANAN'S
SHARE YOURSELF

SHARE YOURSELF



Ambiance de folle DJ
LBR IIIII
#orangerockcorps

ROCKCORPS



RT @MolotovBanda: "EstallaMolotov en un rato más "PremiosDanupTV por este link...
<http://t.co/hqngRDkY>

JUANBACARO



RT @MolotovBanda: "EstallaMolotov en un rato más "PremiosDanupTV por este link...
<http://t.co/hqngRDkY>

JUANBACARO



@Terence1124

Popularité #Mpokora vs. Popularité
va gagner ? #Twitter #TheVoiceB

Le
nique





Europe 1

DIRECT

OBAMA RÉÉLU



7H00 - 9H00 EUROPE1 MATIN

ANNE SINCLAIR



#E1Matin

VOS TWEETS EN DIRECT

BRUCE TOUSSAINT

7H00 - 9H00



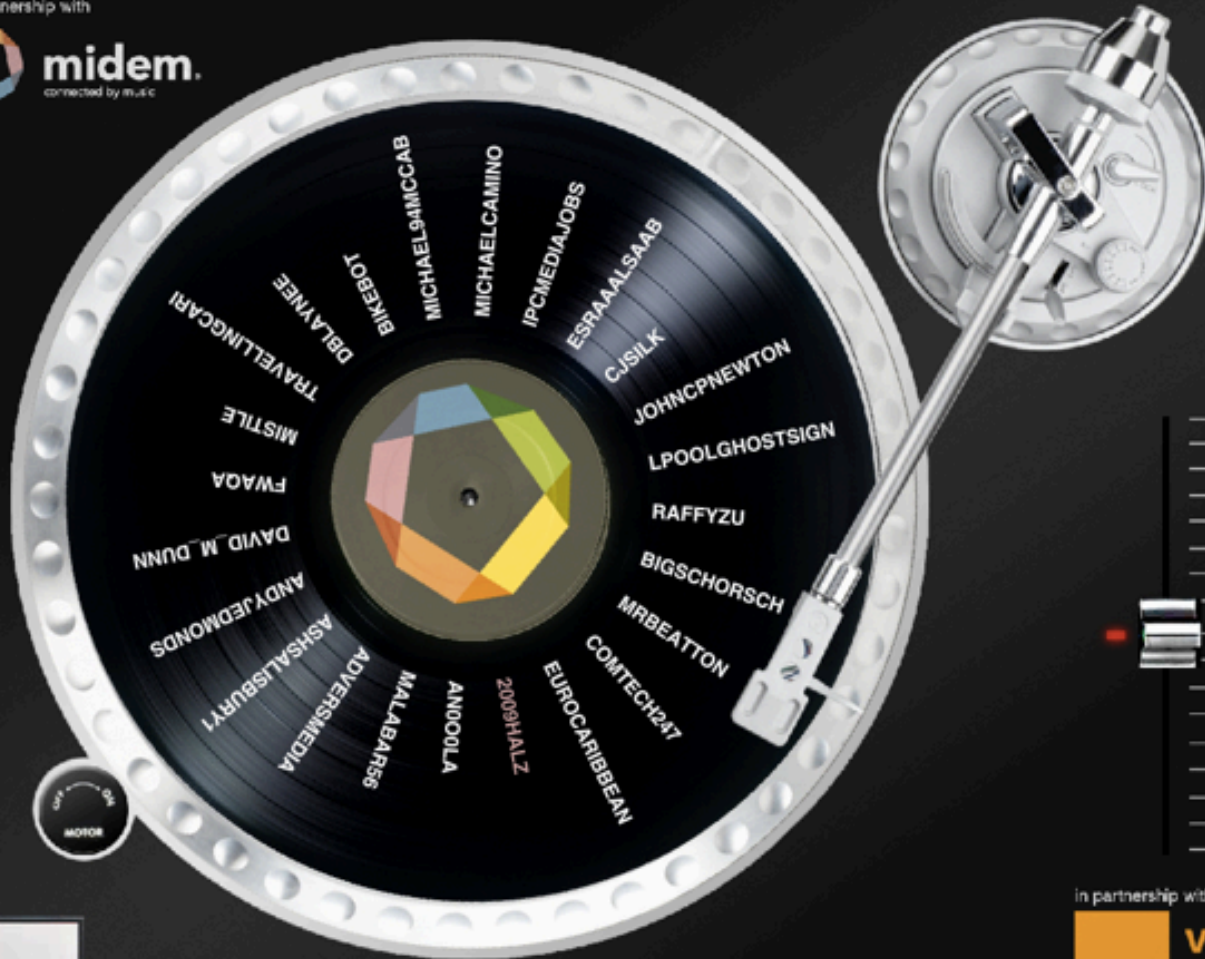
Ninou0o03 @Ninou0o03 le 7 novembre à 7:15

RT @MarieLaureC: He did it ! Four more years for Obama !! et une matinale de plus pour Bruce Toussaint live from NYC... #E1Matin

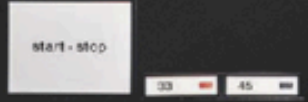
Powered by Tweetfall Pro



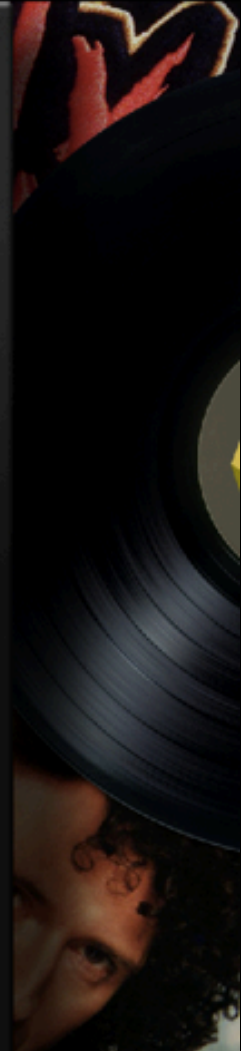
In partnership with



MICHAEL9AMCCAB
MICHAELCAMINO
IPCMEDIAJOBS
ESRAAALSAAAB
CJSILK
JOHNCPNEWTON
LPOOLGHOSTSIGN
RAFFYZU
BIGSCHORSCH
MRBEATTON
COMTECH247
EUROCARIBBEAN
2009HALZ
AN00OLA
MALABARSS
ADVERS MEDIA
ASHSALSIBURY1
ANDYJEDMONDS
DAVID_M_DUNN
FWAQA
MISTLE
TRAVELLINGCARI
DBLAYNEE
BIKEBOT



In partnership with



MOBILE.
WORLD CONGRESS

Member of
SBC
CIBC
FT
FORTUNE
TIME

#mwc12ent How do you currently see IT spending in relation to enterprise applications?

SAMINA_M

MOBILE.
WORLD CONGRESS
Barcelona 27th Novem - 1 March 2012

MOBILE.
WORLD CONGRESS

MOBILE.
WORLD CONGRESS

...fing the Connected Economy



The Evolution of Connected TV Platforms


Tom Rogers, CEO, TiVo
Dan Saunders, Director, Content Services, Samsung
Rohan Oommen, General Manager, Xbox Live EMEA
Suveer Kothari, Head of Global Distribution, Google TV
Stephen Taylor, Co-founder, Redshift Strategy


Chair:
Bill Scott, COO, Easel TV

Producers:
Bill Scott & Mike Grant, CEO, Caru Ventures



Social TV use. Don't overdo it, don't spoil the watching experience. Keep it simple and learn from feedback. #IBCConf

ANUQVIST 


2012





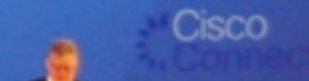
Cisco Connect 2013

Pieter Timmermans
Chief Executive Officer
of FEB
Cisco, 18 April 2013



Innovation x Entrepreneurship = Success

A screenshot of a Twitter feed overlay on the left side of the slide. It features five tweets with profile pictures and text. The tweets are: 1. "Win a Nespresso Coffee machine on the Cisco Dealer and Cloud Services Booth #CiscoConnect" (with a green icon); 2. "Are you ready? @CiscoConnect #CiscoConnect" (with a person icon); 3. "Belgian Defense is in the place @CiscoConnect" (with a person icon); 4. "Want to see how we manage the network at @CiscoConnect? Join us on the Business Network Booth! #Cisco_Connect2013" (with a person icon); 5. "The event is already starting a lot @CiscoConnect #Cisco_Connect2013" (with a person icon). To the right of the tweets is a Polaroid-style image of a blue planet (Earth) in space. The Twitter logo and "#CiscoConnect" are visible at the top left of the feed, and the Cisco logo is at the top right. A signature "Pieter Timmermans" is at the bottom right of the feed.



ÉIRE IRELAND

Uachtaránacht na hÉireann ar
Chomhairle an Aontais Eorpaigh

eu2013.ie

10:33 @BEVEVE Beverley Eve
#LordDavidPuttnam talks on digital & education, urges youth to dream big & ask 'why not me?' #da13 #igand

10:33 @demsoclive Demsoc Firehose
In the slums of Nairobi people skip lunch but they have a smart phone. We play, we read, it's a teresina, it's a life partner #da13

10:32 @technologyvoice Technology Voice
Mobile data will grow by 66% in these five years / Gabrielle Gauthier Alcatel-Lucent #da13 via <http://t.co/Wkru4QAKZ>

10:32 @InfoSecurityIre InfoSecurity Ireland
RT @eu2013ie: Lord Puttnam - wealth of youth talent in Ireland important for digital industry #da13 Rev2013ie <http://t.co/Wkru4QAKZ>

10:31 @API_Economic catherine mulligan
Innovation has been slow as the mobile phone uptake - e.g. smartphones and tablets

#da13





TweetWall Pro for European Parliament

TweetWall Pro for H. Clinton & B. Obama



One Free Hour**4 hours****16 hours****Unlimited****Tailor Made**


Valid for

1 year

1 year

1 month

On Request

Simultaneous Sessions 


1

Up to 4

Up to 16

1

On Request

Animation 

Choice of 6




Choice of 6

Choice of 6

Choice of 6

Custom Design

Moderation

Announcement Your Advertising Highlight 

Training video




Online Training

Email Support



VIP Support

Session Report 

SMS Integration



Special Features

Contest, Voting
Battle, Leaderboard
TweetGraph

Price

Free

225.00€
Less than 57€/hour525.00€
Less than 33€/hour1295.00€
per month

On Request

TRY NOW**ORDER NOW****ORDER NOW****ORDER NOW****REQUEST INFO**

History

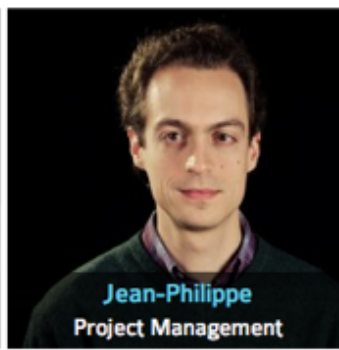
- 2010 : Prototype
- 2011 : Start of an intensive sales process
- January 2012 :
 - Creation of the company (Tezaki)
 - Staffing

Strenghts

- References
- Technological advance
- Mix Product/Service
- Experience on many segment markets
- International sales team
- Process
- Good internet reputation/positioning



Vincent
Marketing



Jean-Philippe
Project Management



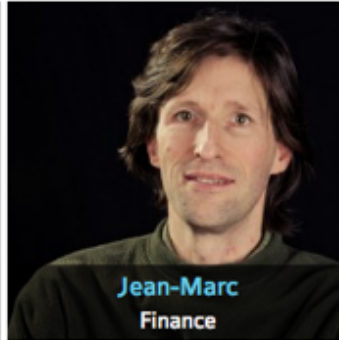
Anne-Laure
Marketing



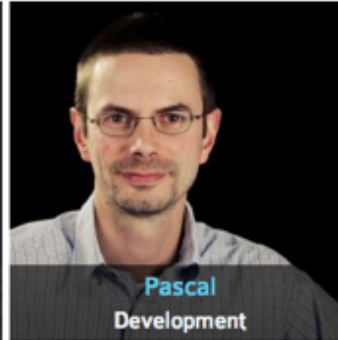
Quentin
Graphic Design



Justine
Community Mg - Intern



Jean-Marc
Finance



Pascal
Development



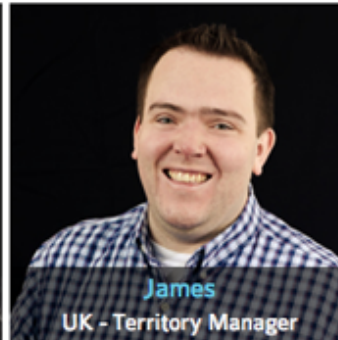
Renaud
Development



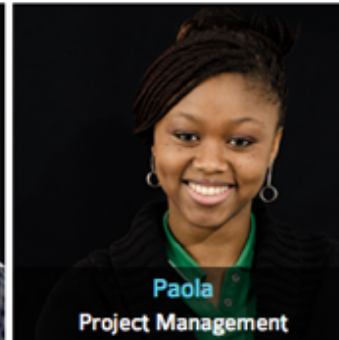
Jeremy
Development



Jona
Development



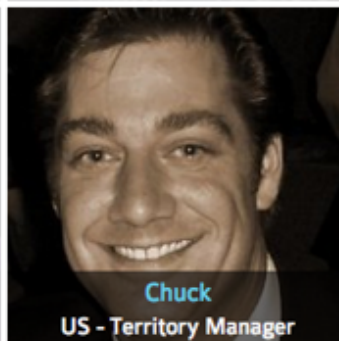
James
UK - Territory Manager



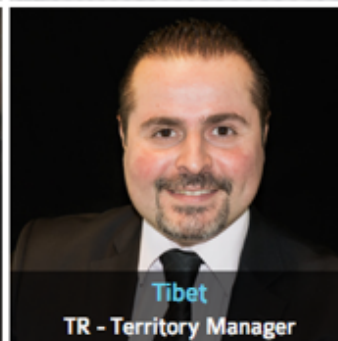
Paola
Project Management



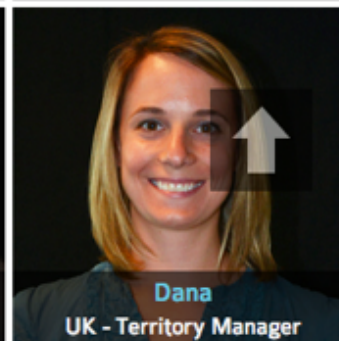
Julien
Development



Chuck
US - Territory Manager



Tibet
TR - Territory Manager



Dana
UK - Territory Manager


Tweet Wall Pro

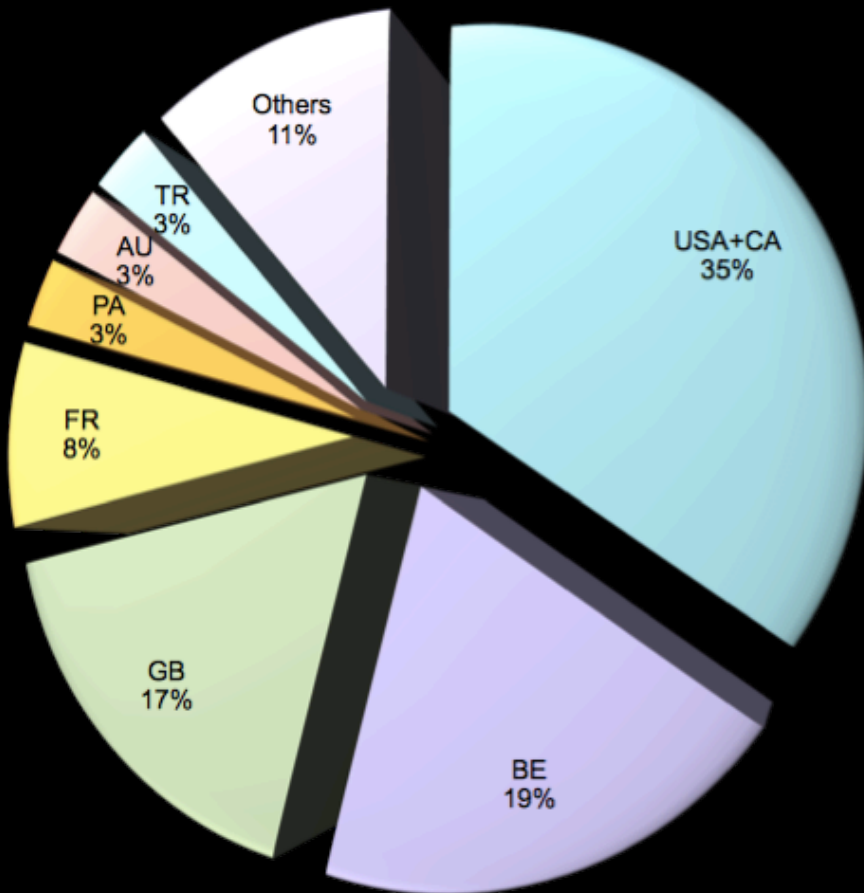
BUZZ & INTERACTIONS FOR #EVENT

50+

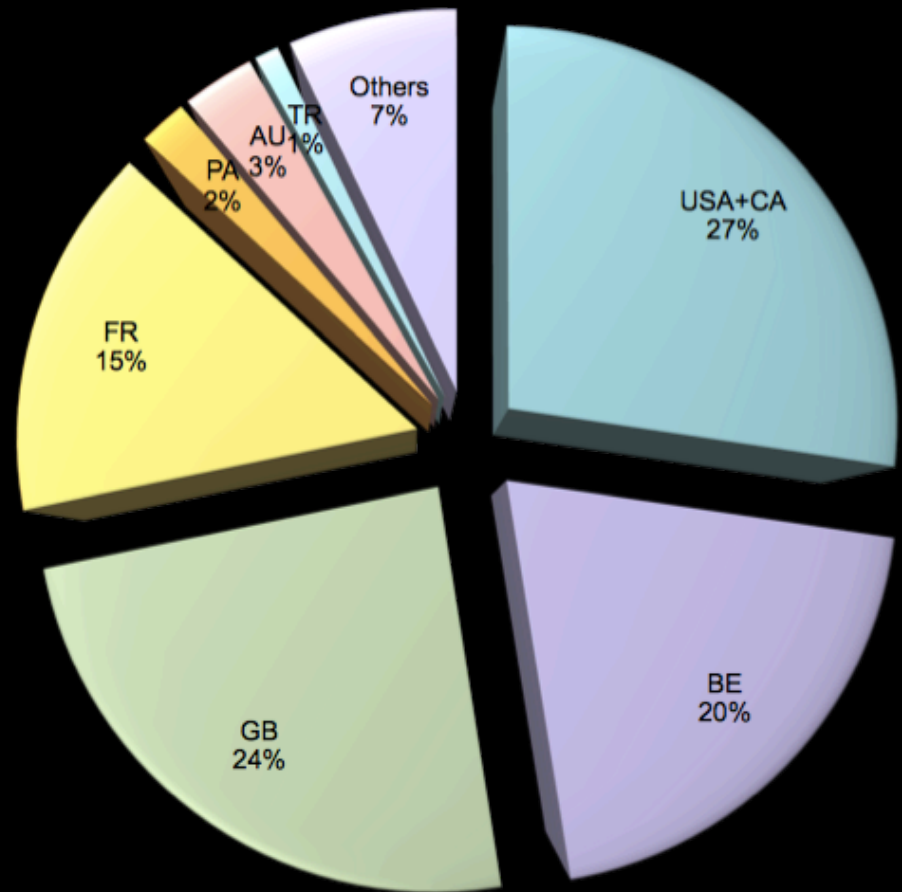
International famous brands

Born Global ?

#customers



Turnover





Texte

Daily issues

- International bank transfer
- Tax issues
- 24/7 service
- Customer expectation variations
- Management of an international team
- Marketing costs

Daily pleasures

- Big international references
- A world name
- Huge Market size
- 100% of relevant sales opportunity
- Colleagues all over the world

Other positive aspects

- Awex works and financial help
- Thinking about scalability
- Meeting expectations of international investors
- Possibility to dream & grow up fast

Thanks.