

The Question:

What should we (all of us together) do
with the NY Tech Meetup?

It could be a better, more powerful
organization.

What should it become?

On the 1st Tuesday each month at 7PM, 6 people get 5 minutes each to demo something cool to New York's tech community (geeks, investors, entrepreneurs, hackers, etc)

But **Why?**

What is the purpose ?

Maybe it is:

To grow the economic influence of technology startups in The NYC Metro Area by providing in person networking events for the Technical community

Should we also educate and inform?

Should we be increasing the influence of NYC beyond the region e.g. outreach to Boston, online?

Should we limit ourselves to software and ignore hardware, life sciences, clean tech etc?

Market Size

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LESS THAN 0.5% OF NYC IT STAFF ATTEND TECH MEETUP MEETINGS

2.3 Million jobs in NYC

131,000 in Information Services (100%)

NY Tech Membership (6%)

7,500

Able to attend an event (0.5%)

400 to 600

Figures: 2006 - Bureau of Labor Statistics
<http://www.bls.gov/ro2/fax/qcew9310.pdf>

Who are we?

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WHO CURRENTLY ATTENDS

Software Engineers / Entrepreneurs who are:

- part of a startup
- considering starting a venture
- dreaming of getting rich with something revolutionary

Technology Enthusiasts who enjoy:

- knowing what is happening
- seeing something with a 'cool' factor

Service Providers:

- Job Hunters
- VCs, Lawyers, Angels, Consultants
- SAS providers

Who else could attend?

WHO CURRENTLY UNDER ATTENDS

Heads down techies who:

- work in companies with more than 300 in IT
- work in smaller organizations

IT staff in non startup businesses:

- banking, insurance and finance
- life sciences / health
- City and State government employees

Outsource Employees

- short stay staff
- long stay staff
- those with long commutes

What do people need?

WHAT DO THE UNDER ATTENDERS NEED

Customers

Engineers Within startups

Engineers Within small organizations

Engineers Within large organizations

Technology Enthusiasts Book Antigua

Service Providers including job hunters

Startup Service Providers VC companies and law firms

Industry verticals (Finance, Life sciences)

Industry verticals (Government)

Outsource Employees (Over 20% of IS workers)

Needs

- **Technical Input** An understanding of industry technical trends. This needs input from established businesses not just startups. Those in large organizations can obtain some of this from internal social networks but there is a need for those in smaller organizations
- **VC Input** An understanding of what VCs are currently looking for. This is very dynamic and maybe best served by the established blog community
- **Entertainment** For many participants entertainment is an important consideration. There is an enthusiast at the heart of most of us but we also have to be aware of having too large a dreaming community unless we see entertainment as our function.
- **Startup experience** More input on the trials and tribulations of operating a business
- **Management experience** People beginning careers in the startup community need a broader context on management techniques. They don't have the advantage of observing a variety of managers as in a larger organization or have established management training programs
- **Outsource employees** Outsource employees have a strong need for networking in the expatriate life. Their stay can be from weeks to years and they generally have long commutes so can't attend easily.

Competitors?

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WE HAVE COMPETITION

A competitor has:

VCs and large business founders presenting

Decision makers and hiring managers attending

The average attendee is a suit

The average person is over 30

Around 20% of attendees are over 40

Around 150 attendees

Is spawning SIG groups

NY Tech sponsors attend both

WE WANT TO RETAIN EXISTING SPONSORS

What do the sponsors want?

DFJ Gotham

Wilson Sonsini Goodrich & Rosati

IAC

Visibility with and goodwill of:

VC/Startup prospects

The technical community

Potential job applicants

Assumptions

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OUR ASSUMPTIONS ARE OFTEN WRONG

- That we are primarily an in person event
- That NY Tech should be regional rather than being TED
- That if we were online rather than in person it would make us global
- Every programmer wants to run their own business
- That we are not just entertainment
- We shouldn't increase the price of entry
- We are not promoting gambling or delusion
- That startups are the only true path for the lively mind

So,

What should the
purpose be?

What should NY Tech
become?

Big Picture Suggestions

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SEVERAL BIG PICTURE SUGGESTIONS HAVE BEEN DISCUSSED

- That NY Tech is primarily an in person event
- That NY Tech should be regional rather than being TED
- Retain the entrepreneurial focus
- Establish a standing leadership / secretariat
- Boost the number of people who can attend through additional events
- Increase the value of e-mails with moderated mails and newsletters. Add video distribution.
- Increase revenue in order to fund NY Tech

Organizational Structure

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TO MAINTAIN FOCUS COMPENSATION IS LIKELY TO BE NECESSARY

- There will be volunteers but there needs to be a full time focus
- The available revenue is modest
- A steering committee could be virtual with some elements of wider member participation
- At least one person needs to be on staff
- Administrative and other services need to be outsourced and volunteered to maximize flexibility and effectiveness
- The leader of the organization may need an acting president as a figurehead or guest compares could be used for events and PR

Immediate Suggestions

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IN ORDER TO HAVE DEDICATED RESOURCES SIGNIFICANTLY GROW REVENUE

- While over subscription to the NYTech demo event continues raise the ticket price to \$15 and then if still over subscribed after three months to \$20
- Brand the current event as the NYTech demo event
- Add NYTech panel, NYTech business networking and NYTech social (e.g. wine tasting, seasonal party) events on additional Tuesdays
- Use video primarily as a promotional tool for the in person events. Sponsorship and not advertising based.
- Pay somebody to video the event and provide an online archive integrated into Meetup and using a high quality video server such as Blip.TV
- Partner with / franchise with Boston and Stanford NYTech events to exchange a standard video rendered solution.

Financials

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HIRING DEDICATED STAFF IS NOT VIABLE WITHOUT ADDITIONAL REVENUE

Monthly Revenue Sources: \$11,500

- NY Tech Demo Event $\$15 \times 400 = \$6,000$
- NY Tech panel event $\$10 \times 150 = \$1,500$
- NYTech business networking $\$10 \times 100 = \$1,000$
- NYTech social @ 2 per month $\$10 \times 50 \times 2 = \$1,000$
- Monthly Cash Sponsorship = \$2,000

Monthly Costs: \$16,500 to \$36,000

- Event Space \$0 to \$2,000
- Office Space and admin services \$1,500 to \$4,000
- Staffing total cost \$120,000 to \$240,000 / 12 = to \$20,000
- Subcontract video, text editing, writing etc. \$60,000 to \$120,000 / 12 = \$5,000 to \$10,000

Revenue \$11,500 – Costs \$16,500 = **\$5,000 Loss / Month**

ALL FIGURES ARE ESTIMATES MADE WITH NO KNOWLEDGE OF NY TECH FINANCIALS

Additional Revenue

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ADDITIONAL REVENUE BEYOND EXPANDING SOFTWARE EVENT REVENUE

Revenue:

- Existing Events with increased charges \$6,000
- Additional Event Types for the existing base = \$3,500
- Sponsorship \$2,000

Additional Revenue Opportunities

- Membership charge similar to freelancers.org
 $500+ \times \$50 = \$25,000 / 12 = \$2,000+$
- Significantly higher sponsorship levels
- Selling services such as health insurance
- Increase event portfolio with events focused on trading technology, life sciences, media, marketing (up to \$10,000)

At least \$5,000 to \$10,000 additional per month needed

ALL FIGURES ARE ESTIMATES MADE WITH NO KNOWLEDGE OF NY TECH FINANCIALS

Broader Mission

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BROADEN THE MISSION TO INCLUDE OTHER TECHNOLOGIES AND MEMBERSHIP

NY Tech exists to grow the economic influence of technology startups in The NYC Metro Area by providing in person networking events for the community and services to its members

Key Changes

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WHAT DOES IT MEAN TO HAVE A BROADER MISSION

Changes:

- Increasing the event entry fee
- Additional events in other formats for NY Tech demo
- Add events on adjacent topics
 - NY Tech Trading: Trading Technology
 - NY Tech Life: Life Sciences / Health
 - NY Tech Media: Media
 - NY Tech Marketing: Advertising, Marketing and Sales
- Introduce Membership Services
 - Reduced entrance fee
 - Health care options
 - Retirement planning options
 - Educational and training discount programs
- Advertise new event topics



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BUSINESS STRATEGY CONSULTING

Thank You

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