

Pivoting from a Physical Event to an Online Expo

Reaching Creators Worldwide
by Transitioning to a Virtual
Event Format

Customer Background

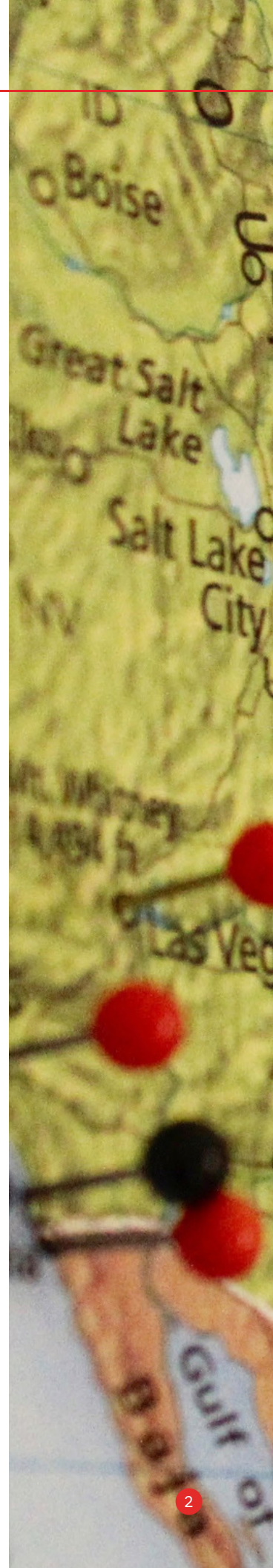
Company W is the world's only multichannel crowdfunding retail chain based in Singapore. The company was founded in 2016 by four creators and entrepreneurs with the goal of helping other crowdfunding entrepreneurs sell their products and grow their brand. Company W sells crowdfunded products through e-commerce on their website and in their brick-and-mortar stores located in Singapore, Malaysia, St. Louis, MO and Santa Clara, CA.

Company W partnered with BDMT Global to create a global crowdfunding community to further support creator-entrepreneurs. The collaboration resulted in events, Tour F, in strategic U.S. cities with a thriving startup culture: Boston, St. Louis, Las Vegas, and New York City. The events brought together different stakeholders that could benefit from collaboration and have helped entrepreneurs make connections to grow their brands.

Tour F is all about connecting people, helping entrepreneurs, and sharing the knowledge, experience, and resources to help each other. At Tour F, creators can learn from the most successful crowdfunded brands and from Tour F founders how to create a successful business with a long-term horizon, prepare and run a successful crowdfunding campaign, and use it as a stepping stone towards achieving a bigger goal—global brand growth.

To continue to expand on its success, Company W and BDMT Global planned to host a Tour F in Singapore, its first event in Asia.

Growing the global brand beyond running a successful crowdfunding campaign was going to be the theme of the fifth event of Tour F. The event's focus on the path towards building successful global presence and sales gave it the name "Go Global."



Challenge from a Global Virus Outbreak

Unfortunately, not only the entrepreneurship movement went global—the global crisis around the novelty coronavirus (COVID-19) has escalated in the number of cases resulting in deadly infections around the world, especially in Asia. Company W and BDMT Global as Tour F co-founders took this situation very seriously and prioritized the health and safety of the attendees.

Under these circumstances, many conference and networking meetings organizers cancelled their events around the world, protecting the health of eventgoers at the cost of disrupting business as usual and inadvertently suppressing business connection opportunities.

As a result of all event cancellations, businesses are positioned to lose prospects, valuable partnerships, and, ultimately, successful sales and expansion opportunities.

We believe in a strong need to continue enabling small businesses and entrepreneurs, especially in the face of a potential global crisis. As a result, we decided to move our event that was to be held in a conference/expo space in Singapore in early February for it to take place online at the end of February. Continuing business as usual would provide the platform for the critical connections otherwise interrupted by an increasing social isolation.

The virtual event would also support Company W's storefront opening in March in Silicon Valley and turn the local Asian expo into a truly global event that connects a community from Asia to the U.S., Singapore to Silicon Valley, where everyone could meet, learn, network, grow and reap the benefits, albeit virtually.



Adjusting Strategy and Turning It into an Opportunity for Growth

There were challenges with transitioning from a physical event in Singapore to an online event. However, it presented an opportunity to expand the scope of Tour F, shift the event's theme to expanding beyond a local market by "going global" and to promote Company W's upcoming store opening in Santa Clara, CA.

Logistics

The logistics for the online expo were divided into three categories:

- informing people that were already scheduled to attend Tour F in Singapore of the change,
- attracting new attendees for Tour F Online, and
- securing a virtual platform to host Tour F Online.



Positioning

BDMT Global crafted benefits that would appeal to potential attendees, creators, speakers, and partners. The biggest benefits for all target groups was eliminating the cost of travel, increased number of participants from outside of the original location (Singapore), and the opportunity to access the event for 30 days after. The virtual nature of the event allowed Company W and BDMT Global to approach a larger number of creators and speakers as well as general attendees to buy crowdfunded products. Outreach to these groups was done through email drip campaigns and personalized outreach on LinkedIn. Additionally, past Tour F events had built a strong network of participants, speakers, moderators and partners who were happy to support this online event and spread the word to their network.

Selling and Partnering Expo

A key point of emphasis in positioning was that Tour F Online was not an online seminar, but a **virtual trade show or online expo** that provided creators with the opportunities to sell their products to a global audience through a partnership with Company W. In messaging, Tour F Online was advertised as “the world’s first virtual crowdfunding expo” and an opportunity to “meet all the right people in one place.” It was really an opportunity for crowdfunded companies to meet with prospects, to sell and to meet potential future investors and retailers/distributors.

Benefits

- Ability to continue to exhibit and market using the booth for 30 days, post-event
- Live support from our sales team to cut down lag time and create effective and immediate sales with potential customers
- Network and create long-standing relationships with our community of manufacturers, distributors, product designers, investors and Company W team all of them being *crowdfunding experts*
- ● Opportunity to be involved in a pitching competition to VCs and investors
- ● Instant communication and leads nurturing from a global audience
- R●eduction of travel expenses and a low infection risk



Unique Comprehensive Support for Crowdfunding Creators

Too often, we see a great product entering the market, confident that having an innovative and superior product will be enough for market domination. We also see that crowdfunded companies don't have a plan for how to build up to the campaign and how to build on the success of the campaign for the faster growth after the campaign is over.

Company W and BDMT Global's objective in creating this community was to bring together different stakeholders in the crowdfunding movement that can significantly benefit from collaboration with each other and with the necessary support, launch their brands beyond one product and one market.

Entrepreneurs who leverage the community have made tremendous progress: they have found product manufacturers, logistics partners, suppliers, professional help, retailers, consultants, and brand & campaign strategists to help them grow beyond what they would be able to do on their own.

A unique opportunity provided by Company W is its proprietary trademarked service, Livefunding™, designed to increase the level of trust for the crowdfunded brand and to find more campaign backers. This service provides a platform for crowdfunding creators to sell their products online and offline. Creators will have an online crowdfunding campaign on Kickstarter as well as an in-store campaign in a Company W store that features a prototype. Hands-on experience helps potential backers overcome the hesitation they might feel supporting a product they only encounter online. To date, Company W has helped raise over \$5 million through Livefunding™.



Virtual Trade Show

Execution

BDMT Global and Company W worked closely with the virtual platform provider to create an event that recreated the feeling of a physical expo. Ticket holders received information on how to access the event for the live portion and the homepage of the event website included the agenda with details about each speaker. The program was built to facilitate networking and provide exhibiting breaks to encourage attendees to connect with one another as well as purchase products from exhibitors.

There were a total of 17 exhibitor booths and 17 speakers (industry experts and successful crowdfunding creators) divided into different panels and individual speaking sessions. In an effort to continue to support crowdfunding creators, there was also a pitching contest where five companies pitched their products to a panel of judges, a highly valued tradition at FCBC events.

Interactions and speaking sessions took place over Zoom and were recorded to be accessible by attendees after the event. The sessions were also transferred to Vimeo so that links could be provided to speakers to be used as a promotional tool.

The event also featured a designated Livefunding™ lounge where attendees could learn more about Company W's proprietary in-store fundraising service. In the lounge, Company F, a client of Company W and BDMT Global, was promoted as its prototype was launching as the Livefunding™ campaign.

Who Attended the Event

The expo was attended by the following groups:

- Crowdfunding creators, entrepreneurs, startups
- Established companies planning to launch consumer products
- Investors, venture capitalists, incubators, and accelerators
- Aspiring entrepreneurs
- Students in business or design schools



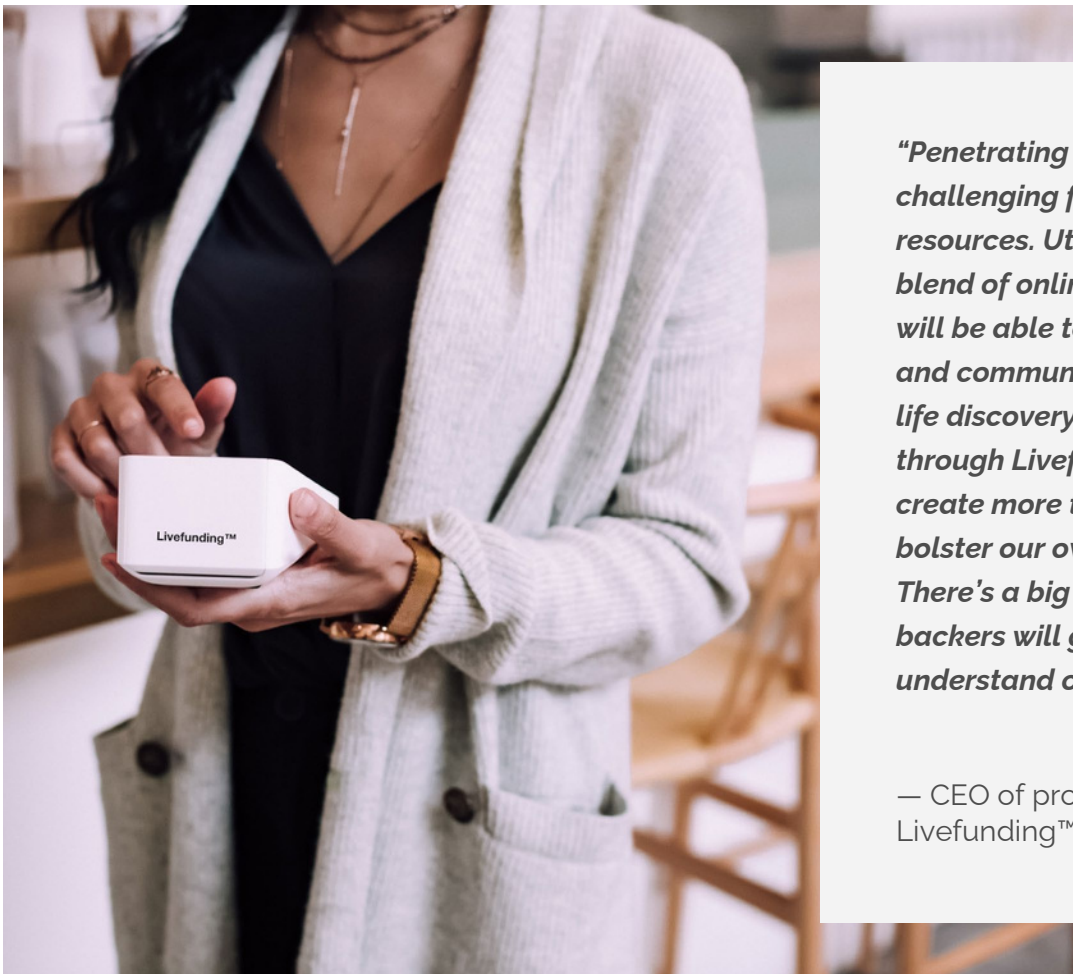
30 Days Post-Event

Opening of Company W's Santa Clara, CA Store

Tour F Online was a launch event for the opening of Company W's Santa Clara, CA store. This is the second U.S. store for Company W. The location provides Company W and crowdfunding creators with the advantage of being in Silicon Valley, a thriving market for startups and entrepreneurs. It also helps bridge the gap for Company W between Asia and the U.S.

Livefunding™ Campaign

Company W's store in Silicon Valley is hosting a Livefunding™ Kickstarter campaign - the first Livefunding™ campaign in the U.S., showcasing a product by a client of Company W. Tour F Online combined with promotion through social media, press releases, and newsletters were used to raise awareness and educate about the Livefunding™ campaign taking place in mid-March..



“Penetrating the U.S. market can be challenging for a creator with limited resources. Utilizing Company W’s unique blend of online and offline presence, we will be able to reach our target customers and communities. Nothing beats a real-life discovery and interaction, especially through Livefunding™. This will not only create more trust in our brand but also bolster our own crowdfunding efforts. There’s a big ripple effect. Potential backers will get to see, touch, and understand our latest invention.”

— CEO of product for first U.S. Livefunding™ campaign

What Can You Do Now?

If you are a product-centric company with advanced innovative technology or know-how seeking more business prospects in new markets - you are not alone.

BDMT Global helps companies like yours through product and marketing transformation. We identify and remediate your biggest go-to-market issues, advise and execute as an outsourced extended team.

You can find us at:

Email: Info@BDMTGlobal.com

Call: (508) 397-2727 (USA),
010.6324.2609 (Seoul)

Visit: www.BDMTGlobal.com



About BDMT Global

Business Development & Marketing Transformation (BDMT) Global is an outsourced growth & marketing execution team offering strategic go-to-market, business development, and marketing services for Asia-based companies trying to break into the U.S. market.

Headquartered in Boston, the firm is widely recognized for training, coaching, and helping growing companies from beginning to end in strategy & implementation of go-to-market processes, global marketing outreach, digital transformation, and new market entry.

In addition to the firm's global services, BDMT Global expands clients' network of partnerships, creates strong industry references in the US market, generates distribution channels, and maximizes sales efforts. The company's marketing & leadership resources and training strengthen clients' internal marketing capabilities to help them successfully enter the U.S. market.

The division is led by Suzy Im, former VP of TribalVision, who is an internationally recognized name in global marketing and has been featured in publications such as [Fortune Magazine](#).