About Hopin

We’ve attended virtual events for years in the past and, like many of you, we didn’t have a great experience. There has been something missing from virtual events. They just didn’t feel like the real thing. This is the problem we sought to solve. What made Hopin unique was it enabled meaningful interactions and networking between people online, just like at an in-person event. We chose to focus on engagement more than content — we wanted people to not just watch but be the experience themselves.

Contents

Vision...........................................................................................................................................................3
Mission.........................................................................................................................................................3
Values ..........................................................................................................................................................3
Events...........................................................................................................................................................4
  1. Video ...................................................................................................................................................5
  2. Connections & Follow-Up..................................................................................................................5
  3. Groups & Breakouts ............................................................................................................................5
  4. Keynotes ..............................................................................................................................................5
  5. Chats ....................................................................................................................................................5
  6. Polling ................................................................................................................................................5
  7. Expos ..................................................................................................................................................5
  8. Backstage ............................................................................................................................................5
  8.1. Speakers ...........................................................................................................................................6
  8.2. Branding ...........................................................................................................................................6
Administrative Information ..........................................................................................................................6
Hopin (HPN)

Stakeholder(s):

Disabled People:
Over 15% of the world’s population experiences some form of disability, according to Worldbank.org. That’s over one billion people who face barriers to attend an event. But it’s not just people who experience disabilities:

Parents:
It’s parents who can’t leave their children at home to make it to an event.

Students:
It’s students who can’t afford a ticket.

Professionals:
It’s busy professionals who can’t get away from work.

All People:
Events help take away the pain of loneliness for some people—the capable people who can afford it—but not for all people.

Event Organizers:
For organizers, we developed tools for building these highly interactive online experiences. Hopin is a customizable venue that organizers can make their own. It’s:

• Flexible.
• Modular.
• Scalable to fit all kinds of events.

Hopin Investors:
We’re lucky to be joined on this journey by some of the best investors in the game.

NORTHZONE
Seedcamp
slack
Accel
Salesforce
IVP

Vision
Less loneliness ... more gathering, interacting and growing

Mission
To empower people to gather together in a way that is sustainable and accessible to everyone

Values
Environmental Protection: Events affect the environment -- Events are significant contributors to CO2 emissions, pollution, and wasted food and water... The transportation sector generates the largest share of greenhouse gas emissions (29%). Greenhouse gas emissions from transportation primarily come from burning fossil fuel for our cars, trucks, ships, trains, and planes. Over 90 percent of the fuel used for transportation is petroleum-based, which includes primarily gasoline and diesel. (Source: EPA) The problems don’t stop there. Crowd movement and control, noise
pollution, access, and parking and litter also have negative impacts on the local environment. Events are wonderful, but they come with a cost to our planet. But that’s not all.

**Relationships:** Barriers make events difficult to access — Loneliness is allegedly more dangerous to people than smoking or obesity. Psychologists have found that our identities crumble and the will to live wanes in the absence of meaningful relationships or a sense of personal contribution. We need relationships. Meetups, festivals, conferences — any events that bring people together — help connect, grow, and develop relationships. We meet new friends, find new opportunities, and cultivate lasting memories. But not everyone can make it out to an event.

**Interaction**

**Networking**

**Engagement**

**Experience**
Events

Create live online events that are interactive and personal

1. Video
   Enable one-on-one video networking

2. Connections & Follow-Up
   Enable participants to “connect” and exchange virtual business cards for follow-up

3. Groups & Breakouts
   Enable breakout sessions and participation in groups

4. Keynotes
   Enable viewing of keynote presentations

5. Chats
   Enable participants to exchange chat messages

6. Polling
   Enable participants to fill out polls

7. Expos
   Support interactive expo areas

8. Backstage
   Provide a virtual backstage
   There’s also a private virtual backstage for your speakers and branding placements for your sponsors.
8.1. Speakers  
*Enable speakers to communicate privately*

**Stakeholder(s):**  
Speakers

8.2. Branding  
*Support branding placements for event sponsors*

**Stakeholder(s):**  
Event Sponsors

---

**Administrative Information**

Start Date:  
End Date:  

Publication Date: 2020-11-13  
Source:  https://hopin.com/mission

Submitter:  
**Given Name:** Owen  
**Surname:** Ambur  
**Email:** Owen.Ambur@verizon.net  
**Phone:**