

Networking Enhancement Framework

Highline Beta

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Introduction

Primary Goal

Enhancing the networking experience of investors, event attendees, and future affiliates with Highline-Beta staff



Primary Understandings

Need for new and engaging ways of networking
Process of networking feeling a bit tedious
Outdated/generic tools being utilized to aid networking



“How can networking between attendees and Highline Beta staff be enhanced?”



How might we identify issues in networking?

How might we understand these obstacles?

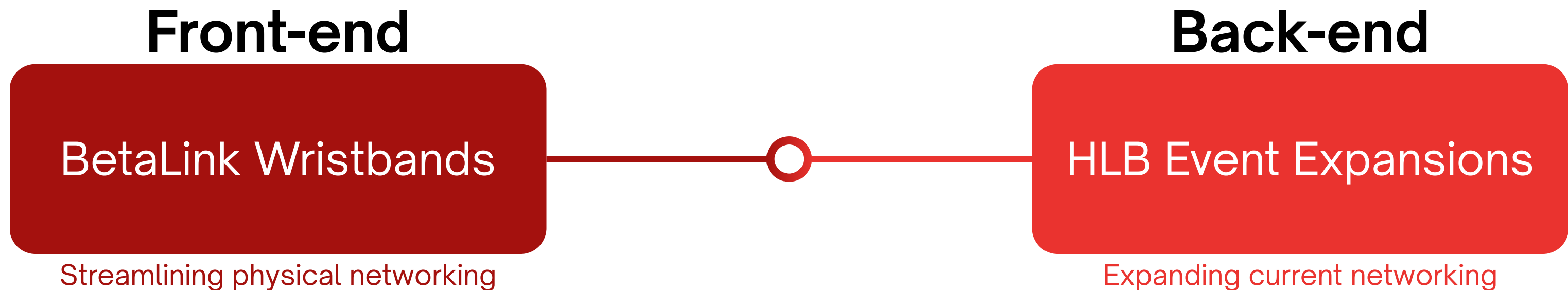
“How can networking between attendees and Highline Beta staff be enhanced?”

How might we solve these problems?

How might we implement improvements?

Highline Beta already has a strong framework for networking...

This two-piece proposal aims to open more opportunities on top of the existing foundation





Research Process

Comprehensive Research Mindmap

Trends:

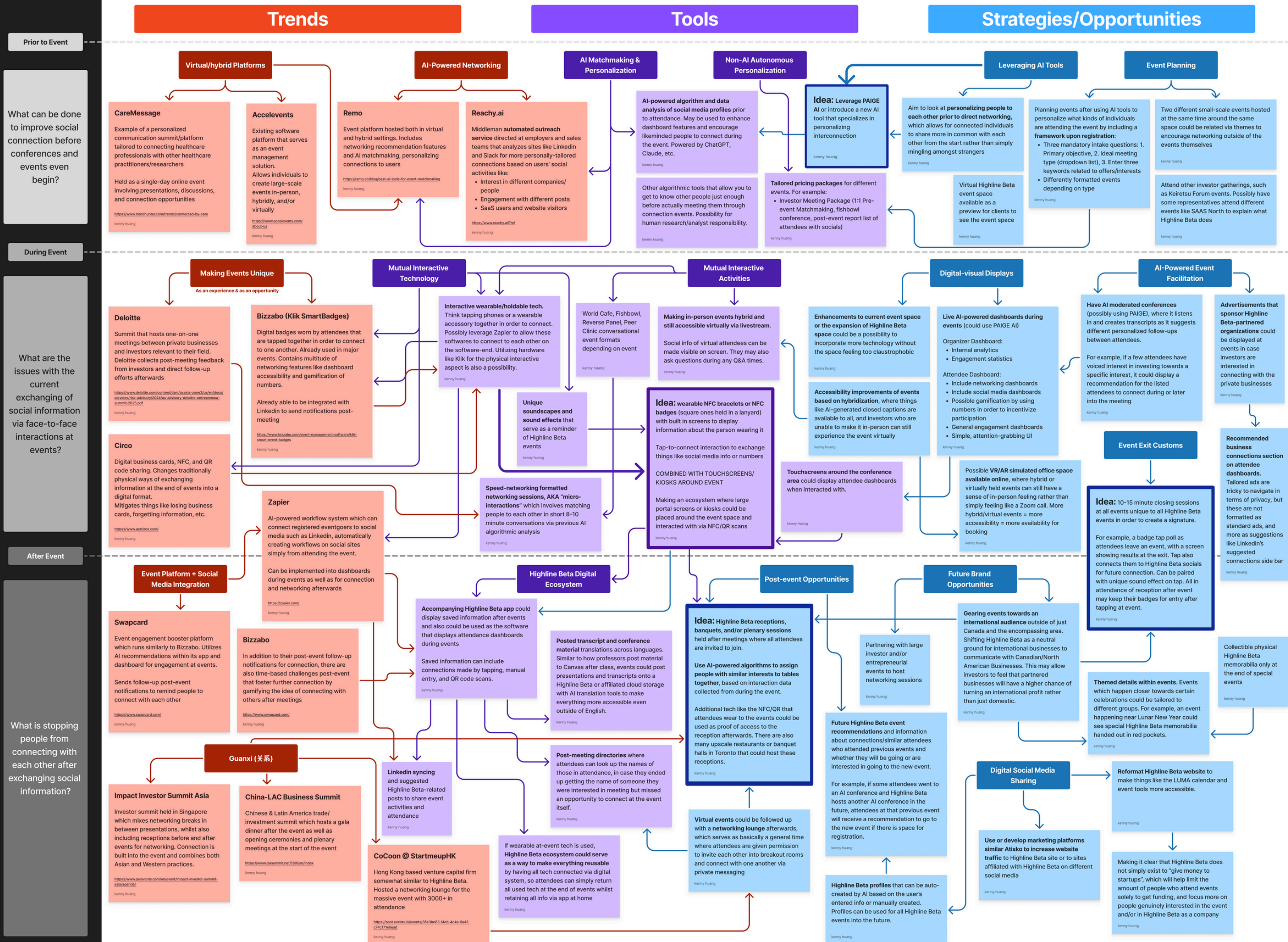
- Post-event networking
- During-event networking
- Virtual/hybrid events

Tools:

- Interactive Social Exchange
- Engaging event formats

Strategies/Opportunities:

- User/attendee personalization
- Automated networking
- AI-powered data analysis and assistance



Prior to Event

What can be done to improve social connection before conferences and events even begin?

During Event

What are the issues with the current exchanging of social information via face-to-face interactions at events?

After Event

What is stopping people from connecting with each other after exchanging social information?



Industry Experts
Media/Journalists
Special Guests
Investors & Capital Stakeholders
Startup/Founder Representatives

HLB Coordinators
HLB Moderators
Tech/AV Support

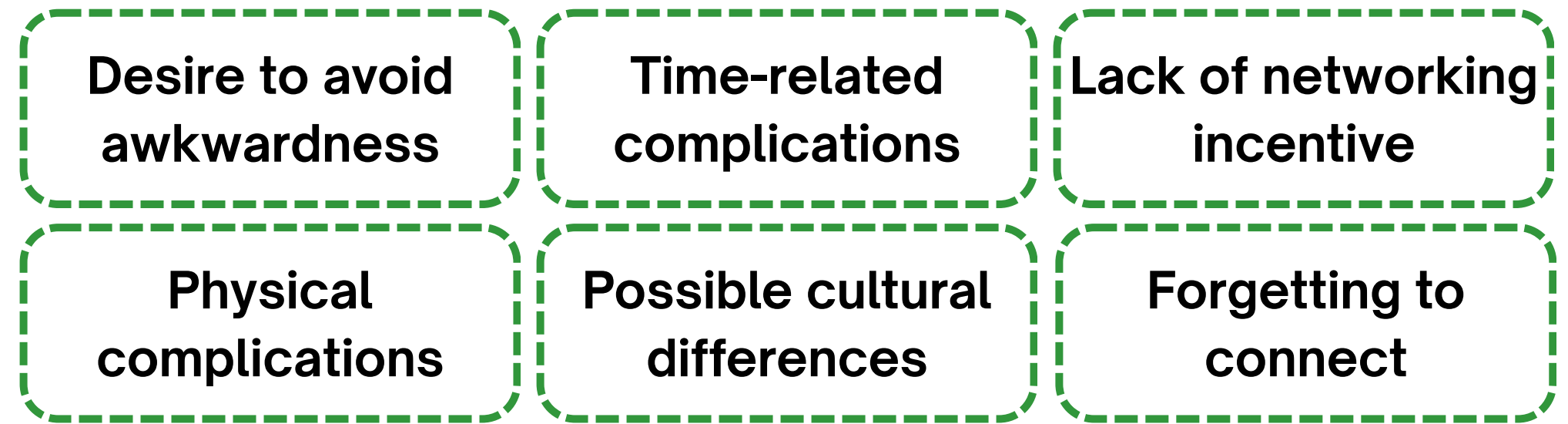
ATTENDEES AT OR AFTER EVENT

HOSTS AT OR AFTER EVENT

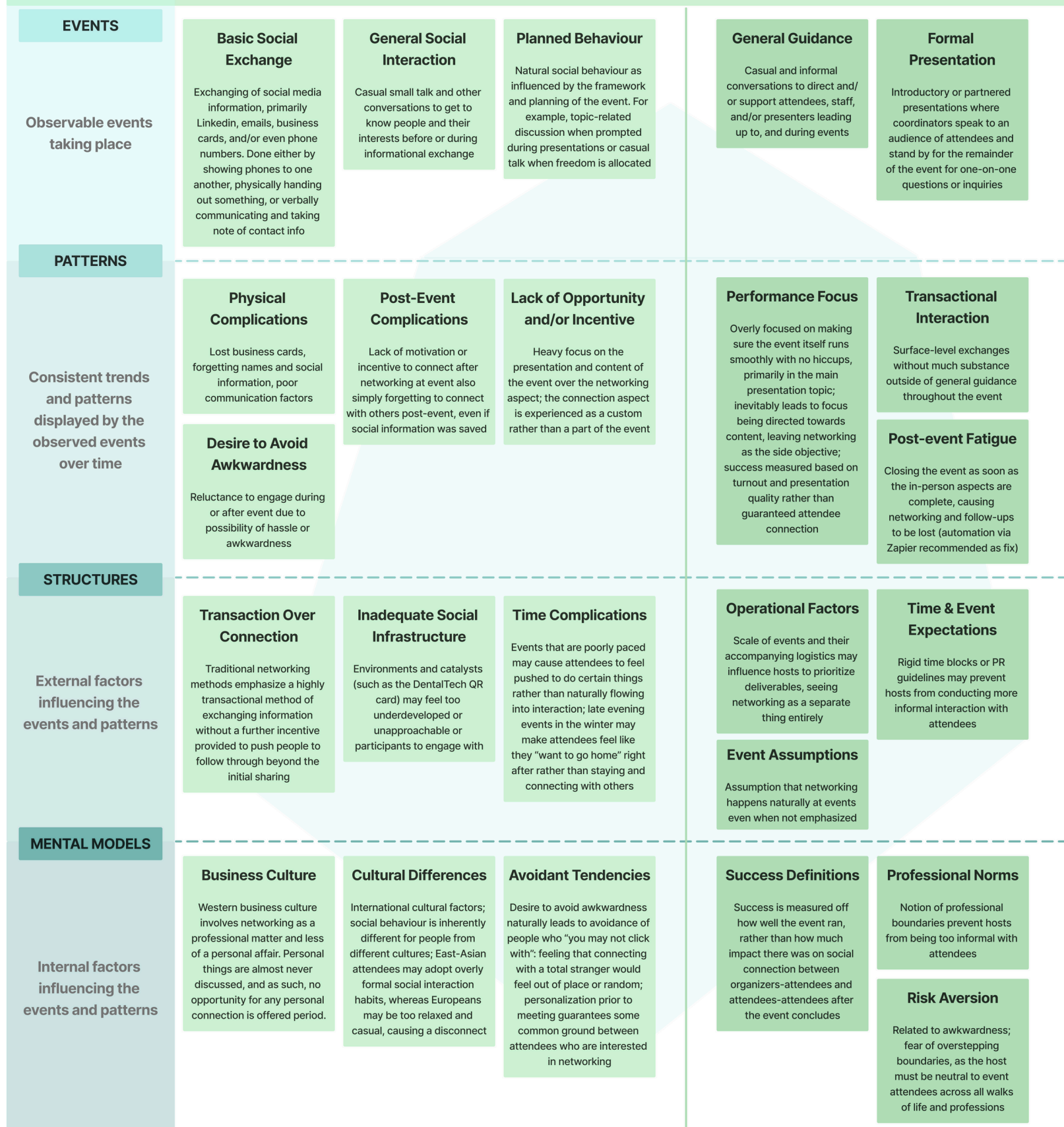
Behavioural Breakdown

Psychological analysis of attendees and Highline Beta coordinators during and after events; ubiquitous pain points

Key Points for Attendees:

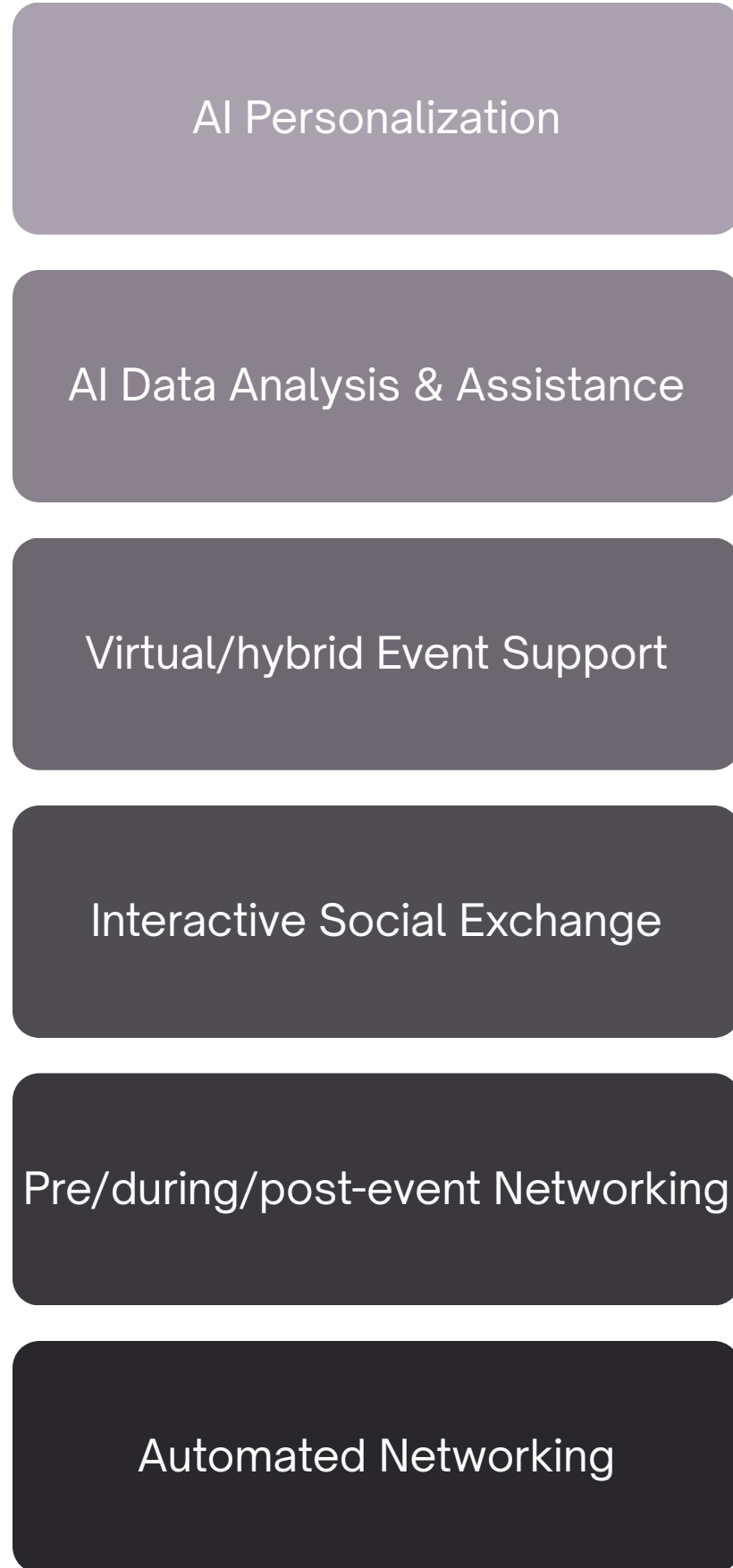


Key Points for Hosts:

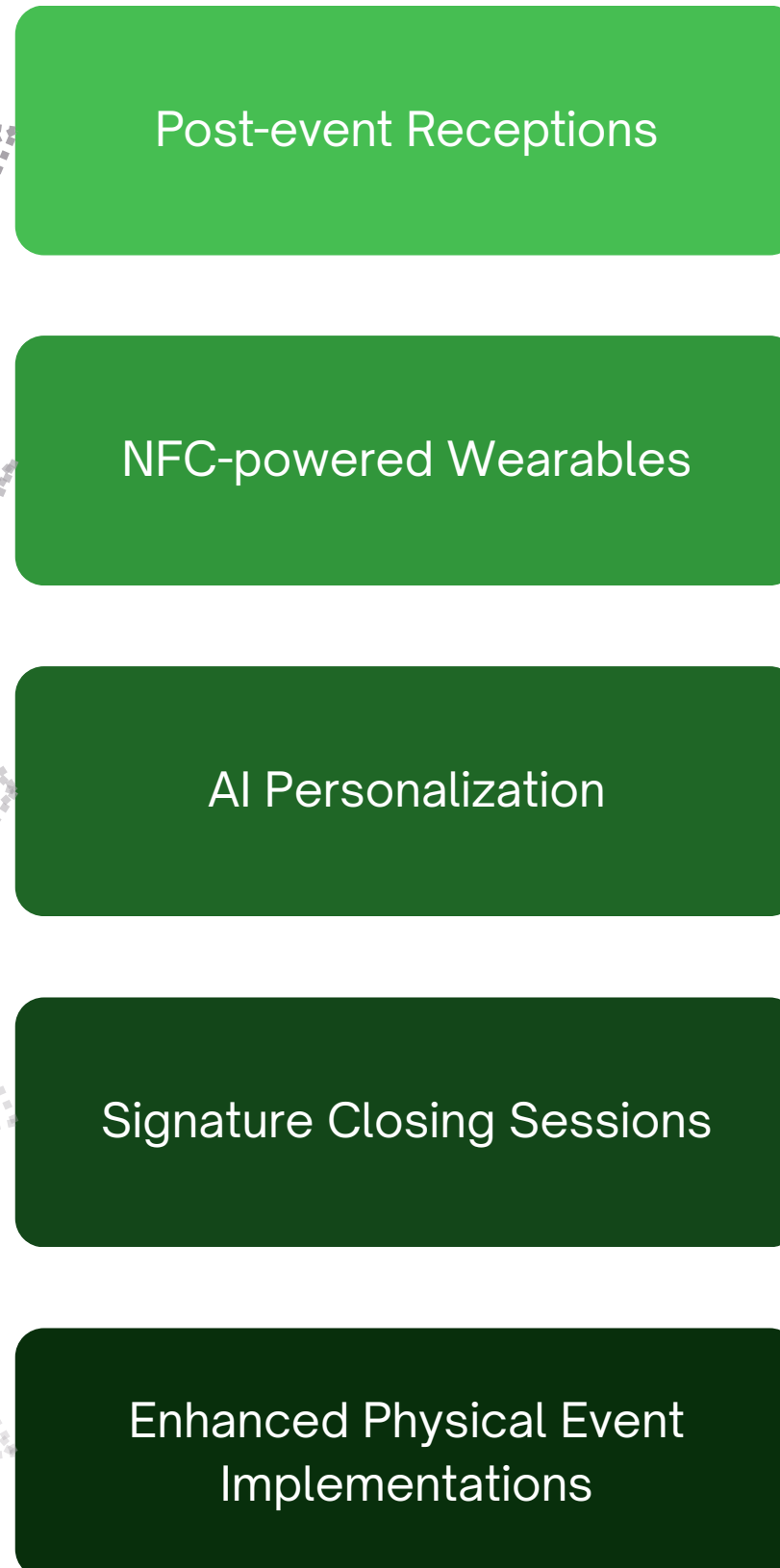




Major Themes

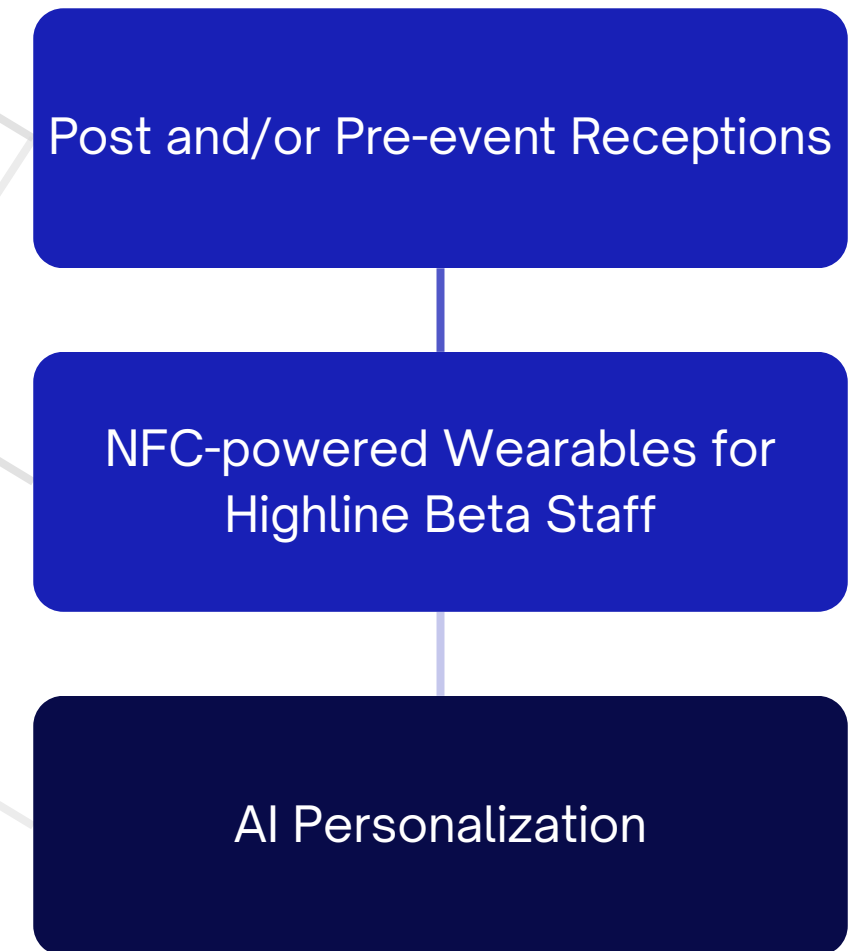


Initial Ideas



Feasibility Line

Final Ideas





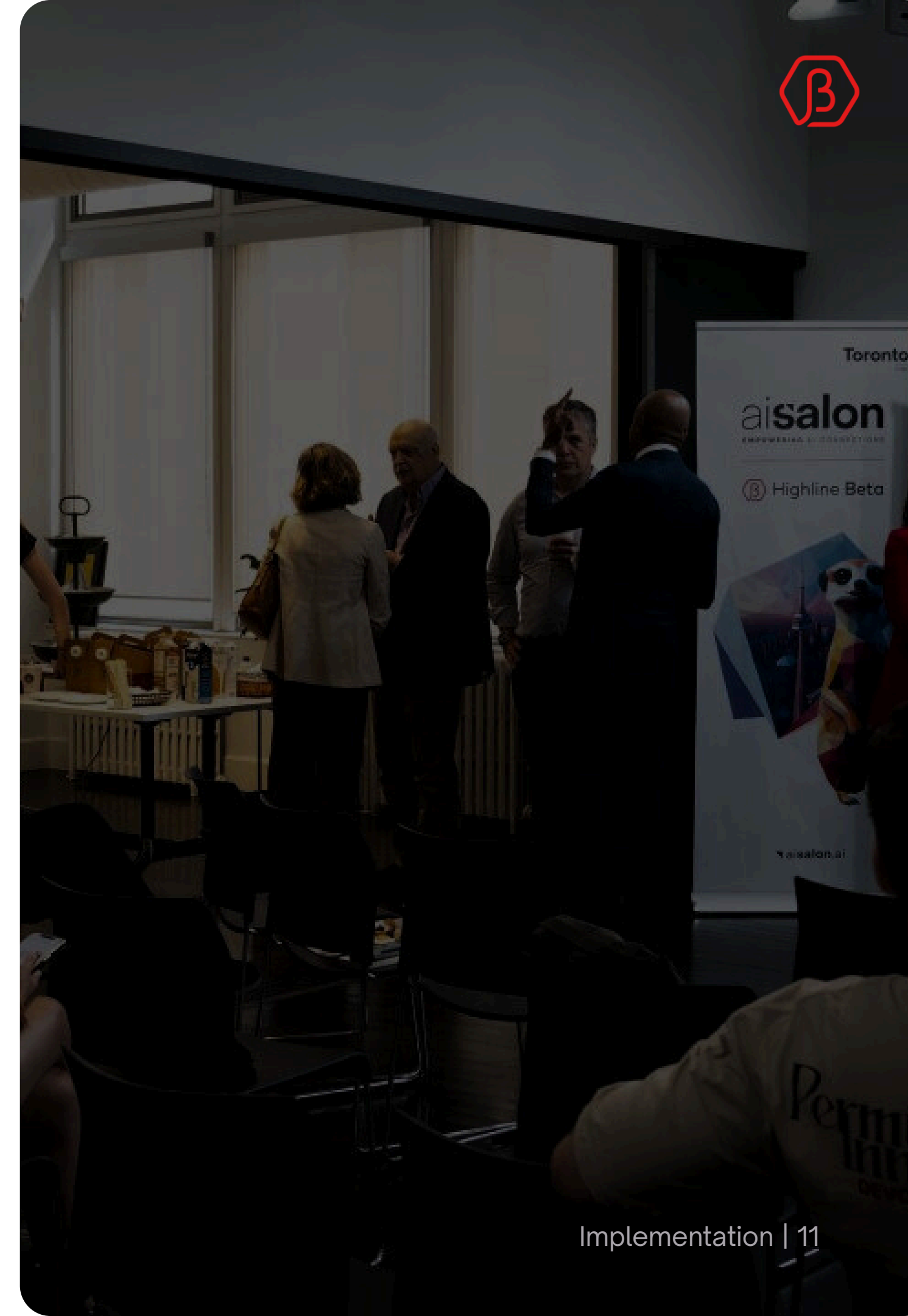
Implementation & Feasibility

Highline Beta Event Enhancements

Current event formatting and running is already very good, but how could they be elevated?

Post and/or pre-event Receptions

- **Signature closing sessions** that remain ubiquitous across events
- For Highline Beta events that occur at an earlier time, **post-event external receptions** and **arranged one-on-one meetings** are possible
- **AI-powered moderation** (generated transcripts, engagement tracking, conversation assistance)



Where AI Personalization Comes In

Fantastic AI tools are already used, but are there any functionalities missing?

AI Personalization

- **AI-assisted social discovery** to understand attendees prior to event (Clay AI is specifically designed for this)
- **Automated follow-ups** on Slack as reminders to connect with specific attendees after events
- Looking into **new and upcoming AI connection tools** such as Reachy.ai

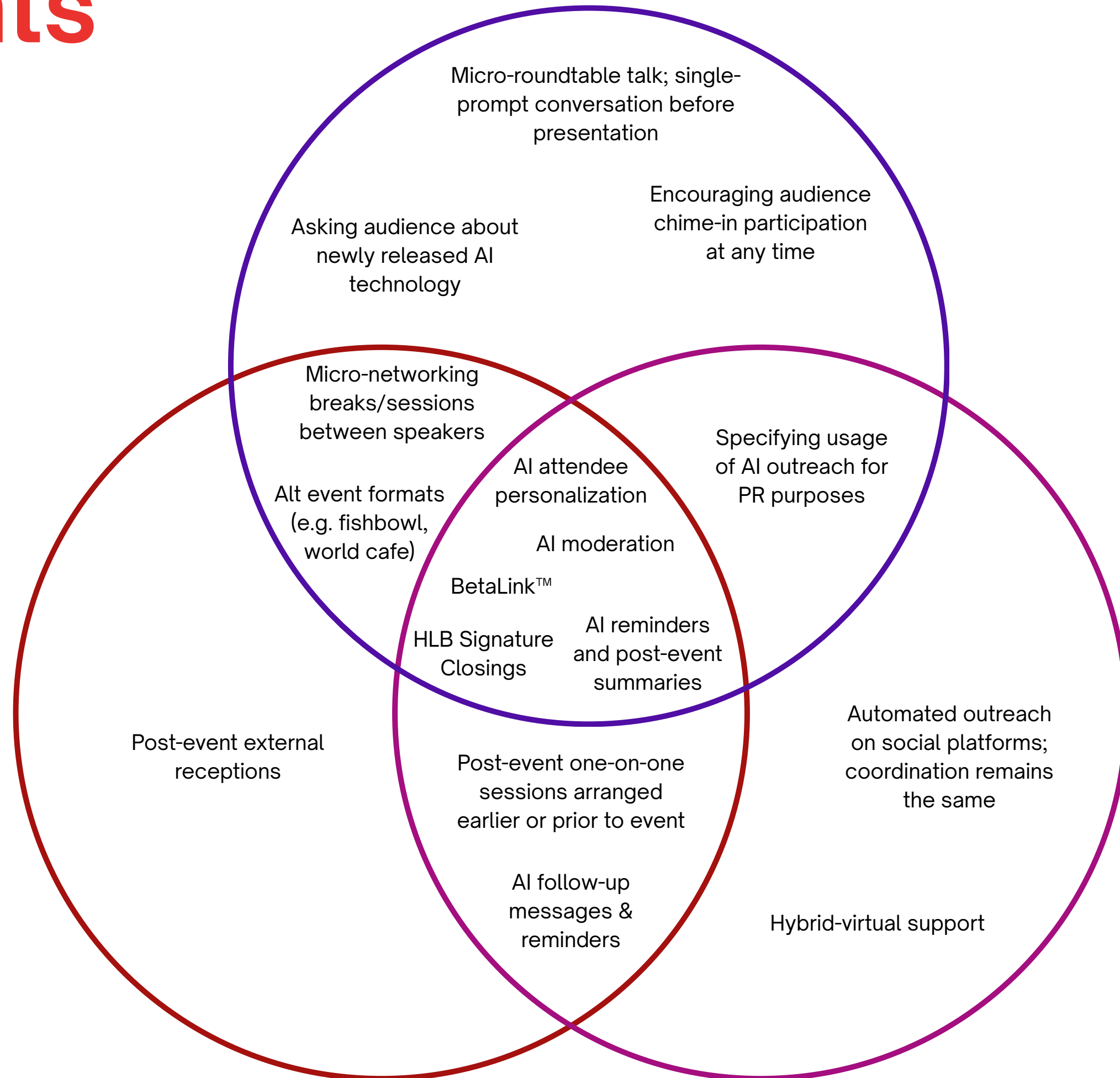


HLB Events



Where do the opportunities fit?

AI SALON



VERTICAL VENTURE STUDIO EVENTS

VNTR EVENTS

Near-Future Implementations



Late-Future Implementations

Implementing high-fidelity **BetaLink NFC wearables** into HLB staff team

NFC devices used for **attendance tracking and expanded event interactions**



Expanding on the tools currently used (Zapier, Clay, etc.)

Connection between NFC devices and **software systems**

Fully automated **Highline Beta ecosystem**



Physical Prototype

BetaLink™

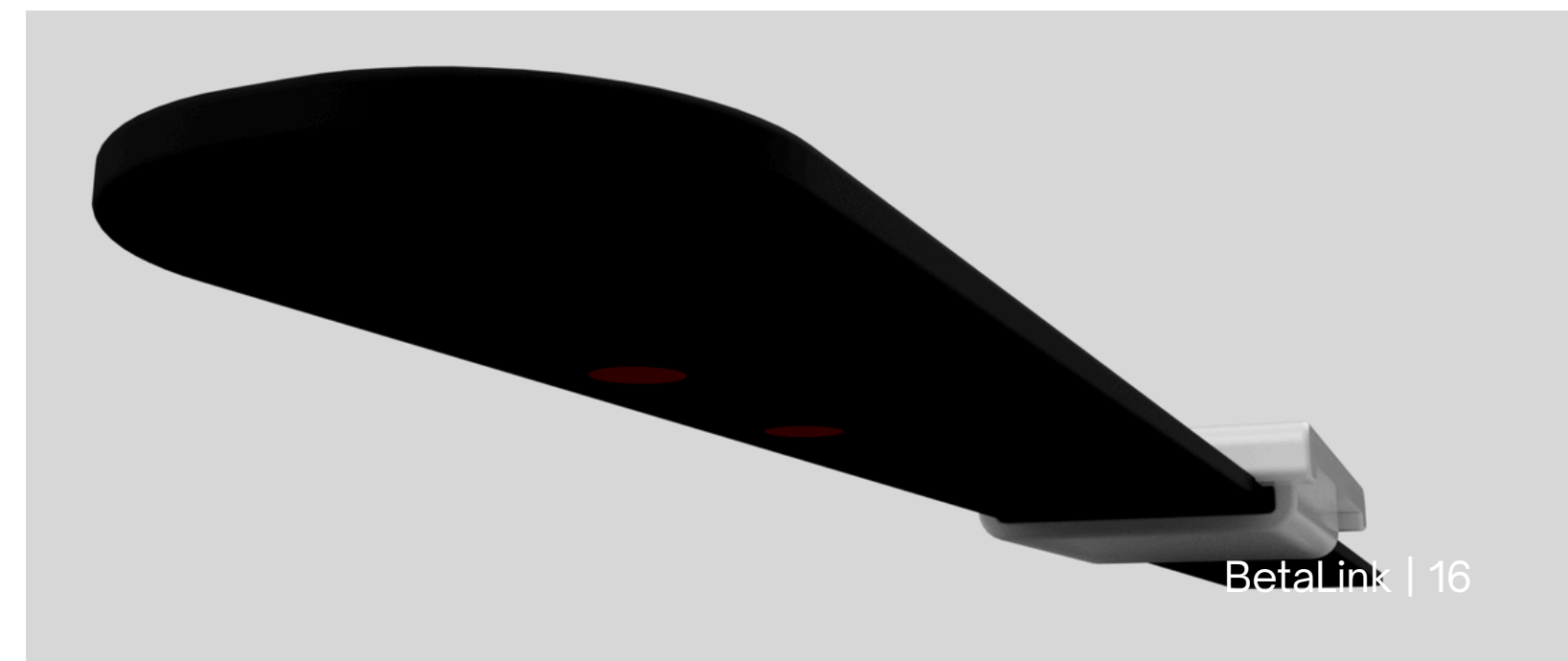
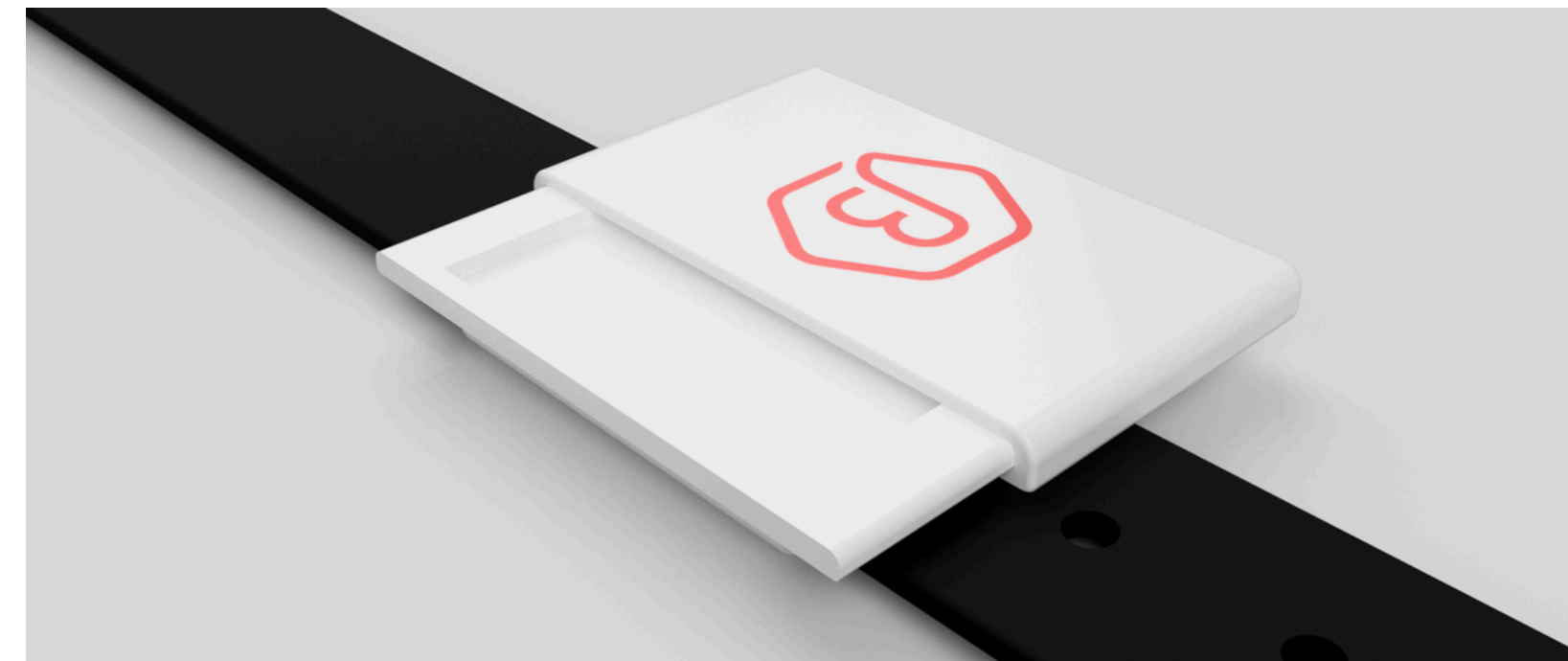
Instant networking wristbands

Features:

- Tap-to-connect feature
- Rewriteable NFC chip
- No battery required
- Adjustable wrist strap

Material & Manufacture:

- NFC container printed out of PLA
- Band printed out of TPU or pre-made silicone bands could be purchased
- NFC stickers purchased on Amazon



BetaLink™ Prototype Costs

Cover & Case

PLA Filament

= ~\$17-\$20/1kg roll

= **\$0.017-\$0.020/g**

PLA Component

= ~75g-100g

= **\$1.28-\$2.00/part**

Wristband

TPU Filament

= ~\$22-\$30/kg roll

= **\$0.022-\$0.030/g**

TPU Component

= ~115g-130g

= **\$2.53-\$3.90/part**

NFC Chip

\$12.99/12 stickers

(Amazon.ca)

= **\$1.08/part**

Total Cost:

= **\$4.89/band** (Min price)

= **\$6.98/band** (Max price)

Full Pre-purchase

Amazon:

Silicone wristbands

\$24.99/60 pcs

Disposable cloth

wristbands \$16.99/100pcs

AliBaba:

Rewriteable closed-loop

NFC silicone bracelets

\$0.2835/1pc

Rubber NFC wristbands

with strap \$0.7795/1pc

***only sold in bulk; min. 100-500 pcs order + min. \$100.00+ shipping fee**

Verdict

More expensive per part; more durable, customizable, and easy to manufacture

Verdict

Possible; only cheaper in bulk

BetaLink™ Future Concept

Future possibility of what BetaLink could look like as a final production item





Thank You

Feel free to ask questions!

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