



EXPERT PROFILE – within Growth Programme

Growth Programme:

Time frame September '22 – September '25

Programme - Events Factory - www.eventsfactory.rw

Growth Programme Coach: Karen Wouters

Country: Rwanda

Ambition of the South Entrepreneur: Becoming a provider of choice for innovative Professional Conference Organisers solutions and services, levelling the playing field with international PCO's in the market.

Project Title within Growth Programme: Events Factory – Fit For Future

Main objective(s) of project:

- (1) Professionalize current services and business processes
- (2) Growth in three areas: 360 PCO growth in international client segment + rental services and digital management systems as a mature, stand-alone (vs ad hoc) business line

Title needed expertise: Feasibility Study & Market Analysis Digital Products & Rental Services

1. Context

Events Factory is one of the 5 leading conference organizers in Rwanda. It gathers a team of 12 FTE. It has developed over the years registration and badging solutions for events and a Hotel Booking Platform (i.e. digital products). Those are currently embedded as part of their PCO services. Events Factory would like to explore the feasibility of those digital event systems to become a stand-alone business line.

Similarly, Events Factory has built over the years an extensive stock of equipment and materials that are used in their events (e.g. AV material, furniture, translation boxes, etc). During the Covid pandemic they started renting those equipment & materials in order to generate some business, and continued to do so sporadically. Events Factory would like to explore the feasibility to further develop this rental business component.

2. Expert deliverables

Please describe the deliverables that should be met at the end of the assignment of the expert (results, reports, etc.)

- Step 1: Market analysis for both digital event systems and rental services
- Step 2: Feasibility study to bring the digital event systems and rental services to market

If those business ideas appear to be viable, a next step will be to facilitate the process of business development. This is however out-of-scope for now.

- Step 3: Advising on marketing strategy (including digital marketing, visual concept creation, social media, tracking) & sales strategy

3. Expert profile

Please describe what kind of profile is needed:

- Market analysis & feasibility studies
- Digital products
- Rental services

4. Timing

Starting date at the latest: June 2023

Starting date at the earliest: March 2023

How many days at least: 1 week

5. Location

Location of the mission: KIGALI