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AI analysis

ETL Launchpad: The Startup Competition Grand Final

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Summary

The session focused on the grand final of the ETL Launchpad startup competition, highlighting three innovative startups and their pitches. The first startup, Rosie AI, presented by Lachlan Byrne, aimed to address the issue of event content retention and post-event engagement. Byrne argued that most valuable insights from events are often forgotten soon after they end, leading to lost opportunities for attendees, exhibitors, and organizers. Rosie AI uses AI technology to capture and analyse event content in real-time, generating summaries, insights, and recommendations. This facilitates better follow-up and engagement, enhancing the overall event experience and ROI for sponsors and organizers. Byrne highlighted testimonials from Google and other major clients, emphasizing the unique blend of event industry expertise and AI technology that sets Rosie AI apart from competitors.

The second startup, Involved Events, presented by Sean Barna, aimed to streamline flight information management for event attendees. Barna discussed how the platform integrates flight APIs to provide real-time updates on flight statuses, helping event organizers manage attendee travel efficiently. The dashboard created by Involved Events allows organizers to monitor flights, adjust schedules based on delays, and provide personalized flight information to attendees. Barna acknowledged the novelty of the project and its recent implementation at an event in the US, emphasizing the value of real-time data in enhancing event logistics and attendee experience. The platform's ability to embed live departure boards and track flights in real-time was seen as a significant advantage for event management.

The third startup, RealFlow, presented by Chris, focused on enhancing website engagement through interactive short-form video content. Chris argued that traditional B2B and event websites are often text-heavy and static, failing to engage visitors effectively. RealFlow offers a solution by integrating interactive video experiences that guide visitors through websites, increasing engagement and conversion rates. The platform uses AI to generate scripts and produce videos, making it easy for organizers to implement without extensive resources. Chris presented case studies showing significant improvements in website metrics, such as reduced bounce rates and increased time on site. The approach was seen as particularly relevant for event websites, which need to serve multiple audiences and maintain engagement throughout the year.





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Thursday, 13 November 2025

Throughout the session, judges posed questions to the presenters, seeking clarifications on implementation, integration, and competitive advantages. For Rosie AI, questions focused on how the platform captures content in live environments and integrates with existing event technology. Byrne explained the light-touch integration with audio systems and event apps, emphasizing the platform's ability to generate meaningful summaries and insights automatically. For Involved Events, questions revolved around the integration of flight APIs and the value proposition for event organizers. Barna described the real-time updates and dashboard features, highlighting the backup systems in place to ensure reliability. For RealFlow, judges questioned the impact on website speed and SEO, with Chris addressing the lazy load feature and the positive contributions of video to search engine performance.

The session concluded with judges deliberating on the pitches and preparing to announce the winners. The startups were evaluated on their innovation, potential impact, and presentation quality. Each startup demonstrated unique approaches to solving common event management challenges, with Rosie AI focusing on content retention and engagement, Involved Events on travel logistics, and RealFlow on website engagement. The judges' questions and feedback provided valuable insights into the practical applications and potential obstacles for each solution, helping to refine their strategies and improve their offerings.

Overall, the ETL Launchpad startup competition showcased promising technologies that could significantly enhance various aspects of event management. The integration of AI and real-time data into event workflows, the emphasis on personalized attendee experiences, and the use of interactive content to drive engagement highlighted the evolving landscape of event technology. The session underscored the importance of innovation in addressing persistent challenges in the industry, with each startup offering compelling solutions that could reshape the future of event planning and execution.

Takeaways

Real-time event content capture and analysis can significantly enhance post-event engagement

Rosie AI's technology captures and analyses event content in real-time, generating insights and recommendations to help attendees retain knowledge and exhibitors follow up effectively. This addresses the common issue of content being forgotten soon after events, improving overall engagement and ROI for sponsors and organizers.

Efficient management of attendee travel can improve event logistics and attendee experience

Involved Events' platform integrates flight APIs to provide real-time updates on flight statuses, helping event organizers monitor and manage attendee travel. The dashboard allows organizers to adjust schedules based on delays, ensuring smooth logistics and personalized travel information for attendees.

Interactive video content can boost website engagement and conversion rates

RealFlow's tool enhances website engagement by integrating interactive short-form video experiences that guide visitors through websites. This approach addresses the limitations of text-heavy, static websites, increasing time on site, reducing bounce rates, and driving more traffic to key pages.



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