



TeamTwist (former Meeting Advocate)



General Information:

Founded: 2020
URL: <https://teamtivist.eu>
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Funding:

9000€ from Prototron for MVP

Next step EAS Development voucher (35 000.-) for 1st version of product

Key milestones:

Finishing mock-up – 10.05.20
Finishing MVP – 01.07.20
1st launch – 15.09.20
Pre-seed – March 2021
Hiring CMO – March 2021

Revenue forecast:

2020:	3 500€
2021:	190 000€
2022:	1 350 000€

Current status:

We have validated 3 hypotheses:

1. There is need for methodology-based brainstorming – 50+ facilitated brainstorm sessions lately (participants from Estonia, Lithuania, Georgia, Russia, UK; Germany, Belarus)
2. Companies are willing to pay for extra tools – we have produced and sold 300+ pcs of a printed tool
3. Teams are ready to brainstorm virtually – paid virtual brainstorming sessions lately and data from Google Trends

Mock-up is almost ready

One-liner: Achieve better quality decisions in virtual meetings

Elevator pitch: TeamTwist is an online tool that helps to run an online meeting with 3-15 participants in a structured way and achieve better quality decisions. It is easy to use, and methodology based SaaS that empowers meeting host.

Problem: Meetings in general are unproductive (organizations lose ca 500 billion euro per year). Virtual meetings and brainstorms with remote teams are even more difficult to run efficiently. There are lots of tools available, but they are not methodology based and therefore do not support the meeting host to engage people and achieve quality outcome.

Solution: It is methodology based online tool that provides predefined uninterrupted workflow for meeting host to run efficient meeting (including following steps: defining a root cause of a problem, capturing current ideas, brainstorming out of box ideas, comparing and selecting ideas and decision making).

Competition, Competitive advantage:

- 1st type of competitors: virtual toolboxes like Miro, Mural, GroupMap etc. They usually have lot of different methodological tools, but the workflow is interrupted – in case you need to use several tools in a row, there is lots of inconvenient copy-paste included. For most of busy meeting hosts it is also a bit confusing to choose the right tool if there are too many options.
- 2nd type of competitors: virtual whiteboards AWW, RealTime Board, ConceptBoard etc. They often call themselves brainstorming tools despite having non or little methodological support for finding novel ideas.
- Our advantage: we provide predefined workflow (no hassle to choose tools, no need to copy-paste) which is methodology based and supports both host and attendees. We maintain our advantage by keeping our focus very clear and we are constantly improving our methodology.

Business/revenue model: We are freemium SaaS. Meeting host pays subscription fee which is based on the size of his team. Our target group is a team leader in a professional service firm with remote team.

Income from (1) facilitated paid virtual workshops – for validating product-market fit (2) subscription – main (and scalable) income after launch.

Partners: our co-founder Indrek Maripuu is member of international meeting designers network (see: <https://www.ituudised.ee/uudised/2020/02/06/koosolekudisainerid-otsivad-eestis-viiseveebikohtumiste-efektiivsemaks-muutmiseks>).

Market: Based on Google Trends the biggest interest is in US and Western-Europe. The professional services industry is growing, with revenues and headcounts rising. The global professional services market is expected to grow at a CAGR (compound annual growth rate) of 9.1% to nearly \$8,082.4 billion by 2022. Approximately 100 million meetings are held daily globally.

Go-to-market strategy: The core of the strategy is to be really useful for teamleads. Main channels are SEO (Google, Youtube and LinkedIn). We will write articles about defining problems brainstorming and making decisions, where we will describe TeamTwist and offer our free package (limited functionality) and try to convert these users to paying customers.

Core team:

Liina Maripuu [CEO / CFO] former CFO in production company and 19+ years of experience as an entrepreneur and a financial consultant

Meelis Mesikäpp [developer] 10+ years of experience as a developer (BigBank, Fujitsu)

Sven Meimer [CTO] 4+ years of experience as a tech lead (Luminor, SEB)

Indrek Maripuu [CMO / methodology leader] 19+ years of experience as an entrepreneur; author of the methodology ; experienced meeting facilitator.