

Evenium raises 1.2M€ from Entrepreneur Venture

Evenium has just been granted 1.2 million euros from Entrepreneur Venture. This fund will be used to speed up the development and global appeal of their new website, Evenium.net – a service designed to organise, market and live up events.

Since its creation in 2000, Evenium has designed web and mobile solutions that strive to involve every participant in the event experience. To this end, Evenium's Relationship Technology encourages guests to actively contribute to events, it connects them to the right people and makes them into brand and event ambassadors.

Over 80% of France's top 40 businesses use the corporate platform on a daily basis, alongside numerous agencies and businesses across France and worldwide.

In early 2011, Evenium launched its interactive mobile app, Evenium ConnexMe. Its purpose: to put guests in the spotlight; to let them share their views live with everyone at the event and to maximise networking opportunities using the combined power of mobile phones and social networks.

In December 2011 Evenium.net went live, thus making Evenium's social technology available to the wider public.

The simple and accessible service offered by Evenium.net includes the following: online registration and ticketing functions, event promotion across social networks, a check-in app for smartphones and tablets, as well as the Evenium ConnexMe app for live interaction and networking between participants.

Every event planner, whether professional or not, will find in www.evenium.net a complete event organisation service, marketing opportunities and ways to invigorate events.

This unique, innovative and comprehensive offer caught the eye of Entrepreneur Venture. This source of funding will accelerate the growth of the service, develop a strong and loyal customer-base, and launch the service on a global scale. Thanks to this investment, Evenium is planning to invest in its marketing department, and recruit more personnel to strengthen its marketing, product and business development teams.

The Team

Evenium has built, and continues to develop, a bold and dynamic team made up of strong personalities, educated at the prestigious 'Grandes Ecoles' or at other further education establishments, passionate about web and mobile technology, and with diverse work experience both in France and internationally.

Avner Cohen-Solal and Eric Amram, the co-founders and current directors, both studied at France's highly-respected Polytechnique. Eric Amram, a web entrepreneur and MIT graduate, is passionate about technology, human interaction and management. Avner Cohen-Solal is interested in business development and the design of web and mobile services and is committed to leading development teams to transform ideas into commercial innovations.

People involved:

Evenium:

- CAFEC : Olivier Ellouk
- Monceau Litis : David Goldstein

Investor :

- Entrepreneur Venture : Bertrand Folliet, Michel Claret
- Exponens : Matthias Collot
- Ideact : Maud Partouche

About Entrepreneur Venture

www.entrepreneurventure.com

Entrepreneur Venture is an AMF-approved management business which was set up in 2000. It specialises in unlisted businesses run by entrepreneurs, and has invested in over 80 SMEs. The company manages 2 FCPR institutionals, one of which is open to private individuals, and 16 local investment funds in 12 of the 22 metropolitan regions. The total sum managed is 300 million euros (of which 180 million has been raised on the FIP ISF), making Entrepreneur Venture a leader in its domain.

About Evenium

www.evenium.com - www.evenium.net

Established in 2000, Evenium is a B2B company in the professional events market: over 80% of France's top 40 businesses use Evenium's SaaS tools and mobile apps to manage their events. This market represents thousands of events every year, and is growing at a rate of 30-50% per year.

Evenium's focus is the event participant: they seek to maximise interaction between guests and organiser, and give every participant the best event experience possible. Relationship Technology allows events to be marketed effectively and helps organisers attract new clients and retain their loyalty. Since the proliferation of social networks and smartphones has shaken up the event industry, Evenium's unique market position opens up a wealth of opportunities in both the professional and public markets.

Evenium gives brands and organisers the means to engage participants in events as they happen. In this way, each and every guest becomes an ambassador of the event and its sponsors.

Entrepreneur Venture Press Contact

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