

Early Warning of COVID-19 Enabled 100%+ Revenue Growth in 2020 for Events Software Company

The Challenge: Epidemic Risk

Bizzabo is the market leading event success SaaS platform serving enterprise clients including Bloomberg, Salesforce, Hubspot's INBOUND, and more. After nearly doubling revenue in 2019, the plan for 2020 was to grow even faster. Then, COVID-19 happened.

The Solution: Early Warning

In late December 2019, Metabiota's epidemic detection system first identified an emerging coronavirus with the potential to cause human and economic loss—flagging COVID-19 five days before the WHO. By late January, Metabiota had already been tracking the risk of the virus' global spread for weeks. The analytics within Metabiota's Transit Hub Risk module of their Global Epidemic Monitoring and Modeling platform showed high potential for rapid further spread of the virus. The early data that Metabiota gathered and modeled also pointed to significant under-reporting of cases. This information was included in a January Metabiota Risk Report, when few thought there could be a significant impact to the global economy.

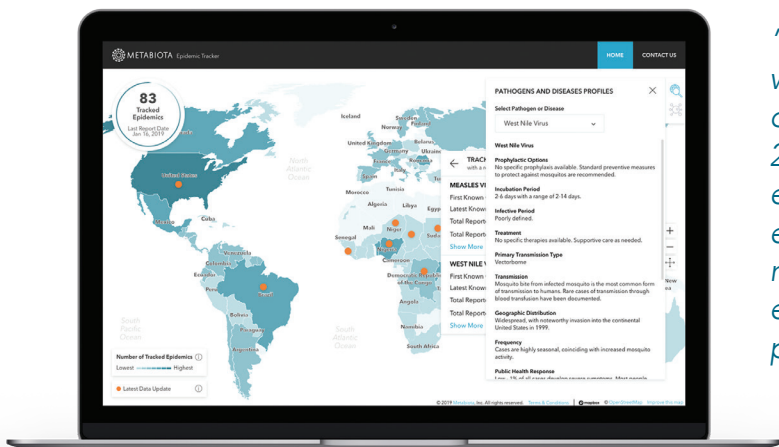
The Risk Report landed in the inbox of Neil Callahan, Co-Founder & Managing Partner of Pilot Growth Equity, an investor in Metabiota. Right away, Neil requested a briefing from Metabiota's CEO Nita Madhav and her team on the novel coronavirus crisis that was underway in Asia. Neil immediately thought of the implications for the company Bizzabo, where he was a Board Member.

Key Benefit

- 6 weeks' advance warning of impending pandemic threat

Key Results

- Successful early pivot to online events
- 100%+ revenue growth in one year
- Outperformed industry average of 60% contraction



"Metabiota provided crucial early warning about the potential effects of the COVID pandemic in January 2020, prompting Bizzabo to make an early pivot from in-person to online events. This led to 100%+ growth in revenue for the year, rather than the extreme losses that many in the in-person events industry have faced."



**Eran Ben-Shushan, CEO
Bizzabo**



The Benefit: Early Action

Armed with the intelligence provided by Metabiota, Neil met with Bizzabo's CEO, Eran Ben-Shushan, and told him that COVID-19 could be his Black Swan: it could cause a complete shutdown of in-person events. Although initially hesitant, Eran agreed to raise COVID-19 as a risk management item at the February 12, 2020, board meeting. Faced with clear data and insights from Metabiota, the Bizzabo team realized they had to act fast. They quickly pivoted their roadmap and launched a complete suite for online virtual events to market in March, months before any of their competitors. As a result, Bizzabo began receiving unprecedented levels of in-bound demand from enterprise companies looking for a virtual event solution.

Metabiota's early warning provided Eran and the Bizzabo team with six weeks' advance notice of the likely severity of the pandemic. This was well before most people were taking it seriously, and a time when many people thought it would be gone before the end of spring. Thanks to Metabiota, Bizzabo had a head start to "pandemic proof" their business, at least six weeks before their competitors.

Bizzabo's successful pivot to online events due to Metabiota's early warning propelled Bizzabo to achieve profitability by summer of 2020, not to mention greater than 100% revenue growth for the year. This outcome was in stark contrast to their competitors in the in-person events industry, which saw a 60% contraction over 2020, according to the Global Association of the Exhibition Industry.

"Boards have a fiduciary duty to ensure companies are appropriately managing their epidemic and pandemic risk, and Metabiota can provide the critical data and analytics needed to do so."

*Neil Callahan,
Co-Founder and
Managing Partner
Pilot Growth Equity*



The Future: Metabiota's Early Warning Product

So that other organizations can experience similar benefits as Bizzabo, Metabiota is making its insights more accessible than ever before through its new early warning product. Contact Metabiota to learn more!

Get early warning of the next epidemic: sales@metabiota.com

About Metabiota

COVID-19 has woken the world up to the reality of infectious disease threats. Metabiota has been on the leading edge of helping organizations navigate this threat for over a decade. Metabiota works with governments and industry to proactively estimate, anticipate, mitigate and manage epidemic risk, supporting global health security, sustainable development, and data-driven decisions. The team includes global leaders in epidemiology, veterinary medicine, laboratory science, data science, actuarial science, social science and political economics. For more information, visit www.metabiota.com.

About Pilot Growth Equity

Pilot Growth Equity is a technology growth equity firm with offices in San Francisco and New York. Pilot Growth invests in growth-stage technology companies that require capital and strategic resources to accelerate their growth.

About Bizzabo

Bizzabo is the only Event Success Platform. Bizzabo's all-in-one event software enables in-person, virtual, and hybrid events to deliver unique attendee experiences through intelligent and intent-based personalized engagement. We help companies measure, manage, and scale events towards key business outcomes. Our platform empowers every organizer, marketer, exhibitor, and attendee to unleash the power of events. We power events for world-leading brands from Fortune 100 enterprise organizations and financial institutions to creative agencies and scaling tech companies. For more information, visit www.bizzabo.com.

"COVID won't be the last health emergency that disrupts our societies and economies, and many impactful events smaller than COVID happen much more frequently. We keep a constant watch for outbreaks and epidemics to provide governments and businesses with the tools they need to spot the risk, adapt, and mitigate the damages."

*Nita Madhav, CEO
Metabiota*

