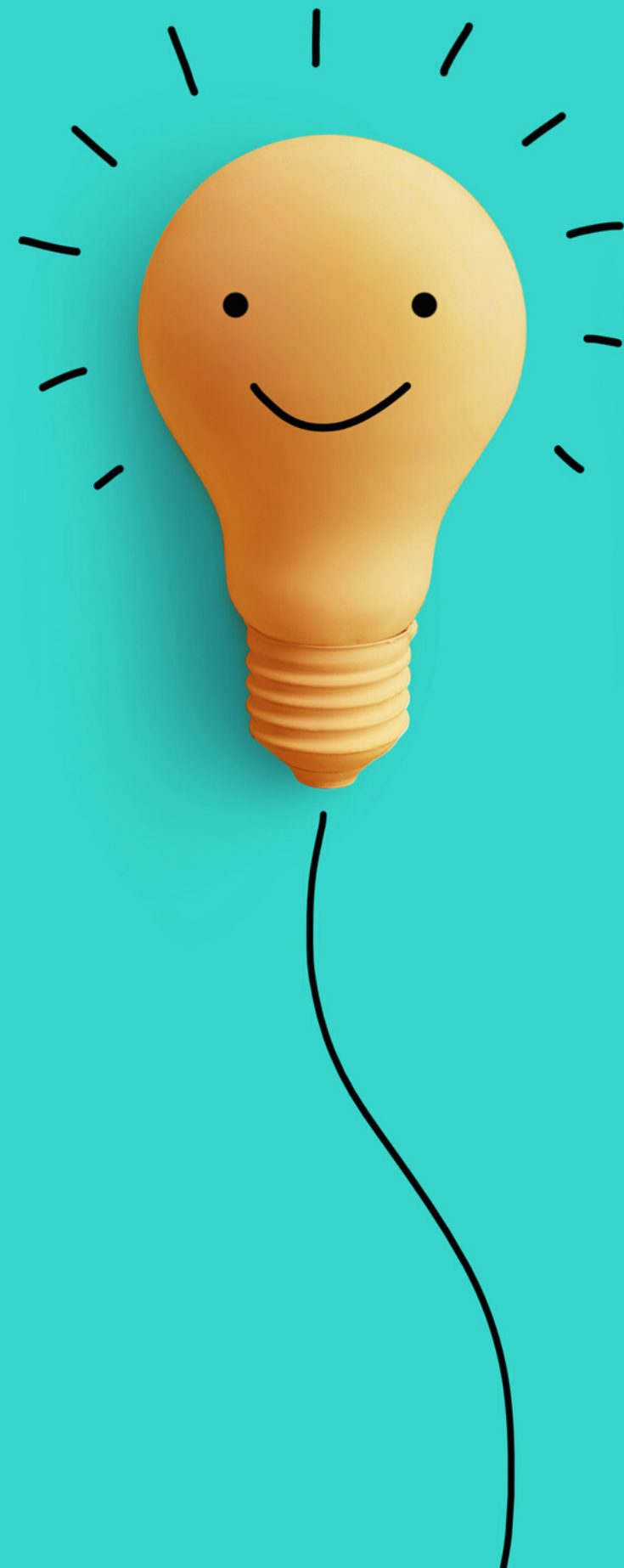




# Digitally Transforming M.I.C.E

THE IDEA



# About Us



MICEkart.com is the only online marketplace solution which deals in MICE products & services. The idea is to create value for buyers & sellers of MICE products & services by offering them a unique platform to optimally transact MICE, thus bridging the gap between MICE Solution Providers & Clients across the country.

MICEkart.com has been created keeping in mind that the MICE industry needs to evolve, and buyers & sellers are thus able to optimally transact with value creation being the main objective.

MICEkart.com is currently the only platform where you get access to the best deals available in the world of MICE ranging from Hotel bookings for Conferences, Merchandise options, Team building activities, Event solutions & set-ups, Artist management solutions, MICE packages & lots more.. "It's your ONE-STOP- SHOP for everything in M.I.C.E"

The MICEkart.com systems use Block Armour's Secure Shield for next-gen Zero Trust security as well as to meet GDPR / data protection and privacy compliance.

**Incorporated in 2018**

**M.I.C.E  
Marketplace Solution**

**Creating Value for M.I.C.E  
Buyers & Sellers**

**One Stop Shop for  
everything in M.I.C.E**

**Deals and simplified  
M.I.C.E Solutions**

**Smart RFQ & Personalized  
User Dashboards**

# Our Strategy Statements



## Our Vision

Our vision is to simplify the way we do M.I.C.E business by providing an easy to use Technology platform for our partners & clients to effectively use and engage with each other, ensuring value creation at all times

## Our Mission

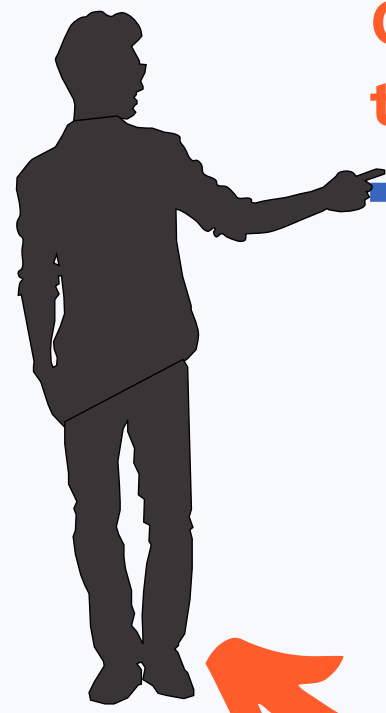
We will help our partners transform & grow their businesses by providing an effective technology infrastructure to reach out to prospective clients. Our clients will also be able to leverage our easy to use M.I.C.E marketplace to ensure that are able to effectively search for the best options across Hotels, Merchandise solutions, Artist, Team building activities, Event solutions & M.I.C.E packages and plan their Travel Initiative optimally.

With constant focus on research and product development combined with an easy to use & highly transparent marketplace solution, MICEkart.com will aim to create an ecosystem which will transform M.I.C.E business by creating value always

WHY



# CURRENT M.I.C.E SCENARIO



Client sends his requirements to different Travel Agents

Travel Agent 01



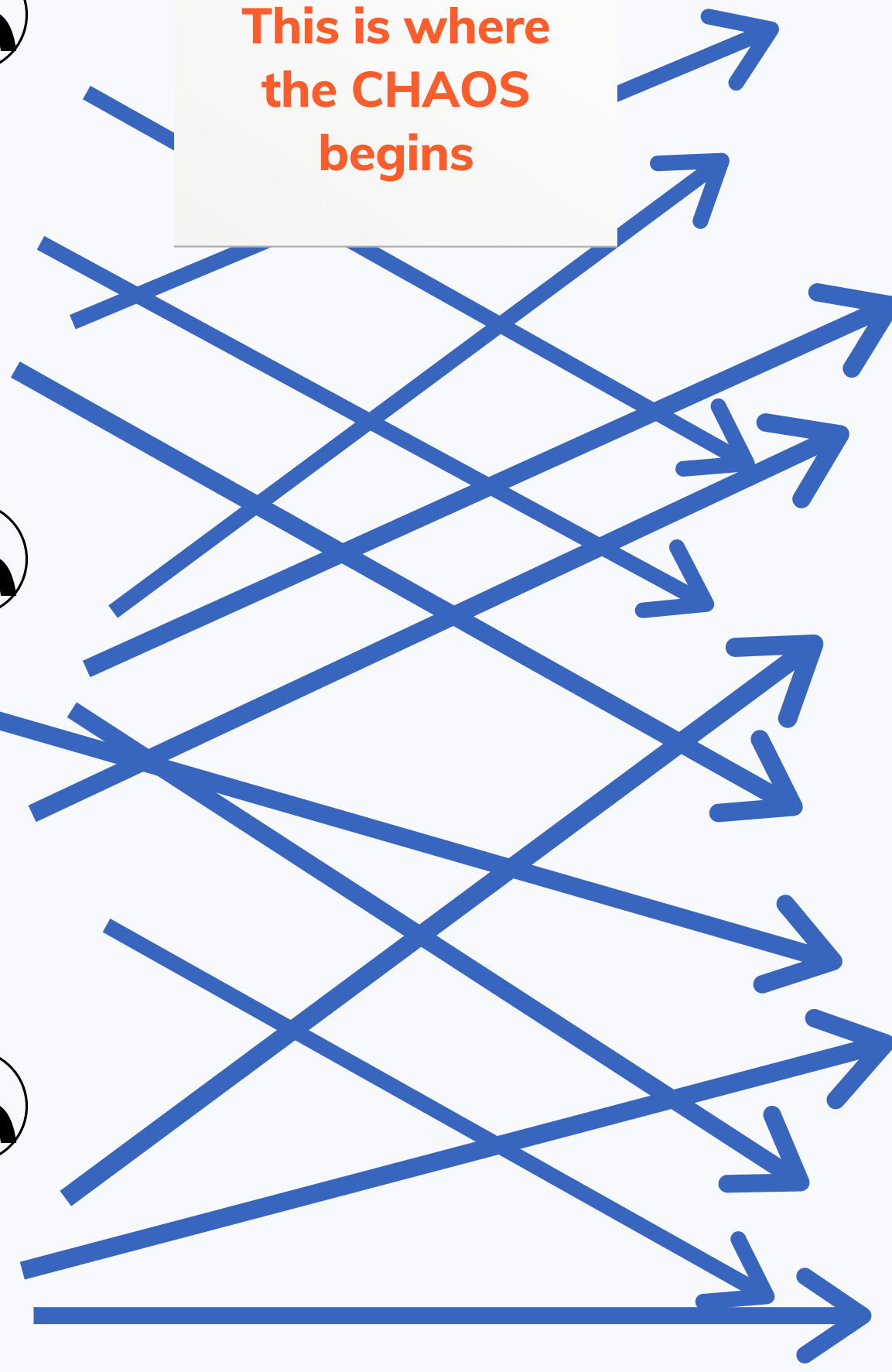
Travel Agent 02



Travel Agent 03



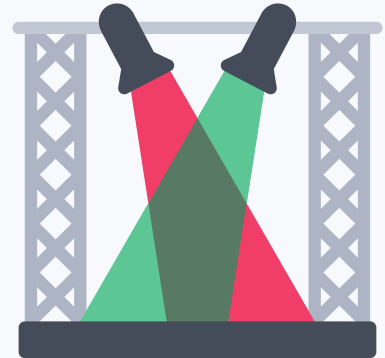
This is where the CHAOS begins



Hotel Deals



Artiste Options



Event Solutions



Team Building Solutions



Merchandise Solutions

Client then receives multiple proposals from multiple travel Agents to evaluate.



Travel Agents make individual Proposals

# GAPS IN THE M.I.C.E PLANNING PROCESS

No unified  
platform to  
transact  
M.I.C.E

Absence of  
an effective  
review  
mechanism  
for M.I.C.E

Inability to  
optimize  
buying and  
selling

Lack of  
transparency  
in pricing

High  
dependence  
on EMC's  
limited  
knowledge &  
choices

Extensive man  
hours wasted  
due to  
conventional  
planning  
process





## CLIENT BENEFITS & PRIVILEGES

### Search for....

- Hotels
- Merchandise
- Artiste
- Team building activities
- Event solutions
- M.I.C.E packages
- Virtual solutions

Choose amongst a wide range of the M.I.C.E products and services

A user friendly platform for planning M.I.C.E.

100% transparency through our effective & easy to use RFP process

Reduce cost arising out of huge inbuilt EMC commission.

Direct access to deals offered by partners

Refer and post reviews for prudent decision making

## PARTNER BENEFITS & PRIVILEGES

### Benefit from..

- Validated Queries
- Free Micro- page
- Smart Selling
- Incremental Business
- Review Platforms
- Targeted Marketing

Effectively reach out to relevant M.I.C.E buyers

Get your own Micro-page & showcase your product & services

Offer deals and seasonal promotions to boost sales all year round

Additional channel to capture incremental business

Show off your commitment to great service, with customer ratings and testimonials

Leverage our extensive targeted online and offline marketing to reach potential M.I.C.E buyers

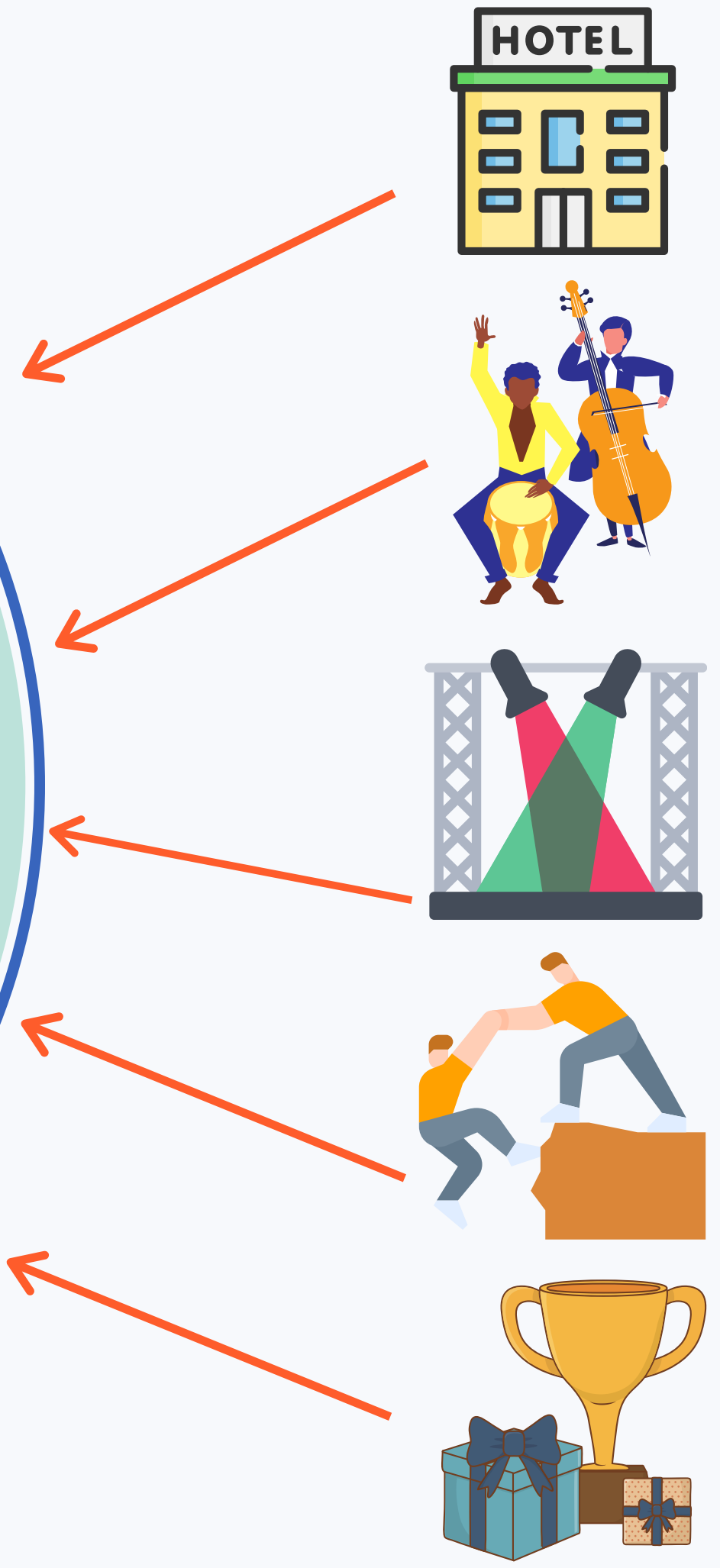


# M.I.C.E REDEFINED



**SENDS  
REQUIREMENTS**

**RECIEVES  
QUOTATION**



USER  
INTERFACE -  
REACT JS

MIDDLEWARE -  
MICROSERVICES  
ARCHITECTURE



# TECHNOLOGY STACK

DATABASE -  
MYSQL

HOSTING  
SERVER -  
AWS



# OUR PLANS BEYOND THE PLAN

OPEN THIS UP  
FOR GLOBAL  
M.I.C.E ACROSS  
ALL  
CATEGORIES

PREMIUM ADS &  
LISTING  
SERVICES FOR  
PARTNERS

LOYALTY /  
REWARD  
PROGRAMS &  
PREMIUM  
CLIENT  
SERVICES

ANCILLARY  
TECH  
SOLUTIONS FOR  
EVENT  
EXECUTION

LEAD  
GENERATION  
FOR EMC'S

DMC LISTINGS  
FOR M.I.C.E  
PACKAGES

INBOUND M.I.C.E

# Start planning on the most comprehensive **M.I.C.E Marketplace**



**500+**  
Hotels

**300+**  
Artistes

**2500+**  
Merchandise

**100+**  
Team Building  
Activities

**50+**  
Conference  
& Event  
Themes

**50+**  
Virtual Event  
Solutions

**100+**  
M.I.C.E Travel  
packages

IDEATED  
INCUBATED  
NURTURED  
LAUNCHED



THANK YOU



+91 9167499291/2/3/4  
contact@micekart.com