Eventscript

One shared gameplan for a calm and controlled event execution.

Eventscript ApS · CVR 44718952 · eventscript.co · 2026

In commercial operation — with recognized venues in the market

8 paying customers
with an **MRR of 15k** and **0% churn**

Commercial launch 2025
Pre-money start-up

Self-onboarding live 2026
Incl. self-upgrade

SEO overhaul 2026
Netting **+10x** monthly impressions

“We have saved many hours and now ensure that no mistakes occur when seating our guests.”

Marlene Sønderhaug, Head of Events, Cirkusbygningen

“Eventscript has made it much easier to share info from my coordinator role to the floor team, reducing time and setup mistakes.”

Mark Stajner, Event Coordinator, Mogens Dahl Koncertsal

CIRKUSBYGNINGEN
K.B. HALLEN
MOGENS DAHL KONCERTSAL
Bloom
SKOVRIDERKROEN
LASSE SKOV

Already a known name

Featured at several occasions in 2025

✓ Featured in **Optimeet**



AI-agenter

skal hjælpe med eventplanlægningen

af JAN AAGAARD

Kunstig intelligens kommer til at blive en kæmpe styrke for både- og eventbranchen. Det er man overbevist om i Eventscript – en dansk startup-virksomhed, som har udviklet et nyt project management-værktøj til eventbranchen.

Eventscripts værktøj samler en lang række af de funktioner, som indgår i processen før, under og efter et event – fra salg og planlægning til ekseskvering og analyse – i én samlet løsning.

Virksomhedens målgruppe er alle, der arbejder med møder og events – fx møde- og eventplanlæggere, bureauer og venues. "Når man arbejder med event-planlægning, anvender man typisk mange forskellige værktøjer og systemer til de opgaver, der indgår i processen. Det gør det mere besværligt at håndtere og overskue. Vores værktøj samler det hele et sted for alle medarbejdere," fortæller Victor Juul, CEO og medstifter af Eventscript.

"Udviklingen går vildt stærkt"

Victor Juul har en baggrund i både- og eventbranchen med erfaring fra blandt andet Carlsen-byggeren. Han har stiftet virksomheden sammen med Bjørn Højby-Kaae, som er softwareudvikler og har erfaring fra andre tech-startups. For den unge software-virksomhed er det naturligt at inddrage de seneste teknologiske muligheder i udviklingen af deres project management-værktøjer, og Eventscript er netop begyndt at integrere kunstig intelligens i sin løsning.

"Vi ser mange muligheder i AI, men for os er det vigtigt, at det ikke bare bliver en tech-gimmick, men noget der for alvor skaber værdi for kunderne. Udviklingen på området går helt vildt stærkt, og derfor gennemfører vi en meget dyb research for at sikre, at det er de rigtige løsninger, vi vælger," siger Victor Juul.

AI-agenter udfører opgaver selvstændigt

Eventscript arbejder blandt andet på at udvikle specifikke AI-agenter, som kan hjælpe kunderne med at arbejde hurtigere og smartere. AI-agenter er intelligente softwareprogrammer, der er udviklet til at udføre opgaver selvstændigt på baggrund af data. De kan interagere med data og løse opgaver på. Et eksempel på en AI-agent er de chatbots, som sker løser opgaver på. Et eksempel på en AI-agent er de chatbots, som man i dag møder på mange websites.

"Vi forestiller os fx løsninger, som kan hjælpe en medarbejder med at huske nogle af de ting, som man nemt kan glemme i processen ved eventplanlægning – fx spørgsmål om brandsikkerhed og anden sikkerhed. Det kan fx også være en funktion, der foreslår bordopstillinger baseret på data om kundens tidligere events," fortæller Victor Juul.

Implementerer løsninger lidt efter lidt

I første omgang vil Eventscript implementere enkeltstående AI-funktioner i sit værktøj løbende, og på et senere tidspunkt kan funktionerne blive samlet i en egentlig AI-agent, som er skræddersyet til den enkelte kunde.

"Vi har valgt den stille og rolige tilgang, hvor vi implementerer AI-løsninger lidt efter lidt. Vi går meget op i at være brugervenlige, og flere funktioner er ikke nødvendigvis mere brugervenlige," siger Victor Juul.

Fortsat en menneskelig involvering

Han er imidlertid ikke i tvivl om, at kunstig intelligens med tiden vil kunne give store fordele for alle, der arbejder med planlægning og afholdelse af møder og events.

"Vi er i en branche, som i mange år har haft været præget af mange manuelle processer, og der vil automatisering kunne gøre en kæmpe forskel. Al kommer dog aldrig til at kunne erstatte mennesker helt – dertil er vores arbejdsområde for kompleksit og med uforudsete faktorer, som spiller ind," siger Victor Juul.

"Men AI vil kunne assistere os mennesker rigtigt meget, så vi sparer tid, undgår fejl og får en nemmere arbejdsproces."

✓ **MeetTheGeeks** Finalist





✓ Selected for the Ignite program at **IBTM Barcelona 2025**

Large industry. Focused software niche.

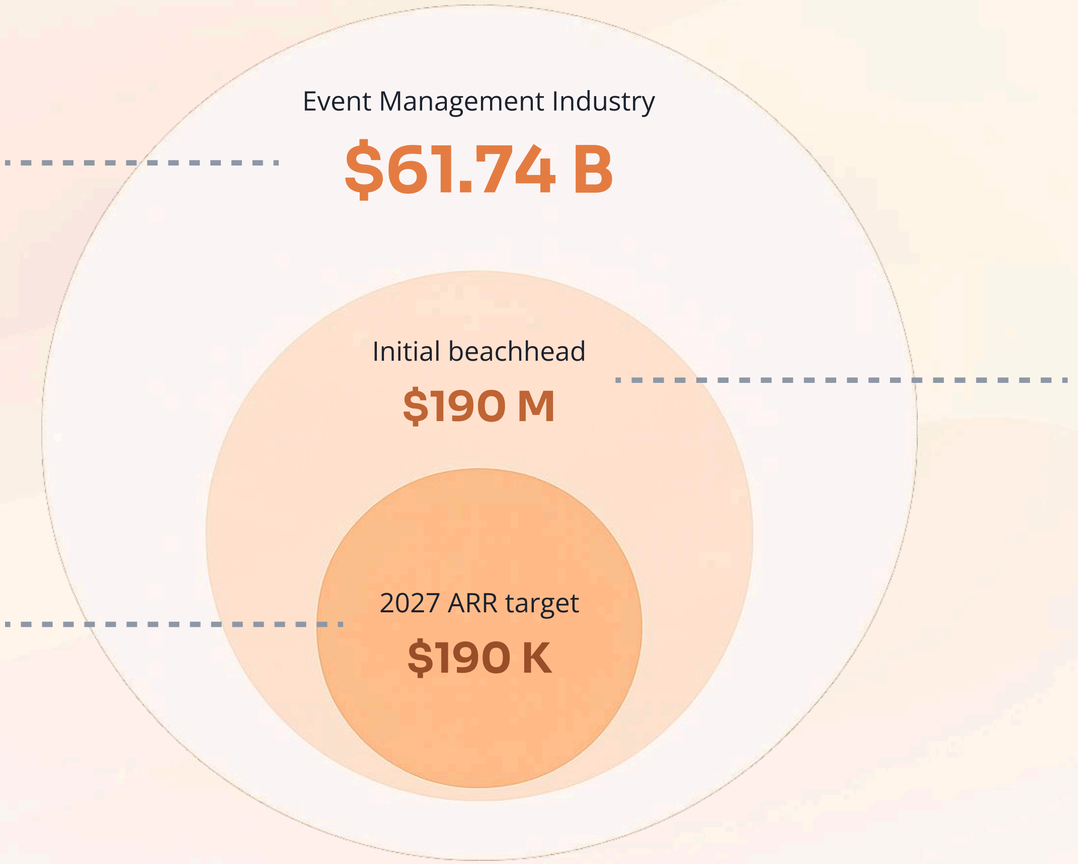
European Event Industry

*"**The Europe event management industry market** was valued at USD 56.81 billion in 2025 and estimated to grow from **USD 61.74 billion in 2026** to reach USD 93.58 billion by 2031, at a CAGR of 8.67% during the forecast period (2026-2031)."*

Research & Markets (1)

Initial target (~0.1%)

- **Go-to-market:** Denmark → Nordics
- **Avg customer MRR:** 594 DKK/month
- **Target EOY 2027:** 175 paying clients
- **Estimated AAR:** DKK 1.24M (~$190K)



Industry we serve

We initially target the Nordic event management software market (Denmark, Sweden, Norway and Finland), representing an estimated opportunity of approximately **USD 190M**.

Estimated using the Nordic share of Europe's population.

Grand View Research (2)

Sources: **1** *(https://www.researchandmarkets.com/reports/5759324/europe-event-management-industry-market-share)* ; **2** *(https://www.grandviewresearch.com/horizon/outlook/event-management-software-market/europe)*

Customer Segments

We start where operational complexity is highest, where the need is greatest, and where we already have traction.

Segment	Go-to-market priority	Why now?
Professional event venues	★★★★★	Existing customers & highest operational pain
Hotels	★★★	Same operational needs & buying process
Event agencies	★★	Same product, adjacent buyer
Corporate teams	★	Large future expansion market

We focus on one segment first, prove product-market fit, then expand into adjacent markets using the same platform.

Purpose

Event professionals deserve software built for how they actually work

The problem

Event teams still coordinate complex events across spreadsheets, emails, PDFs and printed run sheets.

When plans change, information becomes fragmented — and mistakes happen.

The Solution

Eventscript gives every team one shared game plan.

Planning, timelines, tasks, floor plans and live coordination all happen in one shared platform.

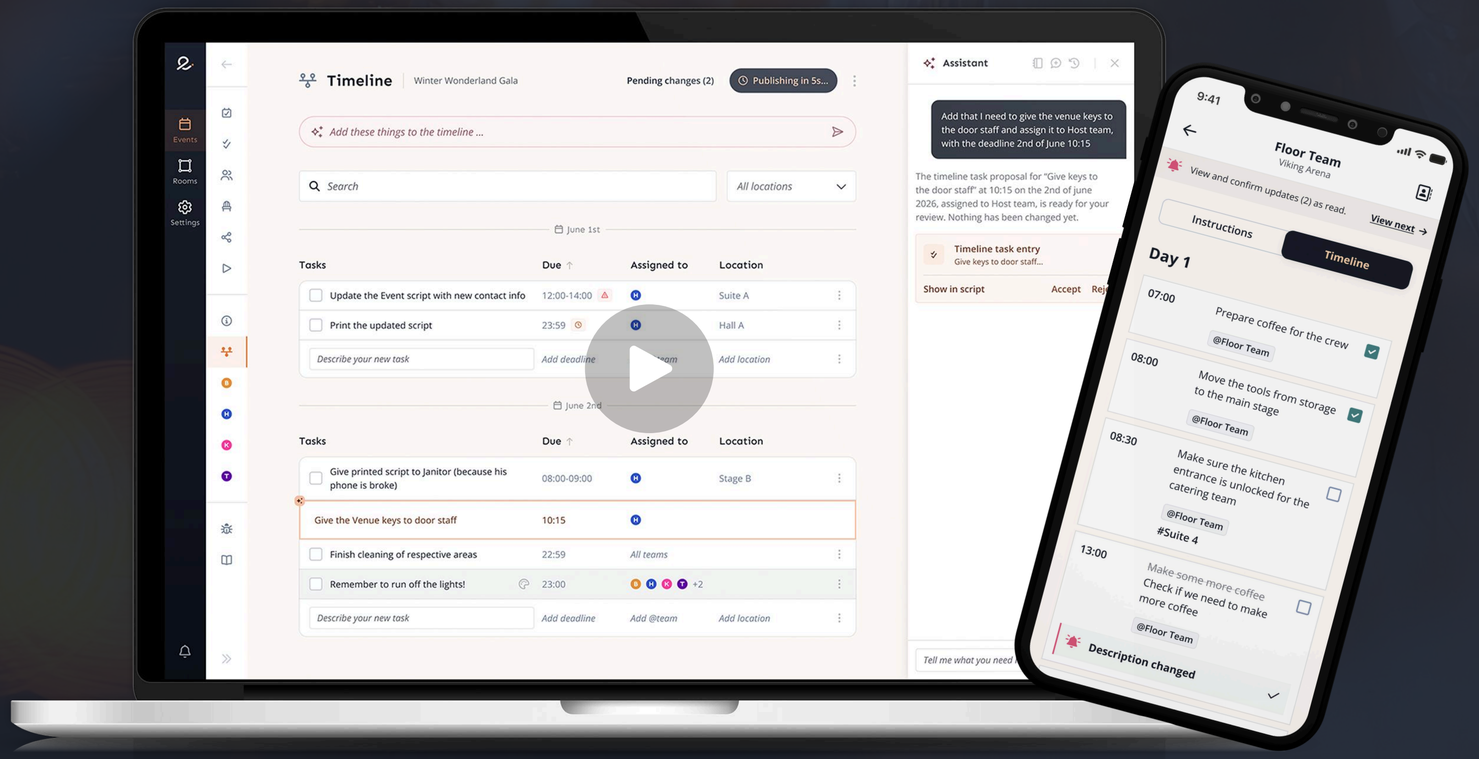
The impact

Teams spend less time chasing information and more time delivering great events.
Better communication.

Fewer mistakes. Better events.

One system — from planning and coordination to live execution

Eventscript moves event knowledge out of peoples minds and scattered tools **into a shared structure.** A living plan that all teams work from and can depend on — reducing risk and saving time & money.



Task management
Structured preparation with deadlines and assigned owners.

Room designer
Digitizing spaces with reusable room setups, and tracking capacity.

Event script
Live timeline with instructions per team. Shared to mobile with live updates.

Guest handling
Import lists, seat guests, track dietary requirements.

Positioning

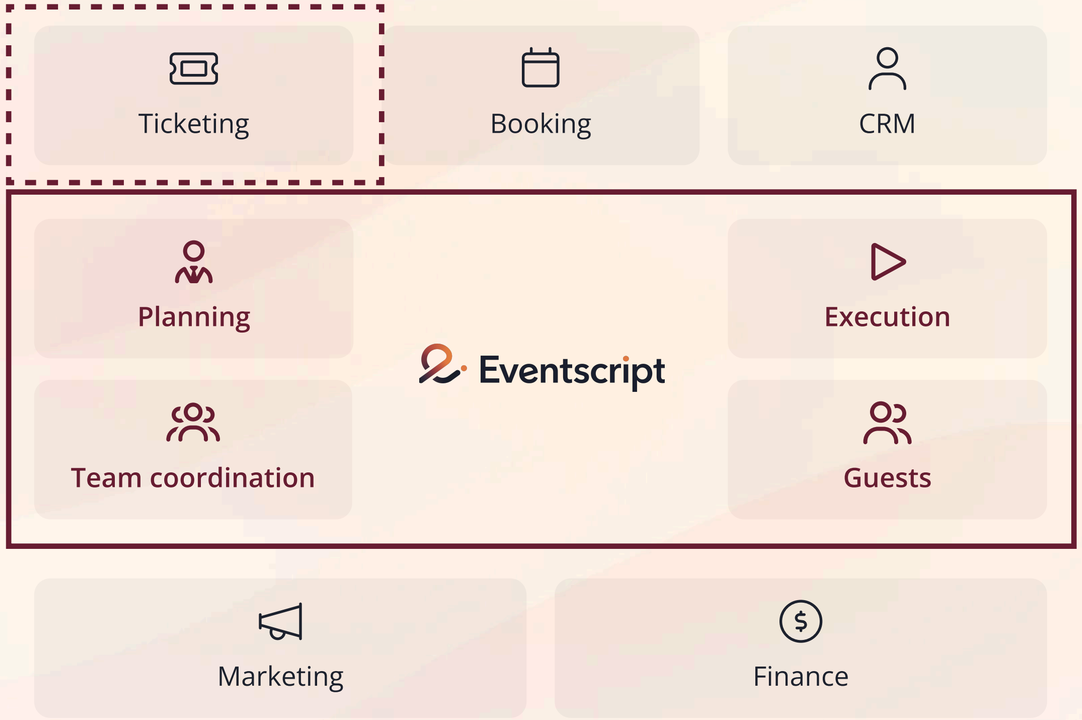
Built for the teams responsible for making events happen

The gap

Most event software focuses on:

- Ticketing
- Venue booking
- CRM
- Marketing
- Finance

These tools help sell events, not run them.



Eventscript

Built specifically for the people responsible for planning and delivering live events.

One shared gameplan for:

- Planning
- Team coordination
- Live execution
- Ticketing/Guest registration *(is currently being explored)*

Eventscript connects with the tools venues already use — becoming the operational layer for planning and live execution.

HubSpot treffio slack Calendar Outlook zapier

Competitive Landscape

Most event software solves a different problem than Eventscript

Booking

Focus: Booking & Sales

Optimized for sales teams and venue sourcing.

cvent
GRAND venue

Guest Experience

Focus: Marketing & Engagement

Focused on marketing, ticketing, and attendee experience.

EventBuizz
treffio
TTO

Planning

Focus: Project Management

General project tools not built for the complexity of live event.

monday.com
Airtable
Excel

Live event execution

Focus: Planning & Execution

Built especially for event operations from start to finish.

Eventscript

- *Planning*
- *Team coordination*
- *Live execution*

We don’t compete with booking software — **we complement it**.

Why customers choose us

Built especially for event operations

Designed for real-world complexity of live events.

Mobile-first communication for floor teams

Keeps everyone aligned — before, during and after the event.

One shared operation gameplan

Teams, timelines, tasks and information in one place.

How we'll acquire our first 175 customers

We start with founder-led sales, SEO and self-serve onboarding, then build scalable acquisition through marketing and partnerships.

Outbound sales



- Meeting booking
- Product demos
- Free version *(1 active event)*
- Customer onboarding

✓ Founder-led acquisition

Digital marketing



- SEO
- Customer case studies
- LinkedIn Ads
- Google Search

✓ Build inbound demand

Self-serve platform



- Online signup
- Guided onboarding
- Online payment
- Customer referrals

✓ Reduce acquisition cost

Partnerships



- Industry associations
- Industry consultants
- Event suppliers
- Software integrations

✓ Expand reach

The foundations are in place. Investment accelerates customer acquisition at scale.

A simple three-tiered SaaS model

Allowing instant “try before you buy” whilst offering flexibility in paid plans, allowing customers to scale as they grow.



Why it scales

- Self-service onboarding
- Customers upgrade over time
- Expansion revenue
- Low support overhead

	Free	Professional	Unlimited
Pricing from... *Annual plans include 20% discount*	0	499 DKK	699 DKK
Active events	1	10	Unlimited
Support	Community	Email/Chat	Priority
Integrations	-	Standard	Custom/API
AI tools	Limited	Basic	Advanced



Enterprise on demand

- Custom built solutions
- Custom pricing
- White-glove support
- Adds on top of calculated MRR

AI capabilities provide additional expansion revenue from existing customers.

Path to profitability

Built on recurring subscriptions, disciplined expansion, and controlled operating costs.

Key assumptions

Growing ARPU *(conservative)*

With a price model that scales with the customers size and needs.

Pricing that scales

Customers upgrade as they grow, and pay for what they need.

Customer acquisition

Avg. blended CAC: ~2,800 DKK with a 5-month payback at current ARPU.

Where we turn profitable

	2026	2027	2028	2029	2030
Paying Customers *End of year*	50	175	500	950	1350
ARR *Our conservative case*	249k	987K	2.95M	6.35M	10.08M
EBIDTA	-39.5k	-471.3k	-711k	1.08M	3.5M
EBIDTA Margin	-15.9%	-47.7%	-24.1%	17%	34.8%

Key takeaways

- Operating profitability expected during 2028
- Recurring SaaS revenue drives strong operating leverage.
- Profits are reinvested into product, marketing and international expansion.

Growth is driven by self-service onboarding, efficient paid acquisition, SEO, referrals and phased Nordic expansion.

*Excel calculations that generated these numbers are available upon request. The numbers on this slide is based on our **Conservative case**.*

Product Roadmap

A clear roadmap focused on removing friction, increasing customer value, and supporting international expansion.

Foundation

Completed

- **Self-serve onboarding**
  Including full feature free version
- **Simplified pricing model**
  One price, 20% off on yearly plans
- **Website & SEO**
  Major improvements live
- **Core platform complete**
  Stable, reliable and secure

✓ Live

Automation

Q3-Q4, 2026

- **Full mobile compatibility**
  To also include planning tools
- **Better performance and UI**
  Improve the overall user experience
- **Smarter data import (AI)**
  Faster setup of new events
- **AI Assistance**
  Smarter workflows and suggestions

In progress

Scale

2027

- **Generated event website**
  Self-service event registration
- **API and integrations**
  Connect with key-tools
- **Multi-language support**
  Nordics first, then add over time
- **Partner ecosystem**
  Technology & channel partners

Building

Expansion

2028 and beyond

- **Permissions**
  Advanced roles and security
- **Enterprise capabilities**
  SAML SSO and advanced reporting
- **AI generated room setups**
  Learning and optimizing over time
- **AI transcription features**
  Populating events by talking to it

Planning

Every release is designed to **reduce manual work**, **increase customer value**, and **support international growth**.

CUSTOMER CASE STUDY

From Chaos to Control

How Cirkusbygningen improved planning, communication and saved hours every event.

Before

Manual, fragmented and risky

Information scattered everywhere
Excel, emails, printed sheets and post-it notes

High dependence on event coordinator
Accessing the correct information often depended on a few individuals

Last minute changes created confusion
Higher risk for mistakes when not everyone got up to speed

Eventscript

CIRKUSBYGNINGEN

After

Efficient, aligned and in control

Time saved on planning and coordination
Freeing up more time for improving the guest experience each event

Fewer mistakes
Fewer problems meant less last-minute tasks to solve on the spot

Better guest experience
Everything runs smoother

> *An indispensable tool for planning the many events at Cirkusbygningen. **We've saved many hours** and now ensure that no mistakes occur. I give Eventscript my warmest recommendations.*

12 hours saved per event on average

85% faster information sharing

177+ Events managed with Eventscript

63,000+ guests hosted in total



Marlene Sønderhaug
Head of Events,
Cirkusbygningen

Investment Ask

Seeking **3,500,000 DKK for ~25%**, at a **pre-money valuation of 10,500,000 DKK**.

Why invest now?

Why this is the right time to invest:

- Product proven with paying customers
- Ready to scale customer acquisition
- Lean team with strong industry expertise
- AI creates a major product expansion opportunity

From product-market fit → repeatable growth.

Use of funds

80% **Growth Engine**
Product development (especially AI), customer acquisition and execution.

10% **Technology & Infrastructure**
AI services, hosting, APIs and software.

10% **Growth Support**
Student workers, interns and specialist expertise.

Expected outcomes

By the end of this round we aim to:

- ✓ Approach point of profitability (2028-2029)
- ✓ Reach 3M ARR by 2028 (and 10M by 2030)
- ✓ Launch advanced AI-powered workflows
- ✓ Be ready for our next growth phase
- ✓ Expand into additional EU markets

This investment accelerates customer growth while strengthening the product for long-term recurring revenue.

Potential Investor Outcomes

Illustrative exit scenarios based on different execution outcomes.

	Conservative	Base case	Strong execution
ARR in 2030 *in DKK*	10.08M	12.67M	19.46M
Company value *5x ARR multiple*	50.38M	63.34M	97.30M
Investor ownership *After Round 2 dilution*	21.55%	21.55%	21.55%
Value of investment *Illustrative*	**10.86M** 4.3x return	**13.65M** 5.5x return	**20.97M** 8.4x return

We’re building a profitable, scalable business with strong unit economics, **compounding growth and significant long-term value potential.**

Exit Strategy

Our long-term goal is to build a valuable, scalable company that can become an attractive acquisition target for a larger player in the event technology ecosystem.



Today
Paying customers and a proven product

Nordic scale
Expand across the Nordics

Global product
A leading solution in event operations

Strategic acquisition
Create significant value

Our ambition

Build a strong standalone business first. An acquisition is a potential outcome of creating significant value — not the business plan.

cvent℠

A proven acquirer in our space

Cvent is the global event technology leader and has a track record of acquiring complementary companies to strengthen its platform, including ON24, Goldcast, Prismm and Splash.

“We are constantly looking for innovative technologies that complement our platform and create more value for event professionals.”
— Cvent (in acquisition announcements)

Meet the team

Two founders combining deep event-industry experience with software engineering, product and design to modernize live event execution.



Victor Juul

CEO & Co-founder

15+ years in hospitality and event operations. Former Head of Sales at Cirkusbygningen, leading sales and commercial strategy.



Bjørn Høiby-Kaae

CTO & Co-founder

Software engineer who built the Eventscript platform from scratch. Leads engineering, product development and AI.



Joakim Bergman

Product design

Provides on-demand product design work, specializing in UX design, branding and product design direction.



David Johansen

Developer

Full-stack developer focused on scalable implementation, structured code and component architecture.

Built by event professionals who know the problem firsthand.

Eventscript

Thank you for your time

Get in touch with Victor at **victor@eventscript.co** or **+45 40 58 33 39**

www.eventscript.co