



# Space Activation Case Study

## The Third Wave

### The Third Wave:

A Fireside Chat with Steve Case  
& Deval Patrick

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MassChallenge, Seport, Boston MA

### KPIs

Frequency: Once  
Target # of RSVPs: 200  
Actual RSVPs: 280  
% RSVPs in Target Demographic: 96%

### Key Points

Operate Event  
Target Specific: KPIs, Demographics  
Sponsorship

### Abstract

This case study exhibits aiding in the development of a growth activation; attracting potential sponsors and converting them to participating sponsors at scale. From facilitating schedules of prominent public figures to sending out targeted invites to potential sponsors, we were integral in ensuring that key performance indicators were met.

### The Challenge

MassChallenge sought a location to host a panel discussion with two prominent entrepreneurs and public figures, Steve Case and The Honorable Deval Patrick. They needed a space that could be used for a networking cocktail hour, and transition to a fireside chat complete with elevated stage and seating for at least 200 people. The goal was for high-impact potential donors to convene with each other, with current donors, and with MassChallenge personnel. MassChallenge invites potential startups and sponsors to experience the impact MassChallenge has throughout the course of a program.



## Targeted Demographic

Alongside MassChallenge personnel, we marketed this event to successfully attract 200+ people within the three week lead time. RSVPs reached 280 people with 100% conversion. Of these 280 people, 96% of them fell within the target demographic.

The event ran smoothly from start to finish. In addition, we were able to accommodate unforeseen day-of requests and handle security requests from the former governor's security team.

## Conclusion

We successfully coordinated and launched the panel discussion and cocktail hour with MassChallenge. The MassChallenge team was able to achieve their goal of courting new corporate sponsors, while showcasing programming their financial contributions would support. This event exceeded MassChallenge's expectations in attracting potential startups and corporate sponsors.

## Contact

Call us at **(617) 237-0717** or email us at **info@indput.com** to see how your real estate portfolio can be leveraged to put you ahead of the competition.

MassChallenge is an early-stage startup accelerator and competition with a focus on high-impact entrepreneurs. 128 of the highest potential innovators from all sectors are chosen to participate. In addition to providing expert mentorship, tailored curriculum, and unrivaled access to corporate partners, MassChallenge awards top startups with portions of several million dollars in cash prizes.

Indput focuses on developing business strategies for small- to medium-sized entities; specializing in commercial real estate (CRE) optimization for commercial real estate owners, lease holders and property managers. We developed the Indput Method to increase utilization, monetization and market share through accelerated ideation, streamlined execution and Diversity-As-A-Service.

