

EIT ICT Labs Summer School on Cloud and Big Data

- The Mentimeter Case

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Mentimeter - Awkward family photo



Summary of Mentimeter

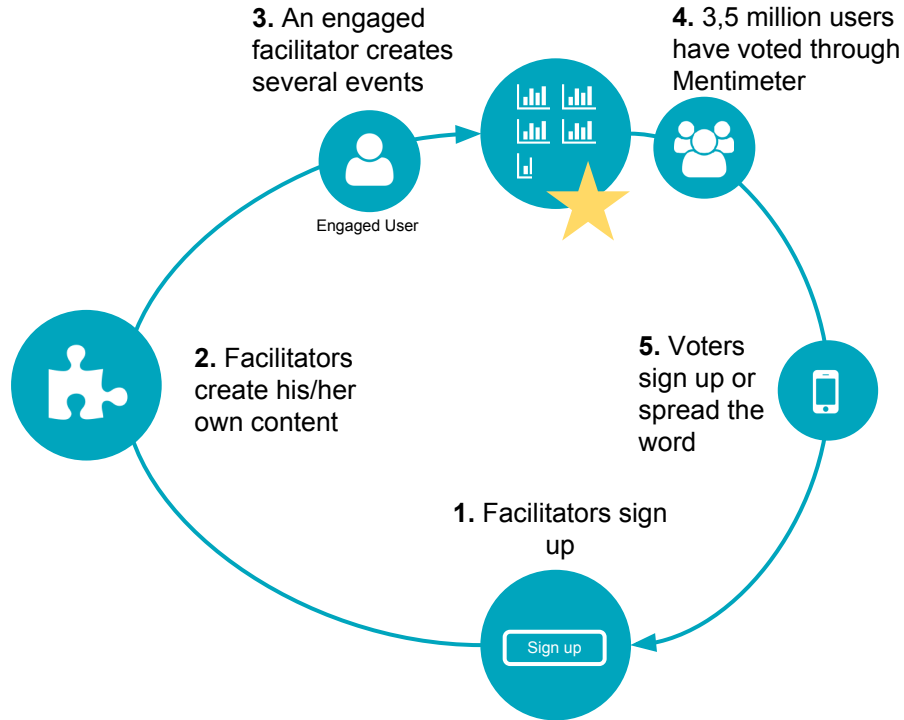
Why we do it: We want to give everyone a chance to share their opinion

How we do it: We provide an accessible, beautiful and easy-to-use SaaS

What we do: A web-based audience interaction service

Please vote: <https://www.mentimeter.com/s/6fe6c69e68bcd7dd73324bbfd7ef4474/371c311d2208>

Mentimeter - from a Big Data perspective



60.000 facilitators
380.000 questions
3,5M voters
6M replies
x4 growth YoY

Users: The long tail of managers, consultants, teachers, event organizers

And the crazy part...

... we don't use our data in any way

Now the interesting part: our case!

Background:

With over 3,5 million users and 6 million votes Mentimeter has a lot of potential in how we use our data. With the target to become the prime tool for a 500 million+ market, our priority right now is to use data to grow. The question is how?

Case:

How should Mentimeter best use its data to increase growth?

Limitations / Boundary values:

- We own all free users content (98% of users are free) and we can do whatever we want with it
- All questions have users generated content in three different ways:
 - The question, the alternatives, the votes
- We are web-based, so assume we have access to user information that you normally would have in a web service

Expected end-result:

- 3-5 examples / concepts of how our data can create growth (preferably scalable / viral growth = more data, more growth, not more work)
 - Estimated effect on growth of the examples
 - Goodwill effects of the examples
 - Technical aspects of the examples (least important)

Me

Contact me at johnny@mentimeter.com