



Vancouver, Canada

JW Marriott Parq Vancouver & The DOUGLAS

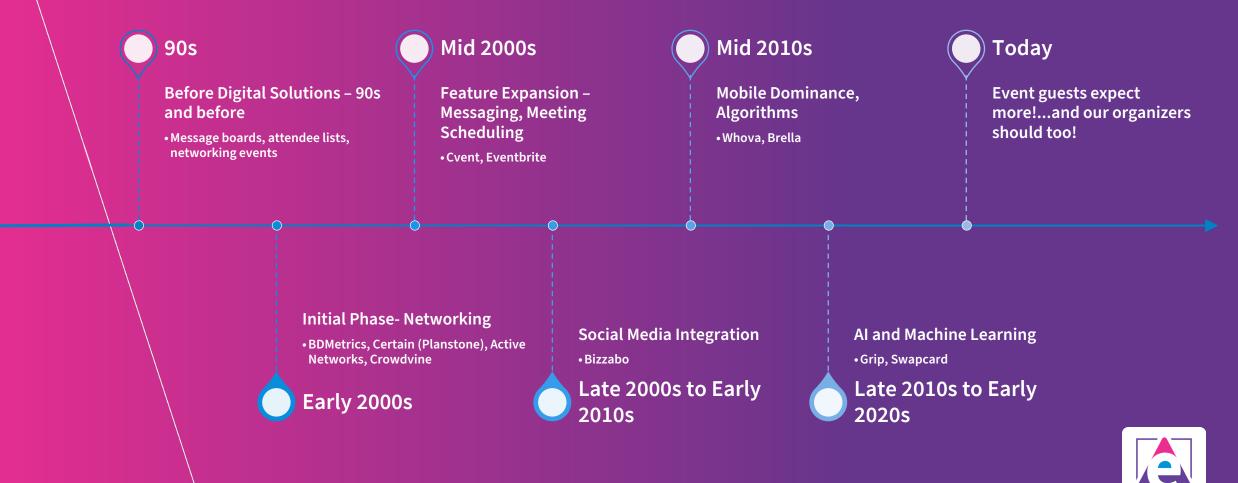
April 29-May 2, 2024

Swipe Left on Traditional Matchmaking 4:00PM



Technology and Matching

elevate





Have you made meaningful connections at Elevate?



What is the connection that a person or persons struggle to obtain at an event?



While attending an event, do you feel that you are missing out or have a blind spot to the unknown?



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Challenges to overcome when making connections







What we are hearing from clients



Map Your Show LLC

Our Process

Continuous **Exploration**

Mechanism for innovation and value alignment through discovery and storytelling.

VALIDATION

Pressure test idea opportunities WITH our users. Evaluation authenticates innovative pathways and **verifies value.**

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UNDERSTANDING

Starting with questions and active listening, focused on problem framing and a hypothesis.

EXECUTION

Strategic vision of the solution story with **proven purpose.**

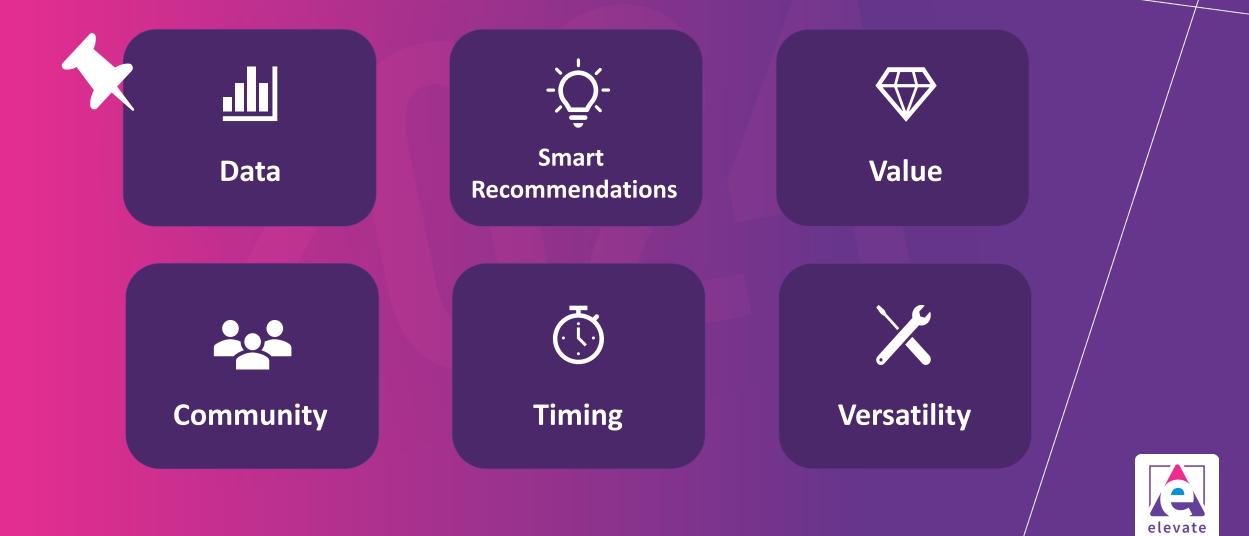
IDEATION

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Solution Design inside our problem context, fostered through **user-centric** Design Thinking and experimentation.

Guiding Principles

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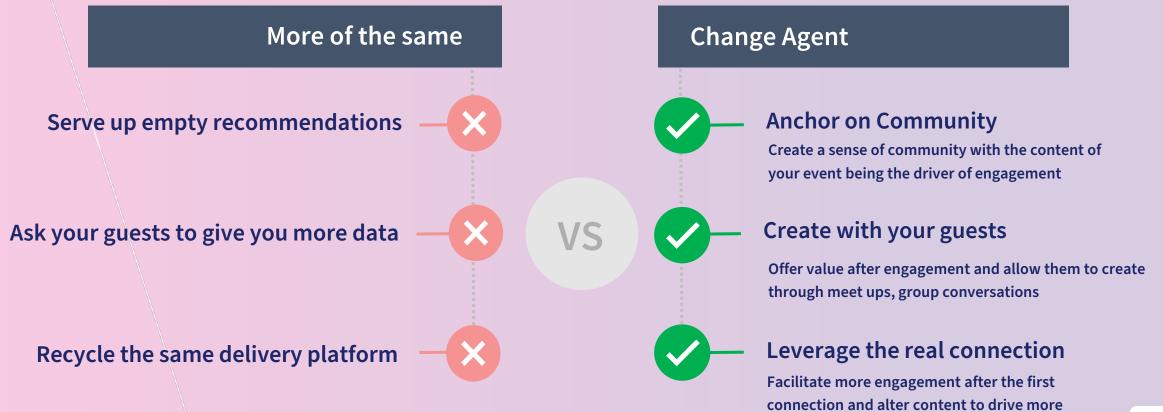




How do we use these principles to break down the barriers to adoption?



How can we be a change agent and make the old way obsolete?





Discussion & Take-aways



Where do we go from here?

