

DataHug - The Movie

Finding 'Paddy Cosgrave'

Scene: It is approximately 6.30pm and the scene opens in a long jam packed lecture hall that looks like a London Underground station at rush hour. Ireland's web community and international dignitaries are gathered for the 4th Dublin Web Summit. The weather outside is dark and blustery, but inside the vibe is a mixture of anticipation and restfulness. For some, it is their first conference, for others, it is just 1 of many similar events in their busy schedules. The event is already running late but the 600 strong crowd are beginning to settle now that the introductions and first speakers have finished.

In between speakers, small groups can be heard catching up in whispered huddles and several individuals can be seen fiddling with their phones trying to get their web connections fixed and twitter feeds updated.

[Focus - Main Stage]

Paddy Cosgrave, the young & confident MC for the event (played by Matthew McConaughey, just with more clothes on), walks to the plectrum and signposts to the crowd that the Spark of Genius competition is about to commence. He invites the 5 speakers to the stage and introduces the judges...

Time begins to move at the speed of light and after what seems like a blur, Connor Murphy, an aspiring entrepreneur, dressed in jeans, a shirt and messy haircut, hears his name being called. He steps forward, adrenalin flowing, pauses and scans the room in the vain hope of making a personal & meaningful connection with everyone in the audience. He inhales, closes his eyes and clears his mind. Suddenly he hears a distant voice calmly say the words 'Remember Nantucket, Diving into the crazy waves at Nobadeer and popping up as another plane roars into the air overhead' ...

CHAPTER 1 - THE PROBLEM

Connor Murphy

Before I introduce myself I want to start by asking you 2 everyday questions!

*The first one is an easy one - Who here knows Paddy Cosgrave?
Hands up!*

{Pause - As he scans the round to measure the vote from the audience}

Ok, So no big surprise there. I would say about 90% of you do.
(Aside - I'm worried that the 10% of you who don't may be at the wrong conference)

Now I've a slightly harder question. Of the 500 people here, who knows Paddy the best? And by that, I mean who is the best person here to introduce me to him?

{Pause}

It is a very tough question and I wasn't really expecting a definitive answer. Now, lets just assume we are all colleagues in the same company and next week I want to ask you the same questions.

The big problem now is 'How do I even ask the question' after everyone here has gone back home.

I could maybe email all 500 of you or check linkedIn. I could hope that some of you have entered Paddy into your CRM, But as we all know CRM's are only as good as the data entered into them and the majority of people are not very good at doing that.

My name is Connor Murphy and I'm here today to tell you how my company, DataHug, answers these everyday questions.

We answer these questions automatically and with **no change** to your business processes.

We do this by analysing the emails coming in and out of a company to build a rich and dynamic picture of 'who knows who' and 'how well they know them'.

CHAPTER 2 - THE SOLUTION

Here we can see a real screenshot of DataHug in action. You can begin to see the problems we're solving and the competitive advantage we can give a Sales Manager, CEO, Partner or Account Manager.

In this example, We're looking at a real dashboard of our companies relationships with Enterprise Ireland.

In the bottom left we have highlighted some of the people we know at Enterprise Ireland.

In the bottom right you can see our 'Hug Rank' which gives an indication of how well we know the contacts. This relationship ranking is calculated using a variety of factors such as length of relationship, frequency of contact, number of participants etc...

Now, in the top right you can see our 'Interaction Pulse' which gives some high level insights into how well we are collectively interacting with EI. As we all know, if we are not building or maintaining our client relationships we risk losing out on opportunities and give our competitors a chance to gain an advantage.

Finally, All of these questions were solved using EXISTING data that was sitting in our email accounts. We can begin to deliver the same value for our clients within 2 minutes.

CHAPTER 3 - THE EXECUTION

Tight Shot of Connors partner Ray Smith biting his nails. The focus is evident in every fibre of his body. He knows we are nearly there. He senses that the crowd are with us. They 'get it'. He begins to ease back into his chair willing on 'the close'. The camera switches to a wide shot of the whole lecture hall. The sound of Connors voice speaks over the picture as we jump back to the presenter. (Ray is played by Jake GyllenHaal)

We are a Lean Start-Up and are looking for investment today to capture this market opportunity. We are initially focusing on needs of the professional services industry and we are targeting 5,000 clients within 3 years with a recurring annual revenue of \$36M.

Our management team with a strong enterprise consulting background. We have seen our colleagues and our clients 'live this pain' every day for the last 7 years working.

We are also engineers and built our SaaS platform on the cloud using a mixture of existing and emerging technologies.

Our alpha trial is currently live and is being used by our alpha clients in the US, UK and Ireland.

We are capturing great quantitative and qualitative feedback on what works, what doesn't and what we need to develop next.

And we are lucky enough to have the support of great advisers, coaches and mentors through the Endeavour and iGAP programs. On Endeavour we have access to the likes of Jerry Kennelly, Jenni Timony & other E&Y Entrepreneur's of the Year. And on iGAP we have the opportunity to work with, and learn from, the likes of Brian Caulfield and several other Silicon Valley veterans such as Eric Ries, Sean Ellis and Oren Michels.

CHAPTER 4 - THE FINALE

Our public Beta is launching in November. So I invite you to please go to DataHug.com and register for your Beta Invite. And make sure to mention the Dublin Web Summit.

You can also follow us on Twitter with the user handle @DataHug

Thank you. My name is Connor Murphy. My company is DataHug and we are in the Business of Relationships.

As the crowd begins to clap, Connor (played by Will Ferrel) snaps back to consciousness in a homage to the scene in the Wedding Crashers where he nails it in the Debates - then asks 'where am I'....

He walks back to his chair. His 3 minutes of limelight over and his mind begins to race and question how he did, what could he have done better. The sounds of the lecture hall become muffled as the world outside disappears and he is left nothing but the sounds of his own thoughts and the loud thumping of his heart beat.

[Tight Shot of Door to Lecture Hall]

Paddy Cosgrave sticks his head around the door. Mobile phone glued to one ear. He looks towards one of the other organisers

PADDY COSGRAVE

Was someone looking for me? I thought I just heard my name being called out.

[Fade to Black - Low level Drum & Base Music]

THE EPILOG

Friday Night. Colm Raftery, partner of Maples and chairman of the judging committee walks to the podium and opens an envelope

COLM RAFERTY

And the winners of the Maples & Calder 'Spark of Genius'
competition is... DATAHUG

Clapping erupts & Soundtrack Volume explodes as Connor & Ray walk to the stage...

FIN