

Inside Stories

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In conversation with Tim Groot, CEO and co-founder of Grip, the award-winning event networking app...

Clients, talent, investors, mentors... contacts, contacts, contacts. It's who you know that's crucial to success - and love it or loathe it, networking is

a fact of business life. Wouldn't it be easier to download an app which specialised in AI-powered event matchmaking? With a smart swipe interface?

Delivering event-goers, exhibitors and organisers with the most productive connections?

We caught up with Tim Groot, CEO and co-founder of London-based startup Grip, an innovative platform which is doing just that.



Who/what inspired the creation of Grip?

Before I started Grip I was attending quite a lot of events, either as a speaker, visitor, exhibitor or organiser. I realised that networking brought a lot of friction with it and I never really thought I was meeting the most relevant people or seeing the best content.

That's why I started Grip, the first AI-powered event matchmaking solution, providing an increased Return on Time for attendees, superior Return in Investment for Exhibitors & Sponsors, and finally piece of mind for organisers that the right people are meeting at their conference or trade show.

Who's the most exciting contact you've made through your app? One of my now good friends Daria. We met through the app at Slush, one of the first large events we worked with and ended up becoming great friends. I've also made many great business contacts through the platform, of course, at many of the events that have used Grip.

Do you see a (near) future where augmented and virtual reality play a part in event networking?

I think just like when smartphones became a bigger part of people's lives, they also resulted in starting to play a role at events. Therefore, I expect a similar adoption cycle for these technologies, where first the consumer has adopted it outside of events.

What (other!) UK tech innovations are on your radar right now?

Good question, I think actually one great innovation is the company-building initiatives

such as Founders Factory and Entrepreneurs First that are having a large impact on the UK startup ecosystem. Robotics is also interesting, and I think that Automata's desktop robot is an awesome product for which there are many use cases.

One single thing the UK Government could do that would radically improve your life as a tech startup?

Provide clarity around Brexit and a more stable political climate that continues to be startup/tech friendly. And direct access to the overall European market of clients and talent.

“Access to capital and talent is a major contributor to the success of our company”

How is Grip's location in the Innovation Corridor (AKA the sci-tech superhub between London and Cambridge) crucial to its success?

With a large percentage of our existing and potential clients being based here, it's an amazing place to live and work. The access to capital and talent is also a major contributor to the success of our company.

What's next for Grip and the event networking scene?

We still have so much room to grow, providing our matchmaking solution to more trade shows across the world. We aim to continue to reduce friction in professionals meeting each other at events and have a very exciting roadmap of how we're going to do that.



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