



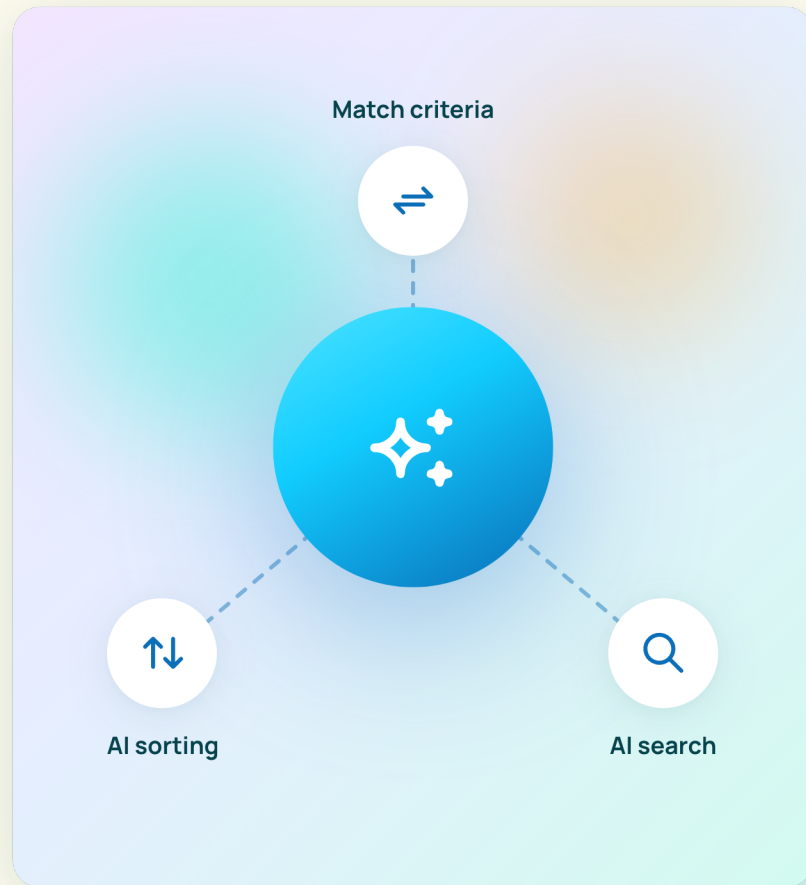
CLIENT WEBINAR

AI-powered

Smart Matching

Turning participant intent into meaningful connections.

👁️ [How matching, sorting and search work together](#)



THE PROBLEM

Two people who should have met.



Maja Novak

Co-founder

Northwind Storage



Get investment



Thomas Berger

Partner

Aurelia Ventures



Invest in



Each other's best match, but they are a hundred names apart on the participant list.

THE SHIFT

From identity to intent.



CAPTURED TODAY

Identity

Who they are.

👤 Role & company

🏢 Industry

📍 Location

📄 Profile description



ADDED BY SMART MATCHING

Intent

What they want, and why a connection matters.

↔️ Their side of the match

🔍 What they seek or offer

📋 The criteria that matter

Similar profiles aren't the goal. Complementary ones are.

WHERE YOUR EVENT IS TODAY

Four levels of event networking.

LEVEL ONE

Attendee list

Names and profiles.

LEVEL TWO

Filters and search

Narrow it down, if you know what to narrow by.

LEVEL THREE

Organizer-defined matching

The event knows what a good match looks like.

LEVEL FOUR

Intent and AI discovery

That logic applied for everyone, plus what it didn't anticipate.



Levels one and two force participants to do a lot of manual work.

01



Matching criteria.

What kind of connection are the participants looking for?



Matching Criteria



AI Sorting



AI-Powered Search

You define what a good match looks like.

1

Match types

The scenarios your event hosts.

⇒ Investment

⇒ Recruitment

⇒ Trading

⇒ Mentoring

↔ Open conversation

2

Criteria and options

Inside each match type. A criterion is an attribute people match on; options are the values it can take.

INSIDE THE INVESTMENT MATCH TYPE

Funding stage



Pre-seed

Seed

Series A

Series B+

Investment size



< €100k

€100k – €500k

€500k – €1M

> €1M

The same setup, in the organizer's tool.

⋮

▼ Investment

Invest in

↔

Get investment

✎ 2 criteria

☒

Participants pick a goal above, then answer the criteria below. Their goal sets the match direction.

⋮ Funding stage ✎

⋮ Pre-seed ✎ ✕

⋮ Seed ✎ ✕

⋮ Series A ✎ ✕

⋮ Series B ✎ ✕

⋮ Series C+ ✎ ✕

+ Add option

⋮ Investment size ✎

⋮ Under €100k ✎ ✕

⋮ €100k–€500k ✎ ✕

⋮ €500k–€1M ✎ ✕

⋮ €1M–€5M ✎ ✕

+ Add option

+ Add criteria

Goal first, then the criteria.

1

They state their goal

Which side of the match they are on.

I am looking for investment



I am investing in others

↓ ONLY THEN

2

They pick the options

Which criteria matter to them.

Funding stage

Pre-seed

Seed

Series A

Series B+

Investment size

< €100k

€100k – €500k

€500k – €1M

> €1M

The options alone are symmetric. The goal is what turns them into a direction.

What the other participant sees.

Maja and Thomas both filled in the investment criteria. This is the card Maja now sees for him.

- **His goal**

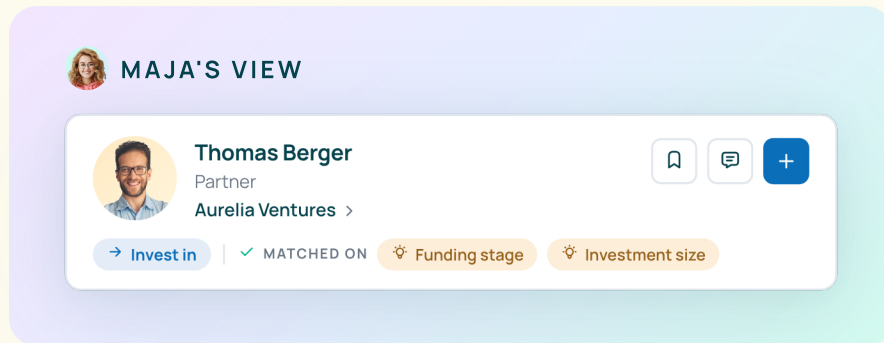
Which side of the match he is on. She is raising; he invests.

- **What they share**

The criteria they both selected, in your event's own words.

- **Everything else**

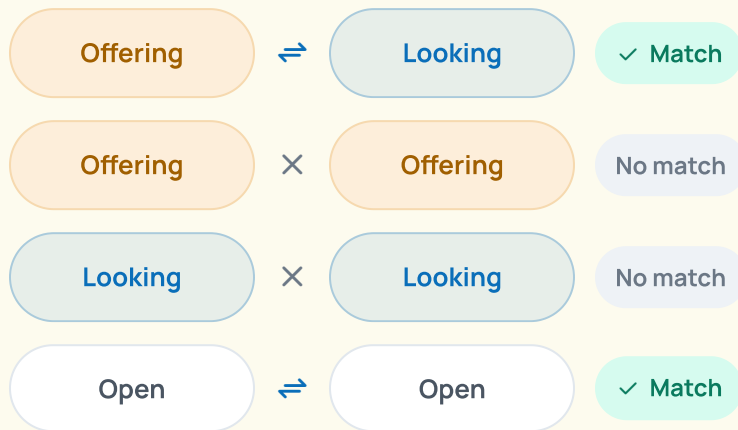
The card shows only the overlap. His full set of criteria is one click away, on his profile.



Important things that count toward a match.

DIRECTION

A match needs two sides that fit together, not two of the same.



Open sits on both sides, so it matches either way.

RARITY

Two people can share an option and still barely match on it.

MATCH WEIGHT

A broad option, picked by many



A specific option, picked by some



A niche option, picked by few



Rarer matches count for more.

✦ 2 matches

02



AI sorting.

Who is most likely to be relevant to a participant?



Matching Criteria



AI Sorting



AI-Powered Search

The same list, in two different orders.

 **MAJA'S VIEW**

640 participants Filter AI sorting

**Thomas Berger**
Partner
Aurelia Ventures >

Invest in | MATCHED ON Funding stage Investment size

**Lena Kovač**
Principal
Meridian Capital >

Invest in | MATCHED ON Funding stage

**Petra Renner**
Investment manager
Solvent Capital >

Invest in | MATCHED ON Funding stage

 **THOMAS'S VIEW**

640 participants Filter AI sorting

**Maja Novak**
Co-founder
Northwind Storage >

Get investment | MATCHED ON Funding stage Investment size

**Adem Sarić**
Founder
Helio Grid >

Get investment | MATCHED ON Business model

**Hana Espino**
Founder
Lumen Robotics >

Get investment | MATCHED ON Investment size

And if someone skipped it, nothing breaks.

With intent Personalized order

**Thomas Berger**
Partner
Aurelia Ventures >
[→ Invest in](#) | ✓ MATCHED ON [Funding stage](#) [Investment size](#)

**Lena Kovač**
Principal
Meridian Capital >
[→ Invest in](#) | ✓ MATCHED ON [Investment size](#)

**Petra Renner**
Co-founder
Solvent Labs >

The people they came to meet, at the top.

Without intent Standard order

**Albert Fischer**
Managing director
Kestrel Systems >

**Amy Withen**
Head of operations
Vantage Logistics >

**Ruben Devlin**
Consultant
Devlin Advisory >

**Shelly Javert**
Marketing lead

The experience they'd have had anyway.

03



AI-powered search.

Who fits a specific need a participant has?



Matching Criteria



AI Sorting



AI-Powered Search

The specific need, described in a sentence.

MAJA SEARCHES



An investor who has already taken a regulated hardware product into the German market.

Search

THOMAS SEARCHES



Founders who moved from a services business to a scalable software model.

Search

Criteria cover what many people want. Search covers what one person wants.

ⓘ Screens shown may differ from the final design.

A filter is only as good as the field it reads.



Meaning doesn't always live in a single-choice registration dropdown.

HOW IT FITS TOGETHER

Three questions, one system.

THE QUESTION IT ANSWERS



MAJA



THOMAS



Matching Criteria

What kind of connection am I looking for?

99

I need seed investment in grid-scale storage

99

I invest at seed in grid-scale storage



AI Sorting

Who is most likely to be relevant to me?

Investors first

Founders first



AI-Powered Search

Who fits this specific need I have right now?

99

Someone who's done German market entry with regulated hardware

99

Founders who moved from services to software

ALSO IN SMART MATCHING



Recommendations.

What reaches a participant who never opens the participant list?



In the app · Available today



In the inbox · Coming soon

RECOMMENDATIONS

Matches wait on the dashboard.

✧ Matches for you



Thomas Berger

Partner

Aurelia Ventures

✧ Recommended

WHY THIS MATCH

He is looking for **storage teams at seed stage**, which is exactly what you are raising for. You both selected **grid-scale storage** and **industrial heat**.

[Request meeting](#)

[View profile](#)

ⓘ Screens shown may differ from the final design.

🕒 COMING SOON

EMAIL RECOMMENDATIONS

We're moving the matches into the inbox.

This way, the recommendations don't wait for the participant to log in.

⚠️ Not in the platform yet, but already tested on live events

30%

of participants who got an email **booked a meeting**.

People you should meet at ClimateTech Forum



Thomas Berger

Partner, Aurelia Ventures

He is looking for storage teams at seed stage, which is what you are raising for.

[Request meeting](#)



Ines Halter

Head of partnerships, Meridian Grid

She runs pilot sites for grid-scale storage and is open to new partners.

[Request meeting](#)



Also worth a look.

Two things organizers keep asking for, unrelated to matching.

Two more things we're building.

Add-ons

Optional extras, paid or free, that participants choose while they register.

WHY IT MATTERS

-  Sell the gala dinner, the workshop or the site visit **without inventing a second participant type**.
-  Set a price and a capacity. It stops selling when it's full.
-  An add-on can unlock a specific session or networking block.

Company booths

A company's own booth, as the fixed meeting point for all its representatives.

WHY IT MATTERS

-  Assign the booth once, to the company, **not a table to every representative by hand**.
-  Exhibitors can claim their own booth when they sign up.
-  One booth can hold several meetings at once, one per representative.

 Both planned for release in summer 2026



b2match

GET IN TOUCH

Let's set this up for your event.

If you have an event coming up, tell us about it. We're always glad to hear what you're planning.

Smart Matching is planned for release in summer 2026.

It will be available to everyone, whatever licence you're on, at no extra cost.

WRITE TO US



success@b2match.com