A large audience of people is seated in a modern auditorium, viewed from a side angle. The scene is overlaid with a semi-transparent blue filter. The audience members are diverse in age and appearance, and many are looking towards the front of the room. The ceiling features a grid of recessed lighting, and the walls have a checkered pattern. The overall atmosphere is professional and focused.

**How Micepad enabled Seedly to
replicate their physical event
success in a virtual setting**

Case Study

Seedly

The Client



Founded in 2016, Seedly is currently Singapore's biggest personal finance company and is a platform where users can seek knowledge before making financial decisions. In 2020, Seedly joined forces with Hyphen group, Asia's leading fintech company.

Case Study

Seedly

The Challenge

In 2019, Seedly held its first extremely successful personal finance festival in Singapore, attended by over 1,200 Singaporeans.

The 2019 Finance Festival was held physically and featured interactive booths, games, talks by guest speakers and Q&A sessions.

In 2020, Seedly's plan for yet another physical festival had to be cancelled completely due to the COVID-19 restriction measures

Case Study

Seedly

The Challenge

In 2021, Seedly made the decision to host their festival virtually. The obstacle faced was in trying to maintain a high level of engagement and interactivity in a virtual setting.

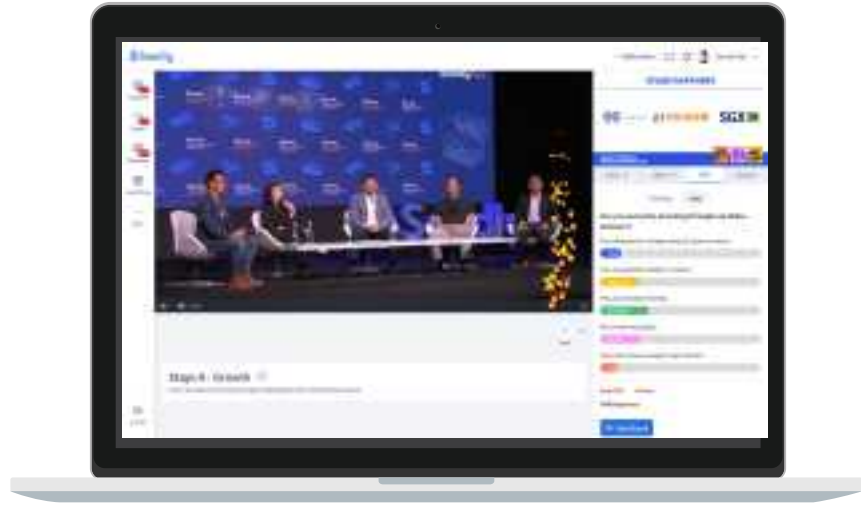


Case Study

Seedly

The Solution

In using Micepad's features, Seedly had the ability to host a wide range of activities including post-event surveys, lucky draws, and booth exhibits, all virtually!

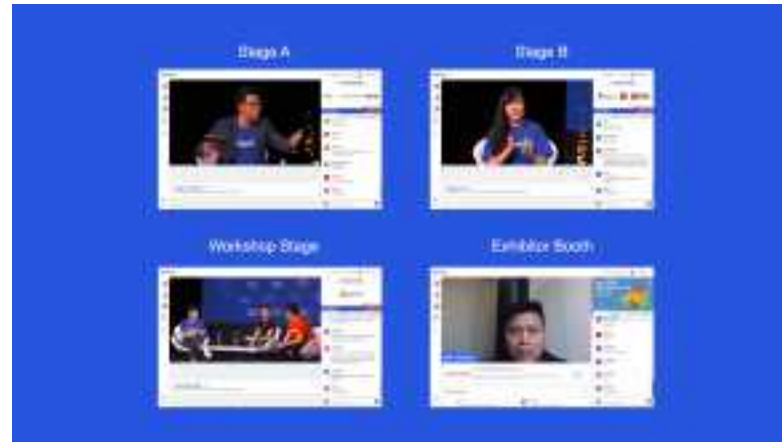


Case Study

Seedly

The Solution

A concurrent track event was possible with Micepad's capability to host separate stages for Seedly concurrently. Micepad's platform also allowed Seedly to stream live Q&A from events.



”

When it comes to Micepad, it managed to
organize everything into one platform

”



Ming Feng,
Head of Marketing at Seedly

Case Study

Seedly

The Results

In Seedly's first ever fully virtual festival, Mousepad's unique capabilities and robust backend allowed about 5600 concurrent users to take part in the event, which sold 6100 tickets and received extremely positive feedback from attendees.



1400

**Comments and
Q&A**



54

**Keynote
Speakers**



21

**Sponsor and
Partner Booths**

“

Micepad is an easy to use intuitive platform that allows users to engage with a large chunk of content in a very seamless way.

”



Kenneth Lou
Co-Founder & CEO at Seedly

A woman in a dark blazer stands on a stage with her arms raised, addressing a large crowd of people. The background features a large screen displaying the text "Seedly's mission is to" and a logo. The scene is set in a modern conference hall with a blue-tinted overlay.

Want to take your event to the next level too?

Let Micepad show you how

[Book a Demo](#)