

## Builder.ai

### About Client

Builder.ai is an AI-powered software development engine that enables businesses to create custom applications tailored to its needs, bypassing the limitations of generic solutions and optimising functionality for niche markets and innovative ventures.

### Challenges

Building an app can be tough and time-consuming, especially for smaller businesses that don't have tech experts on hand. Builder.ai solves this by offering easy-to-use templates that let businesses create their own apps without needing to know how to code. Builder.ai aims to enhance its visibility and market presence.

### Solution Offerings

1. We proposed partnering in our flagship event, TechSparks, across Bengaluru, Delhi, and Mumbai.
2. Builder.ai featured a keynote speaker to highlight its services and sponsored Tech30 in Bengaluru, engaging brands individually to explore collaboration possibilities.
3. Its custom-designed exhibit booth garnered the highest foot traffic at all three events, maximising exposure and potential partnerships.

### Impact/Results

During the TechSparks events in Bengaluru, Delhi, and Mumbai, Builder.ai achieved significant engagement:

1. The keynote session attracted 1,016 attendees, highlighting its services.
2. Its premium exhibit booth spaces garnered the highest visitor interaction.
3. At Tech30, it conducted personalised meetings with all participating companies, facilitating potential collaborations with contact details exchanged for follow-up discussions.