

# THE **edge** Business Spotlight

CONNECTION



## The PartyMatch

ThePartyMatch is an innovative company that helps individuals discover, plan, and book parties and events. [thepartymatch.com](http://thepartymatch.com) offers a software-as-a-service (SaaS)-based customer relationship management (CRM) booking system with social networking features that best serves the party and event-planning sector of the hospitality industry.

### Contact The PartyMatch Today!

**Online:** [www.thepartymatch.com](http://www.thepartymatch.com)

**Phone:** 770-667-4840

**Email:** [monique@thepartymatch.com](mailto:monique@thepartymatch.com)



### Meet the Owner: Monique Mills

Monique Mills, Founder and CEO of ThePartyMatch, received her undergraduate electrical engineering degree from the Rochester Institute of Technology and her MBA with a concentration in Management of Technology from the Georgia Institute of Technology. She started ThePartyMatch in 2014 after experiencing the disappointment of being unable to plan or book a venue for her daughter's birthday while away on a business trip to China. Upon her return, she spoke with other professionals and busy parents and found that they all struggled with the task of putting together parties not only for their kids' birthdays, but also for any event they wanted to host outside of their homes. In fact, having parties or events in their homes was actually the last option people considered because they hated the preparation and cleanup.

Monique crafted a business model requiring minimum overhead costs, thereby enabling her to start the business with her own savings. She designed the architecture for the web application herself and contracted a developer to code it. Sales efforts began approximately two months ago, and she has a small team that develops partnerships with venue owners. These venue owners benefit from joining the platform by increasing their brand awareness, exposure, and revenues by being conveniently found and booked via ThePartyMatch website.

Monique learned about The Edge Connection from the SBA website while searching for support for woman-owned businesses. The Edge connected her with a marketing specialist, as well as a local banker who loved her business idea and connected her with local angel investors.

### The PartyMatch Vision for the Future:

"To solve the pain-point for busy professionals who seek to nurture their personal relationships through celebratory events and social gatherings. Putting together parties and events are tasks predominantly handled by women, who now represent 50% of the workforce; thus, they usually have the money, but time is limited. Therefore, I want to make sure it's no longer difficult to put something together for almost any occasion, anytime of the day, without searching the internet for hours or playing phone tag with businesses."