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For Immediate Release:

Pathfinder Launches at Legal Week 2025, Revolutionizing Event ROI for Sales Teams

London, UK – 07 March 2025 – Cosmonauts is proud to announce the soft launch of its brand new outreach platform Pathfinder, at Legal Week 2025, taking place from March 24th-27th.

This innovative technology is designed to help sales teams maximize their return on investment (ROI) at industry events.

Pathfinder streamlines event engagement by enabling users to upload delegate lists and match them against their ideal customer profile (ICP), existing client base, and sales pipeline. The platform identifies attendees that align with each category, generates targeted outreach, and automates campaigns to schedule 1-2-1 meetings.

The built-in companion app enhances meeting productivity by recording, transcribing, and generating actionable items—forming the basis of personalized follow-up emails. This ensures timely and relevant post-meeting communication.

Following the event, Pathfinder provides users with crucial performance statistics, revealing which events yielded the highest concentration of relevant attendees. This data-driven approach empowers budget holders to strategically allocate resources for future sponsorships and attendance.

Beyond event optimization, Pathfinder supports year-round outbound messaging via email and LinkedIn, including LinkedIn thought leadership content. This continuous engagement with prospects nurtures leads and strengthens network connections throughout the sales lifecycle.

To learn more about Pathfinder and schedule a demo at Legal Week 2025, visit <https://www.cosmonauts.biz/pathfinder/>

About Cosmonauts Ltd.

Cosmonauts supercharges the growth of tech companies by helping them to forge connections with potential clients, investors and industry partners. This is achieved through a range of services and the organisation of around a dozen insight-rich, international events.

The events run in the US, Europe and Africa and are focused in the fast-growing sectors of LegalTech, Space Commercialisation, GreenTech, AgriTech and IP Management.

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