

VENUE VISA

YOUR LICENSE TO ROCK



Venue Problem

Only

15%

of all Shows
Sell out

70%

Average
Capacity Fill

Over

\$13B

in Lost Revenue
(US)

*Conversations w/ industry experts

*Source IBIS World (UST)

Consumer Situation

1

Tickets Are Expensive

18% Increase '19 to '22

*Source Pollstar

2

**Unique Experience, Social Activities
and Entertainment**

*Source Microsoft, independent research

3

Overchoice & Lack of Info

*Source expert insight

Solution

Venues

Monetize unsold tickets leading up to the show

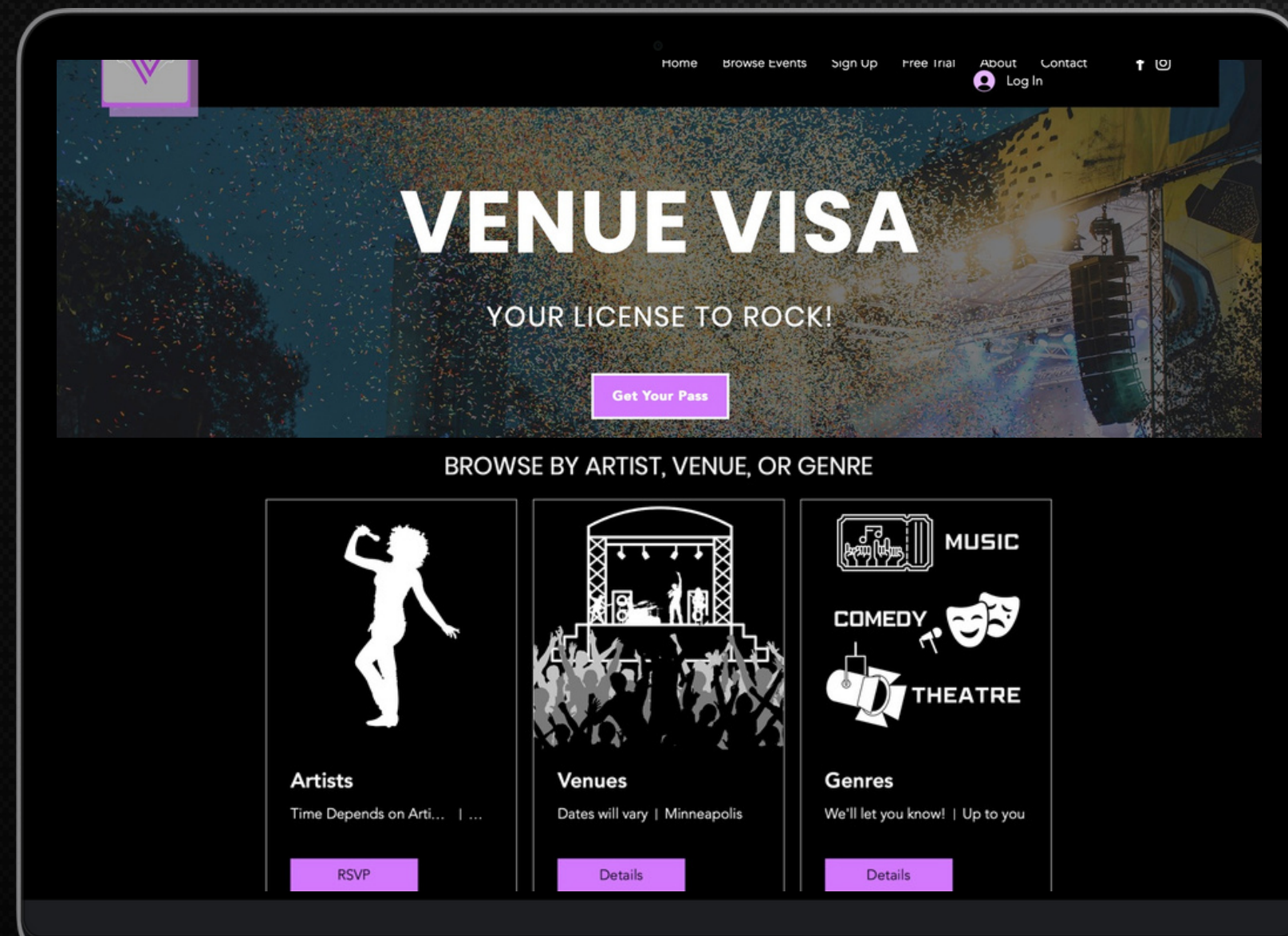
Consumers

Access to those tickets via Venue Visa membership



How Works

Consumers



Annual Member Fee (\$240)

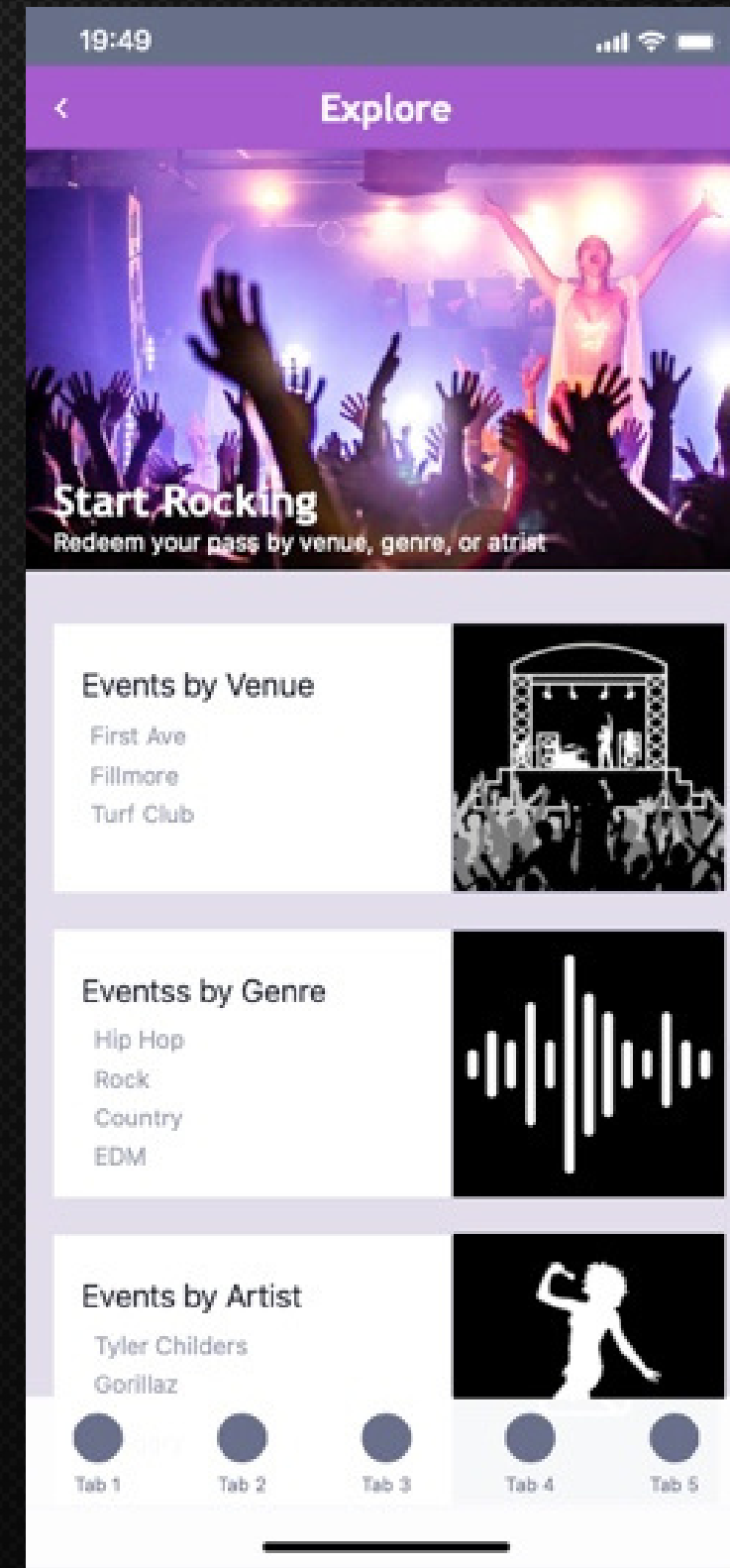
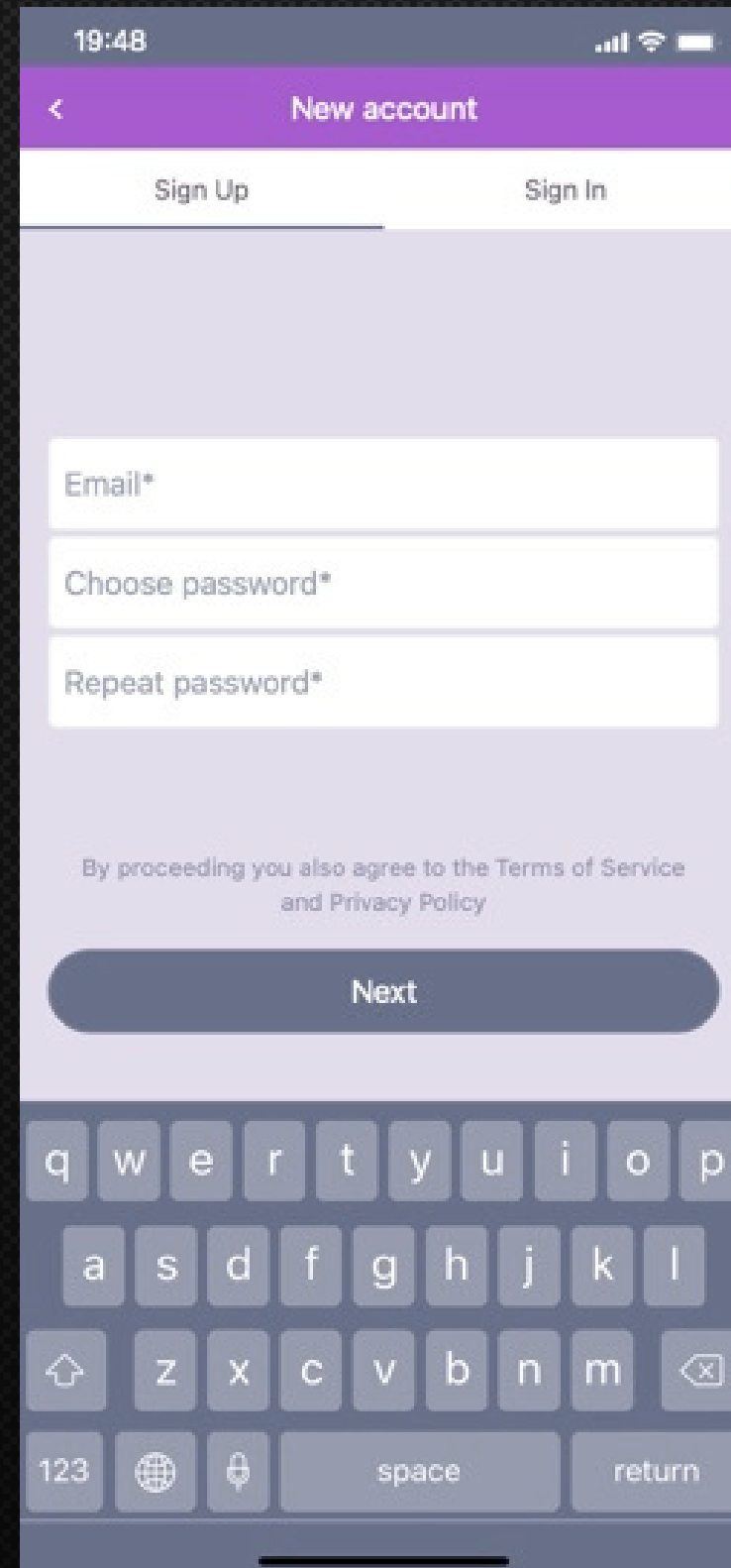
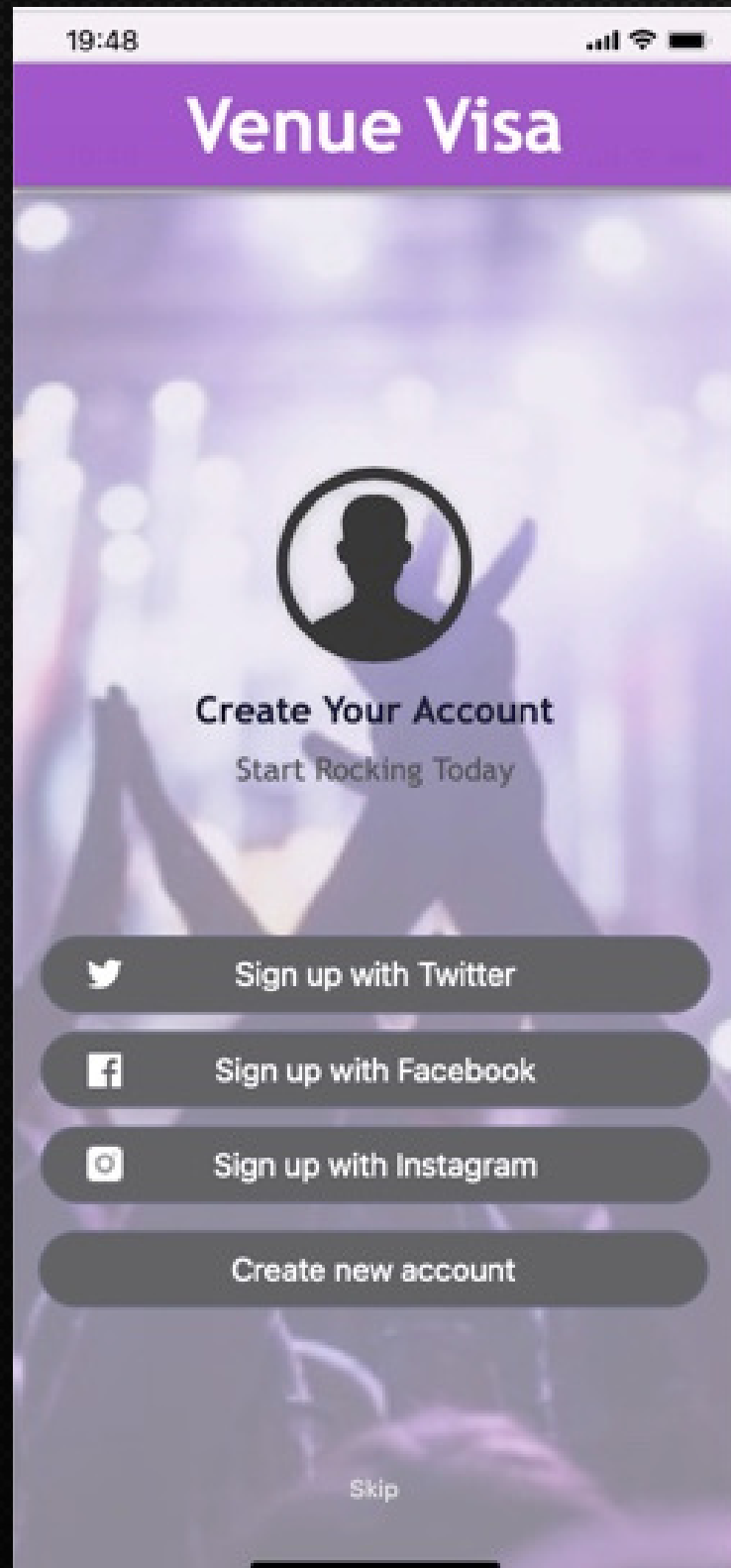
One Pass Per Month

1-5 day lock In

Follow the Venue; The Artist

\$420 of Value + more

The App

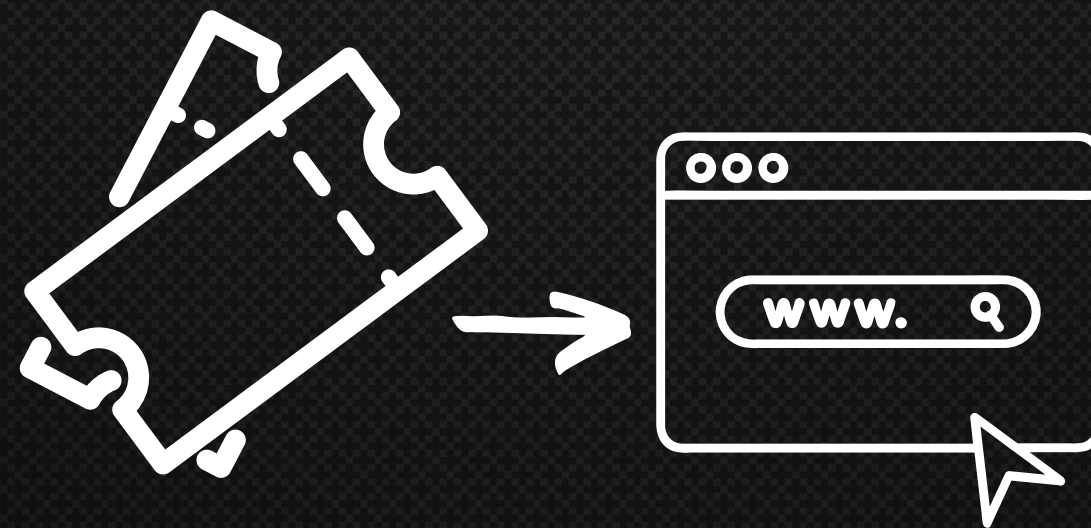


How it Works

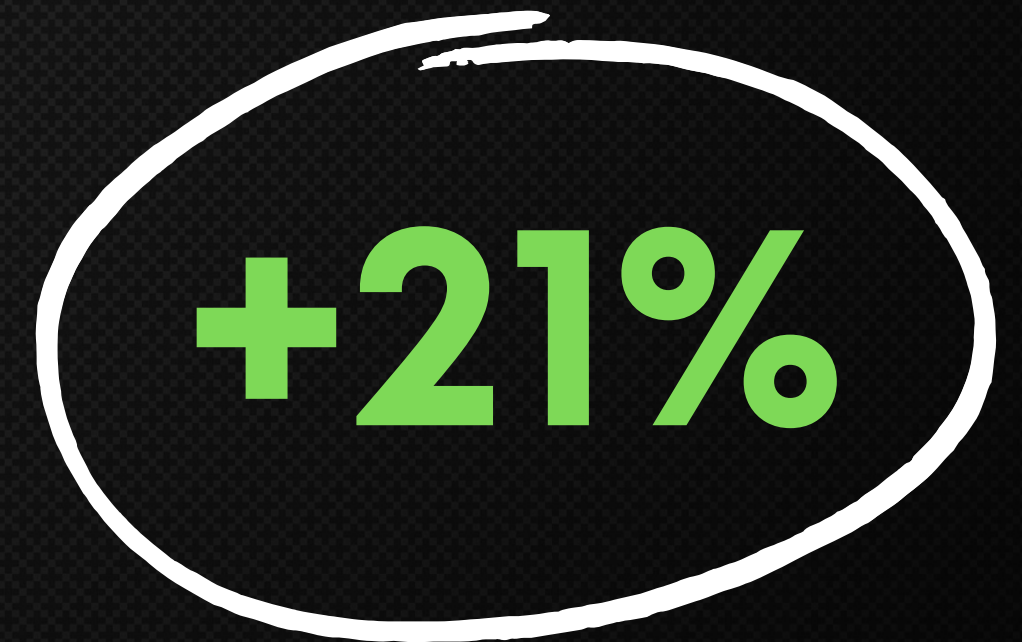
Venues



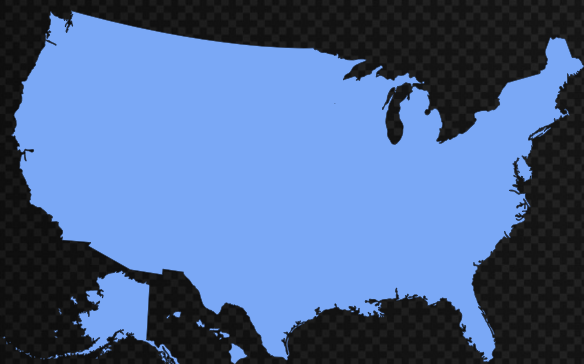
Realization Tickets
Won't Sell



Upload a % of Unsold
Tickets on V V



Revenue Increase
Per Event



\$1.9 B

**National Market
Opportunity**



\$9.5 M

**Minnesota Market
Opportunity**

Consumer Research



50% Ticket Price
50% Friend Influence



90% Plan Weekends
Spontaneously



70% Would use a platform like this



Traction



"There is no way this is not a thing in 10 yrs."

"It's really, really hard to sell out events"

"I really like the idea"

"The industry is set to experience a multi-year growth period" (IBIS).

The Team



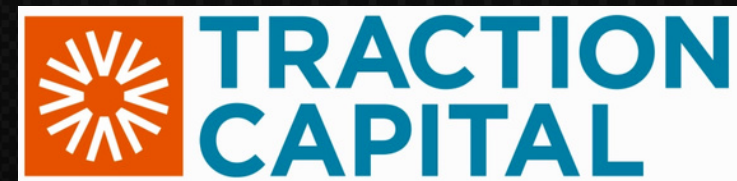
**Garrett
Smith**

ENTR + MKTG



**Cory
Kaisersatt**

ENTR + FINANCE



Advisors

STEVE COLE

Music Business UST
Professor

DANNY PAULSON

Venue Marketing
Coordinator

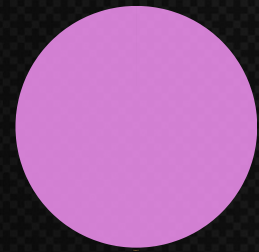
JOE DOERMANN

Venue Ops Manager



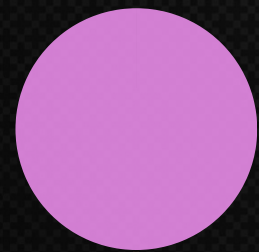
USE OF FUNDS

Seeking \$350K on \$3.5 M Post



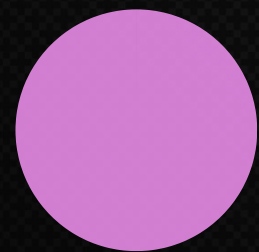
Web Development

Platform, UI, transactional ability



Marketing Effort

Grass Roots & Social Media



Venue Partnership Success

Priority One

Launch by AUG 2023



SCAN ME

Opportunity

20 others like MSP

Additional Revenue Streams

Adjacent Markets

Problem

Venues:

- Unsold Tickets
- Missed Revenue
- Under-maximized Experience
- Exposure of Unsold Tickets

Consumers:

- Tickets are Expensive
- Desire for Unique + Affordable Social Entertainment
- Over-choice and Lack of Information

Solution

A platform that allows venues to release unsold tickets to subscribers via website/app.

Gives subscribers the ability to redeem their pass and pick up last-minute tickets for "free".

Key Metrics

- Redeemed Tickets
- First-Time Attendees
- Friend Ticket Purchase
- Returning Customers Post VV Usage
- Revenue Stream
- Social Media User Generation

Unique Value Proposition

Venues:

- Ability to Monetize Unsold Tickets
- Low-risk Opportunity for Venues to Hedge Financial Risk of Not Selling Tickets Via Ticket Sale and Food/Bev?Merch Sales

Consumers:

- Opportunity to Save Money and Live Spontaneously

Vision:

To be the Brewery Pass for concerts in all major US cities.

Unfair Advantage

- Relationships with Venues
- Local Networking and Affiliation

Channels

- Online Direct Website
- Social Media
- Grassroots (flyers, physical QR codes at venues)
- Venue's existing marketing channels

Customer Segments

Venues:

(Early/Beta Stage)

- Small to Medium Size Concert Venues (100-5,000)
- Local Bars + Clubs that Host Live Events

Future Growth

Opportunities:

- Stadiums
- Large Venues (5,000+)
- Theatre Trust Orgs

Consumers: (18-38)

- Date Nighters
- 1st/2nd Job Post College (21-28)
- Younger Parents
- Single Millennials

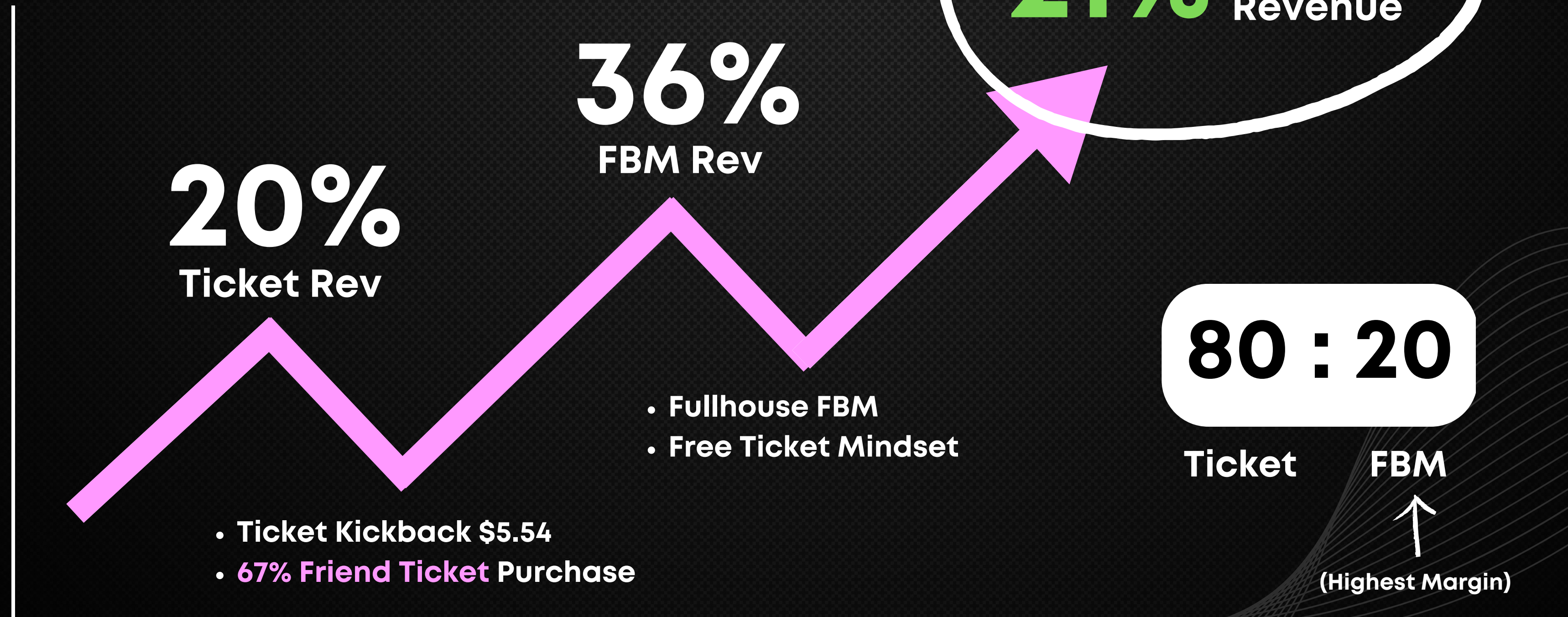
Cost Structure

- Website Creation
- Customer Aquisition
- Venue Kickback
- Employees

Revenue Streams

- Subscription Sign-Up
- Future Growth Opportunities:
- Commission % of drinks/food/merchandise purchased through app QR code

Revenue Increase for Venues



*Reference: IBIS World, Jukely, ThunderTix & Subject Matter Specialist



MSP Market Opportunity

TAM	20 Venues	18% Tix Available	12 Tickets/Pass	\$180 V V Price	\$9.5 M
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SAM	*Source Statista, IBIS World, Conversation with Professors & Industry Experts	\$950k
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BETA Test

SOM	10% Penetration	\$95k
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**500
Users**

Target Market



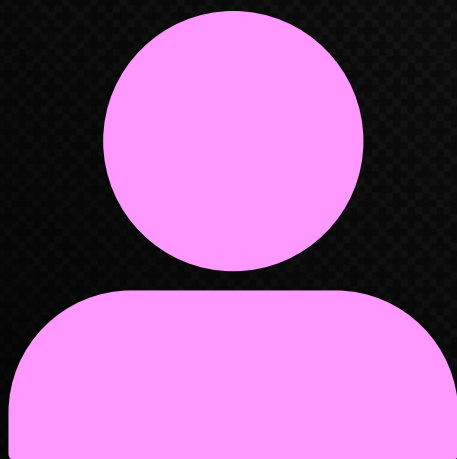
Behaviorial

1st /2nd Job



Psychographic

Buy Concert Tickets



Demographic

Age 21-39

15

% Americans to buy concert tickets in LTM

10

5

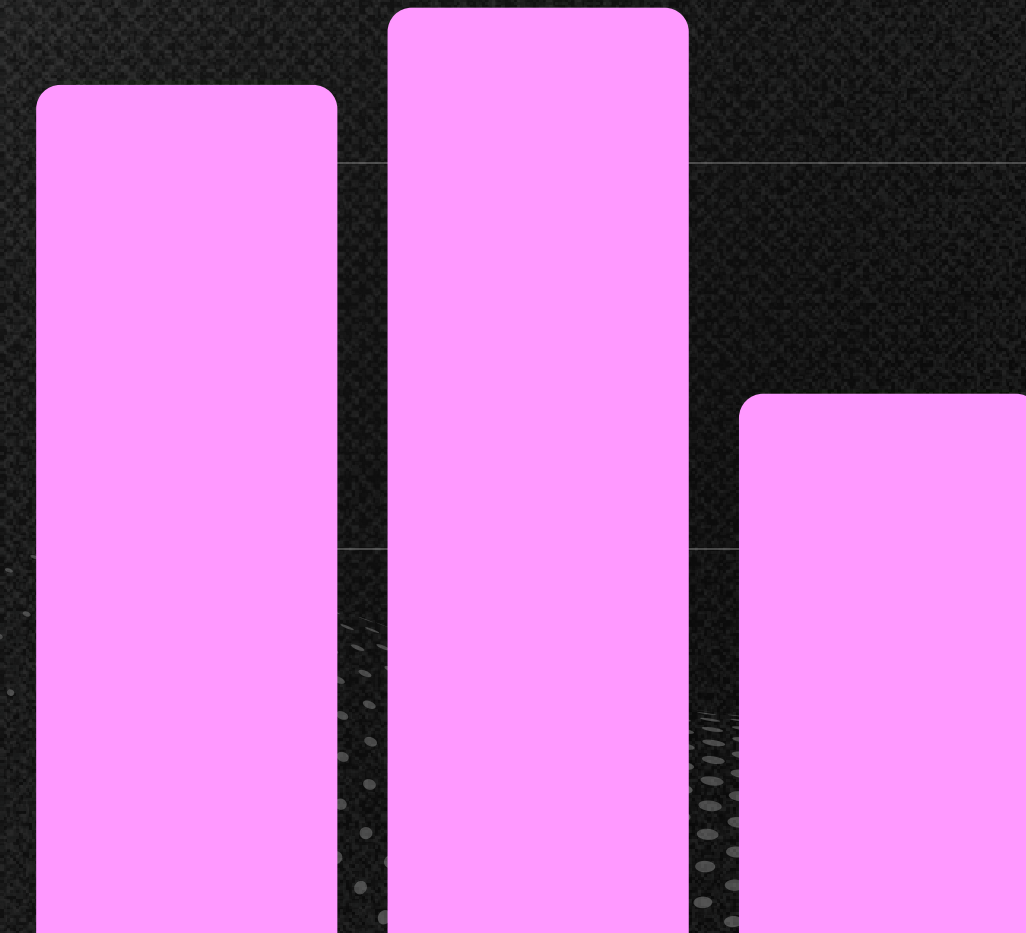
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18-29

30-49

50-64

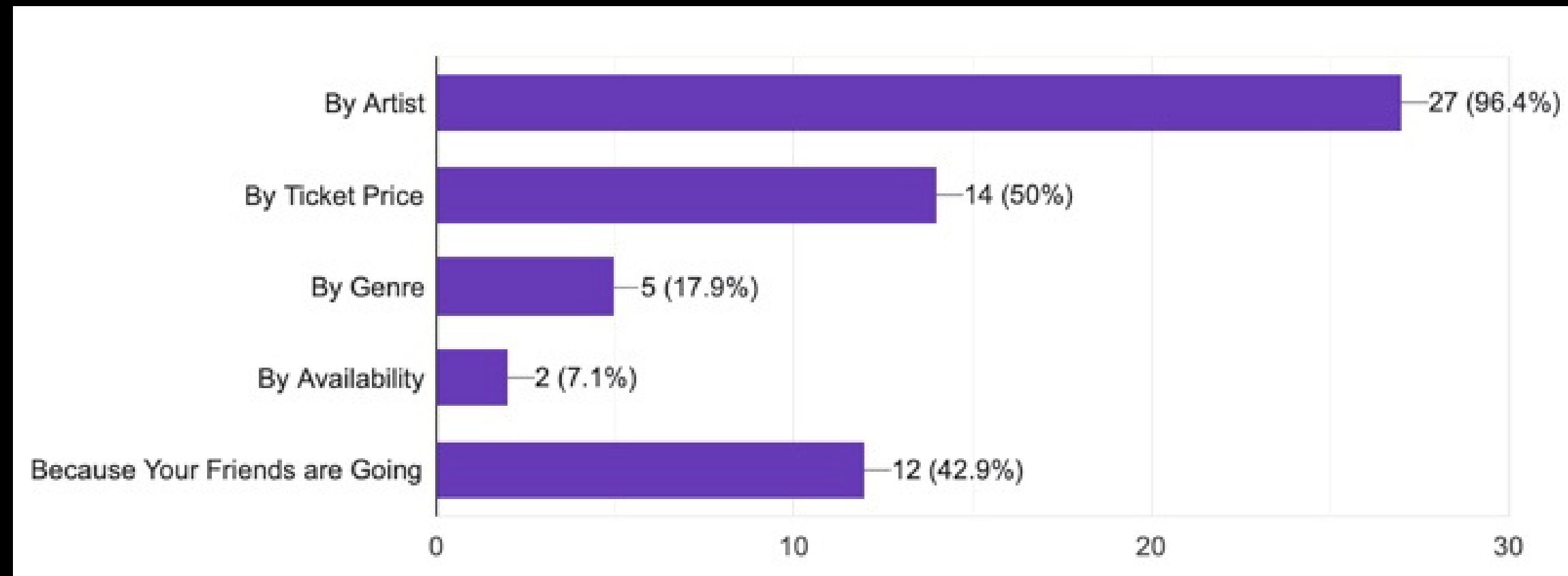
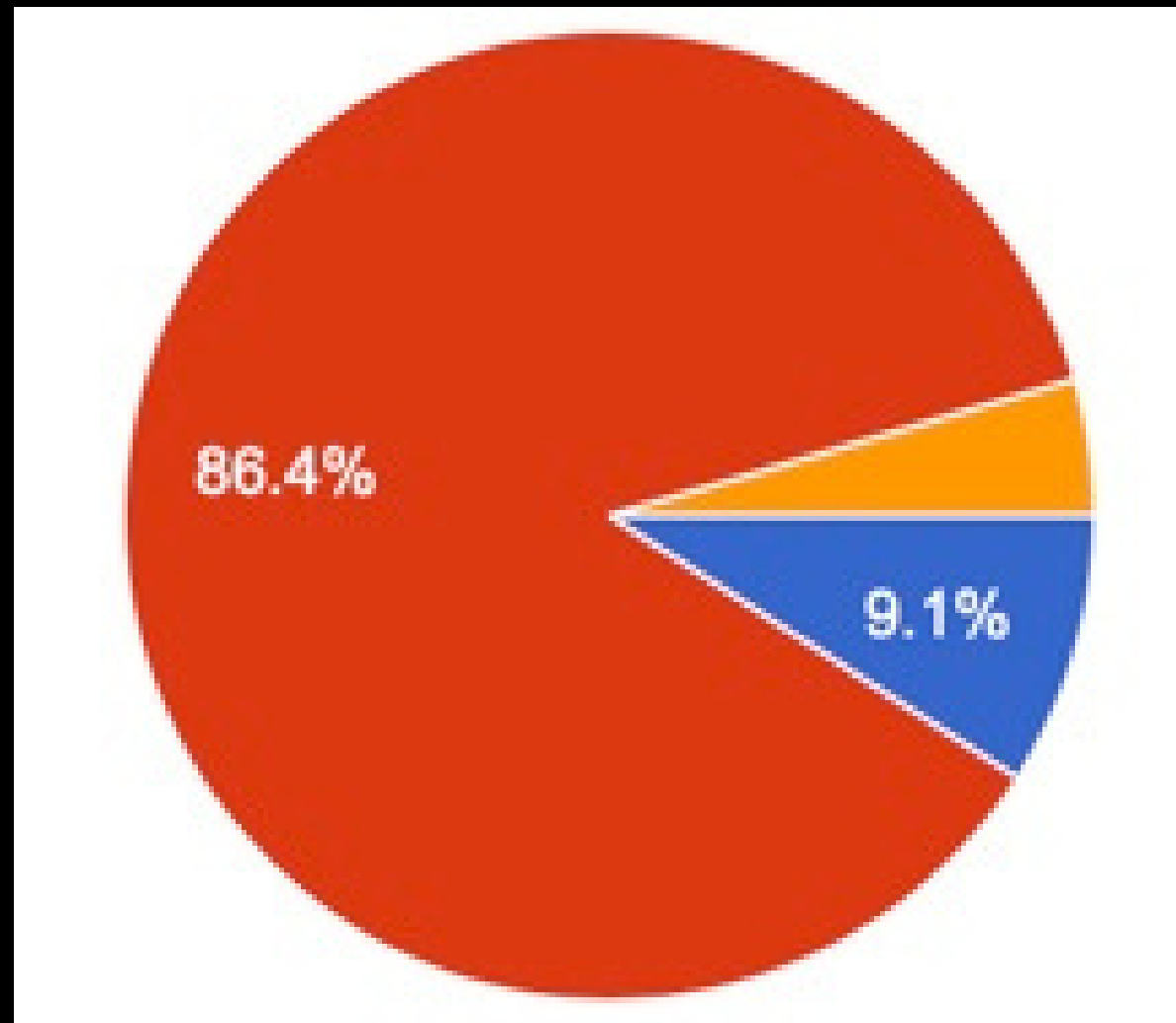
*Source Statista



Venue Value Creation

Model Assumptions		Avg. Ticket Price over one month (during peak season)			
		First Avenue Nov '22 Ticket Price		Dakota DT Nov '22 Ticket Price	
Avg Ticket Price	\$28				
Avg Attendance %	70%	29-Nov	\$ 35	29-Nov	\$ 40
Sell out Rate %	10-15%	28-Nov	\$ 32	28-Nov	\$ 20
Ticket Sale	80%	26-Nov	\$ 20	26-Nov	\$ 15
Food & Bev & Merch	20%	23-Nov	\$ 25	23-Nov	\$ 20
Avg Margin Coverage	40%	20-Nov	\$ 28	20-Nov	\$ 35
Increased FBM Spend	33%	19-Nov	\$ 27	19-Nov	\$ 85
Avg Ticket Redemption Kickback	\$5.54	18-Nov	\$ 30	18-Nov	\$ 120
% Free Ticket Friend Purchase	67%	15-Nov	\$ 25	15-Nov	\$ 30
Extra Tickets Sold	12%	12-Nov	\$ 30	12-Nov	\$ 30
Value Add Model		11-Nov	\$ 31	11-Nov	\$ 40
At Event Revenue Increase	36%	5-Nov	\$ 30	5-Nov	\$ 25
Friend Ticket Sale Rev Increase	17%	4-Nov	\$ 32	4-Nov	\$ 30
Kick Back Revenue Incerase	3.6%	3-Nov	\$ 35	3-Nov	\$ 10
Ticket Sale Revenue Increase	20.79%	1-Nov	\$ 29	1-Nov	\$ 20
Total Event Revenue Increase	21.74%	Average Ticket Price	\$ 29.14	Average Ticket Price	\$ 26

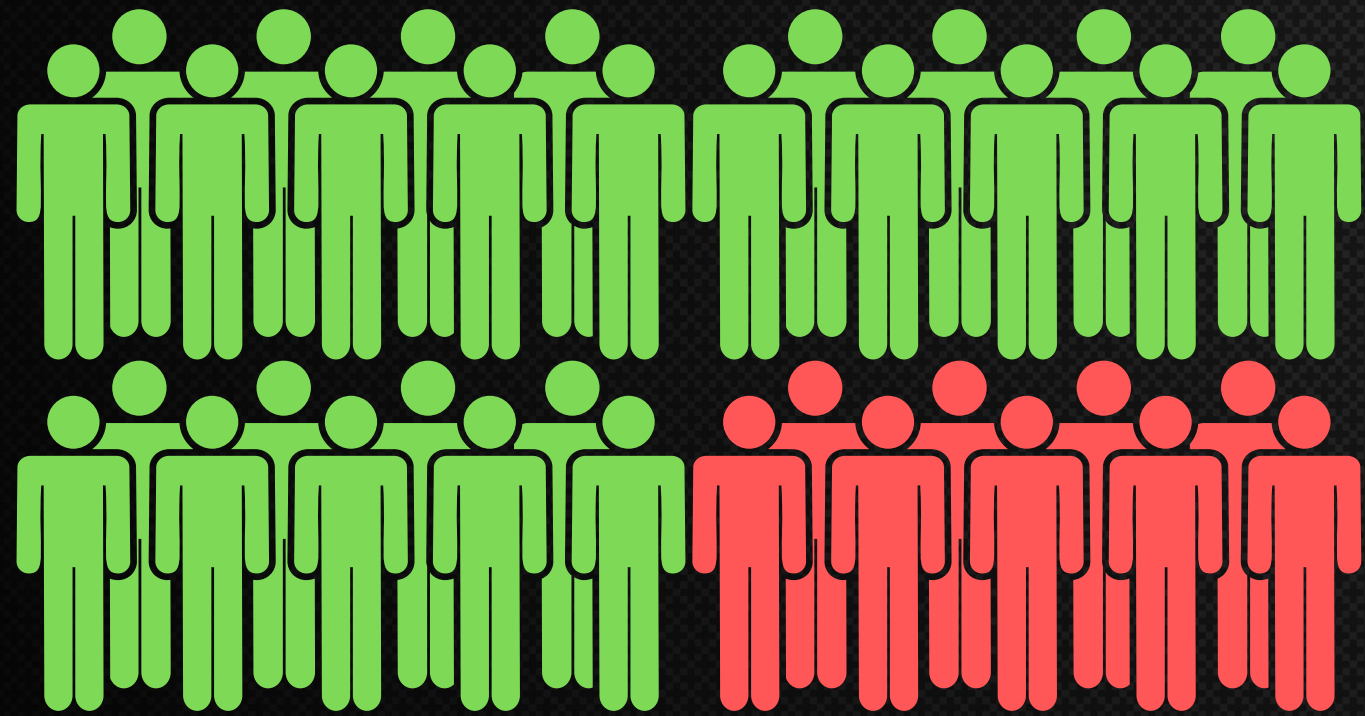
Summary of Customer Research



3-Year Income Statement Projections

Income Statement Projection for MSP Market				
Summary				
	Year 1	Year 2	Year 3	
New Users	500	1,000	2,000	
Return Users	0	250	500	
Active Users	500	1,250	2,750	
Total Users	500	1,500	3,500	
Revenue	\$ 120,000	\$ 240,000	\$ 480,000	
COGS	\$ 33,240	\$ 83,100	\$ 182,820	
CAC	\$ 24,000	\$ 48,000	\$ 96,000	
Cash From Operations	\$ 62,760	\$ 168,900	\$ 337,800	
Total Indirect Costs	\$ 70,850	\$ 264,975	\$ 291,150	
Net Profit	\$ (8,090)	\$ (96,075)	\$ 46,650	

Full-House Breakdown



30%

18%

+12%

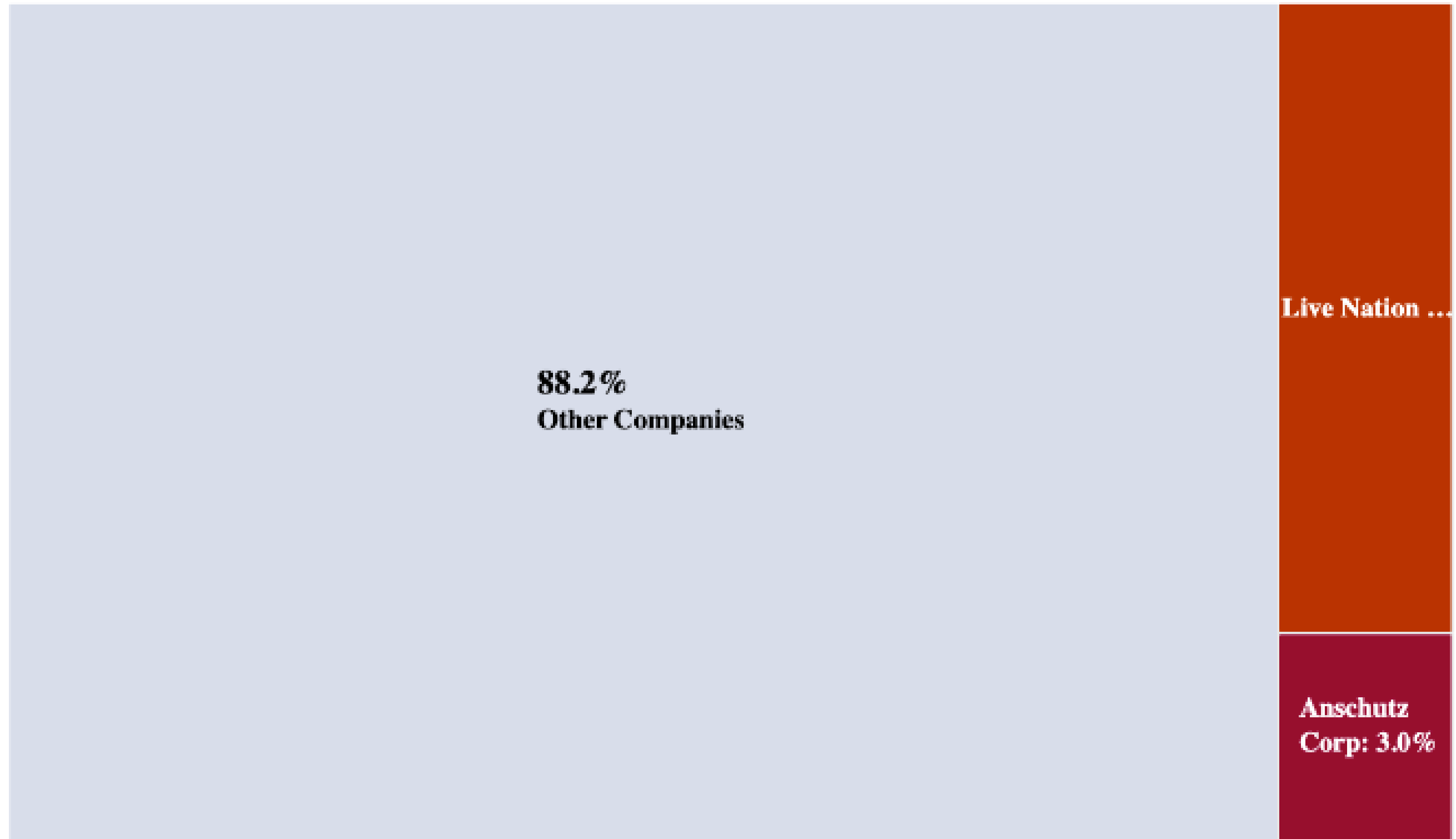


+ 33%

Increase FBM Spend

67% of friends
buy a ticket

Breakdown of Industry Market Share (2022)



Source: IBISWorld, Concert & Event Promotion

Establishments Concentration in the United States

