

Present a new technology product or service designed to
enhance and commercialise
audience engagement with commercial music

Ben Morling

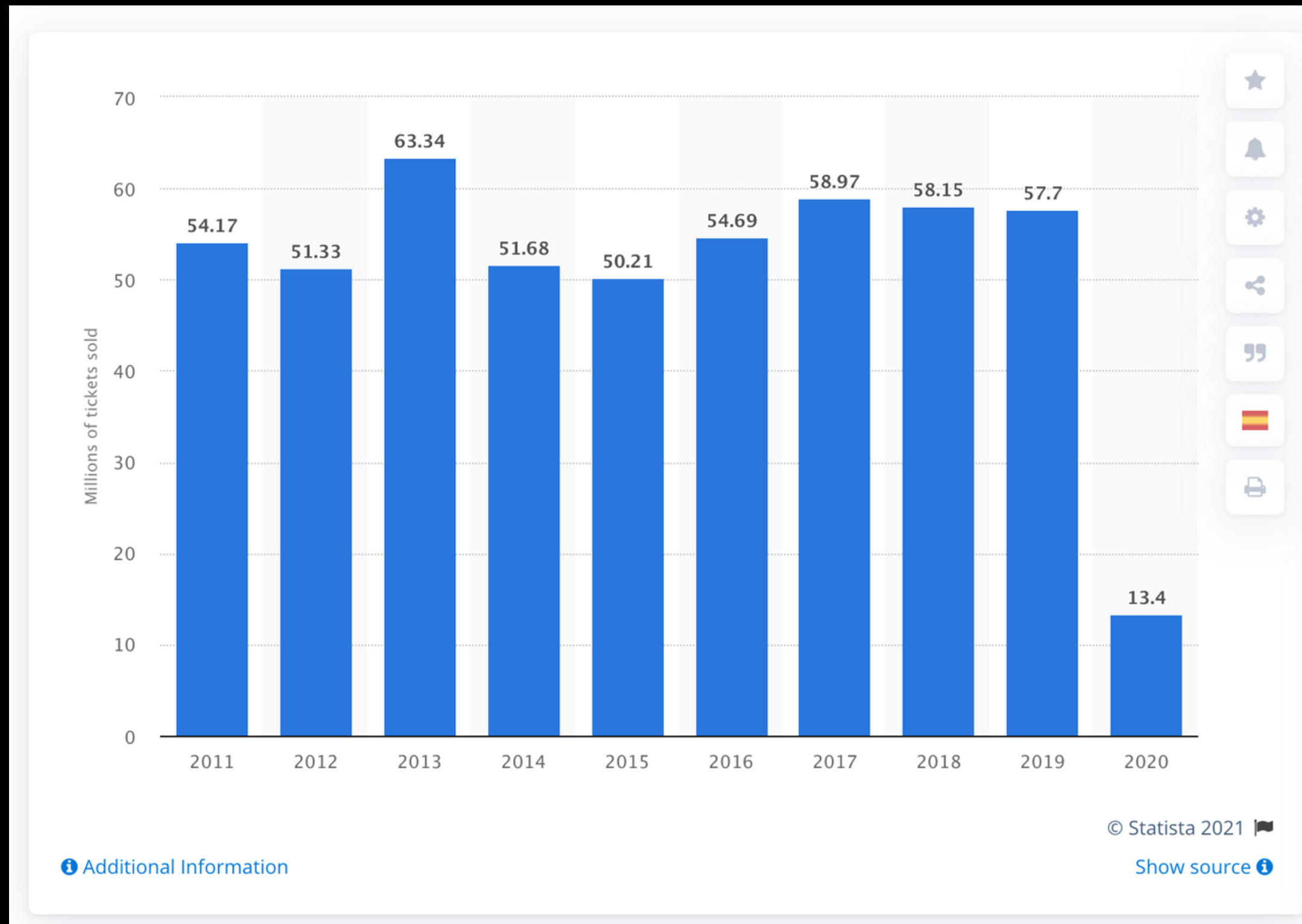
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New Technology

Zohe Mustafa



The Problem



The solution

- Fairer remuneration to artists
- Shift the power away from touts

fair

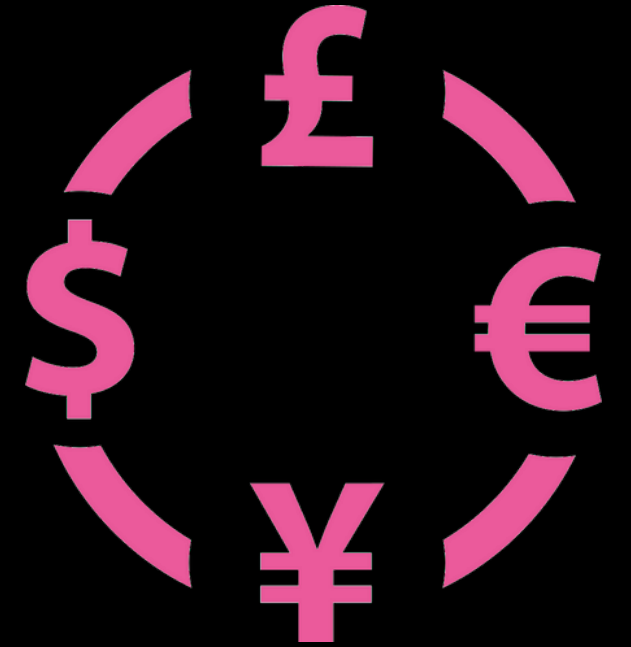


How?

- Smart contracts
- Regulation of ticket resales
- resale value caps
- Secondary marketplace
- Artists, promoters and venues paid % of ticket resale



Potential Issues



- Long transaction periods
Resolution: Chainlink
- Fluctuation of cryptocurrency value
Resolution: Exchange rate checks



Who?

- Large-scale artists, promoters and venues
- Small scale promoters and venues



Benefits to fans



- Less prone to scamming
- Less prone to scalping
- Widespread adoption by event organisers and artists will mean fans can only buy from Just The Ticket



The market



- The event ticketing market is huge
- Pent-up demand creating a perfect storm
 - = The perfect opportunity for a new platform to revolutionise ticketing amid calls for fairer remuneration



Competition

- Aventus
- Big Neon
- BitTicket
- Blockparty

None offer the complete solution



Further Development

- Packing other digital products with tickets using Smart contracts
 - NFT of ticket/artwork
 - Collectors edition art
- Development of music blog and artist features - music content to further drive people to the platform



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