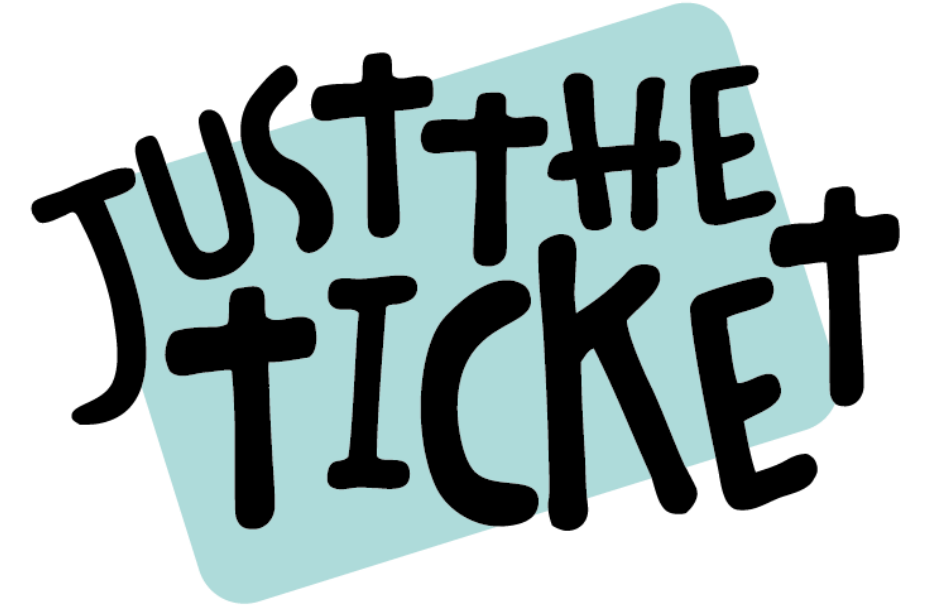


Student Name: Ben Morling
Student Number: 2016417
Module Title: Creative Business Project
Assignment Title: Report
Module Code: BMTY7006
Module Lecturer: Steve Cole



the problem

the numbers



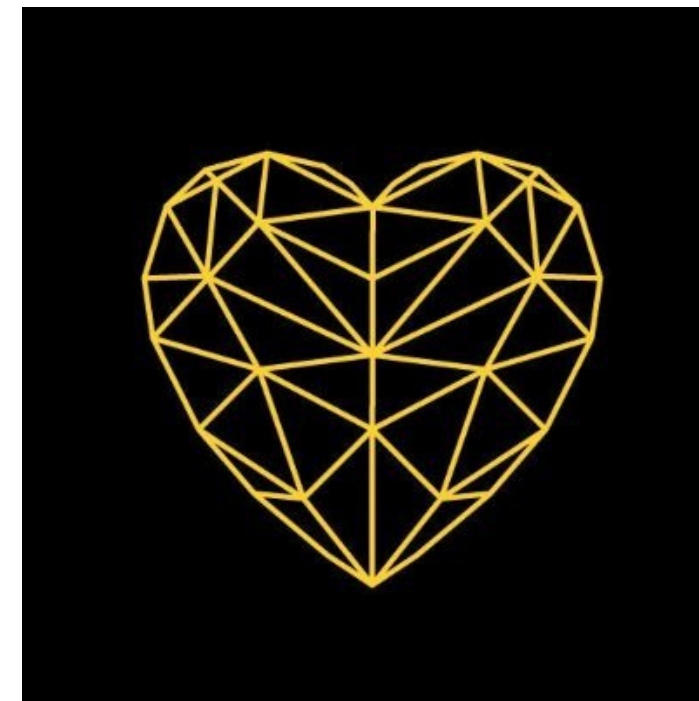
- Bots account for up to 42.2% of activity on primary ticketing sites (Lunny, 2019)
- Taylor Swift lost \$150 million by trying to tackle the issue of touts and scalping (Lunny, 2019)

JUST THE
TICKET

the competition

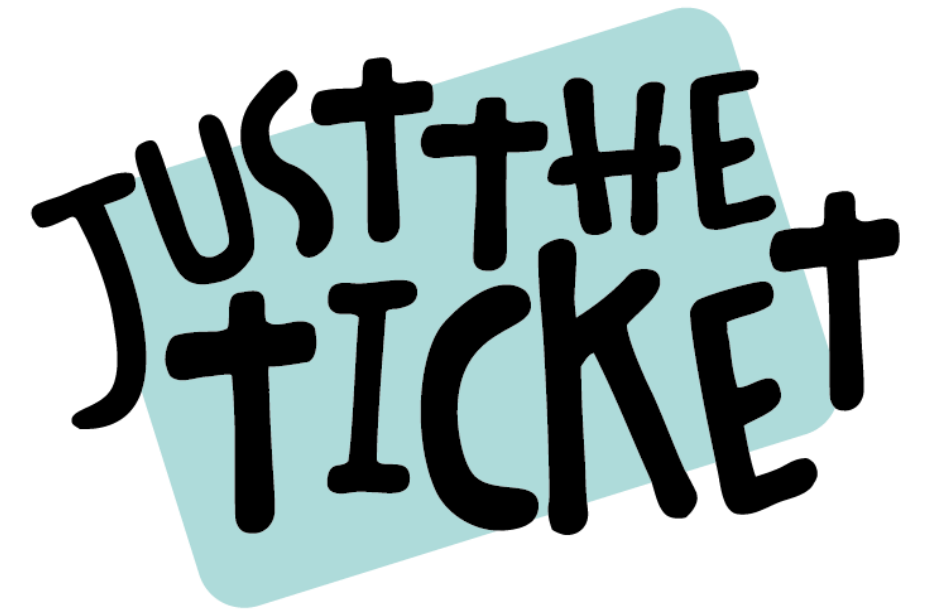
JUST THE
TICKET

beam



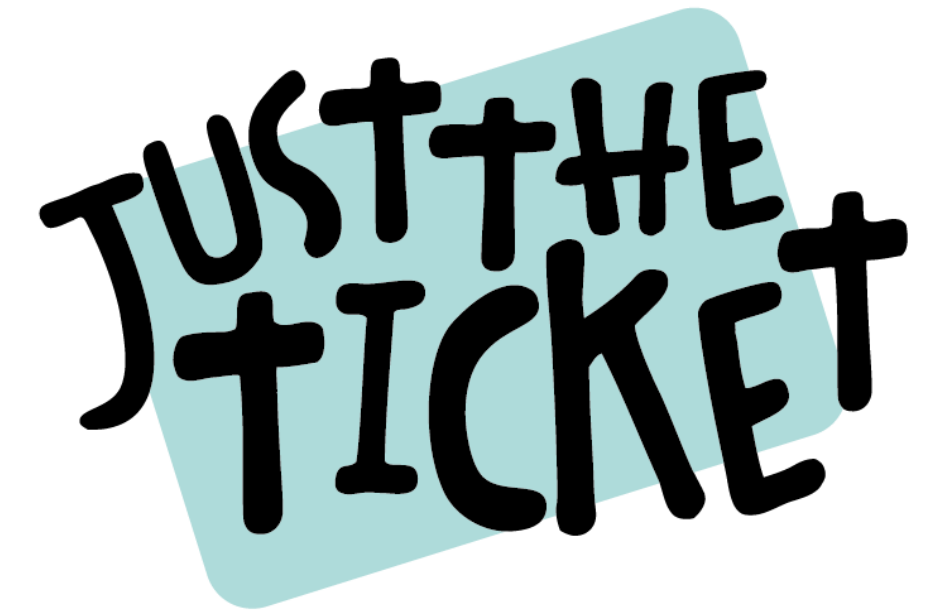
+ more

the challenges



- Possibility of live music being banned in the event of another lockdown
- Cryptocurrency being banned in certain territories
- Cost

the producer



Apps/Website

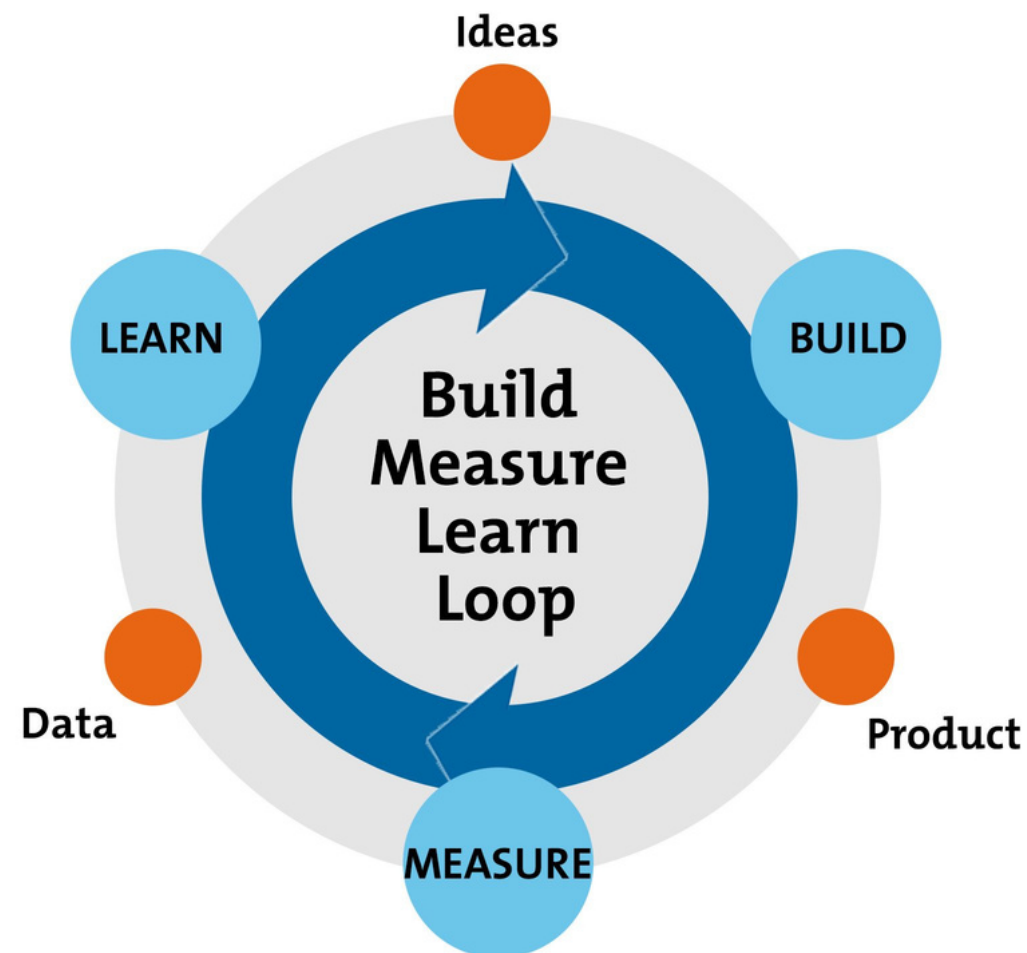
Just The Ticket

Just Another Ticket

Just The Ticket Inspector

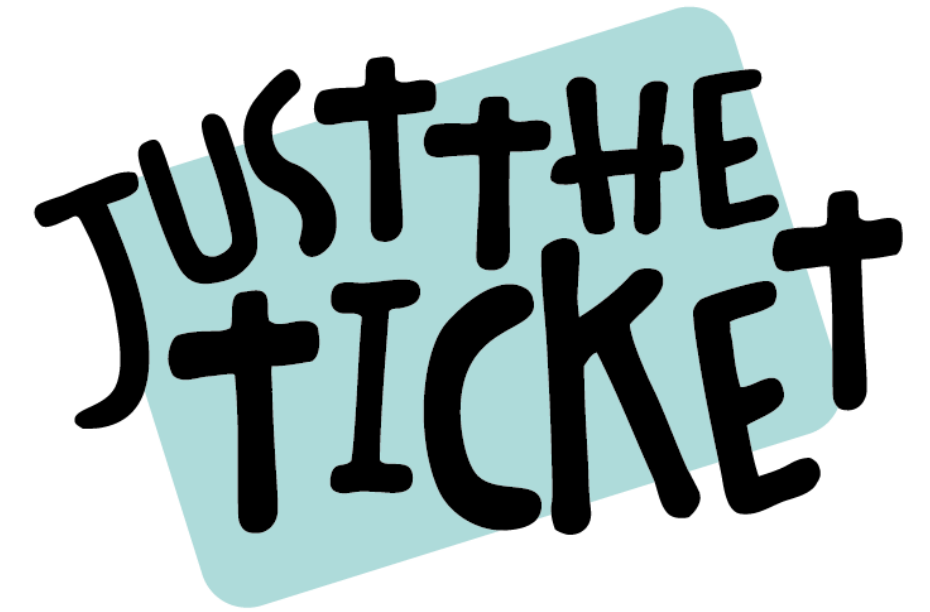


the strategy



- Test Events for feedback
- Refine The Product
- Film the product in use to show prospective partners and build awareness on social media
- Secure external local events using contacts
- Expand nationwide
- Expand to other territories - looking at data and cryptocurrency regulation to drive decisions
-

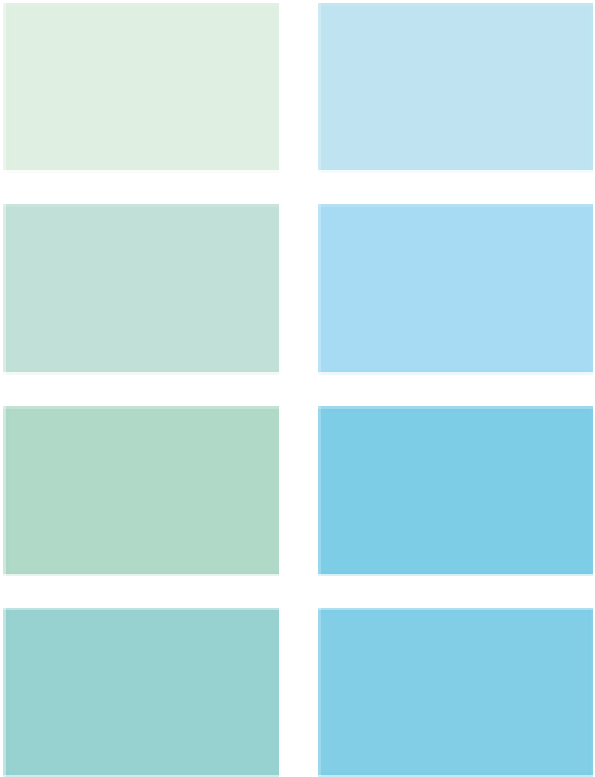
the Branding



Ideation: type, shape, colour



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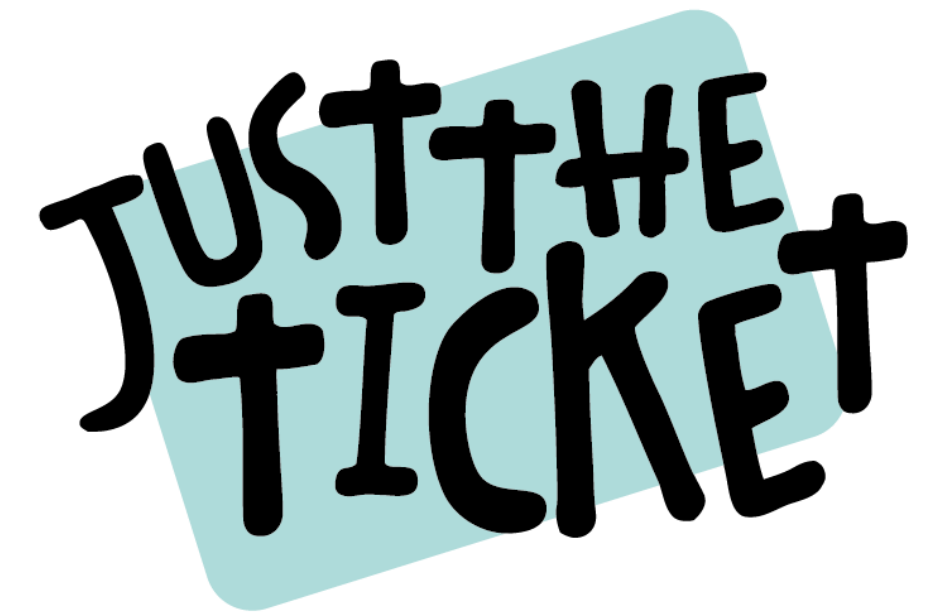
JUST **THE** **TICKET**

JUST THE
TICKET

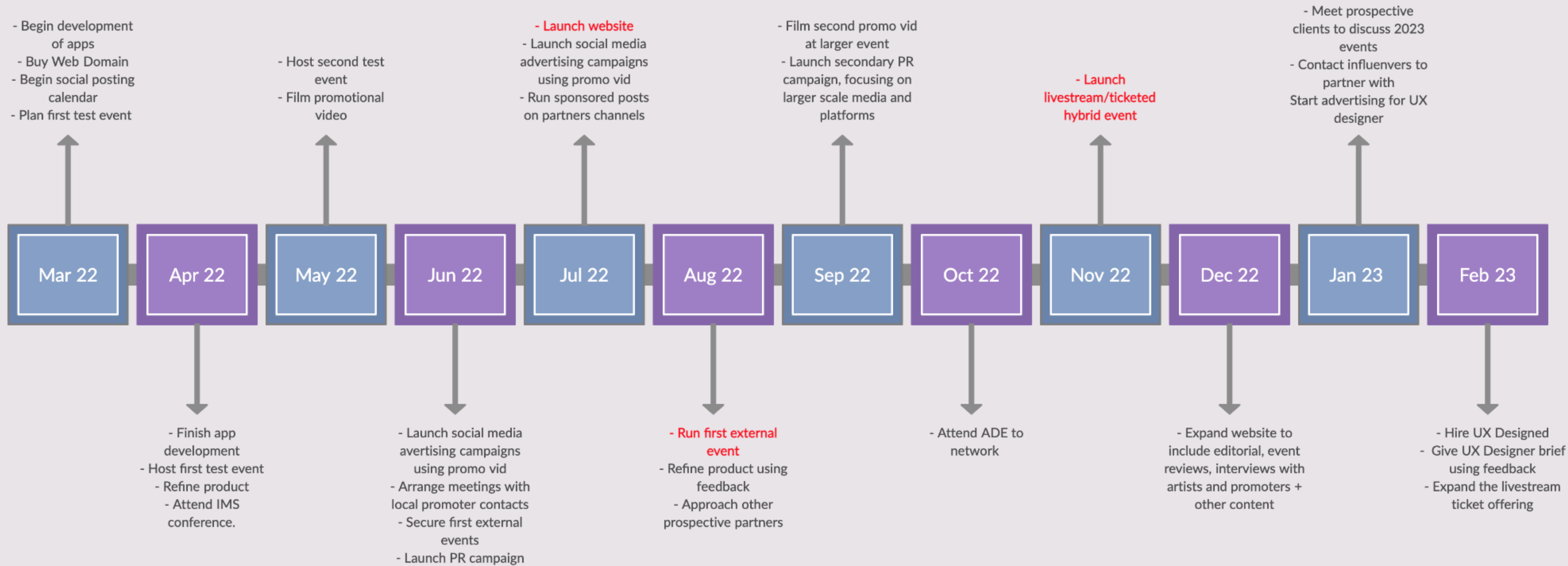
JUST THE
TiCKET

JUST THE
TiCKET

the marketing



- Social Media
- Promotional Videos
- PR Campaign



the finanees

					Just The Ticket Cash Flow Year One 2022-2023)							
Cost	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23
Expenditure	£23,500	£24,500	£23,900	£24,955	£25,055	£23,555	£23,905	£26,255	£24,555	£24,405	£24,555	£24,555
Income	£300,000					£2,000	£3,000	£4,000	£8,000	£11,000	£12,000	£15,000
Previous Balance	£0	£276,500	£252,000	£228,100	£203,145	£178,090	£156,535	£135,630	£113,375	£96,820	£83,415	£70,860
Balance Carried Forward	£276,500	£252,000	£228,100	£203,145	£178,090	£156,535	£135,630	£113,375	£96,820	£83,415	£70,860	£61,305
Expenditure												
Wages	£23,550	£23,550	£23,550	£23,550	£23,550	£23,550	£23,550	£23,550	£23,550	£23,550	£23,550	£23,550
Videographer			£350				£350			£350		
Social Media Marketing				£500	£1,500				£1,000			£1,000
Travel		£200		£100				£200				
Accommodation		£750						£1,000				
Web Domain				£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00
PR campaign				£800				£1,500				
Freelance Writers										£500		
Influencer Marketing											£1,000	
TOTAL	£23,500	£24,500	£23,900	£24,955	£25,055	£23,555	£23,905	£26,255	£24,555	£24,405	£24,555	£24,555
Income												
Investment	£300,000											
You & Me (event)						£2,000	£3,000	£2,000	£3,000	£3,000	£4,000	£5,000
Animal Crossing (event)								£2,000	£4,000	£3,000	£4,000	£5,000
Hit & Run (event)										£5,000	£5,000	£5,000
Livestream events									£1,000			£4,000
TOTAL	£3,000					£2,000	£3,000	£4,000	£8,000	£11,000	£12,000	£15,000



Questions?



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