Eventa - The 0% Commission Ticketing

Abstract

Eventa is the first blockchain-based ticketing solution for the long-tail market segment that will serve all the organizers needs with integrated solutions. Moreover, Eventa will charge 0% commission for issuing tickets. Nowadays ticketing platforms charge fees from 10% just to issue tickets. We firmly believe blockchain can disrupt the ticketing market ($50 Billion in 2022) in different ways: 1) dis-intermediating, 2) guaranteeing trust and transparency, 3) and finally empowering event organizers. Eventa empowers organizers to self-manage their ticketing with a P2P system based on the blockchain. This creates a better system for organizers and final users and it challenges the market dominance of traditional long-tail ticketing platforms such as Eventbrite. Organizers will not rely on platforms with fees, but they will rely on Eventa technology to issue tickets on the blockchain via a set of open source smart contract templates. Moreover, the organizers could benefit from integrated services to improve event management and success. Organizers could invest their savings in services to boost the event performance, ROI and user experience pre and post event.

Eventa has been in the event space since 2014, we currently maintain an event discovery search engine used by 500K users every month in Italy and in the US. Moreover, we have experience in the ticketing market, we manage commercial affiliations with the main ticketing platforms: TicketMaster, Viagogo and StubHub among others.

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1. Introduction

The intersection between ticketing and blockhain is gaining attention, in the last year some interesting companies made their successful ICOs. While there is agreement on the fact that blockchain technology will disrupt the ticketing industry, there is no evidence on which is the right approach - or approaches probably - to fully embrace blockchain to lead this revolution. In the following we try to summarize and explain the possible uses of the blockchain for the ticketing market[1].

1. **Blockchain add-on services to a ticketing system**. Tickets, sold by an existing solution, are later integrated into a blockchain ecosystem, transforming them into a digital asset the system can control. An example is a loyalty application managing rewards for ticket buyers. After the purchase, the ticket buyer will receive coins that can be used to redeem a discount offer for the next purchase.

2. **Blockchain in existing ticketing solutions**. This approach uses blockchain to issue the tickets via smart contracts for security reasons. An example is the IBM Ledger here [2]: the system prevents ticket theft as well as fraud such as selling invalid tickets, or selling multiple copies of a ticket.

3. **Complete blockchain-based ticketing systems with their own cryptocurrency**. Probably this is the most challenging approach as well as the most complex as it is a deep, resource and budget-intensive blockchain integration. The core is based on an open protocol running smart contracts, which regulate the work-flow from event creation to check-in. The system offers its own digital currency that is used for event publication, ticket sales, resale and exchange. Currency tokens are usually sold during the initial coin offering (ICO) to fund the company growth. In the last year, a number of companies tried their ICO, Aventus, BlockTix, Guts Tickets all successfully finished their crowd-sales proving the growing interest in this market.

Complete blockchain-based ticketing systems could fix the ticketing market in different ways:

- **Eliminating** scalpers and price alteration by integrating primary and secondary ticketing

- **Dis-intermediating** the market with benefit for event organizers and participants.

- Guaranteeing **Transparency and traceability**. The "trust mechanism" is not a central authority, the actual members of the chain can validate and track ticket transactions.

- **No censorship and anonymity**. No central authority has data nor rights to veto on an event.

Eventa believes the third approach is a huge opportunity to disrupt the ticketing market. Eventa is the first blockchain-based ticketing solution for the long-tail market segment that will serve all the organizers needs with integrated solutions - charging 0% commission for issuing tickets. The main competitors such as Aventus, Guts Tickets and Blocktix focus on big entrainment events (Concerts and Sports), we differentiate by building a product for the long-tail market where our unique competitive advantage is our community of users and organizers who have been using our product since 2014 - 500 thousand monthly users.

2. Industry Overview

The global on-line ticketing industry is facing double digit increases, the market value is \$35 Billion and it will be \$50 Billion in 2022 according to recent market research [3]. The ticketing market is split between primary and secondary. In the primary ticket market the event provider sets the price and sells the tickets for the very first time. The secondary ticket market includes tickets that were purchased from the primary market and then re-sold for a profit. Among primary ticketing platforms we can mention TicketMaster (\$10.4 Billion in 2017) and Eventim (\$1 Billion in 2017), but there are also primary ticketing platforms offering re-selling solutions (i.e. TicketMaster). The secondary market has reason to exist when there is a gap between demand and offer, the price the users are willing to spend is greater than the price in the primary, so there is space for scalpers and re-sellers. Users trying to re-sell their tickets use platforms like Viagogo, Seatwave or StubHub, but scalpers also use such platforms or they concertize their profits off-line at the event venue. From a business point of view, we believe that it makes sense to maximize the economic value for organizers and performers, the reality is that such profit is not shared with the main stakeholders making the event

possible: promoters and performers. Moreover, the loss in value disadvantages the participants in terms of cost and the event's quality. The ticketing industry is not only shaped by big concerts or sport events, there is the long-tail market segment - where Eventbrite ($4 Billion gross in 2017) is the main player, processing 200M tickets per year - targeting self service organizers who want a simple low priced ticketing system that they can manage themselves. A detailed overview of the market and target customers can be found here [4]. This is the initial reference market for the Eventa blockchain solution.

3. Problem: Long-Tail ticketing is broken

Back in 2006 self-ticketing was a real issue, Eventbrite provided a tool for small event organizers to manage event ticketing. After more than 10 years, ticketing has the following problems:

- According to an analysis of our 10+ Million database of events (eventa.us and eventa.it) we discovered that more than 30% of events with the label "free", are not free. Event **organizers pay a 15,5% fee** for a $10 entrance - 25% for a $5 entrance - for this reason they prefer to publish the event as a free event and manage payments offline. As is also clear from online user reviews, the main concern is: why do I have to pay so much just for issuing my tickets?

- No online **secondary market** for the long-tail. If a user buys a ticket in advance for a theater exhibition she/he cannot attend anymore, there is not a way to re-sell the ticket online. Main platforms like Viagogo and Stubhub focus on national big sport events and concerts and they have not the reach to meet the ticket offers of such small local events.

- Ticketing platforms like TickeMaster, Eventim, Stubhub and Viagogo provide **affiliate programs** for partners. We are currently affiliated and we get from 1% to 7% for every ticket we sell. Eventbrite organizers can create customized affiliate links for their events, but less than 0,1% of organizers use this feature. Embracing this option in the service world is quite challenging; event organizers have to manage the referral and the distribution partnership by themselves ending up paying up to 50% of the ticketing price in referrals.

- **Complexity of event marketing**: an interesting analysis [4] shows how effectively event organizers spend their budget (500MM globally) 10% of this budget is for event marketing and the most effective channels are four: email, free social media, word of mouth and direct mail. The same study shows how event organizers intend to use marketing tools for their next events. The surprising answer is they would like to use more marketplace discovery listings, but they get lost with multi-purpose web marketing tools. Organizers in this segment would like to have a hassle free user friendly tool for sponsoring their events.

- **Community engagement**. According to the first problem event organizers prefer to set the event for free to avoid paying fees (managing payment offline), but attendees don't mind registering for free events and afterwards not showing up. Organizers, based on pre-registration, commit money and time to make the event successful, completely taking a risk.

4. The 0% Commission Ticketing Solution

While Crypto-currencies are still emerging and trying to find the trust of institutions and masses, blockchain technology provides a world of possibilities for practical applications that extend far beyond digital money and the financial sector. We believe blockchain will disrupt the event ticketing industry, therefore we are confident in embracing this technology to create the first open decentralized system completely based on crypto-currencies.

Eventa is the first blockchain-based ticketing solution for the long-tail market segment that will serve all the organizers needs with integrated solutions. Moreover, Eventa will charge 0% commission for the ticketing issue. Eventa empowers organizers to self-manage their ticketing with a P2P system based on the blockchain. This creates a better system for organizers and final users and it challenges the market dominance of traditional long-tail ticketing platforms such as Eventbrite. Moreover, the organizers can enjoy many other services in the same platform to improve their event. Organizers could invest their savings in services to boost the event performance, ROI and user experience pre and post event.
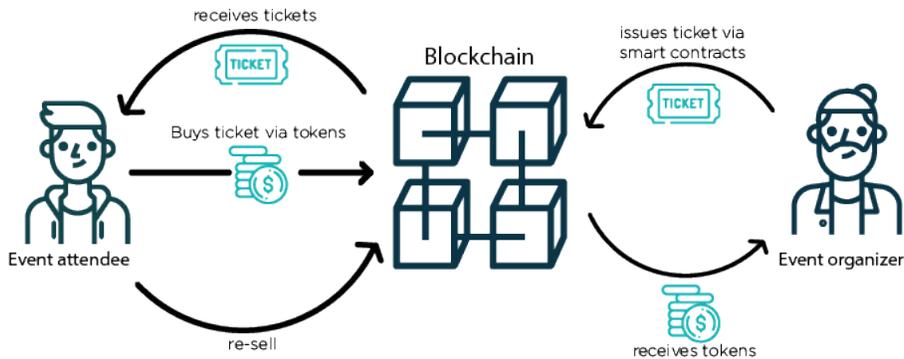
Figure 1: Ticketing after dis-intermediation

In Figure 1, we present how we imagine ticket dis-intermediation, Event organizers interact directly with their attendees. Naturally there is Eventa free and open source technology empowering organizers: an interface to issue tickets, a portal to list events and apps/software for venue check-ins.

Benefits for organizers:

- No intermediaries fees (usually from 10% to 25%)

- Smart tickets: setup custom rules for emitting their tickets

- Integrated services: affiliations, dynamic pricing, community engagement, advertisement, etc

- Transparent system with public reputation to generate trust (rating)

- Purchase low rate micro insurances as their reputation and history is validated on the blockchain

- Control over secondary ticketing and related revenue

- No frauds: every ticket is tracked and unique

Users:

- No credit card transaction when paying in cryptocurrencies

- No platform fees

- Enjoy enriched ticketing offer: reservations, coupons and loyalty programs

- Referrals to earn tokens by recommending events

- Set their identity anonymously or not, according to organizer rules.

4.1. Competition

Eventa's solution has an unfair competitive advantage against other solutions:

1. Cost reduction to 0% commission
2. Smart ticketing to increase sales and event management
3. Privacy control and anonymity

Indirect competitors include traditional solutions to ticketing such as Eventbrite. We consider the following main **direct competitors**: Guts Tickets, Avenuts, BlockTix. Those companies are mainly focused on entertainment (sports events and concerts) and this segment has different problems in comparison to the long-tail. Secondary ticketing control, fraud and security are the main keys to disrupt this market and they all focus on this, even if they have different approaches.

Guts Tickets has low fees (0.50 EUR minimum) and they offer their own platform to manage the ticketing lifecycle. They try to compete with TicketMaster and others by providing a better technology at a lower cost, while providing a seamless user experience. They are also developing the GET protocol for their smart ticketing.

Aventus focuses more on protocol with a B2B business model.

The core Aventus Protocol is a global, open-source blockchain ticketing smart contract backbone, built on the Ethereum network.

Aventus is also building a Saas for ticketing platforms willing to use the Aventus protocol.

While BlockTix does not provide a lot of detail about their vision and their product, a detailed comparison can be found here [5], but it is more similar to Aventus with their open protocol, while still focusing on entertainment (big events like concerts and sport).

The Eventas differentiation against competitors is summarized below:

- **Long-tail focus**. a product for the long tail has completely different value proposition, go to market strategy and product design.

- **No intermediation**. Our system is P2P, we empower organizers to completely self manage their tickets, from event creation to check-in.

- **Integrated services** to manage efficiently all the event lifecycle: communication, sales, advertising, pricing, and on.

Moreover, the solution can take advantage of the Eventa event discovery search engine. Eventa has been in the event space from 2014, we currently maintain an event discovery search engine used by 500K users every month in Italy and in the US. We have ticketing commercial affiliations with TicketMaster, Viagogo, Seatwave, StubHub and Eventim. And we offer solutions for event marketing. We have a lot of experience in this field and we believe that this market has a deep need for disrupting technologies to fix its problems rather than incremental. We believe that blockchain can completely disrupt this market from the ground up. We do not want to use the blockchain to market a Saas product for ticketing platforms that can leverage the technology as an incremental improvement for their current businesses, we want to empower the event organizers so they get rid of platforms and their fees.

Eventa believes the best strategy is to generate growth and profits by creating new demand in an uncontested market rather than competing head to head with main suppliers. These solutions will help us to gain market share and scale at a lower acquisition cost, moreover premium services will provide long term business sustainability.

5. Eventa Token

The token generation will create and distribute a maximum of 2 Billion tokens. Eventa tokens can be purchased during the private token sale (1 ETH = 55K EVTA). In the following table, are the details of the token sale.

Symbol	EVTA
Maximum Supply	2 Billion
Type	ERC20
Initial price	1 ETH = 55K EVTA
Retail price	1 ETH = 11K EVTA
Accepted Currencies	ETH

The token sale is split into four parts as outlined in the following table.

	Date	Soft cap (ETH)	Hard cap (ETH)
Private Sale period	11/06/2018 Q3 2018	-	5000
Pre-Sale period	Q4 2018	-	18000
ICO period	Q4 2018	7000	42000
Total			65000

The token price will increase according to the amount of tokens sold. The early buyer will have up to 80% discount.

Private Sale	Pre Sale	Main Sale
0/5000	1st-day - 18000	0 - 42000
80%	60%	from 40% increasing linearly in time

5.1. Token Distribution

The initial generation of EVTA is programmed by a smart contract and it will be distributed as follows - No further issue of Eventa tokens will be made.

- 60% of tokens will be allocated to the token sale contributors and will be transferable at the end of the ICO;

- 10% of tokens will be allocated to the team and will be locked by the smart contract for 24 months;

- 5% of tokens will be allocated to advisors that have contributed to the projects success. 20% of tokens will be transferable when ICO ends, while the remaining 80% will be locked by the smart contract for 12 months;

- 15% of tokens will be allocated as a company reserve to develop token and Chain adoption, further develop the ecosystem and constitute the reserve funds to be used in future monetary policies;

- 5% of tokens will be used to eventually create a bounty program. Unused token will be reallocated as Company reserve.

- 5% of tokens will be used for an Airdrop. Unused token will be reallocated as Company reserve.
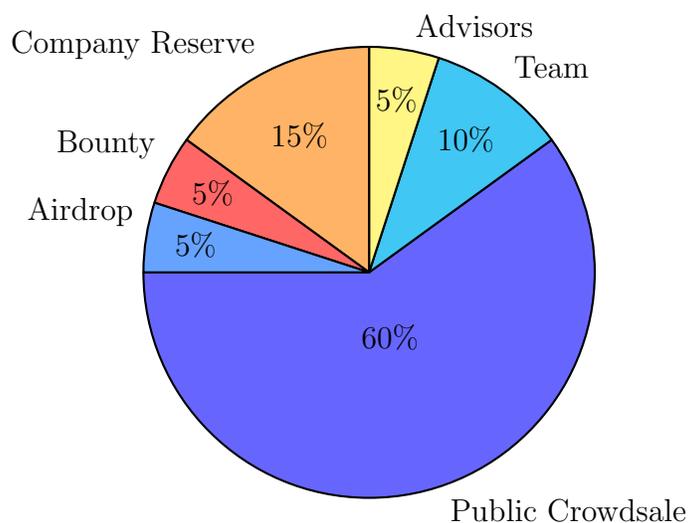
Figure 2: Token Distribution after ICO

5.2. Use Of Funds

The funds received in ICO will be allocated as follows - the proportion can change based on business needs.

- 40% product development: development of the platform according to product roadmap, hire new blockchain developers.

- 20% business development and strategic partnerships:

    – Educate organizers and other actors on the use of the platform and ongoing support.

    – Secure partnership with other players in the blockchain ecosystem to increase the token usability.

    – Contract specialist law firms in regards to regulatory and licensing frameworks for the ICO operations

- 20% communication and marketing:

    – Invest in PR and marketing campaigns to increase awareness of the project and the adoption of the tokens among donors.

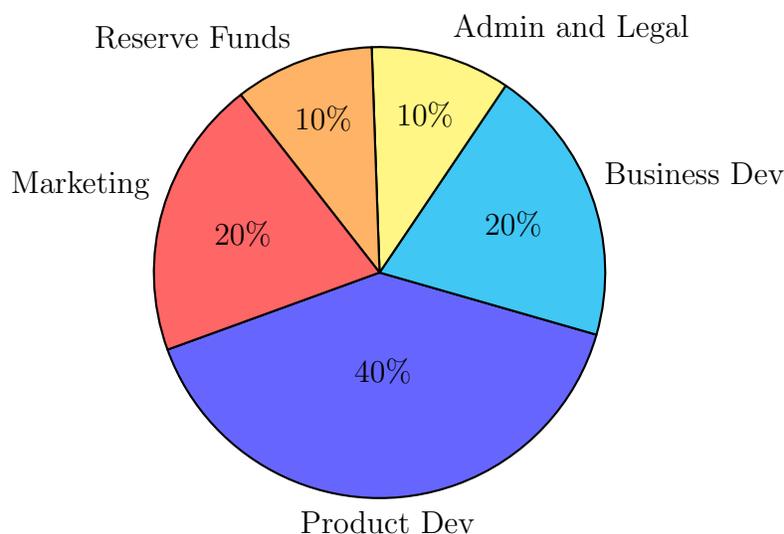   – Build strong local communities and provide support.

Figure 3: Use of funds

    – Hire a new division and expand effort internationally.

- 10% reserve funds: provide liquidity for future monetary policies and platform functionalities.

6. **Team**

- **Andrea Zanda** (Co-founder and CEO): PhD in AI, Andrea is an experienced researcher with a strong entrepreneurial background. He worked for 5 years as an academic researcher in the field of artificial intelligence, producing 10+ publications in this field. In addition to having a strong academic background, Andrea has a 8+ years experience as a lead developer, product manager and CTO. Andrea was a Fulbright scholar in the Silicon Valley where he got his Master in Entrepreneurship at Santa Clara University (California, USA) in 2017.

  Gianluca Vinci (Co-founder and CMO): over 10 years of experience as product and marketing manager with a background in management and technology. Active entrepreneur, owner and co-owner of 3 profitable companies in the digital market. Strong passion for crypto-currencies and blockchain technology.

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The members of the team are:

- **Martina Serusi**, communication. Graduated with a degree in Spanish and English Culture and Literature in Cagliari (Sardinia), and African Studies and Islam in Naples. Since 2013, Martina has been working as a Communications and Press Office Manager within an association (Intermezzo Assosiation) that arranges cultural and music events. Martina also writes articles about music, dance and theater for local and national newspapers.

- **Andrea Cau**: Blockchain Dev/Scala engineer. Andrea is a 33-year-old senior engineer with 5+ years experience in programming. Eventa is a project he believes in and puts heart and soul in, in order to achieve excellent results with the team.

- **Sfefano Salidu**: frontend developer and UX expert. Stefano has a Bachelors degree in Computer Science; he has loved computer magic and ui/ux design since the first video game he played in his youth. In Eventa Stefano takes care of the web/mobile frontend, managing and optimizing all purchases UX flows and user engagement, and building astonishing interfaces.

7. Business Model

Our objective is to create 0% commission ticketing. The reader might argue about revenue at this point, we believe in empowering the organizers means to create a meritocratic system where organizers can buy services and add-ons on top of the free ticketing system. Eventa will generate profit on premium services, we expect to generate revenues from different services that will be available through the platform, including:

1. Exchange fees: % of each amount sent through the Payment Gateway;
2. Smart contract templates: we will provide basic smart templates for ticketing for free and advanced smart ticketing functionalities for a small fixed fee (dynamic pricing, reserve before buy, refer a friend among others).
3. We will empower our EventAds product to create an complete hassle free marketing tool based on performances (today 200+ customers per month).

4. Royalty fees on third party services: Eventa is an open platform and it will be possible to integrate third party applications for organizers such as email marketing, Websites, CRM, Fund-raising tools, Finance & Reporting, Mobile Apps, Event Management Software and others. We will charge royalties for revenue generated through our platform.
5. Affiliation: we will distribute event content via API or widgets in third party websites (media or travel). This helps websites to monetize their users and on the other side it will help organizers to sell their tickets. We will charge a small fee on the total sales to use this service.

The long-tail event organizers will have the chance to enjoy the full potential of an integrated platform, suited for their needs to manage all the event process. Organizers get rid of ticketing fees and they can finally invest their savings in valuable services to improve their event quality and performance.

8. Roadmap

Our aim is to land a product with a suite of tools for event organizers who will issue their tickets at 0 cost. We will work incrementally to improve the product based on the feedback of our community. We plan the following:

July 2018	- **Airdrop** - Completing Team and Advisors
September 2018	- Protocol development underway - End of Private Sale
Q4 2018	- Start of Pre-sale - Public main **crowdsale** - Alfa version Open Protocol. - Partnering with blockchain events to test the system
Q1 2019	- Open **Protocol** beta Release - New version of the **portal** for event discovery - Organizer app beta release for IOS and Android
Q2 2019	- Protocol and Platform stable versions - **Campaigns** to boost product adoption
Q3 2019	- Offering advanced smart ticketing contracts - Affiliation API and widgets - On-boarding **third-parties apps** for event organizers

9. Legal

In order to fund the development of the Eventa ecosystem, 300,000,000 tokens (EVTA) will be created and sold to the public. Eventa is a token that will allow users to buy tickets and services in the platform.

- The Eventa token does not have the legal qualification of a security since it does not give any rights to dividends or interests. The sale of Eventa tokens is final and non-refundable. Eventa tokens cannot have a performance or a particular value outside the Eventa Platform. Eventa tokens shall therefore not be used or purchased for speculative or investment purposes. The purchaser of Eventa tokens is aware of the Federal Act on Stock Exchanges and Securities Trading law and the Financial Market Infrastructure Act, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable.

- Anyone purchasing Eventa tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase.

9.1. Knowledge required

- The purchaser of Eventa tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage).

- Eventa shall not be responsible for any loss of Eventa tokens or situations making it impossible to access Eventa tokens, which may result from any actions or omissions of the user or any person undertaking to acquire Eventa tokens as well as in case of hacker attacks.

9.2. Risks

Acquiring Eventa tokens and storing them involves various **risks**, in particular the risk that Eventa may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring Eventa tokens any user should carefully consider the risks, costs and benefits of acquiring Eventa tokens in the context of the crowdsale

and, if necessary, obtain independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the Eventa platform) or any other risks as indicated in the Terms & Conditions of the crowdsale should not acquire Eventa tokens.

9.3. Important Disclaimer

- This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to Eventa or any related or associated company. The Eventa tokens are just a utility token which can be used only on the Eventa platform and are not intended to be used as an investment.

- The offering of Eventa tokens on a trading platform is done in order to allow the use of the Eventa platform and not for speculative purposes. The offering of Eventa tokens on a trading platform does not change the legal qualification of the token, which remains a simple means for the use of the Eventa platform and is not a security.

- Eventa is not to be considered as an advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purposes only, and Eventa does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of Eventa according to their nationality and place of residence.

- Eventa today is not a financial intermediary and is not required to obtain any authorization for Anti Money Laundering purposes. This qualification may change in the case of Eventa offering services which are to be considered as qualifying as financial intermediation activity. In this case, the use of Eventa services may require the positive conclusion of a AML/KYC identification process.

- Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact Eventa's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Eventa tokens must be aware that the Eventa business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdiction. In such a case, purchasers and anyone undertaking to acquire Eventa tokens acknowledge and understand that neither Eventa nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

9.4. Representation and warranties

By participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- have read carefully the terms and conditions attached to the white paper;

- agree to their full contents and accept to be legally bound by them;

- are authorized and have full power to purchase Eventa tokens according to the laws that apply in their jurisdiction of domicile;

- are not a U.S. citizen, resident or entity (a U.S. Person), nor are they purchasing Eventa or signing on behalf of a U.S. Person;

- live in a jurisdiction which allows Eventa to sell Eventa tokens through a crowdsale without requiring any local authorization and are in compliance with the local, state and national laws and regulations when purchasing, selling and/or using Eventa tokens;

- are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;

- will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;

- have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with and functional understanding of the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;

- purchase Eventa tokens because they wish to have access to the Eventa platform;

- are not purchasing Eventa tokens for the purpose of speculative investment or usage.

10. Critical Risks, Problems, and Assumptions

- Technology can be immature involving huge investments, with the risk of unforeseen challenges. (e.g. questions around scalability and consensus algorithms)

- Very long transaction time in Ethereum - about 20 sec - which depends on the network load and fee attached to the transaction. But the solution could come soon thanks to Proof-of-Stake algorithm that will be integrated soon in Ethereum, EOS and others.

- Crypto-market volatility, with potential variation in token prices

- Time required to launch a platformtypically more than a year

- Expensive, given the time required to develop and scarcity of blockchain developers

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