

ShowStopr Executive Summary

Introduction and Purpose

Modern concerts are a nightmare from purchase to close. Bots, primary/resale market greed, and profit-chasing resellers sabotage the fan experience for purchasing tickets. Concerts “sell out” in seconds while real fans sit in endless queues, dynamic “platinum” pricing spikes mid-checkout, surprise fees appear at the last step, and speculative listings plus counterfeit barcodes flood the secondary market. The result: fans either overpay, gamble on fakes, or get shut out entirely. All of this occurs while phone-filled crowds, decreased visibility, and restrictions on artists impact customer experiences. Behind the scenes, incentives are misaligned; transferable tickets behave like tradable assets, opaque inventory practices conceal the true supply, and weak identity binding allows industrial bot operators to capture value meant for artists and venues. Trust erodes, customer support and chargeback costs rise, and the relationship between performers and their audience takes the hit. This is not a glitch; it’s a system optimized for arbitrage, not access.

Consumer trust erodes by the day, but the pressure for reform is finally mounting. Dominant platforms—most notably Live Nation/Ticketmaster—are under intensifying legal and regulatory scrutiny, from antitrust actions to consumer lawsuits and political hearings. Under that spotlight, they need credible fixes that curb bots, choke off arbitrage, and restore transparency. Venues and artists also feel the fallout: angry fans, reputational damage, and rising support costs. That combination creates a rare opening for a fan-first reset—identity-bound, non-transferable tickets with clear rules and upfront pricing—so access, not exploitation, becomes the industry’s default.

However, we won’t stop there. ShowStopr is an all-in-one live event app, pairing non-transferable tickets with an opt-in, privacy-safe affinity algorithm that puts real fans first. Using verified listening signals—streaming history, followed artists, and official playlist engagement—we weight the queue toward genuine listeners and screen out bots and burner accounts with behavior and device checks. Fans

receive access windows based on demonstrated affinity; IDs are bound at purchase; transfers are disabled or capped at face value through a verified exchange. The result: tickets land in the right hands—people who actually show up—while scalpers and scammers are left with nothing to flip.

However, the benefits don't stop there. Artists reclaim the room—phones down, eyes up, energy focused—playing to passionate crowds who came to participate, not to flip a barcode. Real fans get predictable, first-rate seats at fair, all-in prices: no surge games, no junk fees, no last-second shocks. With identity-bound, non-transferable tickets and a verified fan queue, the right people get in, the vibe stays electric, and everyone leaves talking about the show—not the checkout screen.

The Market

The global online event ticketing market is projected to reach \$89.44 billion by 2030 at a 6.0% CAGR (2023–2030), driven by rising internet access and the convenience of mobile-first purchasing. Major platforms have shifted users from box-office lines to advance, at-home checkout—especially via smartphones and tablets.

Intensifying competition pushes platforms to lock in long-term contracts with theaters, sports bodies, and organizers; premium VIP packages and ancillary upsells are expanding revenue beyond base ticket prices. These dynamics reinforce large incumbents but also create openings for technologies that improve verification, reduce fraud, and streamline the fan journey.

The market is big, growing, and already optimized for mobile—ideal for identity-bound, non-transferable tickets and a verified-fan queue delivered via API (B2B) and a consumer app. As platforms seek credible fixes for fraud and regulatory scrutiny, differentiation will hinge on security, transparency, and fan trust—precisely the gap ShowStopr is built to fill.

Succeeding within the Market

Breaking into ticketing is brutal. Incumbents lock up venues with exclusivity, control the checkout rails, and enforce contracts that keep newcomers out. We get it. That's why ShowStopr's go-to-market is built to work with the system as it is—then reshape it. We believe a business-first model is the smartest way in.

Stage 1: B2B integration. We license our identity-bound, non-transferable ticketing and verified-fan algorithm as an API/SDK to venues, promoters, and existing platforms—giving them a credible, compliance-friendly path to curb bots, eliminate arbitrage, and satisfy regulators without ripping out their stack. As headlines worsen and major platforms face growing scrutiny from customers and U.S. regulators, our solution offers a reputational and operational release valve. That pressure also creates leverage for us to explore strategic partnerships, licensing deals, and potential acquisition conversations as our brand and algorithm mature.

Stage 2: Consumer app & social layer. As we roll out this API, we launch the ShowStopr app—a fan network built around shows. It wraps ticketing with planning and community features (squads, group chat, meet-ups, seat-map coordination, post-show galleries) and makes verification visible in real time. Every ticket in the app carries a clear Verified Owner status; at entry, it flips to Checked In and stamps a non-transferable, privacy-safe proof of attendance in the user's wallet. Friends can see who's verified for a show, coordinate arrivals, and share memories afterward. A phone-free mode mutes notifications during the performance and batches content for an after-show drop, keeping the focus on the stage. Transfers remain disabled—or capped at face value through the in-app verified exchange—so authenticity and affordability are preserved end-to-end. Users will also be able to see their standings in terms of fan-credit and listening time.

Revenue Model

ShowStopr's revenue model evolves from a single stream to a diversified portfolio as the platform matures. In Stage 1 (business-first), we monetize through a small per-ticket verification fee and API/SDK licensing to venues, promoters, and incumbent platforms—supplemented by implementation and

enterprise support and, where applicable, an optional fraud-protection guarantee priced per ticket. Taking a small percentage of tickets sold through our platform will help us get off the ground and develop further.

Once the consumer app launches, we layer in additional, higher-margin lines: face-value, identity-verified resales with a modest facilitation fee; sponsored events and branded drops inside the app; premium fan features (early-access windows, squad/seat coordination, VIP upgrades, after-show bundles) on a subscription basis; and commerce/affiliate revenue from merch, parking, concessions pre-orders, and travel partners. Additionally, bundled, prepackaged consumer data will be available for purchase to support music industry advertising and research purposes.

Crucially, any data products are privacy-first and opt-in: we provide partners with aggregated, anonymized audience insights (never raw personal data) to improve routing, pricing fairness, and demand planning—paired with clear user controls and a visible value exchange (perks, early access, or discounts). This mix turns early per-ticket fees into durable, recurring revenue while aligning incentives across fans, artists, venues, and regulators.

Foreseeable Issues and Rebuttal

ShowStopr acknowledges several execution and market risks and addresses them proactively. Our near-term revenue relies on landing a major platform or first-tier supplier deal, so we're running a dual path: piloting with independents (venues, regional promoters, festivals, universities), offering a modular API/SDK and white-label verifier that requires no rip-and-replace, building fraud-reduction and ingress-speed case studies to strengthen leverage, and maintaining a mid-market pipeline to avoid single-partner concentration. Because the incumbent legal, regulatory, and PR environment is volatile, we position ShowStopr as a compliance and consumer-protection asset—identity-bound access, face-value controls, transparent fees—keep multiple partner options open, and anchor our narrative in measurable outcomes valued by venues and regulators. Our growth projections are ambitious, so we model base/low/high scenarios; tie adoption to event-driven viral loops (squad invites, verified waitlist referrals,

after-show galleries) with retention hooks (tour alerts, bundles); cap paid acquisition to protect unit economics; and instrument dashboards for rapid iteration on activation, conversion, and retention. We also recognize limited barriers to entry: features can be copied by incumbents or fast followers. To mitigate, we build durable moats—distribution via operator and artist partnerships, exclusive pilots, SOC 2-level trust, a privacy-safe identity graph, and anomaly models that improve with scale, contractual rails embedded in venue workflows, trademarks, and select patents/trade secrets on verification flows. Finally, we plan for real-world “issues”: non-transferability edge cases (handled through a face-value exchange and hardship exceptions), privacy concerns (strict opt-in, granular controls, no sale of raw personal data), app-store and device-policy shifts (compliance by design), and abuse escalation (layered defenses, real-time anomaly detection, fraud-loss reserves). This disciplined approach lets us scale with resilience while competitors chase feature parity.

Financial Goals

Our financial goals are disciplined and growth-oriented: raise \$2.0M to launch and scale, hit 100,000 MAU in Month 1, and compound users through staged growth (50% monthly in Months 2–3, 30% in Months 4–6, stepping down to 8% by Months 25–36). On the supply side, we target processing 0.08% of U.S. big-concert tickets in Year 1, 0.5% in Year 2, and 1.0% in Year 3, monetizing an \$85 average face price via a 5% buyer fee + \$0.50 per ticket and expanding ARPU with ad revenue per user/month of \$0.08 → \$0.12 → \$0.16 and data insights per user/month of \$0.02 → \$0.03 → \$0.04 (Years 1–3). We layer in premium subscriptions at \$3.99/month with conversion ramping ~2% → 4% → 7%, while maintaining cost discipline: \$20k/month Year-1 payroll, \$300k / \$150k / \$150k annual marketing in Years 1/2/3, rent beginning Month 7, \$180k capex in Month 7 with \$5k/month depreciation, and operating expense growth capped at ~20% annually. Operationally, we model orders +50% YoY and AOV +3% YoY, with a 20% payroll load and set-asides for legal/compliance (\$60k/yr) and product development (\$150k). Together, these targets translate early adoption into durable, diversified revenue while preserving runway and unit economics discipline.

Product Features

The ShowStopr app turns the event experience from a checkout chore into a full show companion—before, during, and after the event—while opening up multiple, higher-margin revenue lines. At the core is identity-verified ticketing: every ticket in the app carries a Verified Owner badge tied to a real person (not a burner account), with rotating entry codes that prevent screenshots. At the door, the ticket flips to Checked In—a simple, trusted signal for venues and a collectible proof of attendance for fans.

On top of that foundation sits a face-value exchange that keeps access fair without fueling scalpers. If plans change, fans can release a ticket back to the official waitlist or transfer it at face value through the in-app exchange; ShowStopr earns a modest facilitation fee, venues retain control, and artists keep their houses full. For hot shows and tickets, fans can join a verified queue that tiers access by demonstrated affinity and prior show history (opt-in), improving fairness and conversion. In addition, streaming data will be accounted for and used to improve users' chances within the raffle.

The social layer makes going out feel coordinated instead of chaotic. Fans form Squads to see who's verified for the same show, claim adjacent seats on an interactive map, and use group chat and meet-up pins to plan pre- and post-show moments. A Phone-Free Mode mutes notifications during the performance and batches photos for an After-Show Drop—a shared gallery that unlocks once the lights come up, encouraging organic, brand-safe content. Post-show, the app nudges fans with smart follow-ups: setlist recaps, merch bundles, and tour alerts matched to their verified attendance.

A built-in Commerce Hub streamlines add-ons that fans already buy elsewhere—merch, parking, concessions pre-orders, rideshare and hotel partners, even venue memberships—creating incremental affiliate and marketplace revenue while reducing lines on show day. Sponsored Drops—limited digital

collectibles, surprise upgrades, seat-map takeovers, or brand-hosted fan quests—integrate natively into the feed without hijacking the experience, giving partners measurable engagement tied to real-world attendance (not bots). For superfans and crews who want more, A Premium Subscription unlocks behind-the-scenes algorithm insights, Squad seat holds, VIP upgrades, and after-show bundles with higher quality downloads and audio, converting high intent into predictable subscription income.

For partners, ShowStopr offers API/SDK rails that slot into existing systems to verify identity, enforce transfer rules, and reconcile entries—no rip-and-replace required. A privacy-safe Insights dashboard (fed only by opt-in, aggregated, anonymized signals) helps promoters and artists plan routing, right-size inventory, and pressure-test pricing fairness. Fans control sharing with granular toggles, clear consent receipts, and visible value exchange (perks, early access, discounts). No raw personal data is sold—ever.

Trust and safety are woven throughout: device and behavior checks reduce bots, real-time anomaly detection flags mass farming or suspicious resales, and fraud-protection guarantees give venues and platforms a financial backstop. The result is a tighter loop: tickets land with people who actually show up; venues cut support costs; artists perform to focused, passionate rooms; and ShowStopr compounds revenue beyond a per-ticket fee—through verified resales, premium features, sponsored moments, and on-platform commerce that fans actually want.

Our Team

We're a versatile, energetic team with deep familiarity in ticketing pain points, and we already cover marketing, partnerships, and operations. To scale responsibly, we will round out the core with two critical executives: a founding CTO to own identity-bound architecture, anti-bot detection, mobile + API/SDK strategy, and privacy controls; and a founding CFO to build financial discipline across marketplace compliance, revenue recognition, tax/VAT rails, and audit readiness. In the first six months, we'll add a

Head of Product, Mobile Lead, Platform Engineers, a Security & Trust Lead, a Data/ML Lead (affinity scoring and anomaly detection), a Compliance & Privacy Officer, a VP of Partnerships/Sales, Customer Success, a Controller, and outside General Counsel.

To accelerate credibility, distribution, and coverage, we will assemble a Strategic Advisory Board that blends cultural reach with operator expertise. On the artist side, we'll target a mainstream headliner (e.g., Bruno Mars) and a critically respected producer/DJ (e.g., Kaytranada) who care about crowd quality and fairness. Their role is to co-pilot launches, publicly explain why identity-verified access improves shows, and help educate fans. We will pair them with venue/promoter operators who can open pilot doors, payments/checkout leaders who've shipped at scale, and trust-and-safety/policy experts who strengthen our regulatory posture, plus a seasoned PR/Comms advisor to turn results into headlines.

Advisors will be compensated with equity grants commensurate with profile and involvement, using 2–3 year vesting (six-month cliff) and milestone-based vesting tied to intros, pilots, or deliverables. Clear conflict-of-interest policies will apply. The Board's near-term mandate is concrete: secure three to five pilot commitments within 120 days, produce a measurable bot/fraud-reduction case study with ingress-speed gains, and coordinate a sequenced press plan (pre-launch, first pilot, results readout).

We will also engage senior leaders at Ticketmaster and other incumbents with a partnership-first narrative: our verification rails reduce bot traffic, shrink chargebacks/support costs, and address regulatory pressure without rip-and-replace. We'll propose API/SDK pilots on select shows (identity binding and face-value controls), a co-branded "Verified Fan Access" seal for PR and compliance optics, and shared outcomes reporting on fraud reduction and queue fairness. Where appropriate, we'll recruit one ex-incumbent executive as an advisor to speed procurement and integration while preserving independence and avoiding restrictive exclusivity.

This structure creates leverage on all fronts: artist and operator champions provide social proof and open doors; enterprise relationships compress sales cycles; pilots generate data that regulators and press can

understand; and equity-based comp aligns everyone to outcomes. With a CTO/CFO backbone and a high-signal Advisory Board, we place ourselves in the priority lane for pilots, headlines, and platform integrations—turning early traction into durable adoption.

Financial Ask

In a market plagued by bots, surge games, and junk fees, we deliver secure, transparent access that lowers fraud and chargebacks for venues while restoring trust for audiences. Our go-to-market launches Stage 1 as a B2B API/SDK for venues, promoters, and incumbents to enforce non-transferability, enable face-value exchanges, and run verified-fan queues; Stage 2 is a consumer app that wraps ticketing with social coordination, real-time verification, and post-show experiences. Revenue begins with per-ticket verification fees and API licensing, expanding to verified resale facilitation, premium features, sponsored drops, on-platform commerce, and opt-in aggregated insights. We're an experienced, agile team (marketing and operations in place) recruiting a founding CTO and CFO, supported by a high-signal advisory board of artists and operators to accelerate pilots and press. Near-term milestones include 3–5 venue pilots, measurable bot/fraud reduction, faster ingress, and regulator-ready case studies. We are seeking \$2M (~18 months runway) to ship enterprise integrations, launch the consumer beta, and convert early traction into durable, diversified revenue—building a fair, profitable ticketing ecosystem where artists play to focused rooms, and fans pay fair, all-in prices. With current financial projections, this amount should be paid back within 18 months as equity with considerable interest in valuation.