

TOKEN 

THE FUTURE OF EVENTS COMMERCE

Token Events,
\$FAN, and the Generative
Live Events Economy



EVENTS INDUSTRY TEMPERATURE CHECK

EVERYBODY'S PISSED.

Let's not sugar-coat this.

The events journey is riddled with disappointment.

Service providers are liabilities to brands.

Complacency is the status quo.

The game has changed.

The tech hasn't.

Ticketmaster's Dark History

A 40-year saga of kickbacks, threats, political maneuvering, and the humiliation of Pearl Jam

CURRENT STATUS

AN INDUSTRY RIPE FOR DISRUPTION

The ineptitude and greed of ticketing incumbents has become a liability to the brands that rely on them. In the face of an increasing uproar, the conglomerates are under regulatory scrutiny and incredible pressure to evolve. They're flat-footed and out-maneuvered.

70%

Ticketmaster's monopolistic market share

\$108

Average ticket price in 2022

27%

Average service fees across traditional ticketing

<https://www.forbes.com/sites/petercohan/2022/11/18/taylor-swift-overwhelms-live-nation-ticketmasters-70-monopoly/?sh=7acee6685f8d>
<https://www.cnbc.com/2022/12/01/taylor-swift-drake-bad-bunny-how-much-it-costs-to-see-artists-live.html>
<https://www.gao.gov/assets/gao-18-347.pdf>



ENDEMIC ISSUES

RAMPANT PROFITEERING

Ticketing monopolies have suffocated innovation and enabled an economy of parasitic middlemen and opportunists.

Vested interests dictate the diversion of public sales and the creation of vast secondary ticket markets, perpetuating **runaway costs** and making events less accessible to everyone.

DWINDLING MARGINS

Businesses are are extorted through lopsided contracts, forced to pass on inflated costs to consumers and sacrificing their own profitability.

As the **market becomes ever-more crowded**, engagement and loyalty further elude brands.

MONEY ON THE TABLE

The average user's behavior data is worth at least **\$250 per year**, with close to **\$0 currently returned to users**.

Entertainment service providers have little access to audience data and even less inclination to share the **poor-quality information** available to them.

“DUMB” ADVERTISING

Conversions could be improved 300% through contextual advertising: delivering relevant content to receptive audiences.

Instead, venue and event promotions continue to rely on “spray and pray” methods, dying technology, and lagging indicators.

INTERESTS ALIGNED: THE TOKEN DIFFERENCE

SYMBIOTIC COMMERCE

TOKEN'S DATA UNION MODEL liberates all participants. Only by **aligning the incentives** of all economic actors can everyone profit.

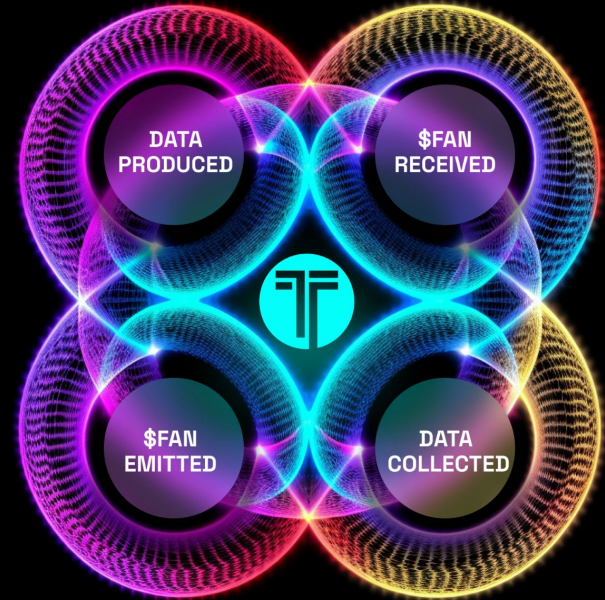
It's the most ambitious and holistic approach to crypto social yet. It's middleware for the attention economy, and the free-market alternative the people demand.

- Fans commoditize and volunteer data.
- Data is harnessed by brands and businesses in the form of real-time insights.
- These improve operations, enrich experiences, supercharge conversions, boost brand affinity, and allow for compelling contextual advertising.
- Fans realize the value inherent in their information.



Fans

Better CX (Customer Experience) = Brand Loyalty
Increased & Sustained Engagement



Venues, Entertainers, Sponsors

Enhanced Data & FANalytics
Improved targeting & Engagement
Increased Revenue & ROI



MODERNIZING THE EVENTS INDUSTRY

ADVANCED MIDDLEWARE

DEFENSIBLE NETWORK EFFECT

Rewards for users & contributors
Mutual profitability for all
Exponential data union growth

SUPERIOR DATA SOLUTIONS

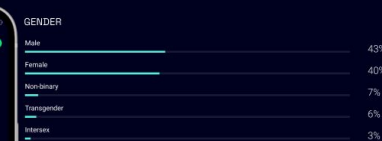
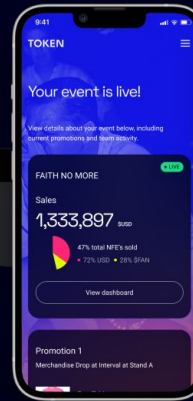
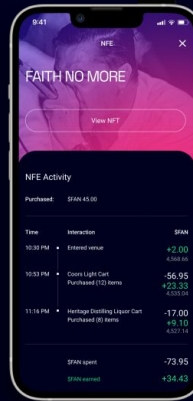
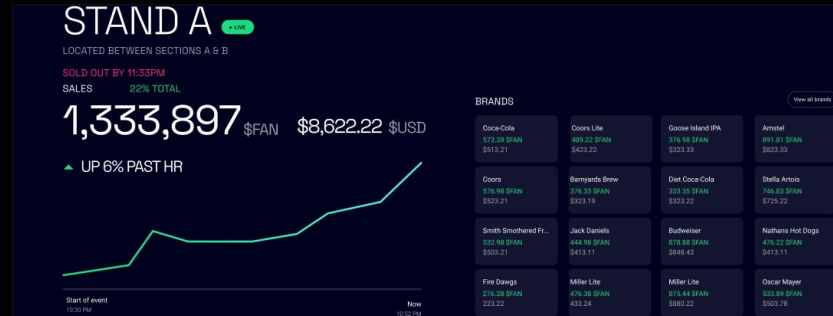
Advanced FANalytics powered by premium data
Subscription data buys for marketers & brands
Contextual advertising to eager audiences
Immutable digital identity & data sovereignty

MULTI-DIRECTIONAL MARKETPLACE

Ticket public sale, resale & transfer
Fiat & crypto compatibility
Integrated wallet and offramp
Tribal connection & community building

FULL-SERVICE EVENT MANAGEMENT

Blockchain ticketing & NFTs
Self-service event creation and optimization
Customizable tokenization & loyalty programs
Turnkey Web3 tooling for venues & vendors

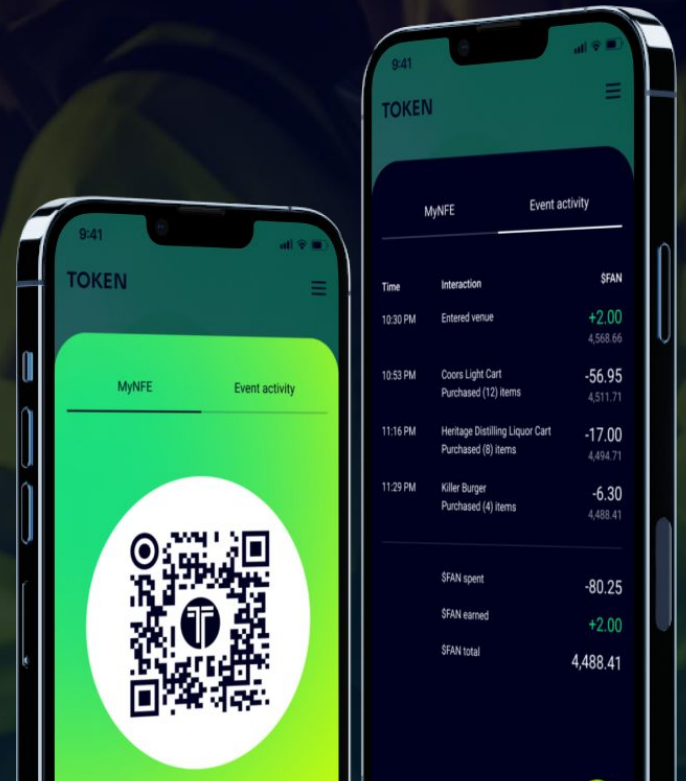


REQUIRING:

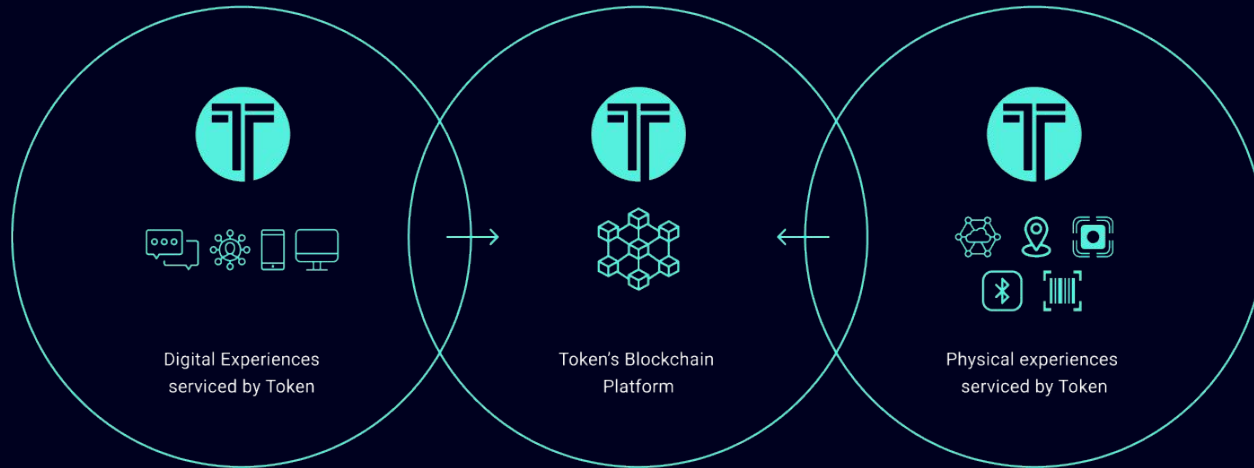
- ✓ no coding
- ✓ zero integration
- ✓ no hardware
- ✓ no tech expertise

AND IT'S:

- ✓ interoperable
- ✓ cost neutral
- ✓ infinitely customizable
- ✓ secured by blockchain



ATTENTION is → **the economy**
DATA is → **the currency**
TOKEN EVENTS is → **the network**



PROBLEMS FOR FANS

61%

Customers willing to brand switch after 1 poor experience*

Unsustainable costs
Unnecessary fees
Underwhelming experiences

- Frustrated with rising costs due to incessant price increases, fees, and inflation
- Increasing in-home entertainment options
- Exploited data with no return
- Disenchanted; taken for granted

*<https://cx-trends-report-2022.zendesk.com/opportunity>

THE TOKEN SOLUTION

Elevating individuality; rewarding contribution

SEAMLESS EXPERIENCE

Approachable crypto-social with intuitive design and built-in wallet.

LOWER FEES, REAL INCENTIVES

Massive reduction in service fees; compelling rewards for participation and loyalty.

SAFE & SECURE

Blockchain immutability ensures ticket authenticity and safe transfer.

FAIR PUBLIC SALE

Platform fraud controls ensure more equitable allocation of ticket supply.

DATA SOVEREIGNTY

Ownership of data is restored to fans; new liquidity is created from existing behaviors.

PASSPORT TO NEXT-GEN FANDOM

Digital identity management that unites virtual and IRL experiences.

PROBLEMS FOR

EVENT BUSINESSES

91%

Event business dependent on attendee satisfaction*

Sacrificing margin,
Hemorrhaging revenue

- Limited understanding of consumers
- Distracted fans; crowded market; less loyalty
- Hesitancy with new technologies
- Aggressive revenue targets; few levers to drive engagement

*<https://meetings.skift.com/event-budget/>

THE TOKEN SOLUTION

Empowering businesses with intelligence & tooling

UNPRECEDENTED USER DATA ACCESS

Rich, consensual user data informs decisions and allows for personalized marketing.

FULL-SPECTRUM ENGAGEMENT

Accessible insights allow for new feedback loops and dialogue extending well beyond events.

SELF-SERVICE EVENT MANAGEMENT

A unified platform for staff to collaborate and monitor events as living organisms.

SUPERCHARGED CONVERSIONS


Marketing science-driven promotions boost average check spends.

STREAMLINED OPERATIONS

Anticipating audience needs; optimizing everything from staffing to inventory.

A BETTER BRAND IMPRESSION

More relevant and immersive experiences; measurable and lasting brand affinity.



PROBLEMS FOR

ADS & SPONSORS

21%

Of every media dollar is wasted due to poor data*

Reliant on outdated, inaccurate data from suspect third parties.

- Limited visibility into the purchase journey
- Ancient methods of blanketing & saturation
- Difficulty demonstrating ROI
- Messages drowning in digital noise
- Event ads reliant on physical nexus

*<https://www.businesswire.com/news/home/20190905005109/en/New-Study-Finds-Marketers-Waste-21-Cents-of-Every-Media-Dollar-From-Poor-Data-Quality>

THE TOKEN SOLUTION

Contextual advertising; dynamic pricing

PRECISE AUDIENCE SEGMENTATION

Real-time and historical fan data inform intelligent marketing strategies.

EFFICIENT AD SPEND

Maximized ROI from reach, precision, and deep understanding of consumer behavior.

RESULTS-DRIVEN PRICING

Crowd composition and conversion metrics allow for premium in-venue ad pricing.

PREMIUM DATA

More nuanced and more accurate user data, sourced ethically and from willing participants.

KEEPING IT REAL

Relevant and timely placement engenders authentic brand voice and positive impressions.

BUILT-IN DEMAND FOR COMPELLING ALTERNATIVES

THE OPPORTUNITY

Despite increasing frustrations with Live Nation, the events industry at large has rebounded to pre-pandemic levels and record revenues.

Live Nation 2022 Annual Report

<https://www.livenationentertainment.com/2023/02/live-nation-entertainment-reports-fourth-quarter-full-year-2022-results/>

\$16.7B

Revenue

550M

Tickets sold

44K

Est. # of global events

Growing Opportunity

<https://www.statista.com/outlook/dmo/eservices/event-tickets/worldwide>

\$113

Projected Average Revenue per User (ARPU) in 2023

726M

Est. # Fans by 2027

4%

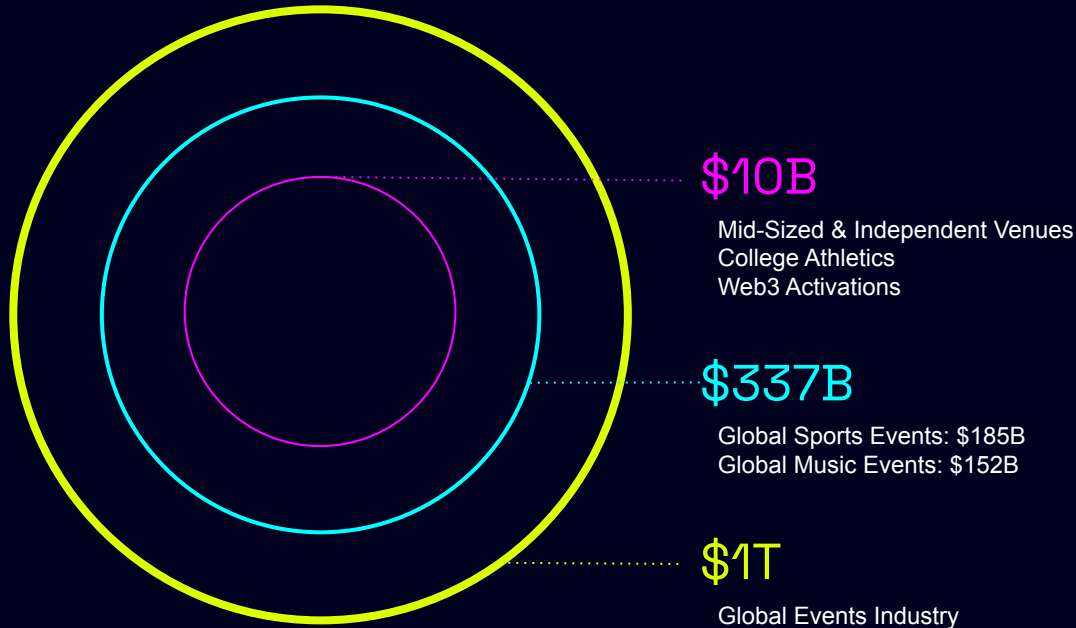
Current penetration rate of potential fans in 2023



WHERE WE WIN

WHITE SPACE

The live entertainment juggernaut exceeds \$1T in annual revenue. Token Events has identified specific segments in which we either already have traction or have laid the groundwork for rapid network growth.



Early Success:
First-Gen Crypto Social



Chiliz (CHZ)
Exclusive digital currency of
the Socios.com app

CoinMarketcap, June 6, 2023, Market Capitalization data



WORKING PRODUCT, REAL CLIENTS

TOKEN'S PROGRESS

MVP

SUCCESSFULLY LAUNCHED

Q4.22

PLATFORMS



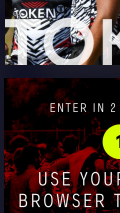
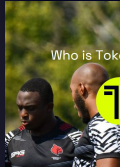
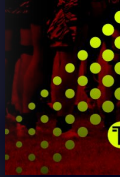
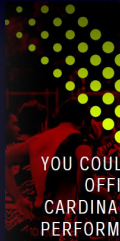
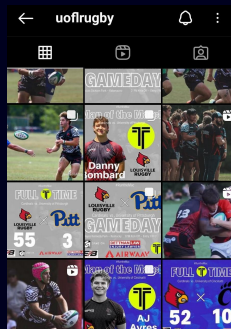
REVENUE POSITIVE

Q2.23

PATENTS & TRADEMARKS PENDING (U.S. & INTERNATIONAL)

6

BETA CLIENTS



OUTLOOK

Paths to \$1m (12 mo)

1-2 nightclubs OR Major League Rugby OR 1 big festival

Avg ticket price	\$30	\$50	\$100
Token fee*	8%	8%	8%
Fee per ticket	\$2.40	\$4.00	\$8.00
Target total transactions	416,667	250,000	125,000
Secondary sale tickets (est 25%)	104,167	62,500	31,250
Primary ticket sales	312,500	187,500	93,750

Paths to \$5m (12 mo)

Manchester United OR 5 NCAA D1 basketball teams OR 1 major touring artist

Avg ticket price	\$30	\$50	\$100
Token fee	8%	8%	8%
Fee per ticket	\$2.40	\$4.00	\$8.00
Target total transactions	2,083,333	1,250,000	625,000
Secondary sale tickets (est 25%)	520,833	312,500	156,250
Primary ticket sales	1,562,500	937,500	468,750

*Flat fees used for illustrative purposes only. Flexible pricing, terms & services anticipated.



COMPETITION

COMPANY	HQ	Ticketing	NFT collectibles	Real-time analytics	Integrated Web3 wallet	Crypto incentives	Data query	Contextual advertising	360° Event management (staff, inventory, sales)
TOKEN EVENTS "Building the future of Fandom"	USA	✓	✓	✓	✓	✓	✓	✓	✓
Ticket Fairy "LIVE FOR LIVE"	USA	✓	✓	✓	✗	✗	✓	✓	✗
Backstage "Entertainment 3.0"	Estonia	✓	✓	✗	✓	✓	✗	✗	✗
SecuTix "The Event Industry Cloud"	Switzerland	✓	✗	✗	✗	✓	✓	✓	✗
GET Protocol "A complete ticketing solution for the modern web"	Netherlands	✓	✓	✓	✓	✓	✗	✗	✗
BAM "Engaging Fans, Unleashing Ticketing"	Austria	✓	✓	✗	✗	✓	✗	✗	✗
Chiliz/Socios "Be more than a fan"	Malta	✗	✓	✓	✓	✓	✗	✓	✗
NFT TIX "The moment and experience are captured in a single NFT."	USA	✓	✗	✗	✗	✗	✗	✓	✗
True Tickets "Your Ticket, Your Rules"	USA	✓	✗	✗	✗	✗	✗	✗	✗



THE FUTURE OF FANDOM IS UNDERWAY

ROADMAP

MVP

BETA ROLLOUT & NFE
Q4 2022

- User registration & login
- Seamless KYC
- Fan data sharing
- Event creation & management
- NFE generation & distribution
- NFE scanning & data logging
- NFT minting & distribution
- User wallet creation & asset management
- "MyNFE" metadata and historicals
- Fiat payments & settlement
- Promotions & surveys
- Push notifications
- Beta admin dashboards
- BI visualizations
- Airdrops

PHASE 1

APP HARDENING, BLOCKCHAIN
& \$FAN UTILITY

- De-identified data query
- In-platform advertising
- \$FAN TGE & distribution
- Platform \$FAN emissions & redemption
- Team management (vendor signup, staffing roles, stations & permissions)
- Web3 feature sets
- Alternative crypto payments
- Multichain support
- Multi-wallet support
- \$FAN vendor economy
- Enhanced fanalytics

BEYOND

PLATFORM
CAPABILITIES

- In-app commerce & marketplace
- Micro-Moment Engine
- Predictive & personalized event experiences
- Auto-loyalty programs
- User content streaming



FOR EARLY SUPPORTERS: TOKEN EVENTS' INTEGRATED EQUITY RAISE

SEED ROUND

Qualified individuals may participate via a SAEFT agreement
(Class B equity in TKN HOLDINGS, INC. with included token rights)

DISTRIBUTION

	COST	ALLOCATION	FDV*	RAISE/TIER
SEED (SOLD OUT)	\$0.05	10,000,000 \$FAN	\$10M	\$500K USD
PRIVATE I (SOLD OUT)	\$0.10	18,000,000 \$FAN	\$20M	\$1.8M USD
PRIVATE II	\$0.15	10,000,000 \$FAN	\$30M	\$1.5M USD
LAUNCHPAD	\$0.20	2,000,000 \$FAN	\$40M	\$400K USD
			total raise	\$4.2M USD

VESTING

TIER	AT TGE*	PER MONTH THEREAFTER	100% DISTRIBUTED
SEED	46%	3%	18MOS
PRIVATE I	64%	3%	12MOS
PRIVATE II	82%	3%	6MOS
LAUNCHPAD	100%	N/A	TGE
ADVISORS	0%	5% MONTH 13+	32MOS
TEAM	10%	5% MONTH 7+	24MOS

*Total supply: 200M \$FAN

**Open to Class A equity and coin combinations for strategic partners

***Equity valuation: \$10M USD + funds raised

*TGE estimated for Q1 2024

[*Whitepaper with more information here](#)



LED BY PRODUCT EXPERTS

TEAM

LEADERSHIP



Adam Jones
CEO



Chris Davis
CTO



Seth Rompelman
COO



Chelsea Chung
Marketing Dir.

INDUSTRY EXPERIENCE



ADVISORS

Rob Cornish
CTO, Gemini Exchange

Dylan Boyd
Director, R/GA Ventures

Dave Burg
Co-Founder, Shepherd

Andrew Perlmutter
CEO, Funko

Scott Kveton
Founder, Fractionalist.co

Matthew Davis
VP Innovation, Google

Tim Moss
Artist Manager, Faith No More,
Sleep, Mastodon

Benjamin Diggles
Co-Founder & CSO,
Constellation Network

[View profiles](#)





TOKEN 

ONWARD

With questions, for a platform demo or an introduction to our team:

info@tknevents.com

THANK YOU.

