

Experiences that change you

▶ Watch the film

\$68B

Online Live Ticketing will be worth \$68Billion by 2025*

Source: Grandview Research report



Global Live Events Industry

- The global [online event ticketing market](#) size is expected to reach USD \$68 billion by 2025, according to a new report by Grand View Research, Inc., exhibiting a 4.8% CAGR during the forecast period
- Consumers (especially millennials) hate ticket fees added to their ticket purchase and would prefer a seamless way to buy entry to an event without the transactional ticketing fee
- Live events not been democratized and have been driven primarily by marketing and big name events selling out while smaller events having a hard time getting market share - festivalPass is a social discovery engine for friends to connect
- While the festival movement and popularity of consumption among millennials will continue to grow and will be the initial market play for festivalPass, the vision to ultimately disrupt the entire live ticketing industry with a credit based subscription model



Why Festivals First?

- We are on a mission to disrupt the \$200B event ticketing industry with a subscription, high value, low friction, highly social experience that will inspire live experience enthusiasts to get out more, try new events and lower the risk of discovery
- Music, Film, Food & Wine, theater and sports provides the ideal GTM for festivalPass
- There is a secular shift among young consumers towards experiences with live events offering considerable value in a world where moments are captured via the smartphone and shared across social media platforms
- Festivals and concerts rank among the top three experiences young people are most willing to spend their disposable income on



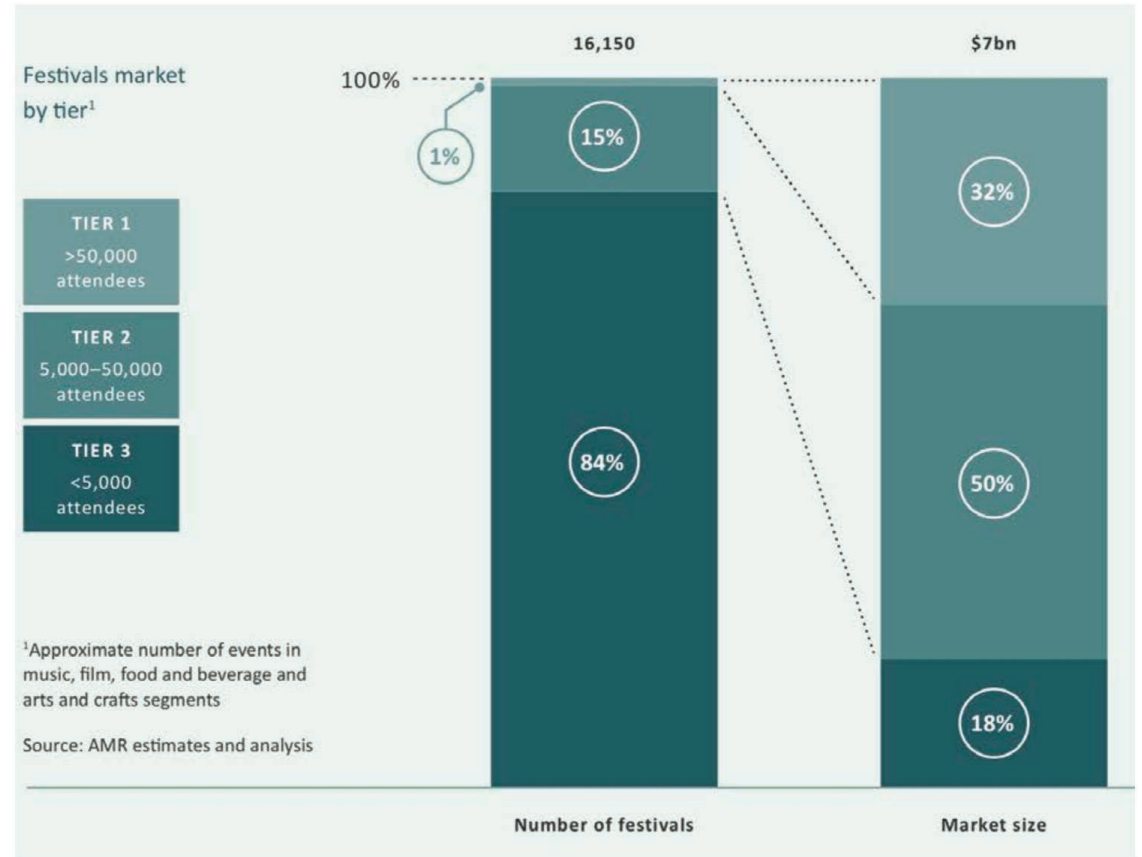
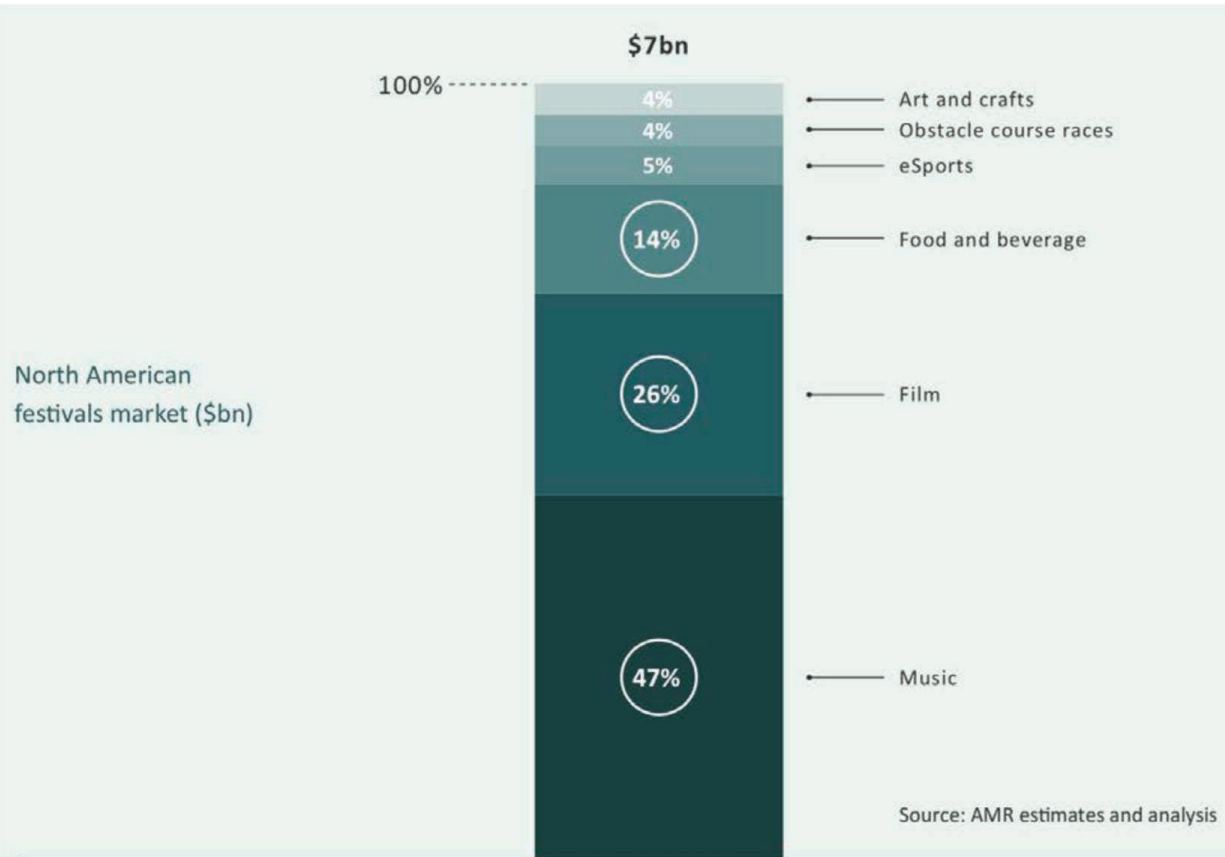
35 million Americans went to at least 1 festival last year

- The live events category for **music** was \$34.4B globally in 2019 and projected to grow to \$50.0B by 2023
- **Film** festivals continue to become more consumer driven and not only industry insiders - There are over 3,000 active film festivals each year
- Over 9,000 **Food & Beverage** festivals globally

According to a 2017 study by AMR International and XLive the North American festival portion of the live events industry represents \$7B dominated by the 3 largest verticals including Music: 47% Film: 26% and Food & Beverage:14%.



Go To Market - Festivals



Go To Market - Festivals

- Ticket sales represent the primary revenue source for events, typically accounting for 50-80% of total revenue
- Historically, optimization of this revenue stream has been an organizer's main focus, with complex pricing structures becoming increasingly common; tickets are offered for all days/events or for single days/events with a wide variety of VIP packages and add-ons available
- This dynamic creates an optimal fragmented environment for a marketplace to increase ticket volume and normalize pricing for the consumer via subscription



GTM Festivals – Supply Side Inventory

- Of the thousands of festivals/events that make up lion share of the 3 top festival categories in North America, key stakeholders manage many of the top festivals creating efficient initial supply acquisition
- festivalPass has created partnerships with several ticket aggregators to access thousands of events via API directly into our platform



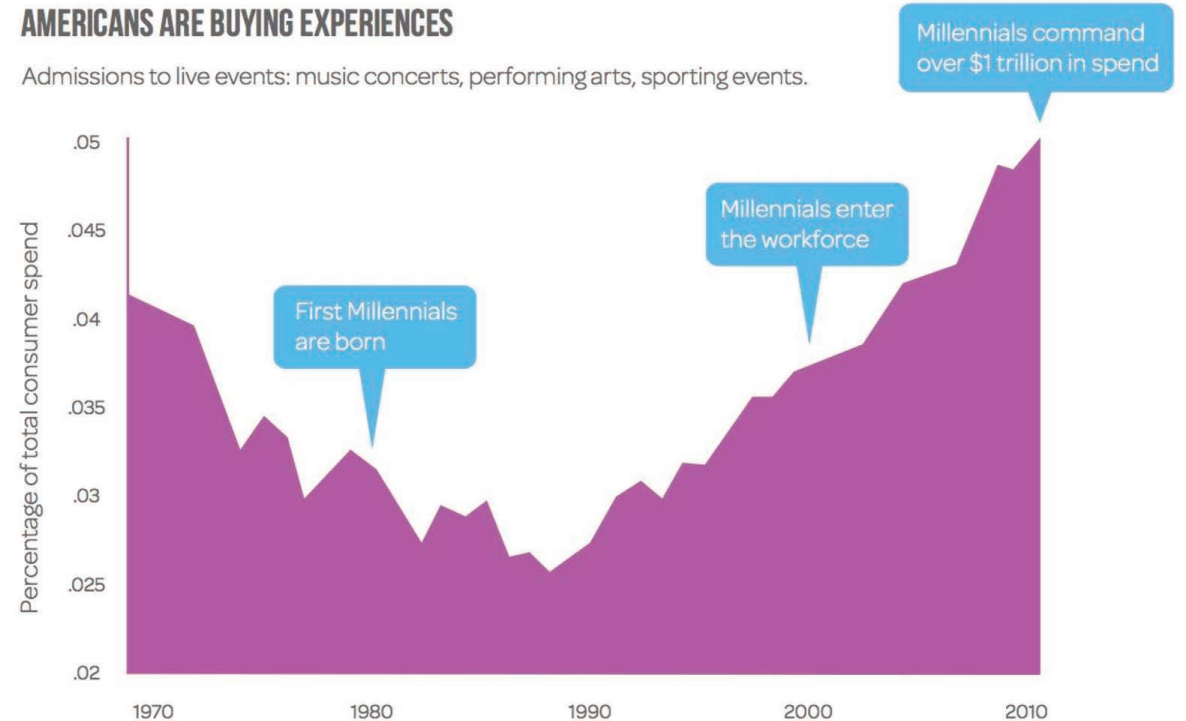
The Experiential Economy – Demand Side of Market

- More than 75 million millennials in US
- Millennials command an estimated \$1.3 trillion in annual consumer spending
- More than 3 in 4 millennials (78%) would choose to spend money on a desirable experience or event over buying something desirable, and 55% of millennials say they're spending more on events and live experiences than ever before

Source: EventBrite Research report

AMERICANS ARE BUYING EXPERIENCES

Admissions to live events: music concerts, performing arts, sporting events.

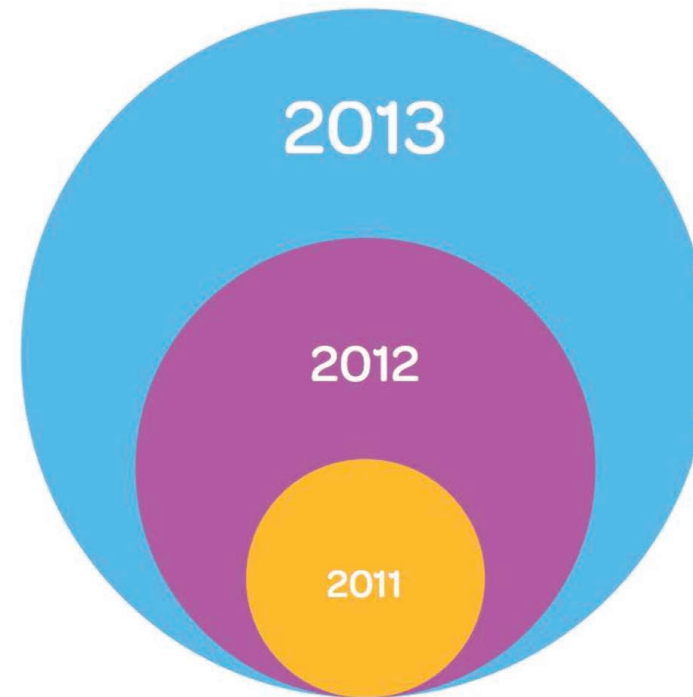


Data: U.S. Department of Commerce, Bureau of Economic Analysis.



The Experiential Economy - Demand Side of Market

- 8 in 10 millennials (82%) attended or participated in a variety of live experiences in the past year
- 72% say they would like to increase their spending on experiences rather than physical things in the next year
- 77% say some of the best memories of their life have been made at live events
- FOMO drives millennials experiential appetite



Growth in total tickets sold to **beer festivals & events, concerts & music festivals** and **themed runs** (i.e., color runs and costume races)

Data: Eventbrite 2011-2013.

Source: EventBrite Research report



Inspire people to lead active and engaging lives every day by participating in live community events locally and globally.



festivalPass started as an idea of entrepreneur, Ed Vincent, who was creator of the Dominican International Film Festival after helping launch the Vail Film Festival and working with other destination based festivals.

More than a decade later after tracking the success of companies such as ClassPass and seeing the explosive growth of subscription services like MoviePass (where Ed spent time as the Interim Chief Data, Product & Growth Officer), and the opportunities presented via a marketplace business models such as Uber/Lyft and airbnb, Ed felt the time was right to make live destination experiences accessible to all who seek to Live Life Live.

Now festival goers from music, art, food & wine, film and other interests can become a member of festivalPass and join the millions of life fans from around the world choosing to enjoy culture live.



Key Facts

| | |
|---------------------------------------|---|
| Founded | 2019, New York |
| Founder / CEO | Interim Chief Data, Product & Growth Officer for MoviePass Founded and Exited SaaS MarTech Company, Founded Predict Analytics (Data Strategy & Software Platform for Media & Entertainment) |
| Advanced Subscription Platform | Tokenized credit based monthly subscription product for \$7B festival industry with inherent currency controls that ensure gross margin positive business from launch. Data Driven Dynamic pricing for inventory based on demand. |
| Mobile First | Mobile Pass platform to manage and transact all attendance and rights ensuring individual attendance identity, location, payment and social engagement. |
| Imbedded OTT video platform | App will launch with fully functional OTT platform (SVOD, TVOD, AVOD) video management as part of base subscription |
| Supply Side of Platform | Strategic Partnerships with branded festival owners across 3 launch verticals including Music, Film & Food & Beverage. Long tail of thousands of festivals with self service participation management. |
| Demand Side of Platform | Audience acquisition via strategic supply side media partners, earned media via founders previous roles within highly publicized subscription brand & social engagement among network of supply side brands, artists and talent |
| Capital Raise | \$1-2MM Seed Round among strategic partners |



Founding Team



Ed Vincent – Founder/CEO

Proven Entrepreneur & Product Leader

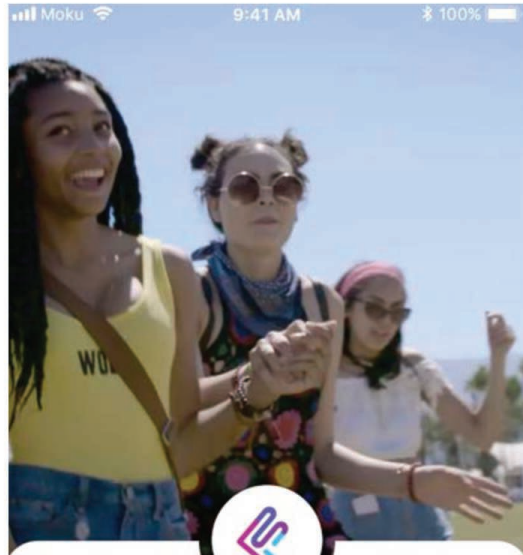
- Interim Head of Product & Data, MoviePass
- Founder, Predict Analytics - Data Strategy & Platform for Media and Entertainment
- Co-Founder, Connected Intelligence (AI Data Platform)
- Founder SimplyEngage (Martech SaaS) sold to Modomodo in 2014

Board of Advisors

- Lisa Licht – Former CMO Live Nation Concerts
- Laurie Kirby – Founder Fest Forum (Largest festival conference)
- Vincent Sarafa – Investor, Bruin Sports & Entertainment and Valor Equity Partners
- Lou Schwartz – CEO Frankly Media Group that recently merged to create an eSports, gaming, news and media company called ENGINE reaching 100MM monthly UV
- Damon Gersh – Founder Maxons Restoration, Hearts Art Foundation
- Gregory Butler – Acting CEO of Rowl Inc., a digital holding company with various online brand assets



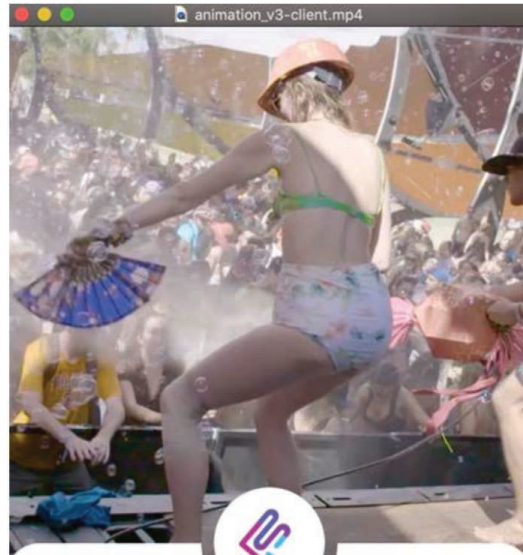
Mobile Driven Experience



Join festivalPass

The first festival subscription service, change your life, get real live experiences

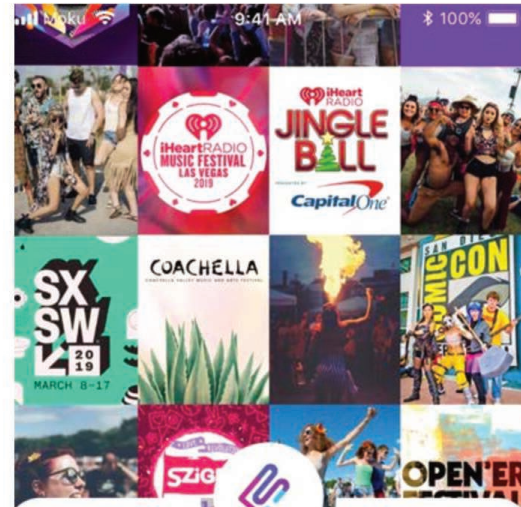
GET STARTED



Join festivalPass

The first festival subscription service, change

GET STARTED

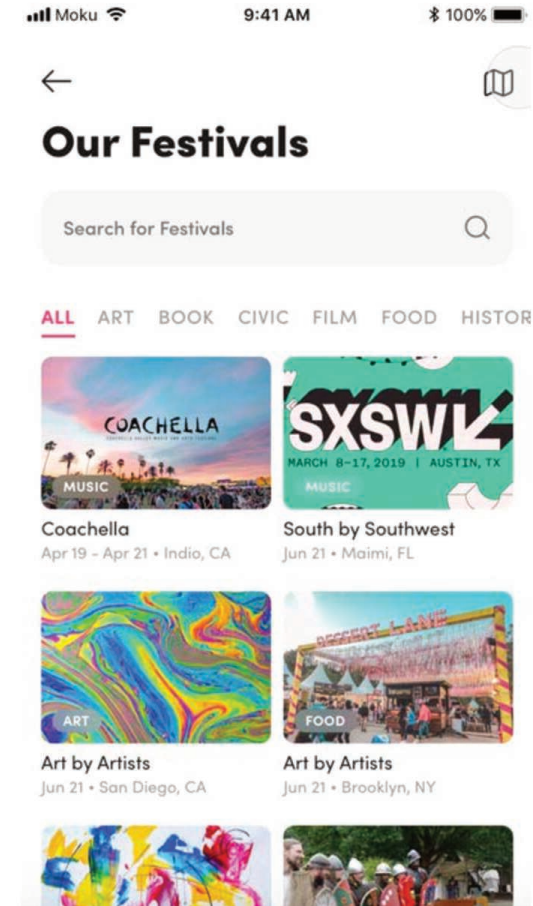


Hundreds of Festivals

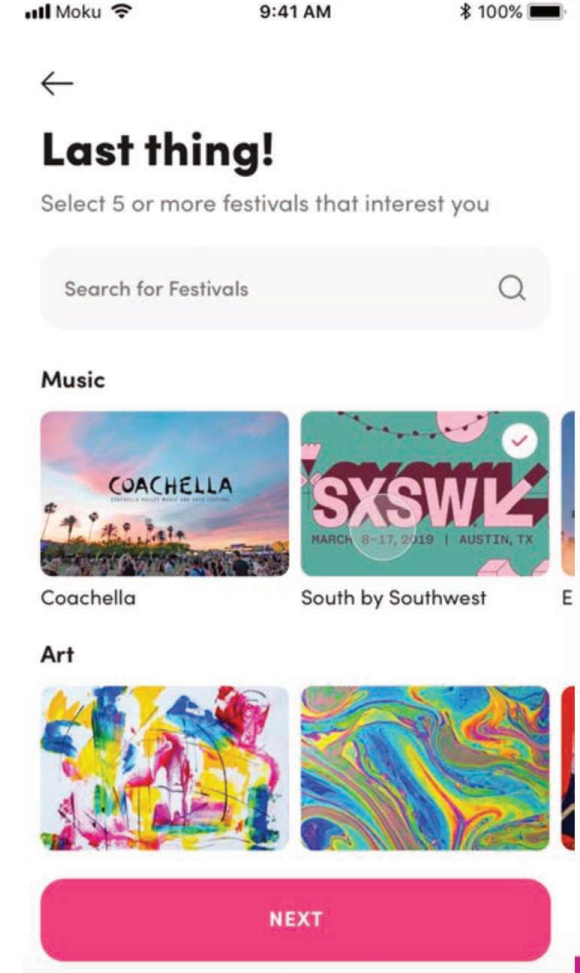
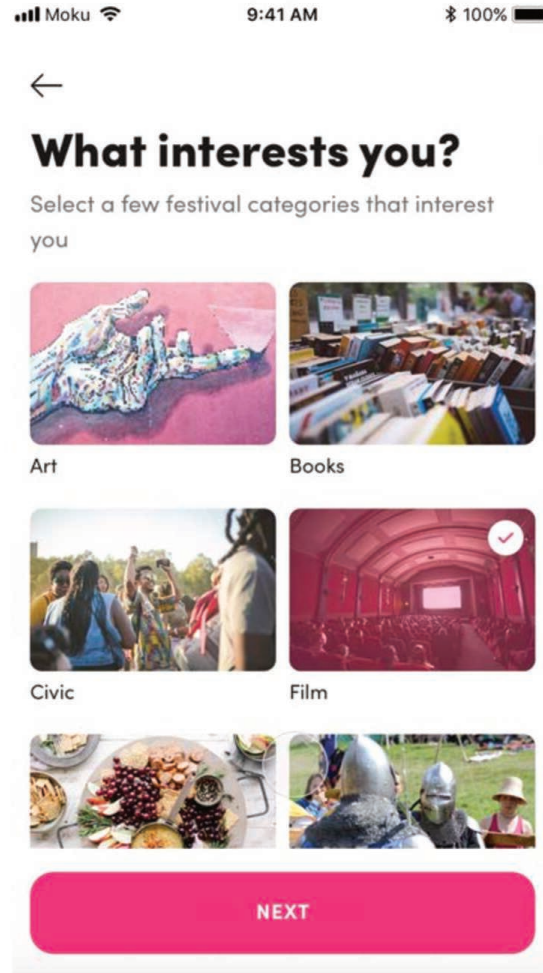
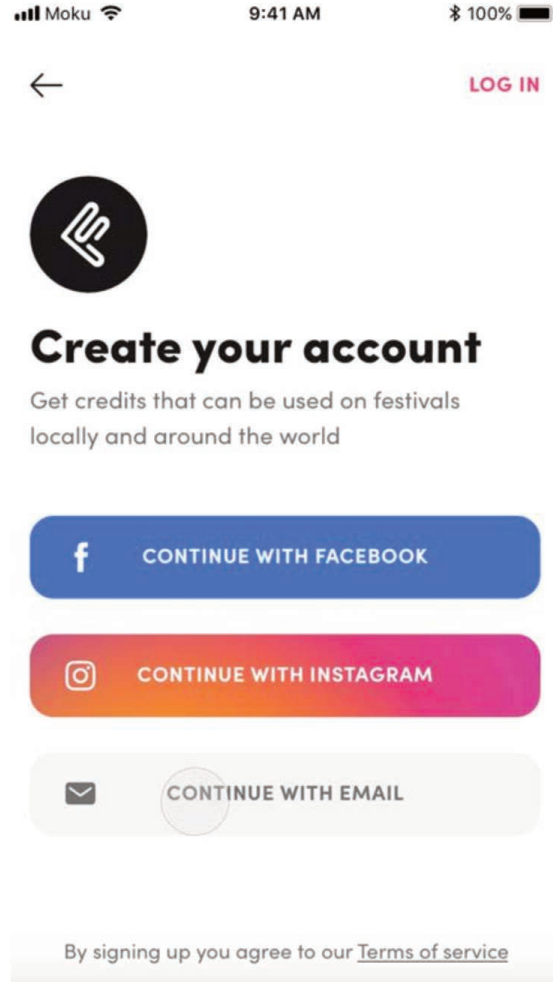
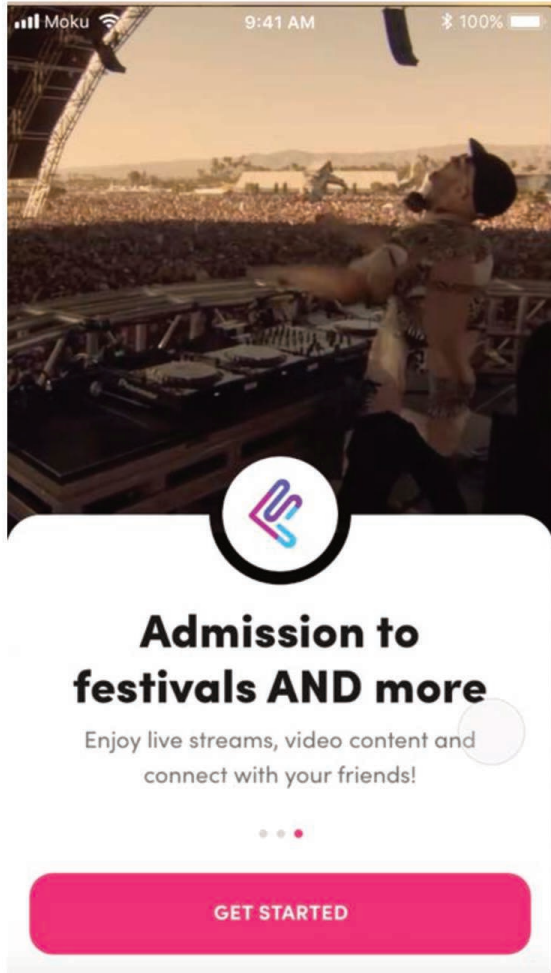
The best festivals locally and globally: Music, Art, Film, Food & Wine and more.

EXPLORE FESTIVALS >

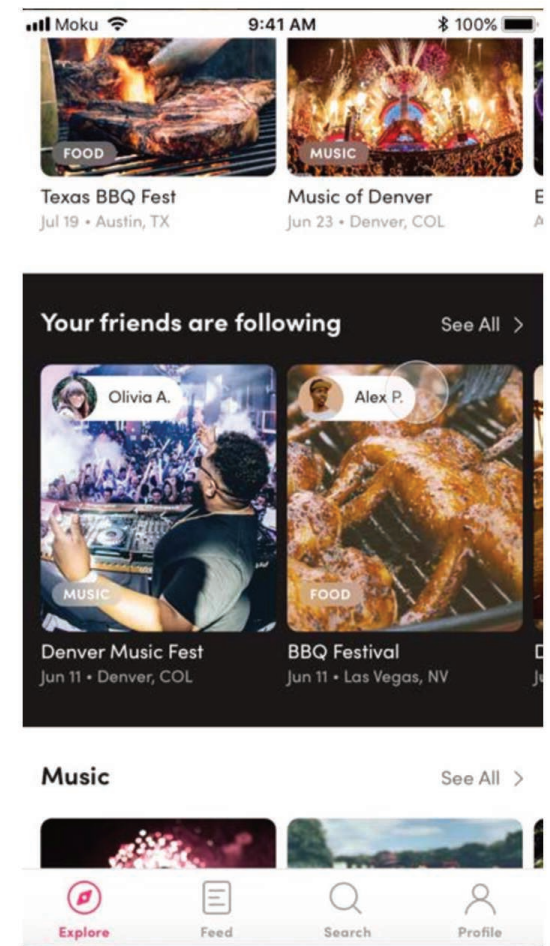
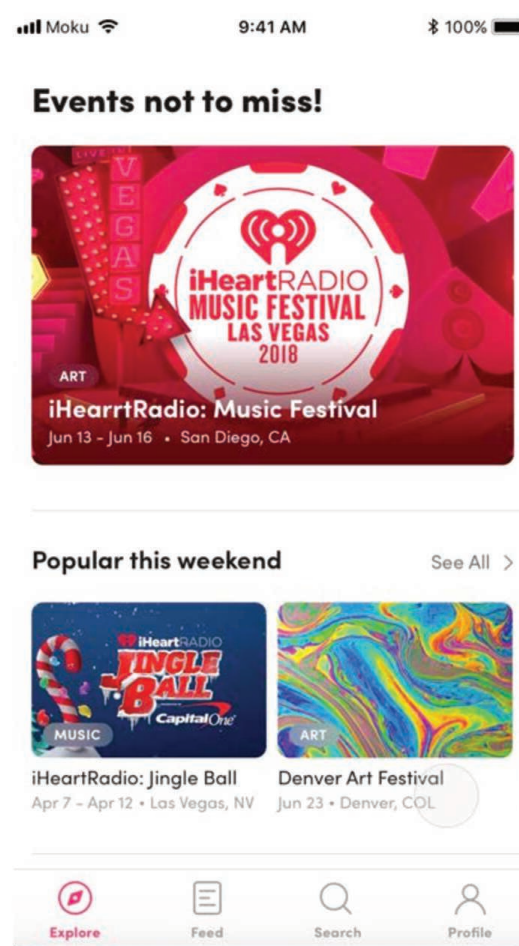
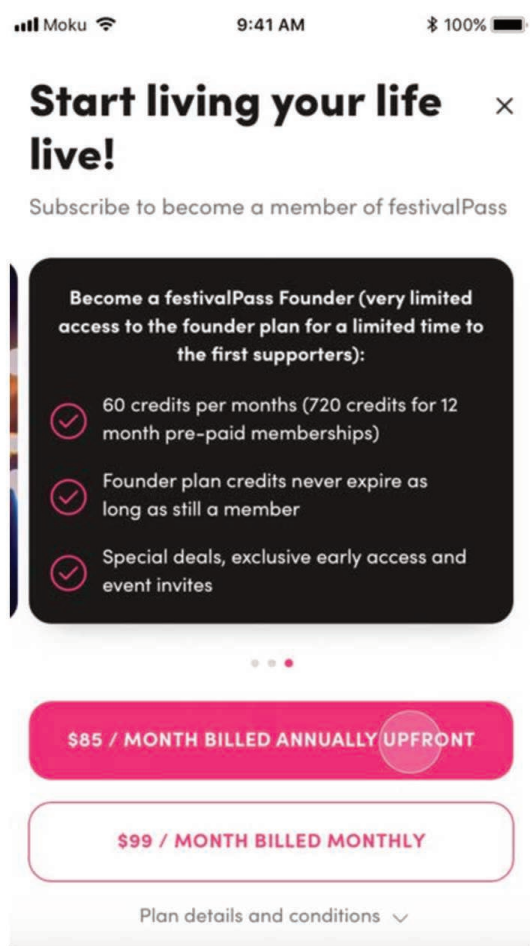
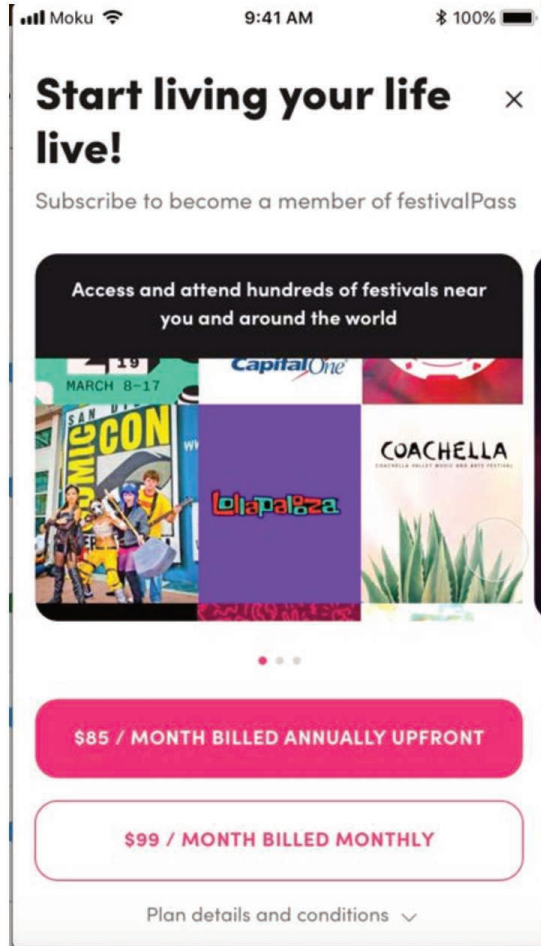
GET STARTED



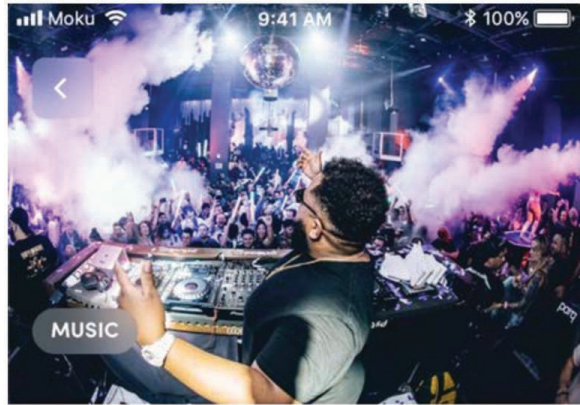
Mobile Driven Experience



Mobile Driven Experience



Mobile Driven Experience



Electric Fest 2019: Miami

Fri, Jun 13 - Sun, Jun 16 at 8:05 pm

Track Festival

Share

About Festival

Commonly known as EDC, is an annual electronic dance music festival, with its flagship event held annually in Las Vegas, Nevada. [Read More](#)

From 25 credits

TICKETS

Moku 9:41 AM 100%



Anything new to share?



Alxma Malmberg

at **Comic Con** · 8 hours ago

Hey, how's it going guys! We have a really great time at Comic Con! Who will Join? 😎



Like 293 Comment 19 Share



Cvita Doleschall

at **Tricky Fest** · 4 hours ago



Explore



Feed



Search



Profile

Moku 9:41 AM 100%



Lungelo Ngcaba

at **Tricky Fest** · 4 hours ago

Woow! This fest just awesome 😎



Explore



Feed



Search



Profile



The Experiential Economy – Demand Side of Market

- Using social features in app as Venmo does for payments friends will be able to see what events their friends are attending via festivalPass
- Connecting festivalPass to your mobile contact database allows you to share and engage with all friends on the platform or invite those not currently on to join and attend a concert with you
- Social features such as group linked accounts and bring-a-friend will drive group social engagement
- Integrated social sharing features and Instagram like feed from events for images and video

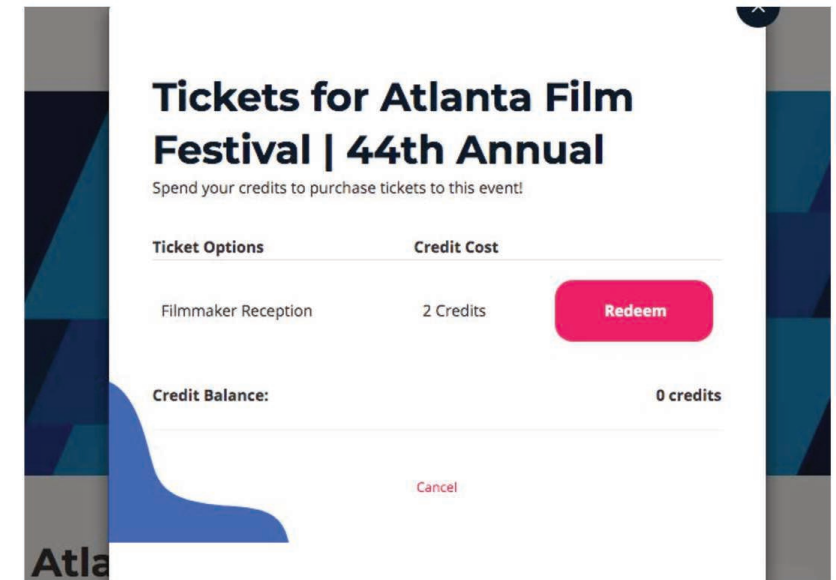


Business Model – Credit Based Currency

Credit Based Currency

festivalPass is based on a credit based currency system ideal for heterogeneous inventory allowing for many benefits that include:

- Consumer value perception of lower cost
- No transaction fees
- Rewards through controlled currency
- Single monthly subscription processed to credit card, not for every ticket
- Obscure the actual cost and allow for dynamic pricing
- Dynamic pricing based on several data inputs including but not limited to:
 - ✓ Retail ticket cost
 - ✓ LTV of Member
 - ✓ Supply/Demand
 - ✓ Weather
 - ✓ Influence of Member
 - ✓ Unlimited correlated data driven inputs
- Positive Gross Margin on every transaction



The Experiential Economy – Demand Side of Market

Available Plans

\$0

0 credits per month
No bonus tickets
1x referral bonus

\$9

6 credits per month
Signup Bonus ticket
1x referral bonus

\$29

22 credits per month
Signup Bonus ticket
1x referral bonus

\$49

39 credits per month
Signup Bonus ticket
1.5x referral bonus

\$79

70 credits per month
Signup Bonus ticket
1.5x referral bonus

\$99

100 credits per month
Signup Bonus ticket
2x referral bonus

Forecasted gross margin of 30% allows for a CPA for new member sign up of 2 months gross margin - \$18 to \$198 CPA based on subscription level



Impact Driven Outcomes – Charitable Wallet

Millennials, Experiential Participation & Charitable Giving:

- Millennials give via online and social channels
 - festivalPass will place a portion of unused credits into a member's *Charity Wallet*
- Millennials Want to Share Their Giving on Social
 - festivalPass integrated social sharing tools will enable advocacy within community and published on all social channels
- Millennials Value Results
 - Scale of aggregate donations from festivalPass community will ensure highest transparency from charities to be considered for the platform
- Millennials Are Open to Ongoing Donations
 - Members can designate a portion their monthly unused credits to be automatically sent to charity of choice – single subscription, double impact

**84% of
Millennials
donate to
charity**

**FP to Donate
\$12 million
USD by 2021***

* assuming 10% of credits are converted to charity wallets



Media Partnerships - TSM



Town Square Media (“TSM”) is an investor in and partner to festivalPass. festivalPass has \$1.2MM of dedicated paid media to spend across the TSM media portfolio and via social on Facebook, Instagram, Google and LinkedIn.

LOCAL MEDIA

OVERVIEW BRANDS ADVERTISE

3RD LARGEST OWNER OF RADIO STATIONS IN THE US

Townsquare is a media, entertainment and digital marketing solutions company principally focused on small and mid-sized markets across the U.S. Our local media assets include 321 radio stations and more than 330+ local websites in 67 U.S. markets, including iconic brands such as WYRK, KLAQ, K2 and NJ101.5, and a streaming radio app, radioPup, available for iOS and Android. ■

TSM Local Media includes 321 radio stations and local websites reaching 30 million unique visitors monthly

NATIONAL MEDIA

TOWNSQUARE MEDIA IS AT THE INTERSECTION OF INFLUENCERS AND ACTIVATORS

Our portfolio of premium music and entertainment website properties is a dynamic group of influential publishers who motivate audiences through original content, editorial experiences, and social conversations.



TSM National Media national affinity websites reaching 50 million unique visitors monthly

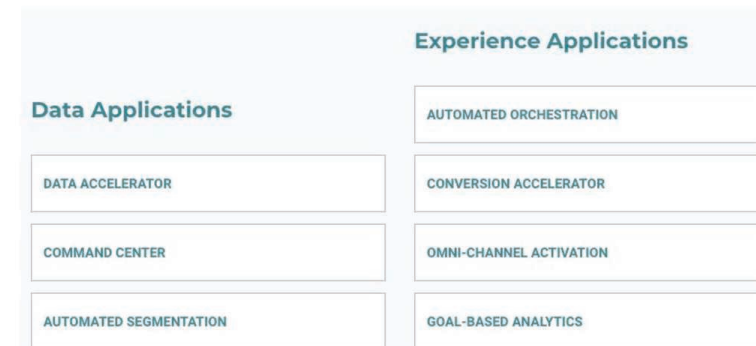


Data Operating System

festivalPass team has deep expertise in consumer data within the entertainment industry and is creating an entertainment data operating system to scale data use cases across its O&O properties and for its partners.

- 20MM+ Seed of enriched lifestyle consumer records
- Automated enrichment across data graph of 250MM+ US Consumers
- Permissioned mail-able email file of over 14MM
- Automate Machine Learning Segment builder for refining member acquisition targets across social and programmatic channels
- Event Partner Dashboard with enriched data about their audience from festivalPass
- Ability to Tag event Partner Web and Mobile properties to provide further data insights

Plan to integrate Ad server into platform and across partner sites allowing for data driven programmatic acquisition for FP and partners



MARKETING DATA OPERATING SYSTEM



Subscription Services Model

- Subscription services have become a mainstream approach to consuming entertainment and services
- In music Apple, Spotify and others have defined subscription consumption of music digitally
- In video Netflix, Amazon, Hulu, HBO and soon Disney have defined subscription consumption of video digitally
- In experiential activities ClassPass, MoviePass and Spas (Massage Envy, Bliss, etc..) have defined experiential consumption

NETFLIX

amazon
Prime

Spotify



moviepass

ME Massage Envy



Subscription Services Model

There are **seven** characteristics you need to consider when you start to think about your brand's subscription service. To be successful, you need to hit on *at least* three:

1. **Has an existing community of enthusiasts** - festival and live experience goers are a community of enthusiasts. \$7B spent on festivals alone in North America annually. (Including all live entertainment (sports/music, etc.) it is a \$180B market in North America)
2. **Delivers a great price value** - festivalPass members will see at least a 2x value vs transactional buying.
3. **Targets an audience keen on continuous discovery** - Live events is all about discovery, who is the next band, next chef, next amazing filmmaker
4. **Satisfies a recurring need** - Experiential entertainment is a recurring need especially among millennials. It is a large part of their identity
5. **Makes someone they love happy** - Taking friends to events makes people happy. We could allow friend and family plan from beginning with main account holder
6. **Makes an emotional connection** - Live events are all about an emotional connection
7. **Integrates with a way of life** - Small and large experiences is the way of life for millennials



Subscription Services Valuations

- **ClassPass**

- 1MM+ paying members
- AVG RPU - \$600+ per year
- Enterprise Value - \$1B+
- Valuation per user - \$1,000

- **Peloton**

- 500,000+ paying members
- 1.2MM User accounts
- AVG RPU - \$1,164 (bike and sub)
- Enterprise Value - \$8B
- Valuation per paying user - \$14,000

- **Spotify**

- 95 million paying subscribers
- AVG RPU - \$180 per year
- Enterprise Value - \$25B
- Valuation per user - \$265

- **Planet Fitness**

- 12 million paying subscribers
- AVG RPU - \$200 per year
- Enterprise Value - \$5.7B
- Valuation per user - \$475

NETFLIX

amazon
Prime

Spotify



moviepass

ME
Massage Envy



Source: Public Records and Various News Articles



Four Questions Every Marketplace Startup Should Be Able to Answer



Marketplace Fundamentals

1. **Type of Network: festivalPass** Benefits from Global **AND** Root Density Effect

- Local inventory will increase member growth locally driving root density effect
- Global nature of destination events will drive Global effect

2. **Homogeneous vs. Heterogeneous**

Supply: festivalPass is a Heterogeneous Supply Network creating a competitive moat

- As a search marketplace FP uses member provided taste preferences and behavioral data to curate recommended inventory selection reducing cognitive load on members
- Unique nature of event inventory limits risks created by homogeneous supply

3. **Two Sided Incentives:**

- Qualified branded FP inventory will create trust
- Mobile 1 to 1 identity for ticketing will create buyer trust with suppliers
- Subscription based credit system and currency asset will reduce marketplace breakage

4. **Size & Frequency of Interaction:**

- FP has high per transaction price point due to nature of live event pricing
- FP has potential for high frequency transactions as members may go to big events nationally a few times a year but attend smaller local events weekly or monthly



Marketplace Valuations

- Airbnb

- 150 million paying members
- AVG RPU - \$1,000+- per year
- Enterprise Value - \$38B
- Valuation per user - \$200

- Uber

- 75 million
- AVG RPU - \$180+- per year
- Enterprise Value - \$62B
- Valuation per user - \$826

- Lyft

- 23 million
- AVG RPU - \$180+- per year
- Enterprise Value - \$15B
- Valuation per user - \$652

- DoorDash

- 500K+ users
- AVG RPU - \$200+- per year
- Enterprise Value - \$6B
- Valuation per user - \$12,000

NETFLIX

amazon
Prime

Spotify



moviepass

ME
Massage Envy



Source: Public Records and Various News Articles



festivalPass Valuation



In 2021

- festivalPass
 - 100,000+ paying members
 - 10,000 event/venue partners
 - AVG RPU - \$600+ per year
 - Valuation per user - \$1,500
 - Gross Margin Positive
 - Estimated Enterprise Value - \$150MM



In 2023

- festivalPass
 - 500,000+ paying members
 - 25,000 event/venue partners
 - AVG RPU - \$600+ per year
 - Valuation per user - \$1,500
 - Gross Margin Positive
 - Estimated Enterprise Value - \$750MM

The above information contains forward looking projections which can't be guaranteed.





Thank You

