PROMOTIX, INC

Event ticketing, marketing and live streaming without Ticketmaster's high fees - $60.9M in sales

promotix.com Christiansted, U.S. Virgin Islands

Technology | Notable Angel | SaaS | Entertainment | Recreation

Highlights

Notable Angel
Raised $25k or more from a notable angel investor

Fast Growth
Revenue growing 2X/yr for at least prior 6 months

Profitable

Profitable for prior 3 months and expect same in future

1. $60.9M in GMV (Tickets Sold) in the first 39 months (updated 3/21/25)
2. 1,194,801 users including 34,314 event creators (updated 3/21/25)
3. 2.6 X Fee Revenue Growth YOY (2022 = $265,797.58 ➡ 2023 = $693,244.12)
4. Decreasing losses YOY (2022 = -$656,566 ➡ 2023 = -$175,330)
5. Gross Margins = 82.18%
6. High LTV: $139 + Low CPA: $29
7. $294B Global opportunity: PromoTix is already in 200+ countries and transacting in 12 currencies
8. US Patented Technology Software Features

Our Team

William Royall CEO

Will has scaled multiple startups to over $10M in sales in the first 2 years of their inception, and scaled companies to over $60M in sales. He has had 3 previous successful startup company exits.

Sebastian Schulze COO

Sebastian has successfully onboarded more than 22,895 event creators onto PromoTix in the first 24 months. He manages our client success team combating user churn, and relays and organizes product feature requests into the development pipeline.

Sean Cullinan CTO

Sean has created multiple software companies as a founder and as chief technical officer of US Viking, developed the Associated Press's ENPS which is the largest TV Newsroom software system in the world.

David Johnson Board of Advisors - PromoTix Lead Investor

Founder of multiple financial services companies and successful investor. David specializes in sophisticated risk management modeling, financial analytics, and marketing.

Allen Nance Board of Advisors - Chief Investment Officer

Allen Nance is Founder and Chief Investment Officer of Southern Equity, a private family office direct investment platform.

David Thompson Board of Advisors - Technology Advisor

David is a software entrepreneur who has developed 3 successful technology oriented companies over the past 22 years all with successful exits.

Eric Sonier Board of Advisors - Economic Development Programs

Eric is the RT Park Director for Accelerate VI, a tech incubator in the USVI. Eric helps PromoTix maintain its 90% federal tax break as part of the USVI Economic Development Program. Eric is a Y-Combinator graduate and founder of multiple startups.

Ratan Srivastava Board of Advisors - Product Engineering

Ratan has over 17 years of experience in the IT industry and is Founder and Chairman of KSolves India, which employs more than 450 software engineers, and is now publicly traded on NSE India.

We're the answer to Ticketmaster and Eventbrite's high ticket service fees

WeFunder Investor Webinar Recorded on 11/20/24

How we create instant value

Ticketmaster's average service fee is 35%, making tickets unaffordable in some cases for attendees, and affecting attendance in many cases for event creators whose margins are rapidly shrinking.

Eventbrite is not far behind with fees averaging close to 20%.

An event organizer using PromoTix not only gets more marketing tools to increase attendance by 12-15% on average, but they can also save on service fees considerably.

An event organizer who sells 500 tickets at $40 each, and hosts one event per month, will save upwards of $19,580 in a year using PromoTix.

This value creation is why we're winning business.

👉 Check out how much an event organizer (and their attendees) can save using this nifty calculator.

Rated 5/5 ⭐⭐⭐⭐⭐ on Kingscrowd

This puts PromoTix in the top 1 percent of all companies raising a Reg CF.

Kingscrowd is the top platform for rating and analyzing companies who are running a Reg CF or Reg A+ campaign.

Here's what people are saying...

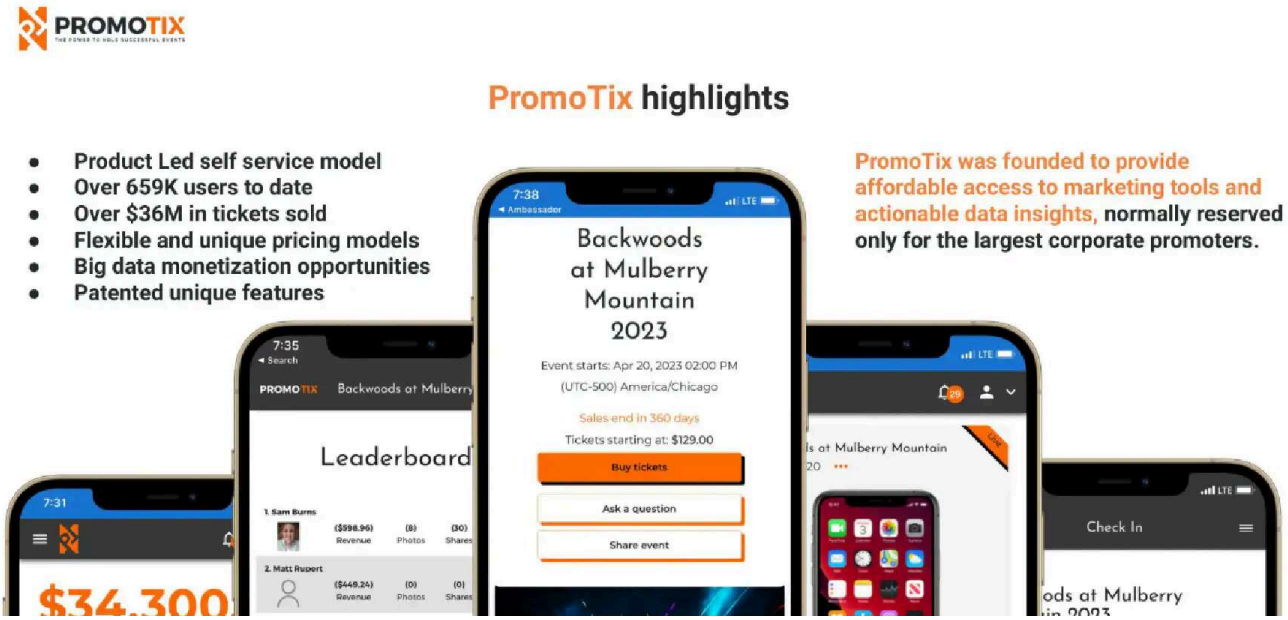
189 ratings, 4.7 Stars ⭐⭐⭐⭐⭐ on Source Forge (Read them)

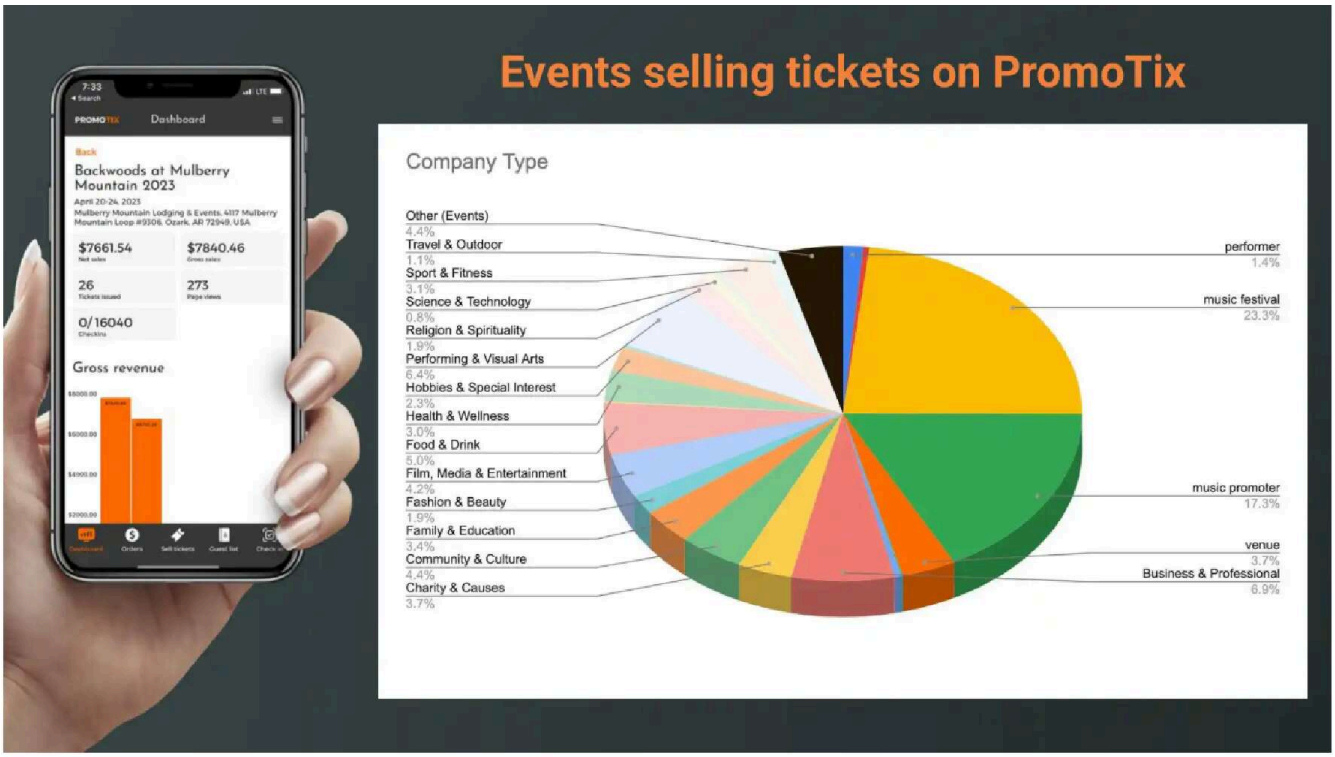
61 ratings, 4.7 Stars ⭐⭐⭐⭐⭐ on Capterra (Read them)

We've also won a lot of awards from software review companies:

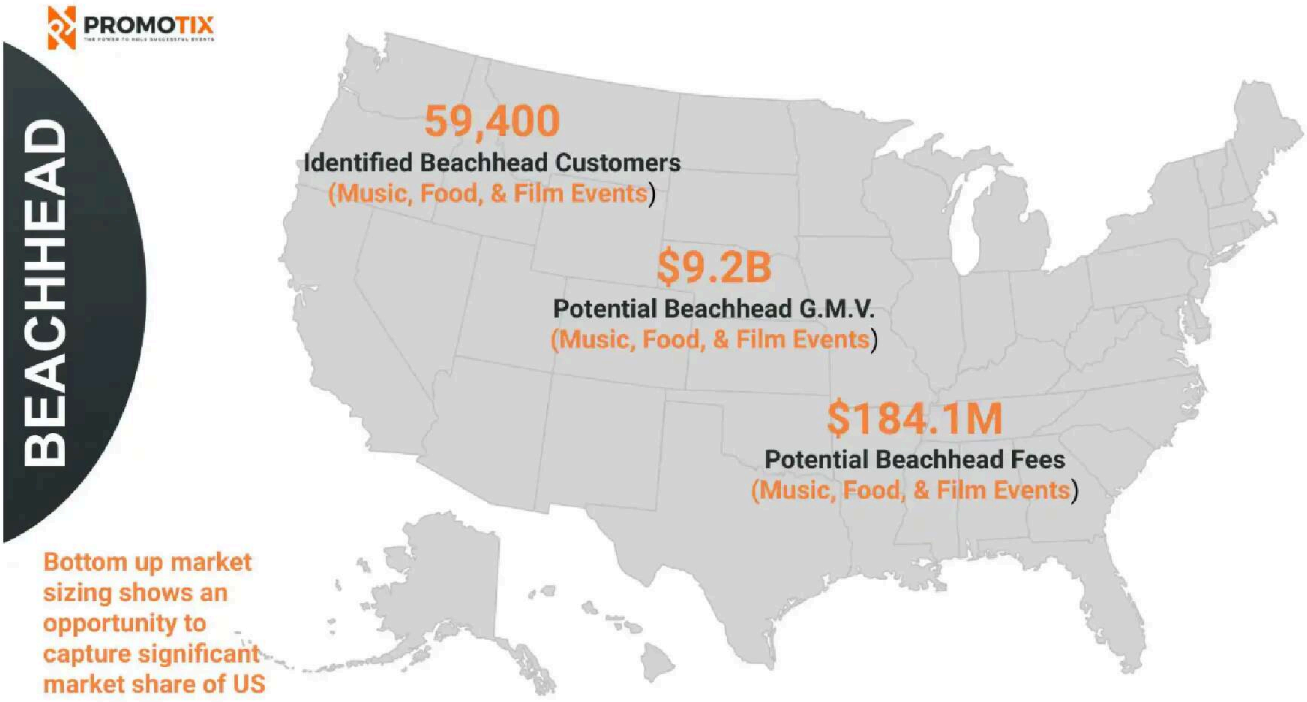
Here's one of our first beta users, who sent us this video when we asked for a testimonial...

Highlights





The global opportunity



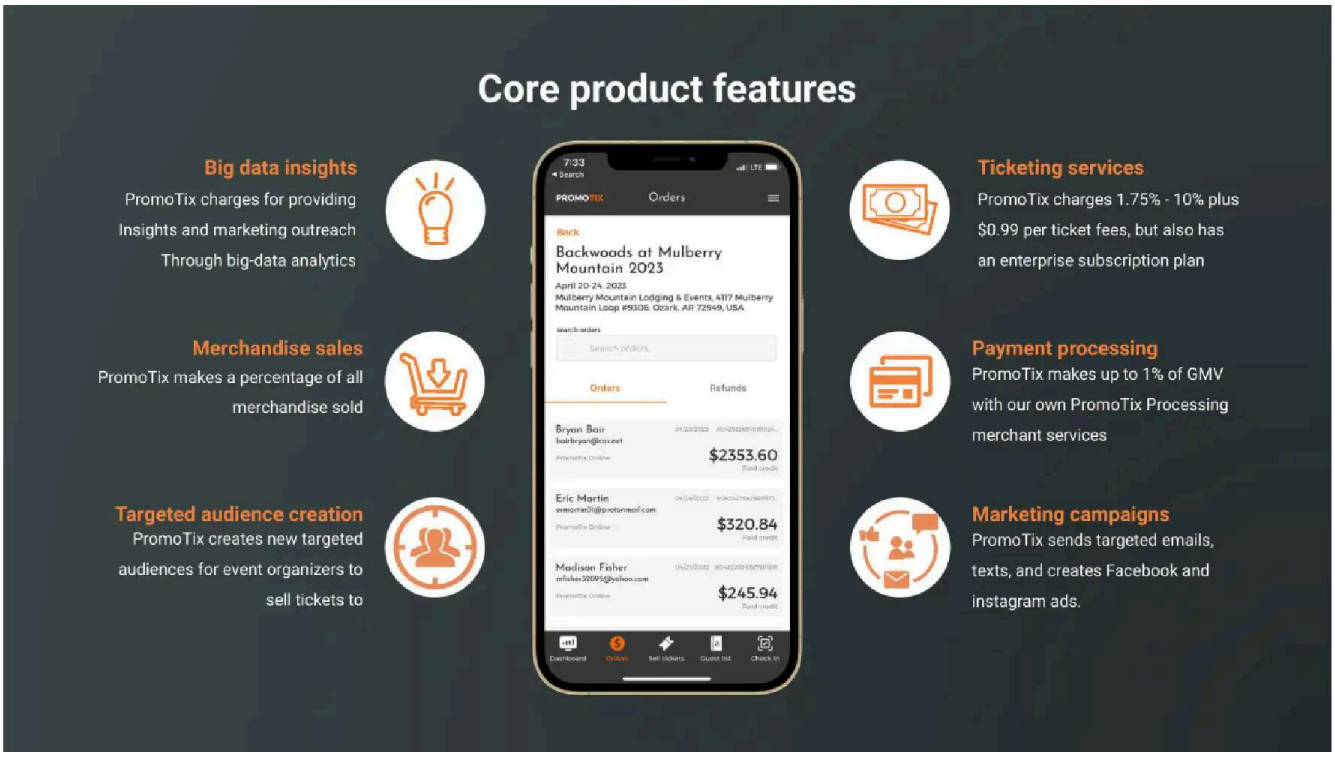
New markets on the horizon in 2025 (Use of Funds)

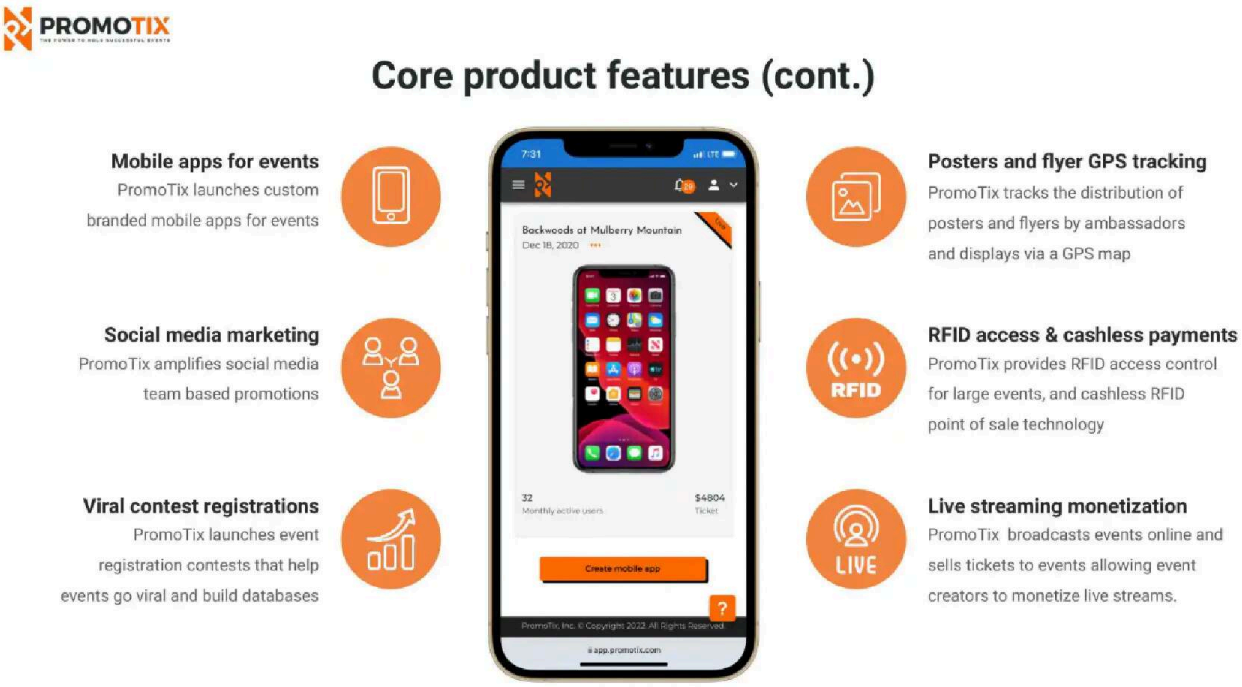
PromoTix is already operating in 200+ countries and transacting in 12 currencies around the globe.

PromoTix has plans to add an additional 15 currencies in 2025, for a total of 27. Adding additional currencies allows more markets to utilize PromoTix. Part of this fundraising round will allow us to expand marketing into client acquisition in these new markets.

Feature set

Feature set





Secondary Marketplace

We recently launched our self-service marketplace for secondary market ticket resales similar to StubHub and Vivid Seats.

PromoTix's unique advantage here allows primary ticketing event creators using PromoTix, to collect ongoing residual payments from tickets that are resold over and over again across the secondary marketplace.

New Features for 2025 (Use of Funds)

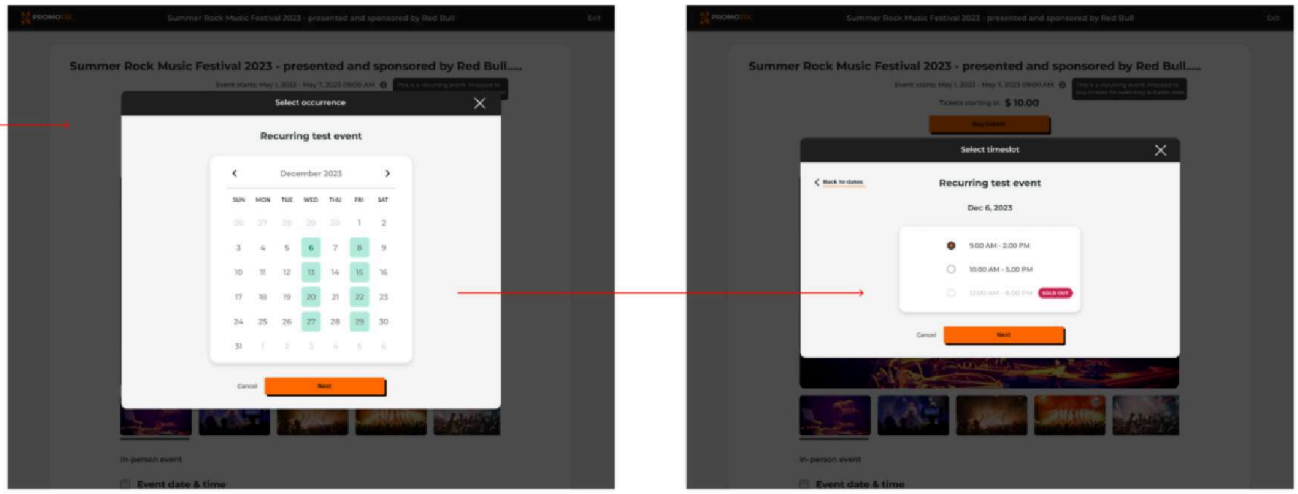
Recurring Events

Launched in January of 2024, Recurring events allows event creators who need ongoing daily ticketing, such as museums, botanical gardens, tour operators, and theme parks to use PromoTix effortlessly. The system will create an ongoing calendar where attendees can pick specific days, and times of arrival.

This feature is critical for onboarding "heavy users" of ticketing that will ultimately drive higher company revenues in 2025.

Since launch of this feature on January 1st, we signed one of our largest clients in January, and our number one client in February, 2024 - both of which are recurring events based customers.

Part of the funds from this round will go towards marketing and sales to acquire larger ticketing customers that will benefit from this new feature.

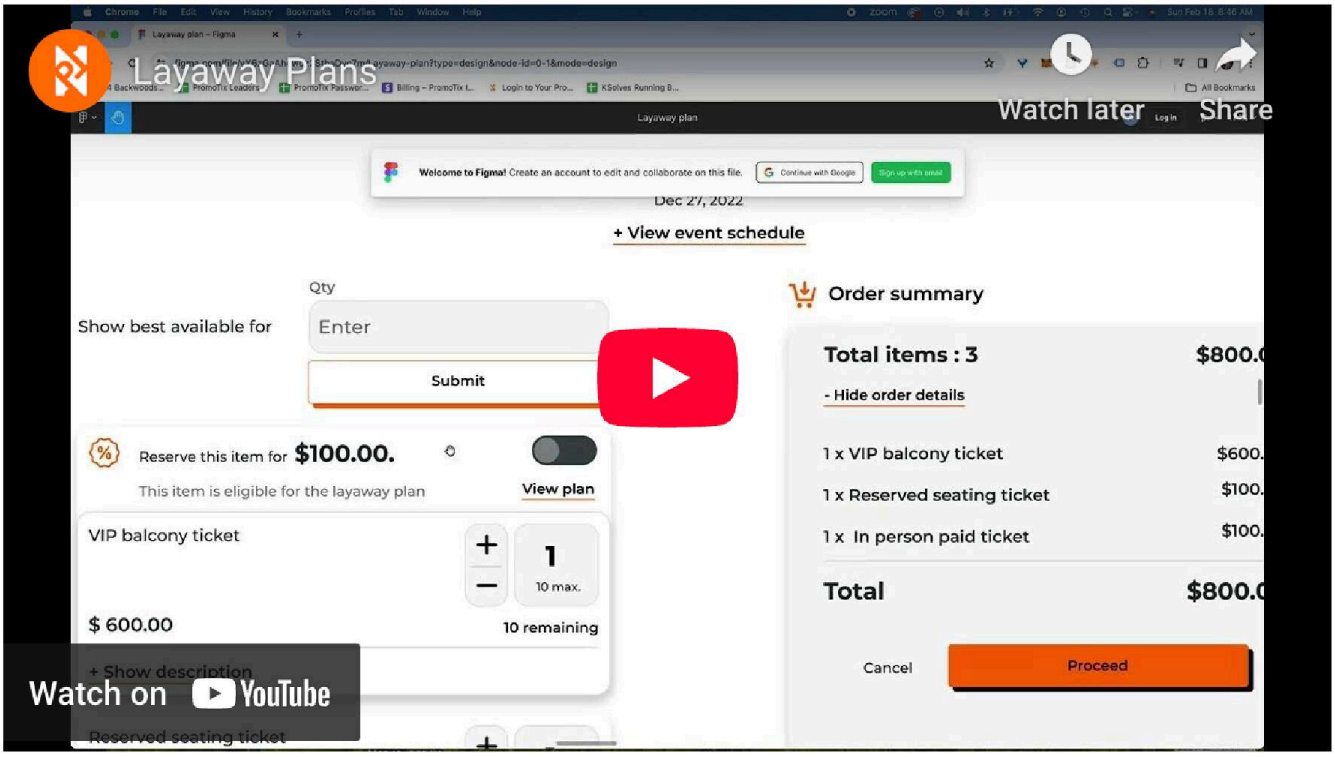


Design Files for Recurring Events Date Selection

Layaway Plans

Layaway plans will allow attendees to automatically break up the cost of high ticket prices into smaller monthly payments automatically with PromoTix leading up to an event. This helps make festivals and expensive events more affordable for attendees driving bigger attendance numbers for event creators. PromoTix handles all the division and collection of payments before issuing a ticket, so there's no need for credit checks and no risk to the event creators of default by the attendees.

Part of our funding from this round will go towards the development of this new feature. The below video is a quick run through of the designs.



Marketing and Audiences

For 2025 we plan to release the most robust target audience creation and marketing tool set ever built inside of an event management platform. Event creators will be able to build a custom audience to advertise their event to using data sources from Meta (Facebook/Instagram), Twitter, TikTok, Spotify, PromoTix ticketing data, and through a third party data source - even our competitor's data including Ticketmaster, Eventbrite,

and AXS Tickets.

Event creators will be able to target an exact audience for their event, and launch ads on Facebook, Instagram, Twitter, TikTok, Snapchat, Hulu TV, YouTube Video, Retargeting, SMS, Email and more - right from the platform. AI will automatically create and suggest ad copy and imagery using the event creator's already live and published event.

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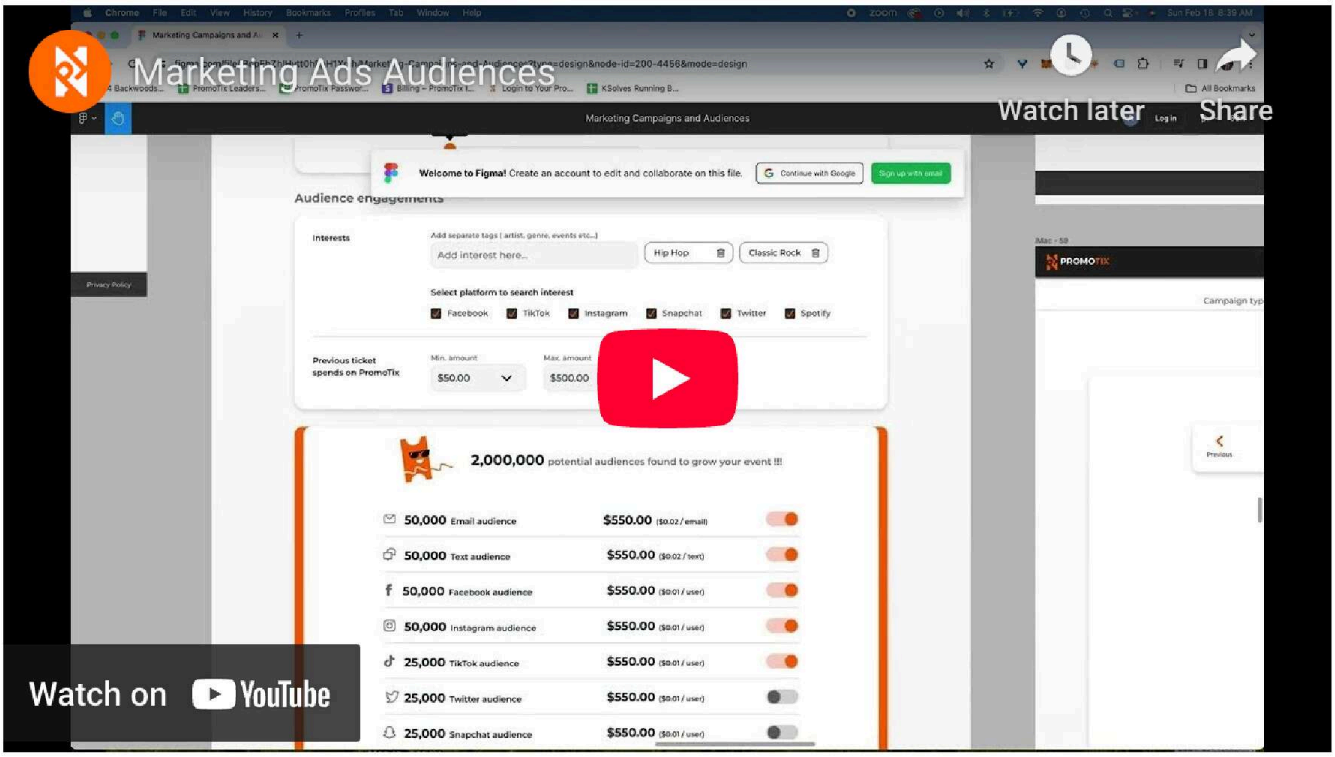


PromoTix CC Processing

PromoTix already has an enterprise level professional credit card merchant services product to help large accounts save on credit card fees. However, 95% of our customers are self-signup and currently use Stripe for payment processing - which requires them to sign up or bring their own Stripe account to use PromoTix.

Our studies have shown that 30% of those who start creating events on our platform drop and never publish their event when they get to the Stripe payment processor connection step. Our answer to this is to remove that requirement altogether.

With the new PromoTix Processing product, event organizers will be able to launch an event and start processing payments directly through PromoTix without any external merchant accounts for 2.9%. This will immediately increase the number of events published on our platform leading to higher ticket volume and ultimately more revenue for PromoTix.

We will be using some of the funding from this round to develop this new payments flow to increase customer activation on the platform and increase monthly fee revenue by 25%+

Future projections are not guaranteed.

Patented features no others can touch

These competitive advantages are winning us business from other ticketing providers who cannot offer these features:

- Ambassador program functionality
- No-code event branded mobile apps
- Secured live streaming
- Viral contests tool
- Spotify artist insights

of the United States Patent and Trademark Office has received an application for a patent for a new and useful invention. The title and description of the invention are enclosed. The requirements of law have been complied with, and it has been determined that a patent on the invention shall be granted under the law.

Therefore, this United States

Patent

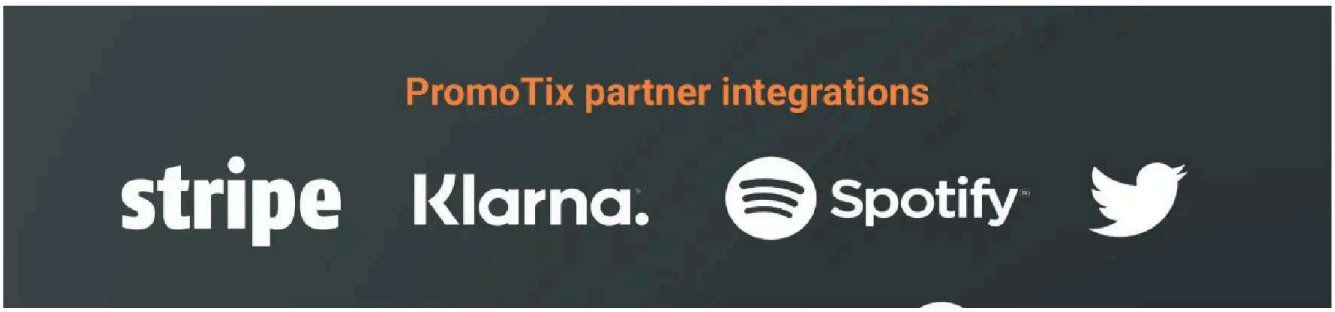
grants to the person(s) having title to this patent the right to exclude others from making, using, offering for sale, or selling the invention throughout the United States of America or importing the invention into the United States of America, and if the invention is a process, of the right to exclude others from using, offering for sale or selling throughout the United States of America, products made by that process, for the term set forth in 35 U.S.C. 154(a)(2) or (c)(1), subject to the payment of maintenance fees as provided by 35 U.S.C. 41(b). See the Maintenance Fee Notice on the inside of the cover.

Katherine Kelly Vidal

DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

PromoTix was awarded a patent for several groundbreaking marketing features

Partnerships



FACEBOOK Instagram WhatsApp

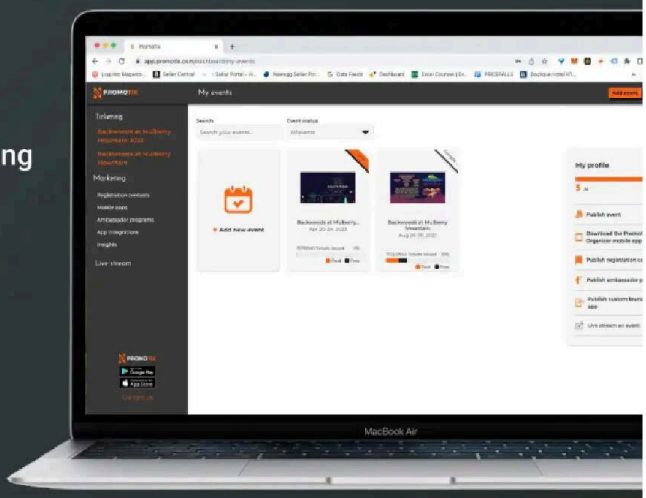
mailchimp YouTube Google Maps zapier

Authorize.Net iPhone android

Our advantages

Differentiators

- Patent awarded technology
- Subscription based, or pay-as-you-go pricing
- Built in Ambassador network of over 5,750+ ambassadors (gig-workers)
- No-code custom event mobile apps iPhone & Android
- Viral marketing tools
- Live-stream ticketing capabilities
- Artist insights for talent buyers (music)



We help event creators generate larger profit margins and more revenue than the competition

Our team

PROMOTIX

Executive leadership with event industry experience

PromoTix
Board of Advisors

Will Royall
Founder & CEO

Scaled startups to over $60M
Owned ad agency 14 years
Owned music festival 13 years
Owned concert venue 2 years

Sean Cullinan
Chief Technology Officer

20+ Years in software development
12 Years in executive management
Mobile Applications
Information Architecture

Sebastian Schulze
S.V.P. Client Success

4 Years in executive management
8 Years ambassador management
10 Years events venue team leader
7 Years marketing for festivals

We understand first-hand the problems our customers face

David Johnson
Co-Founder Cane Bay Partners | Partner Strategic Link Consulting

Allen Nance
CIO Southern Equity | Co-Founder Techsquare Labs | Co-Founder Springbot

David Thompson
Tech Entrepreneur | Co-Founder of Exigo

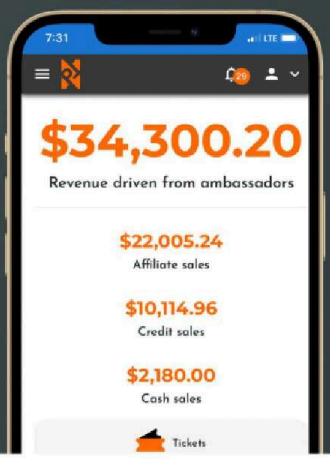
Eric Sonnier
Seed Stage Startups | YCombinator | Accelerate VI | Harvard MBA

PromoTix Team

Low cost Indian development team
Experienced product design team
5 Star customer service team

Capterra 4.7

The business metrics



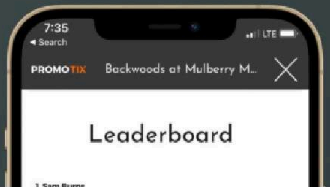
Platform pricing

$7,500 - $60k annual subscriptions
and/or
1.75% to 10% + $1.29/ticket

PromoTix collects a combination of subscription revenue, and per ticket commissions depending upon the features utilized in the platform and our customer's event size.

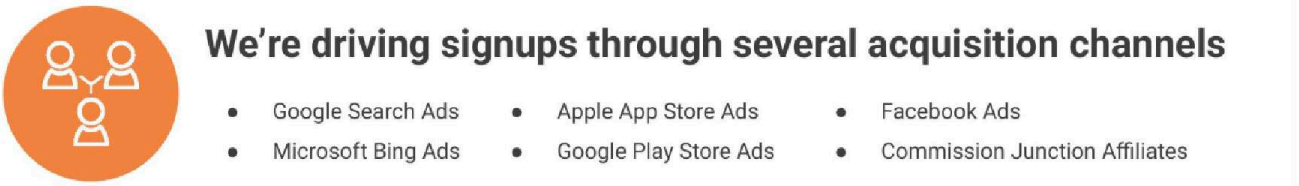
We also drive revenue from the data we collect

Users drive large amounts of data into the platform, while PromoTix A.I. analyzes that data to provide valuable business insights and targeted marketing opportunities for event organizers at a profit.



Unit economics

CAC - $29 ⬇️
LTV (PLG) - $136 ⬆️



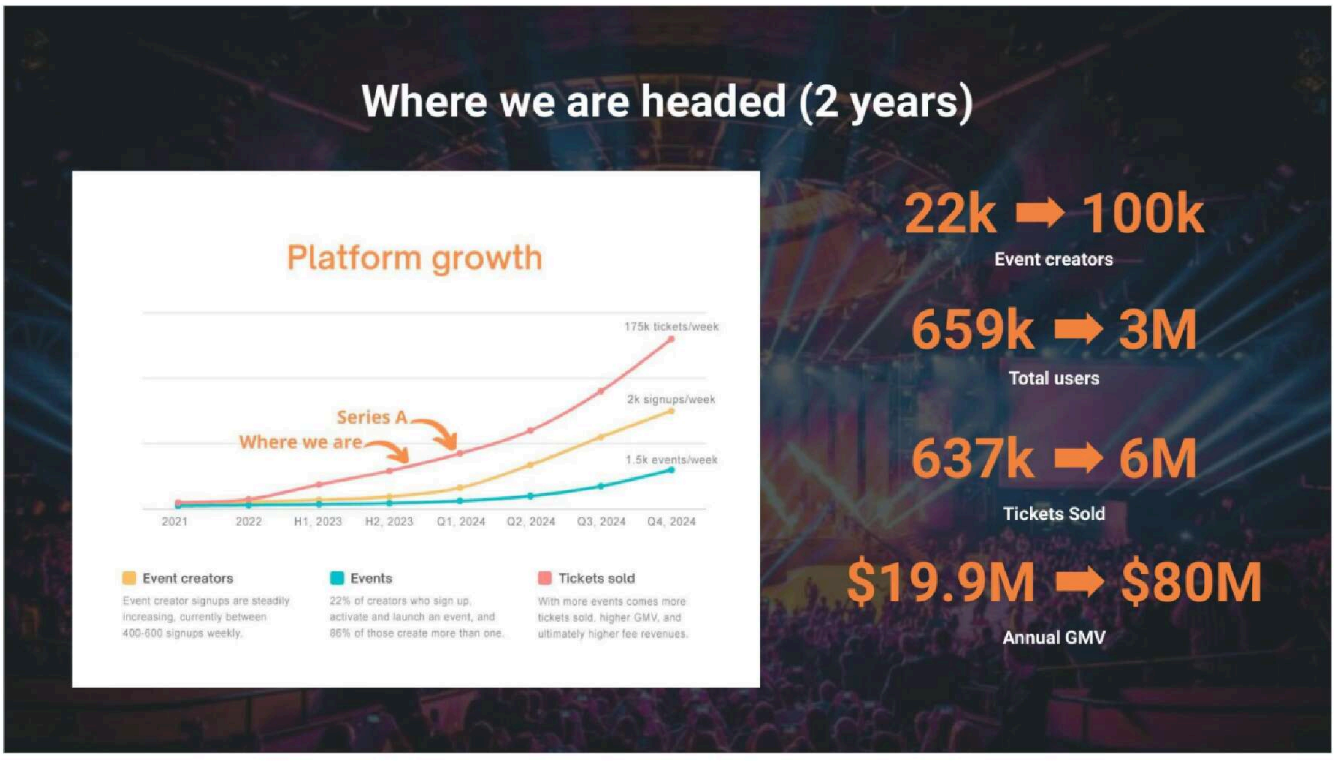
Here are some YOY stats showing how much we've improved from 2022 to 2023:

- A major well-known global sports brand (NDA) reached out to acquire us in 2023... we turned them down
- Revenues in 2022 were $265,797.58 increasing in 2023 to $693,244.12.
- Losses in 2022 were -$656,566 decreasing in 2023 to -$175,330
- Gross Margins 68% ➡ 81.2%
- Payback Ratio 2.5 ➡ 5.1
- Burn Multiple 1.9 ➡ 0.01
- Event Organizer Signups in a year 7,411 ➡ 12,044
- GMV $15.9M ➡ $19.7M per year
- Take rate 1.9% ➡ 4.23%
- LTV Subscribers $25,624 ➡ $59,986.80
- CAC $65.36 ➡ $25.72

Traction

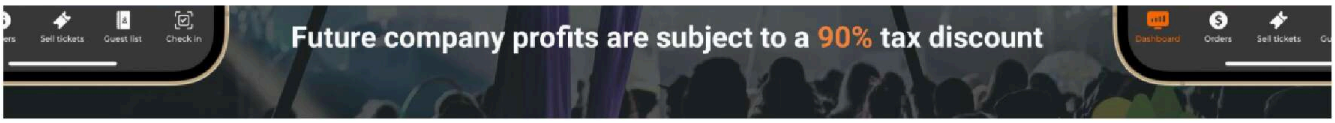
PromoTix has skyrocketed post-pandemic after exiting it's beta launch and fully going to market in 2022. In 2023, the goal was to improve upon the metrics and initial learnings from 2022, as well as to further reinvest in new feature development.

Overall we garnered more than 659,000 users on the platform in just 24 months! (Updated 1/21/25, we currently have 1,114,202 users.)

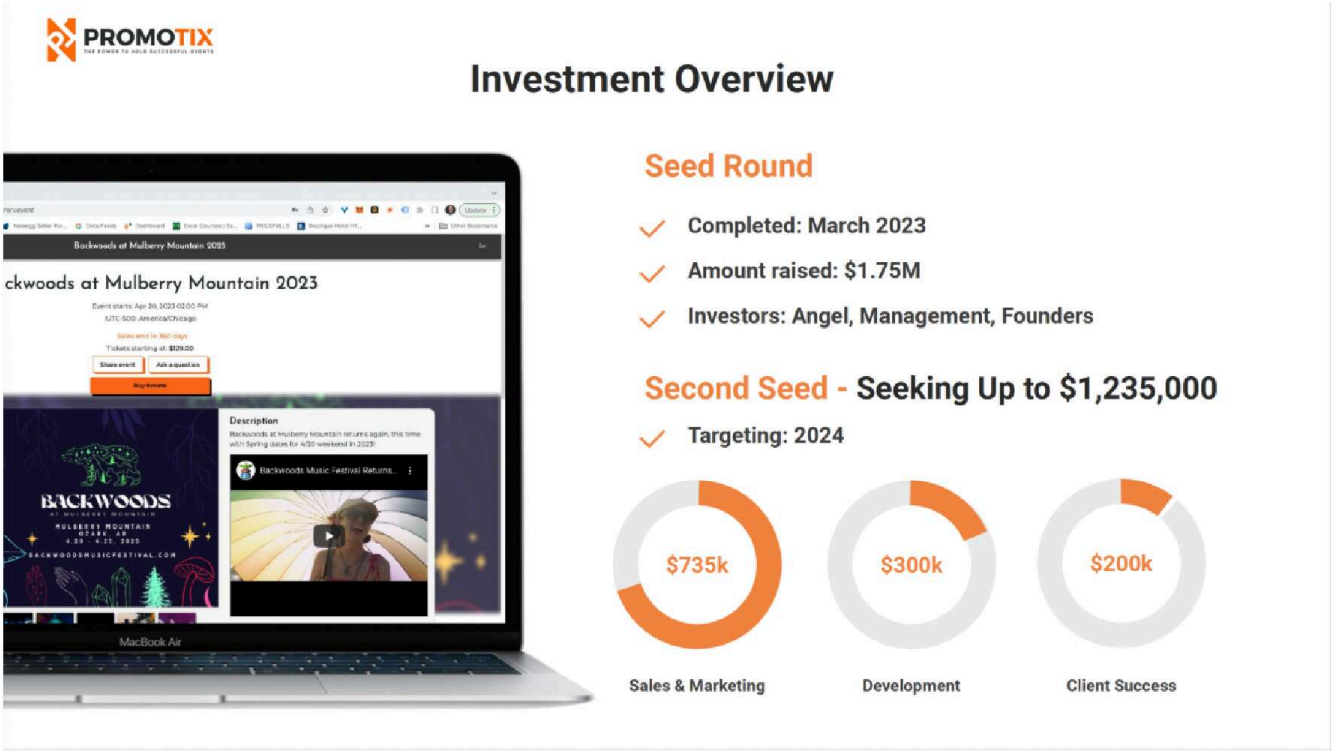


This future projection is not guaranteed.

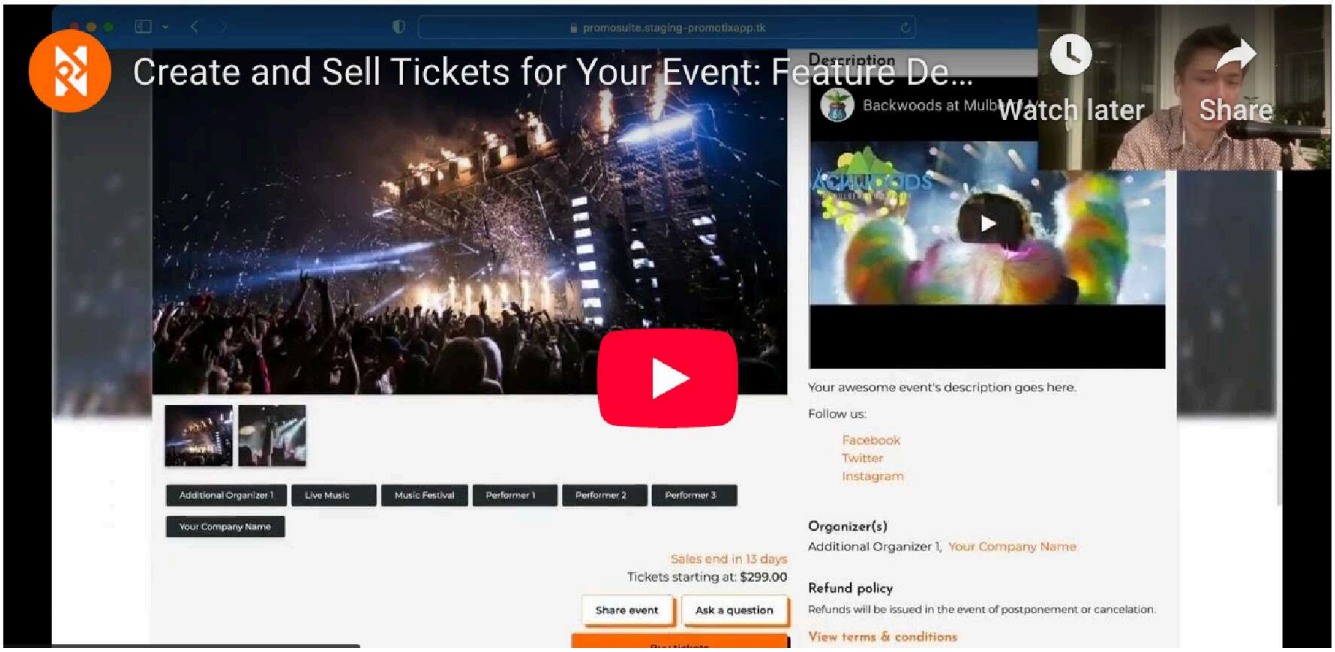
Special tax incentives - 90% federal tax breaks!



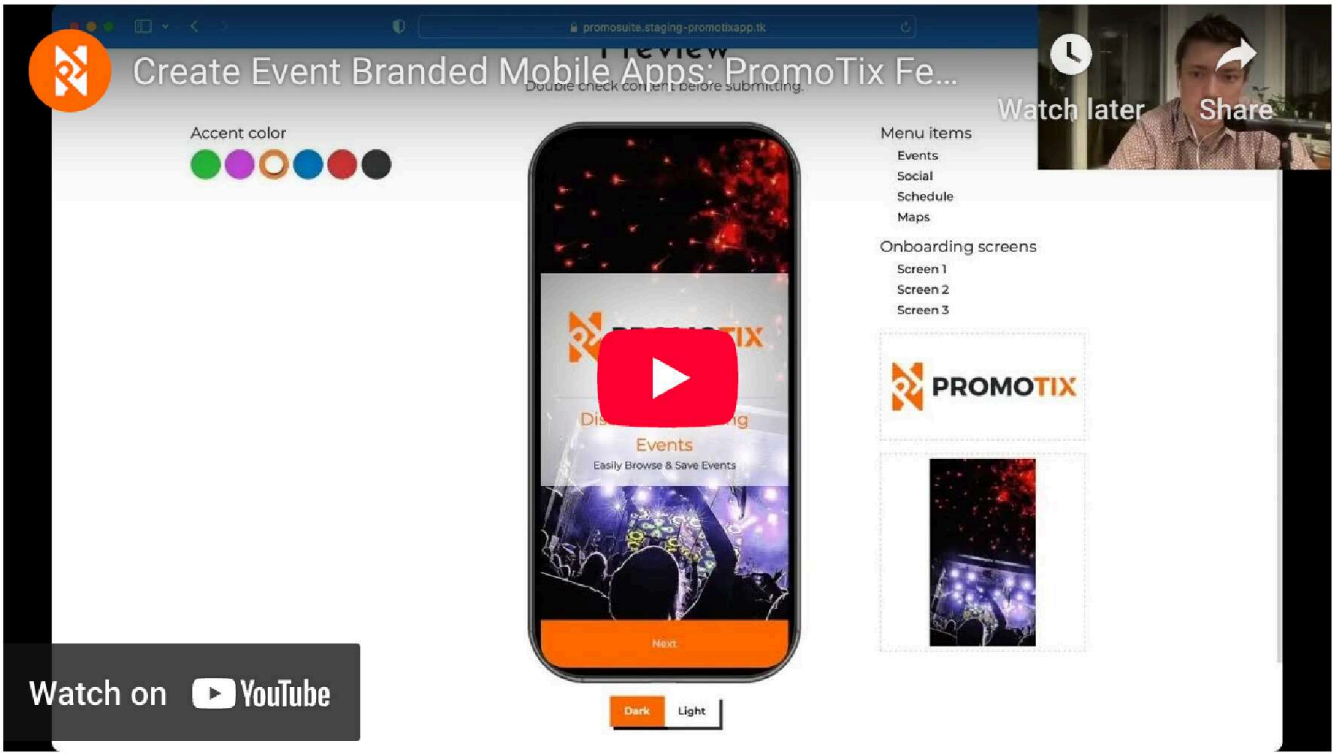
Use of funds



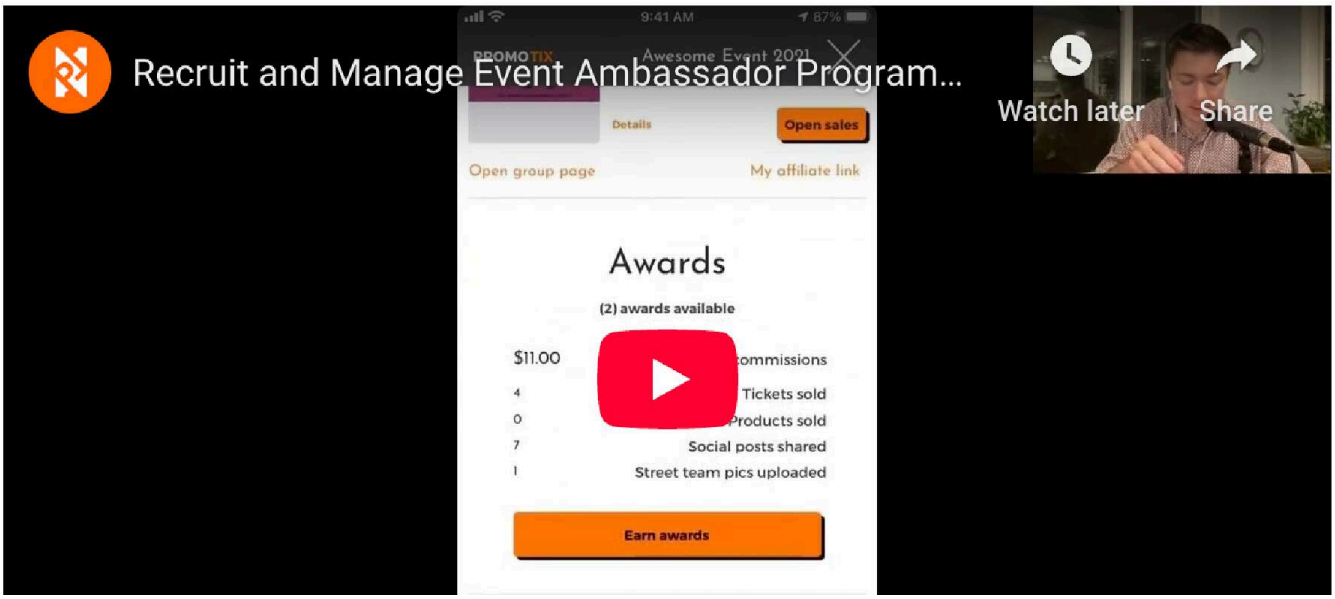
DEMO: Create and sell tickets

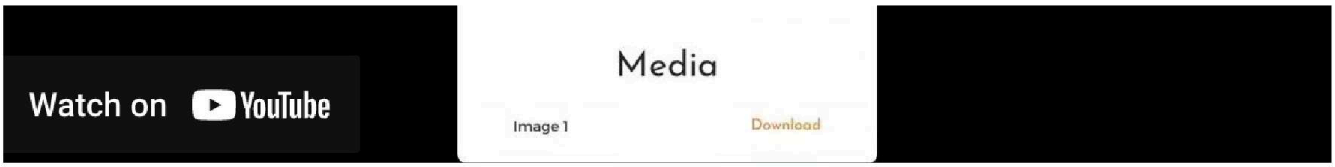


DEMO: Create no-code event branded mobile apps

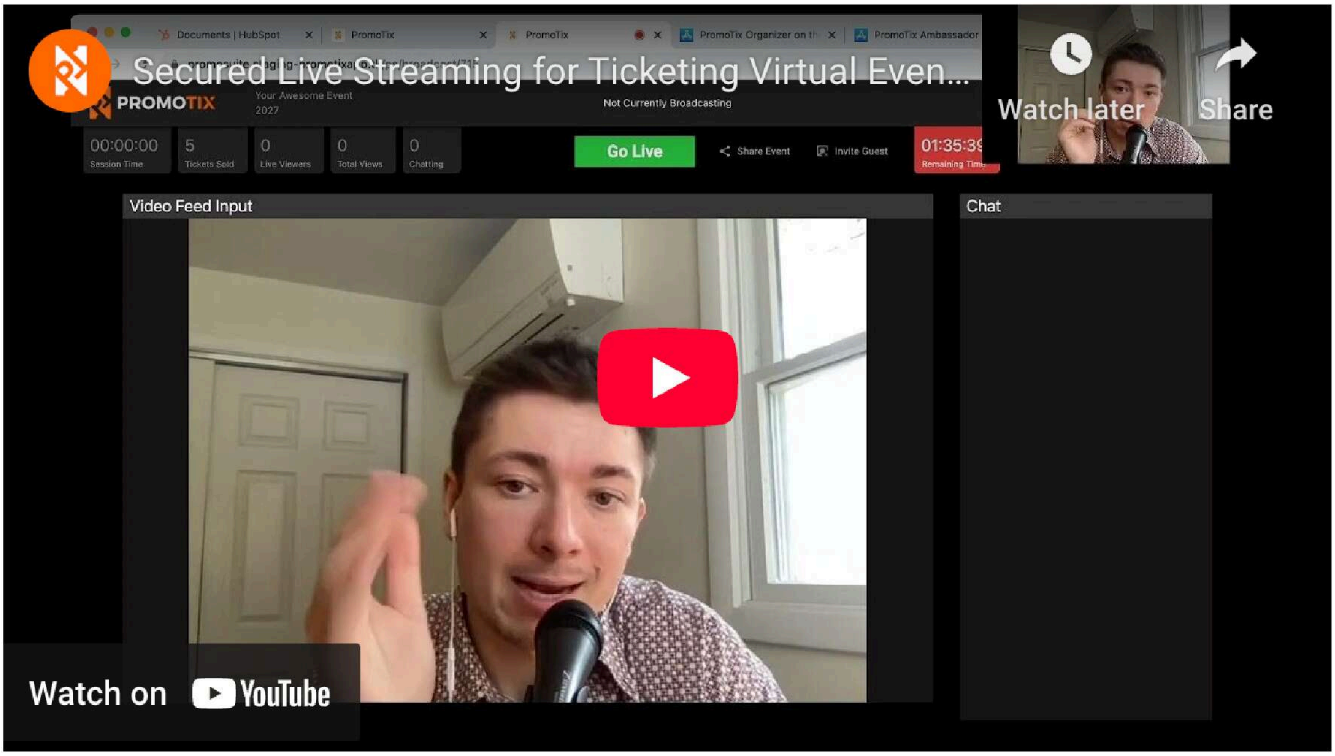


DEMO: Ambassador promotional programs

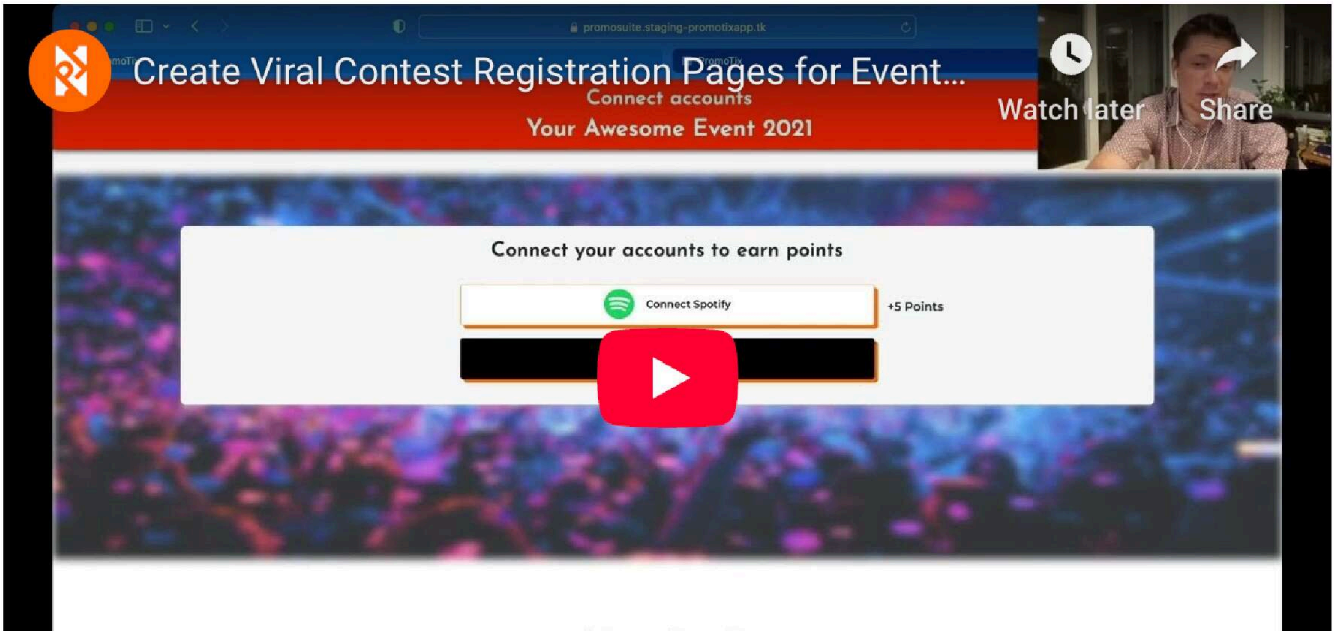


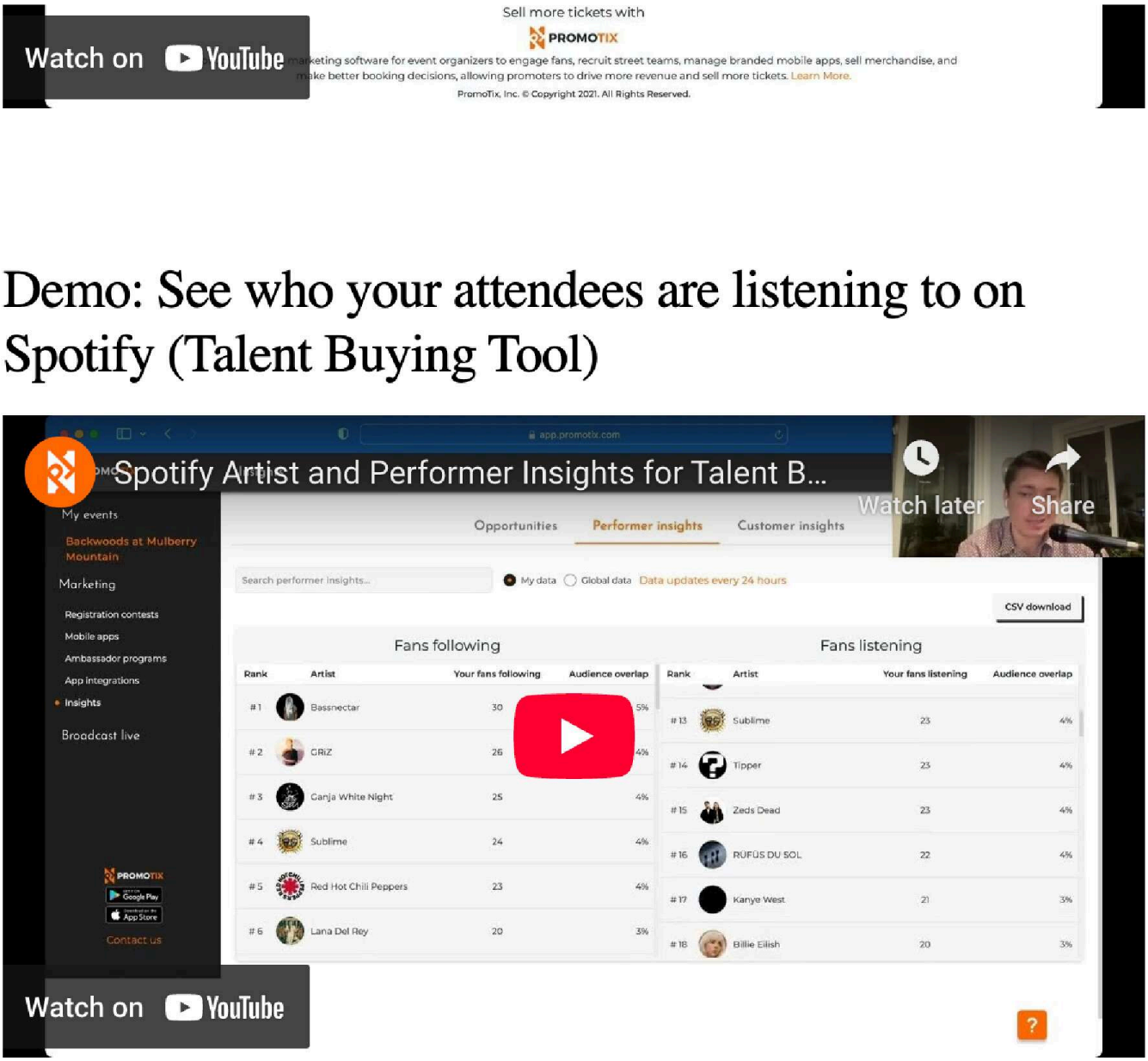


Demo: Stream your event and sell virtual tickets



Demo: Viral contest registration marketing campaigns





Demo: See who your attendees are listening to on Spotify (Talent Buying Tool)

Downloads

Issued Patent US11769082