Ticket Warehouse — Business Plan

Executive Summary

Ticket Warehouse is a cloud-based inventory synchronization system that prevents duplicate ticket sales across marketplaces. It offers real-time API and webhook-based communication to ensure every ticket sold is unique and available.

Problem

Multiple marketplaces list the same tickets, causing duplicate sales, refunds, and reputation loss. No standardized sync solution currently exists.

Solution

Ticket Warehouse provides a unified API hub with real-time updates, secure authentication, and webhook notifications. It acts as a central source of truth for ticket availability.

Target Market

Independent ticket brokers, marketplaces, and event management systems in a $15B+ secondary ticketing market.

Competitive Advantage

Real-time API sync, universal integration, and developer simplicity with FastAPI, Docker, and Python.

Revenue Model

Subscription plans ($49–$199/month), per-transaction fees ($0.05/ticket), and white-label licensing for marketplaces.

Technology Stack

FastAPI backend, JSON/SQL storage, pytest testing, Docker deployment, httpx webhooks, and secure API key authentication.

Marketing Strategy

Phase 1: Beta testing with brokers. Phase 2: Integrations with marketplaces. Phase 3: Enterprise expansion and SDK releases.

Operations & Team

Founded by Amy Sikora (Full-Stack Developer). Remote-first model with contract developers and event industry advisors.

Financial Plan

Year 1: $60K revenue | Year 2: $250K | Year 3: $750K. Seeking $25K in seed funding to scale hosting and security.

Impact & Outlook

Ticket Warehouse aims to become the Stripe of ticket synchronization, delivering transparency, trust, and reliability across the resale industry.