



An Overview of RedPine

Online Booking Platforms

Websites like Expedia have completely changed the way we find and book vacations, hotels, flights, and car rentals. No solution like this exists in the music industry.

01 Finding a Venue

- Google searching venues in that city
- Visiting each website to see capacity and amenities

02 Booking the Venue

- Calling or emailing each venue individually
- Not knowing which venues are available or fully booked





RedPine is the Expedia
of concert booking.

How RedPine Works



Artists

- Browse venues by city, capacity and availability
- Request to book any venue in seconds
- A ticketing page is automatically created after booking



Venues

- Get notified when artists request to book
- Review the artists genre, music, and past shows
- Chat with the artists directly through RedPine

Step 1: Artists browse venues by city, capacity and availability

Where would you like to play?



The Baby G

- 🎵 No preferred genre.
- 🏠 Capacity of 150
- 📍 1608 Dundas St. W



The Garrison

- 🎵 No preferred genre.
- 🏠 Capacity of 300
- 📍 1197 Dundas St. W.



The Piston

- 🎵 No preferred genre.
- 🏠 Capacity of 140
- 📍 937 Bloor Street West



Monarch Tavern

- 🎵 No preferred genre.
- 🏠 Capacity of 100
- 📍 12 Clinton St.



The Cavern Bar

- 🎵 Indie Rock / Folk
- 🏠 Capacity of 71
- 📍 76 Church St



Smiling Buddha Main

- 🎵 No preferred genre.
- 🏠 Capacity of 200
- 📍 961 College Street

Step 2: Request to book any venue in seconds



The Cavern Bar

📍 76 Church St. Toronto, Ontario. Canada. M5C 2G1.

Indie Rock / Folk

📅 20 concerts ○ 40 artists performed here

Full bio

The Cavern Bar is many things: a cool coffee spot, a place to meet travelers from all over, a nice venue for events and the place to be for live music. We specialize in serving cold local beers, artsy coffees, fresh baked goods and so much more. We also have a full menu from breakfast to evening meals and late-night snacks. If you are interested in hosting an event or playing at the bar, please contact us right here → cavernbar@hihostels.ca We're always on the look-out for new talents!

Shows at The Cavern Bar

\$10.00 per ticket

June 08 at The Cavern Bar

BOOK NOW!

Map



Step 3: A ticketing page is automatically created after the venue accepts the booking.

Feb 8th at The Cavern Bar / Mr. Man & The Big Eyes and Frank Reynolds





The following artists will be performing at this concert:

Mr. Man & The Big Eyes ft. **Frank Reynolds**

3 Days

remaining

 \$5.00 CAD per ticket

 Feb 8th at 8:00 pm



Hosted at
The Cavern Bar - [View Map](#)

 **Standard Ticket**

It'll get you in the door.

\$5.00 x

[\\$ Buy Tickets](#)

Note: This show is not crowdfunded, you will be charged when you purchase a ticket.

Support this show by sharing it with your friends and family.



Ready To Launch

Beyond booking, artists, venues and industry professional are very excited about these features

8



Venue Management

Venues can manage all their incoming bookings, see all shows, and communicate with bands.



Cashless Doors

Integrating with Square to give fans buying at the doors the option to go cashless.



Artist Analytics

Monitor the success of every show, have real-time sales and attendance, and track artist growth

Collecting The Data Record Labels Need

Discovering Talent



Low Success Rate

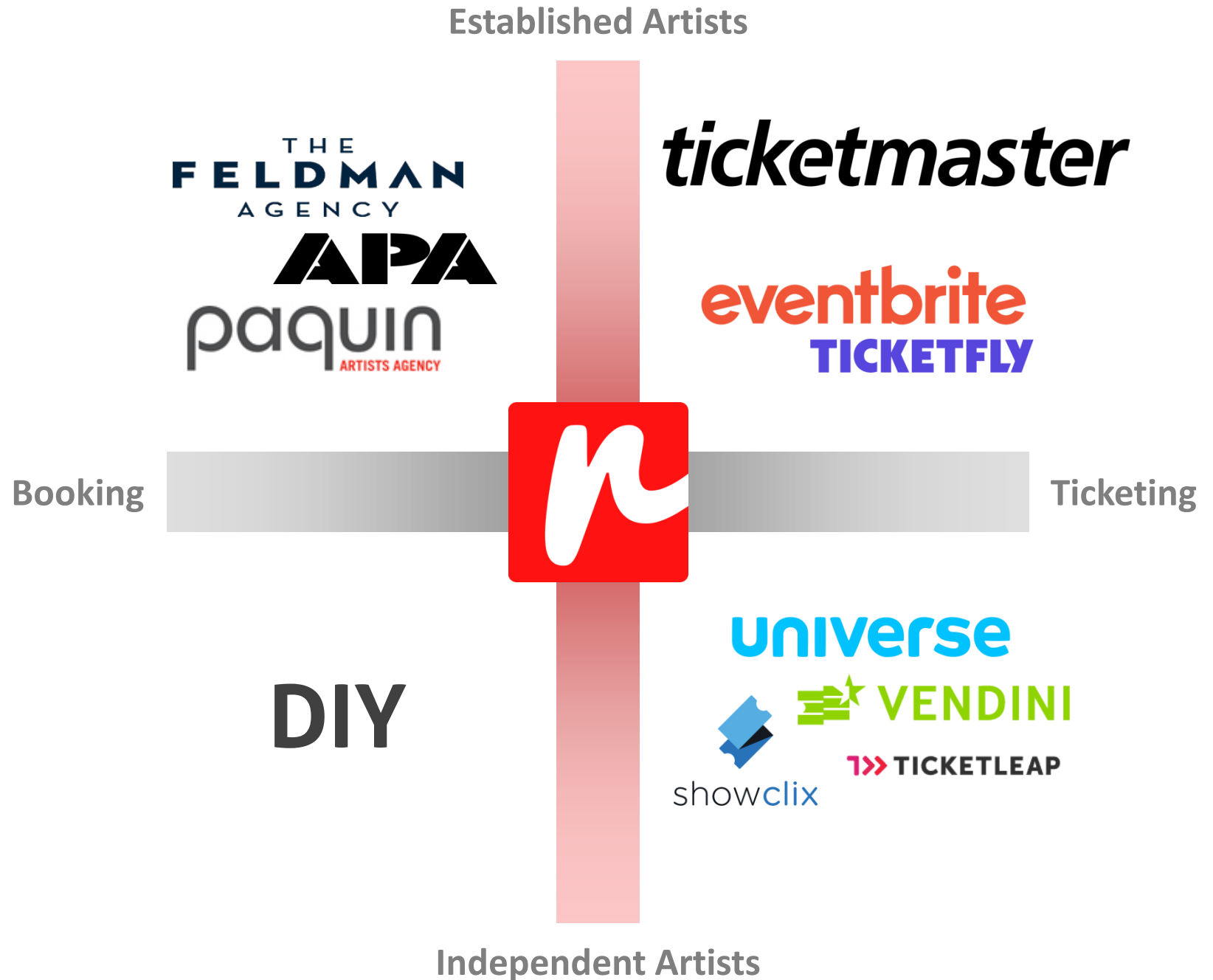


With the rise of streaming, record labels do not have a way to accurately determine which unsigned artists are actually generating revenue. **RedPine is the first company tracking live performance data of unsigned artists.**

Competitive Landscape

One of the many unique advantages of RedPine is that **we're the first platform to combine booking and ticketing.**

While no single company does both, there are competitors in each of the ticketing and booking spaces



Traction



1,000+ Users

More than 1,000 artists, venues and fans signed up in our open Beta



Universal Music Partnership

Working directly with VP level executives at Universal to scale RedPine into the US market.



Touring Partnership

Partnered with Smashmouth Entertainment for a full Canadian tour in 2019



SOCAN Partnership

Developing partnership and integration with SOCAN to support their 150,000 artists



Committed Investment

\$100,000 in pre-seed funding from individuals and angels.

LaunchYU

YORK U

Winning Awards

Recipient of a multiple cash awards through the LaunchYU AccelerateUP Program.

Ryerson University

Ryerson Music Den Incubator

Receiving mentorship through Ryerson's Music Technology incubator program.



Articles and Features

Featured in StartupHERE, Exclaim Magazine and A Journal of Musical Things.

THE FELDMAN AGENCY

Feldman Agency Partnership

Ticketing partnership with The Feldman Agency, one of North America's premiere booking agencies.

Revenue Model

The Power of Exclusivity



Exclusive ticketing rights with venues are the lifeblood of our business.

A 100 capacity venue booked four days a week generates RedPine approximately \$15,000 in ticket commissions annually.



From Big To Small We Capture All

Demo the venue management tools for a subscription fee.

Offer to waive the monthly fee if venue sign exclusivity contracts



Small Venues
(50 - 250 cap.)

These venues have never received offers for exclusivity from other providers

Same initial approach as small venues

Potential revenue sharing and/or signing bonuses involved.

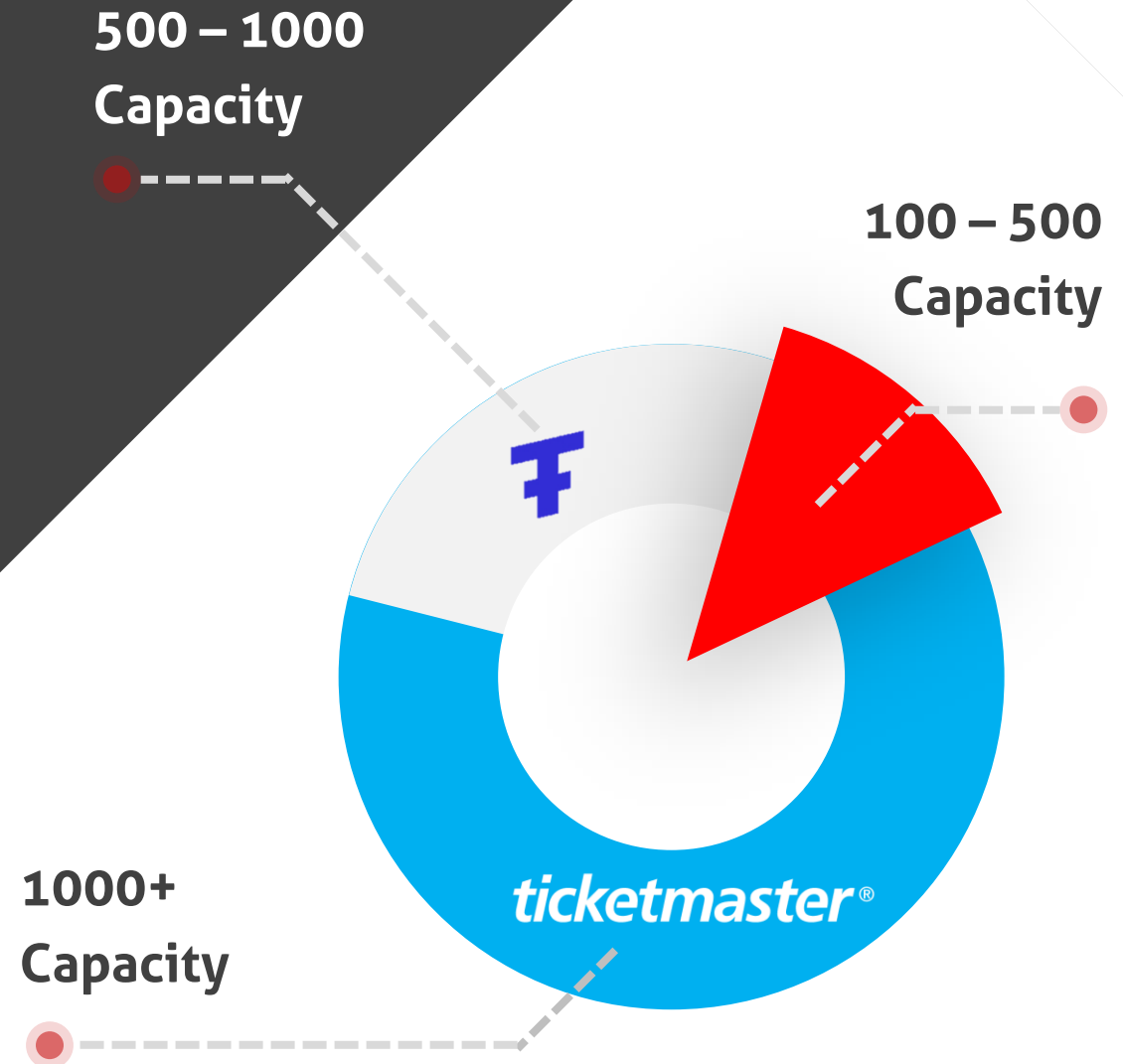


Big Venues
(250 - 1000 cap.)

These venues may have received offers for exclusivity from other providers

THE UNADDRESSED MARKET

Ticketmaster owned the stadium concert market across the globe before online sales even existed. In 2008, Ticketfly saw an opportunity to fly below Ticketmaster's radar, targeting venues smaller than stadiums (500 – 1000 capacity). This proved to be a very profitable niche, with the company getting acquired by Pandora for \$450 million in 2015. Smaller concerts in the 100 – 500 capacity range are not dominated by any single ticketing provider.



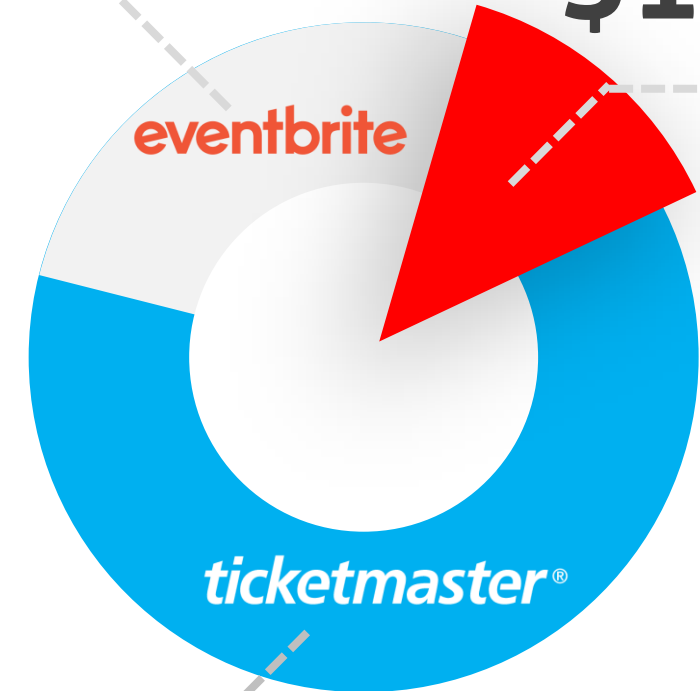
MARKET SIZE

Eventbrite's acquisition of Ticketfly in 2017 resulted in tremendous growth of an unaddressed ticketing market. After Eventbrite's successful IPO in 2018, they positioned themselves as Ticketmaster's competitor and seek to chip away at the giant's \$24 billion market share. In doing so, they have neglected their mid-sized venues, creating an even larger opportunity for RedPine to capitalize on.

\$2.3_B

\$1.5_b

\$24B



2019



Our focus in year one is the seven major Canadian markets. Expansion into the \$14.2 billion US market is planned in our second full year of operation.

PROJECTIONS

Year 1 - April 2020



Venues - 134

We will have 134 venues listed on RedPine with 61 on exclusive ticketing contracts by April 2020.



Concerts – 6,700

Through the 6,700 shows booked with RedPine, 20,000 musicians will sign up.



Commissions - \$825,000

With 61 venues on exclusive deals, we are projecting to net \$825,000 in commissions.

Pre-Seed Funding Round

17

COMMITTED

\$100,000

GOAL

\$200,000

SPEND BREAKDOWN

Product and Team Development

Complete the mobile app, integrate cashless payment options at the box office, improve the analytics marketplace.

Acquisition

Attending conferences, travelling to target cities for mass venue takeovers, and implementing a venue referral program.

Exit Strategy

18

Option One

Acquisition by
Record Label

Option Two

Acquisition by
Ticketing Company

Option Three

Public
IPO



The RedPine Team



Dylan
CEO



Basil
COO



Jason
CTO



Jody
Sales



Mairi
Operations



Zain
Operations

Advisors and Mentors



Bernard
*Entrepreneur with a
Successful Exit,
Harvard Alumni*



Janet
*Former VP of
Communications
Chapters/Indigo*



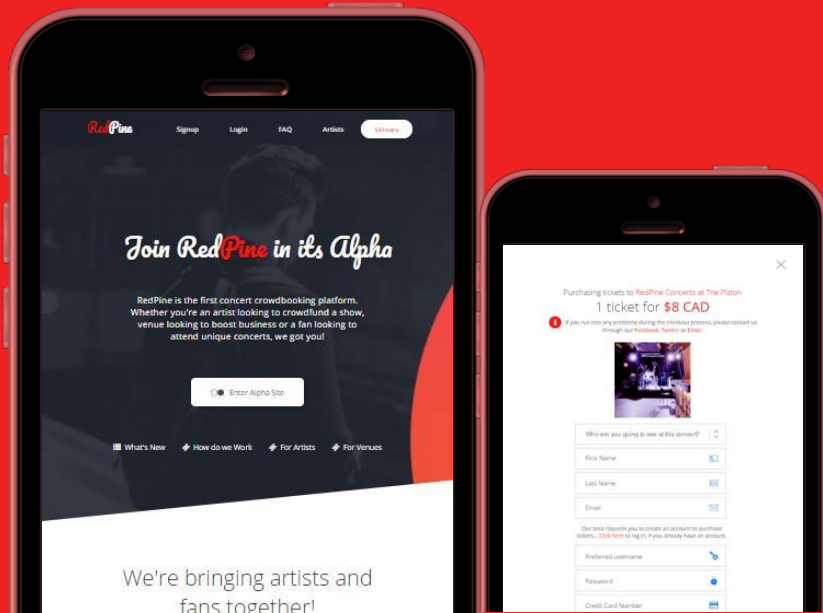
Steve
*Marketing VP - Mill. St,
EVP - Echo Advertising,
Instructor - Schulich*



Terry
*Producer, Composer,
Juno Nominee,
Emmy Winner*

Red Pine

For Every Stage



We're bringing artists and fans together!

Stay connected with us!



@redpineofficial

Follow us on our twitter and tweet us anytime using the #redpine hashtag.



@redpineofficial

Follow our stories on Instagram and stay connected with the team.



@redpineofficial

Like us on Facebook and send us a poke. That's still a thing right?