



# Bounxa - Event Management on the Blockchain

Revolutionising Event Hosting with  
Blockchain Technology

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# Introduction

- Bounxa integrates Particle Network, Klaster, and Seda protocols to optimise event management process. This powerful combination enables event organisers to easily create, manage, and securely validate tickets. At the same time, it delivers a user-friendly experience for event attendees, ensuring transparency and security throughout the process.
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# Problem

- Event management faces challenges like high transaction fees, payment security issues, and poor engagement for both hosts and attendees. Hosts struggle with high transaction fees and vulnerabilities of centralisation, while attendees face difficulties with unsupported payment systems and regional restrictions.
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# Solution

- Bounxa solves these issues by leveraging blockchain technology to offer a decentralized event platform. It enables secure and transparent transactions, reduces fees, and ensures the authenticity of tickets using innovative protocols like Particle, Klaster, and Seda.
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# Market Opportunity

- The global event management industry is projected to exceed **\$1 trillion by 2032**, with blockchain technology driving growth through enhanced security and transparency. Bounxa leverages blockchain for decentralized authentication, account abstraction, and transaction verification, positioning itself to lead the market in secure and efficient event management (Allied Market Research, 2024)
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# Product

- Bounxa allows users to create public or private events, purchase tickets using any supported blockchain, and track ticket validity in real-time. Event hosts can validate tickets and receive payments in their preferred blockchain network.
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# Technology/How It Works

Bounxa integrates with three key technologies:

- **Particle Connect SDK:** Seamless authentication and secure user sign-ins.
  - **Klaster:** Provides account abstraction and multichain wallet functionality.
  - **Seda:** Fetches and verifies transactions for secure ticket validation.
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# Business Model

- Transaction Fees: A small percentage (3%–4%) per ticket sale, similar to platforms like Eventbrite and Lu.ma.
  - Premium Event Features: Subscription plans for event hosts (\$15–\$50/month for multiple events).
  - Partnership Opportunities: Monetising through event promotion packages.
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# Target User Groups

- Event Organizers: Small, medium, and large-scale event hosts, including businesses, non-profits, and individuals seeking to reach global audience.
  - Event Attendees: Individuals facing difficulties with unsupported payment methods, regional restrictions, or ticket fraud, seeking secure and transparent ticketing.
  - Sponsors & Partners: Event service providers and businesses looking to reach targeted audiences through exclusive event promotions
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# Go-to-Market Strategy

- We will give influencers promo codes and offer them 0.5% of every ticket sold on events registered through their promo code.
  - To gain market relevance, we will encourage free event hosts
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# Traction

- Bounxa is production ready. We have shared our solution to three event promoters for beta testing. Initial feedback indicates strong market demand.
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# Competition

- Bounxa distinguishes itself from competitors by leveraging blockchain-backed security, multichain support, and real-time ticket validation. Unlike centralized platforms such as Eventbrite, Bounxa provides a decentralized solution that lowers transaction fees and enhances transparency. We have analysed platforms like Lu.ma and are actively exploring ways to offer less expensive service charges for easier market entry.
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# Team

- Bounxa was founded by a team with a combined 19 years of experience in the blockchain, event management, and technology space. Our team brings a unique combination of technical expertise and industry knowledge to make this vision a reality.
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# Financials/Projections

- Our financial projections indicate a rapid growth trajectory, with revenues increasing as we scale our user base and event hosts. We aim to break even within the first 14 months of operation and become profitable by year two.
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# Use of Funds

- The funds will be used to enhance the platform, increase marketing efforts, expand the team, and onboard more event hosts. A portion will also be allocated to research and development to ensure continued innovation.
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# Vision/Future Plans

- Bounxa envisions becoming the leading platform for blockchain-based event management, with a focus on continuous innovation, user adoption, and expanding the platform's capabilities.
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Thank You