



Group02

Business Case

Applied Computer Sciences - Howest

Events United

Bringing people back together

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1. Our concept/product/service

Events United is a start-up company that organises events for Martians who are starting to feel bored and want to explore Mars, or simply want to make new friends. Our main goal is to bring people together and provide them with an unique and engaging experience. Visitors of our events will leave with a lifelong memory. Because days on Mars are named Sols, we will use this terminology to describe days.

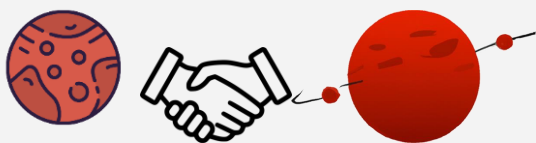
Our events cater to a wide range of interests, and with the use of our innovative application that makes it so that Martians can easily browse and attend events that suit their interests.

The application offers several key features:

- **See upcoming events:** Martians can view a list of upcoming events and read detailed information about each one. They can also purchase tickets and set themselves as interested in an event. They can also filter events based on their interests in a certain topic and lots of other filters.
- **Map of attendees:** Our map feature shows the locations of Martians who are attending a specific event. Users can filter the map based on interests, age, and gender. Martians who share many interests are highlighted on the map. This makes it easy for like-minded individuals to connect.
- **Add friends:** With the ability to add friends on our platform, Martians can easily stay in touch with people they have met at events. This allows them to continue building their network.
- **Changing your interests:** While MarsMind provides us with user interests, the users are still able to change their interests.

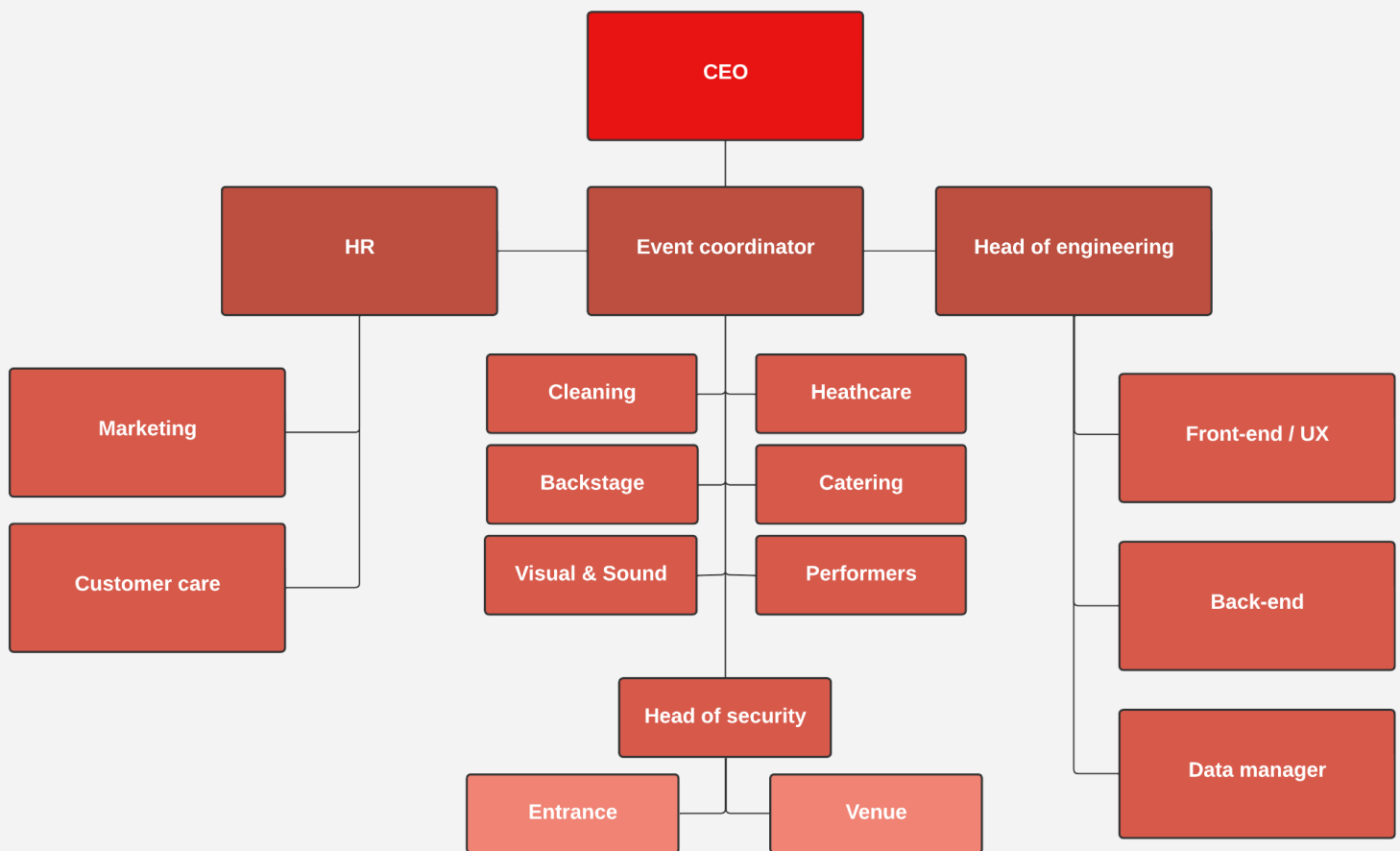
In addition to these features, our application is user-friendly and intuitive, making it easy for Martians to navigate and find events that interest them. User Experience is core business for us not only in our application but at our events too.

Our partnership with “MarsMind” is a key component of our success. They provide us with the thoughts and interests of all Martians, which allows us to tailor our events to the specific needs and desires of our attendees. This unique approach has helped us grow quickly and become a leading provider of social events on Mars.



In conclusion, Events United is dedicated to providing exciting and engaging events for Martians. Our partnership with “Marsmind” allows us to offer unique experiences, and our user-friendly application makes it easy for Martians to discover and attend events that interest them. Whether you are looking for adventure, friendship, or simply something to do, Events United has you covered.

2. Organisational structure



Our company will in the beginning have five employees. These employees will be a CEO, a CFO and HR representative, a head of security and two software engineers. Through the years we will hire more employees to accommodate the growth of our business. At each event we will hire freelancers to make sure our employees are focussed on our core business, the user experience. The freelancers will provide the user experience.

- Our **CEO** is responsible for managing our overall operations. This may include delegating and directing agendas, driving profitability, managing company organisational structure, strategy, and communicating with the board.
- **Human resources** is in charge of arranging interviews, coordinating hiring efforts, and onboarding new employees. They are also in charge of making sure all paperwork involved with hiring someone is filled out and making sure that everything from the first Sol to each subsequent Sol is navigated successfully.
- **Marketing** is responsible for promoting our company and our events.
- **Customer care**: handles complaints, provides appropriate solutions for customers, and follows up to resolve any issues their customers experience.

- **The event coordinator** plans and coordinates events. They select venues, adhere to the given budget, arrange on site vendors and ensure client satisfaction for the scheduled event.
- **Cleaning** staff makes sure the event stays clean to improve client satisfaction.
- **Backstage crew** helps backstage at events and prepare everything before the show which includes props, scenery, lighting, and sound. They also support the performers with the running of the show and take care of any special needs of the performers.
- **Visual & sound operates** and maintains audio and visual technology. They troubleshoot equipment problems, install systems, and link multiple pieces of hardware together. They make sure the experience for the artist and audience is the best it can be.
- **Event security** maintains access control of an event. Being the first line of defence, receiving attendees and ensuring that only Martians with a legitimate ticket can access the event or venue. They scan Martians entering the event and make sure no contraband gets inside. They also provide safety for Martians at the event itself.
- The **healthcare** teams make sure that accidents at the event are handled fast and professionally to minimise the possible injuries.
- **The software engineer** designs, develops and maintains computer software at our company. They use their creativity and technical skills and apply the principles of software engineering to help solve new and ongoing problems for an organisation
- **Catering** services coordinate the preparation, creation, delivery, and presentation of food for clients at our events.
- **Performers** transform our events into something magical. This includes live bands, artists, comedians and much more. They enhance the ambiance of the event, create a unique experience for attending Martians, and engage our audiences.
- Our **front-end developers** ensure that website visitors can easily interact with the page. They do this through the combination of design, technology, and programming to code a website's appearance, as well as taking care of debugging.
- Our **back-end developers** work on server-side software. They developers ensure the website performs correctly, focusing on databases, back-end logic, application programming interface (APIs), architecture, and servers.
- Our **data-managers** optimise the use of data within the bounds of policy and regulation so that they can make decisions and take actions that maximise the benefit to the organisation.

Risk management

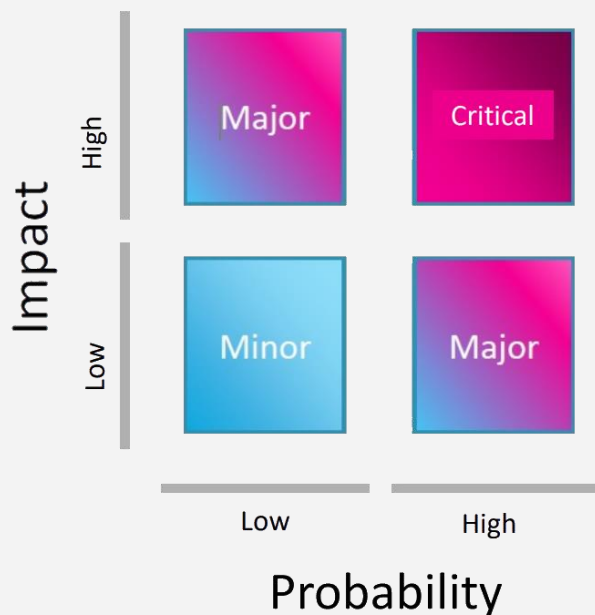
The risk profile identifies the various risk factors for our company. We divide the risks into three categories: minor, major and critical. A risk is put in a certain category based on two variables: **impact** and **probability**.

The **impact** can be high or low depending on the impact it will have on our company. This can be **economically** ex. *when our servers are down, we lose money because our service is no longer operational.*

And **socially**: ex. *when news spreads about food poisoning, Martians will lose trust in our company.*

The **probability** can be high or low depending on the chance of the risk occurring.

Based on those two parameters, we can decide the risk profile as seen on the image below:



- **Critical risk:** If this risk manifests, it brings the project to a halt, A so-called showstopper • Must be mitigated/eliminated immediately
- **Major risk:** Must be handled as soon as possible
- **Minor risk:** These risks are only handled after the critical and major risks

We can handle risks on 4 different ways:

- **Research:** in this case, we have insufficient info regarding the risk and need to do further research to prevent the risk.
- **Accept:** the risk is unavoidable, but we have a plan if this risk does occur.
- **Reduce:** the impact of this risk can be reduced if we take the necessary preparations.
- **Eliminate:** we can make sure the risk will not affect us in any way possible.

Risk description	Impact level	Probability	Risk profile	Action	Various steps to undertake
MarsMind (our key partner) goes out of business	High: We do not have the necessary data anymore	Low: good business plan.	Major	Research	Find another company who can provide this data
Terrorist attack	High: severe loss of human lives.	High: no laws on mars.	Critical	Reduce	Partner with a security business.
Catastrophic events outside our control (meteors, earthquakes...)	High: severe loss of human lives.	Low: natural disasters do not happen very often.	Major	Accept	Evacuate.
Bad weather	Low: people are no longer attracted to the event.	High: dust storms regularly occur on Mars.	Major	Eliminate	Move to a dome venue inside.
Food poisoning	Low: people are sick, complaining, and bad for our public image.	Low: because catering services get food inspections regularly.	Minor	Eliminate	Break partnership with that catering business.
Server crash	High: service is (temporarily) no longer available.	Low: we invested in good servers.	Major	Accept	Make regular backups, backup servers
Data breach (security breach)	Low: there is no privacy on Mars	High: no laws on Mars	Major	Reduce	Install necessary security software
Forged ticket to entry	Low: if the forged ticket is limited to 1 Martian.	Low: tickets are heavily secured.	Minor	Reduce	Secure our tickets
Emergency at the event (ex. someone passing out)	High: can have catastrophic consequences	Low: because of the improved healthcare	Critical	Accept	Have healthcare teams ready at the events.

MarsMind goes out of business:

MarsMind is our key partner. They provide us with the necessary data that we use to base our events on. When they go bankrupt, this data is no longer available to us. After viewing the business case of MarsMind, we decided that the chances of them going bankrupt is low.

To prepare ourselves, we are going to keep searching for other companies who can provide us with this information and if none would be able to provide this service, we would start developing a way to get the interests of people ourselves.

Terrorist attack:

Because there are no laws on Mars, the chance of a terrorist attack is a lot higher than on earth. We want to prevent this at all costs. Loss of life is one of the worst things that can happen. This impacts lots of Martians emotionally and this will have a massive impact on our reputation. We are going to minimise the chances of this happening by hiring security. We will have extensive checks at the entrance of our events and hire a company (Ares Labs) to supply us with the latest technology to notify us about dangerous inhabitants before they even come close to the masses.

Natural disasters

Meteors and marsquakes are natural disasters that happen on Mars way more often than on Earth. Unfortunately, we do not own the technologies to prevent this weather from happening. However, we can detect the disasters. We can limit the victims by following an evacuation plan when we are notified about a possible disaster.

Bad weather:

With bad weather, we do not mean rain or snow, but dust winds. Winds pick up the fine, dry particles of dust on Mars, in this way dust storms can occur. When we organise events outside domes, tickets sales will plummet if Martians know a storm is coming. Thankfully, we can predict these storms and base the location of our events on these predictions. When there is a high chance of a dust storm, we simply choose a location inside a dome.

Food poisoning:

When we sell food at an event. There is always a chance of food poisoning. This will impact our reputation. Because of that, we always research the catering we want to hire and check if they had any food poisoning occurrences in the past. In case a food poisoning does occur, the catering will always be financially responsible for this incident.

Server crash:

If our server crashes, our service will no longer be available. We will have backup servers in case this happens additionally we will also backup our server to the cloud so that we are almost certain to have a backup available. This lowers the chances a lot. When all our servers crash (including backup), we will communicate this to all our users via social media platforms and will apologise for the inconvenience. We hope that in this way, the impact on our reputation will be minimal.

Forged ticket to entry:

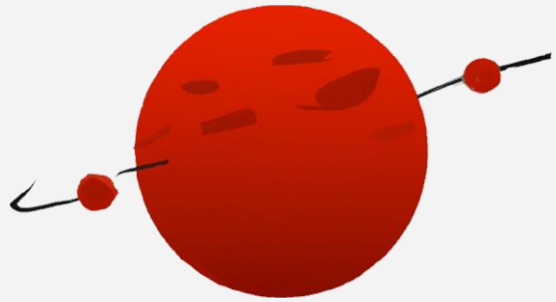
Because we work with electronic tickets, there is a chance of forged tickets. Of course, we will secure our ticket system heavily. If someone does still manage to forge a ticket, the impact will not outweigh the income of our legit bought tickets. However, if this person forges tickets in bulk, this will have an impact on our income. This will also be more noticeable, so we can stop it faster. When we find out who has a forged ticket, we will ban them from our application to prevent this from happening again.

Emergency at the event:

The scenarios can vary a lot. Sometimes people faint because of the heat or drink too much. This can be overseen easily with the necessary health staff. But sometimes people get heart attacks or other more dangerous health problems. Luckily, healthcare technologies have improved a lot during the years mainly thanks to the mars bracelets with sensors in them. That means that we can detect these dangerous health issues and send healthcare teams before it is too late. Emergencies big or small, we will always have healthcare working ready to take the necessary procedures and help all attendees in need.

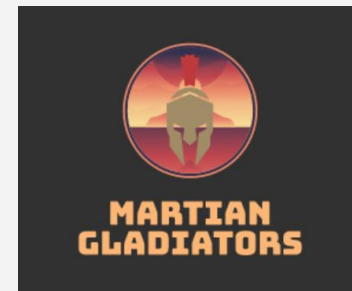
3. Strategic partnerships

MarsMind is our key partner. Their goal is to help every Martian to achieve a better lifestyle by suggesting life choices based on their current condition. Every Martian will get a mandatory bracelet upon arriving on Mars. These bracelets keep track of their current health, hormones, and nutrition, but also location and thoughts.



To make sure our events are secure, **Ares Labs** company will install a complete security system.

One of our special events will be by **Martian Gladiators**. Martian Gladiators is a company that supervises fights between other Martians. We will manage everything from food, drinks, and selling tickets. Martians that have our application installed will be treated with a special type of event and with our help Martian Gladiators will attract new people. Win-win for both companies. The events with the Martian Gladiators will be recurring events.



For some events where we cannot provide all needs, we will outsource them. We will be collaborating with other third-party companies to outsource food and drinks, or extra utilities. Furthermore, we will hire freelancers who are experts in their field so that we can create the best events possible.

4. Marketing and sales

Events United provides interest-based events for all Martians. We provide critical social interactions personalised for every Martian. Every Martian has a wristband with our application installed. When using our application, they get a great overview of upcoming and regular events, easy access to events and possibilities of connecting with friends to ensure maximal social connection on our newly discovered planet.

Product

We offer an easy-to-use application at everyone's fingertips. Our application is able to filter events on interests to find the best fitting event for you.

We will organise these events so we can make sure all our events are up to the same standard and ensure that our visitors have the best experience possible!

What separates our events from regular ones, is that Martians can see each other's interests on a map. This way you never feel lonely at an event and always meet someone new who you are certain to have similar interests with. This Martian could be your next best friend, or maybe even the love of your life.

Our events and application can be used by any age. Some events will be age restricted because of security reasons, for example a wine tasting or fighting event will be age restricted because we do not want any children to get exposed to this. The map is not available for Martians under the age of 18 years.

For Martians, businesses, or organisations interested in organising events, we provide an easy application to organise their event with good support when needed.



Price

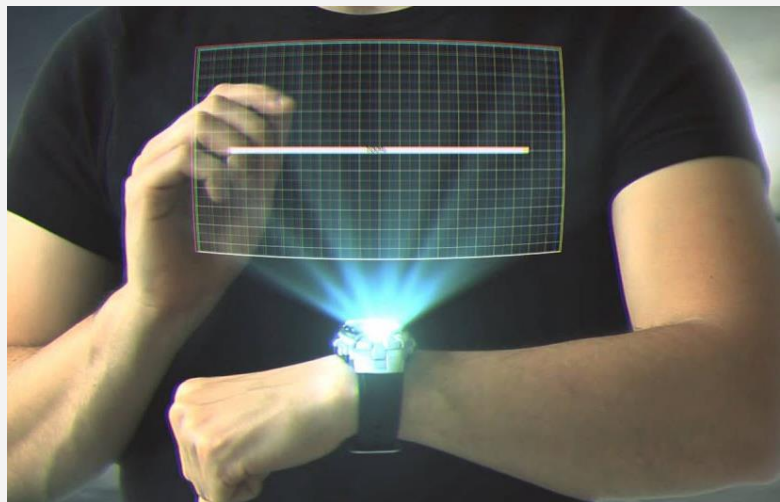
Our application is completely free! Events, however, can have a price depending on the size and type of the event. Some are free, but you still need a ticket for 0 MarsCoin to estimate the number of attendees and to be able to enter the event. This way, we want to make our service available to everyone. Our main revenue will come from ticket sales, food & drinks, and VIP tickets.

Tickets for our events can be bought on the application itself, or at the entrance of the event. The ticket price for our events starts at a relatively low price of 15 MC, this price will gradually increase over time as our company becomes more established and known among Martians. Starting with a lower price will attract more customers because it will make the events more accessible for people of all classes and domes. This is important as we will be a company they do not know. By offering a lower price initially, we can attract customers who may be willing to try out the event even if they are not familiar with the company. At the end of year one as we become more established and popular, we will increase our ticket price to 18 MC to be able to cover the company's increasing cost as it grows. At the end of year three, we will do our last price increase of our tickets to 22 MC to cover the extra employees and growth of our company.

Place

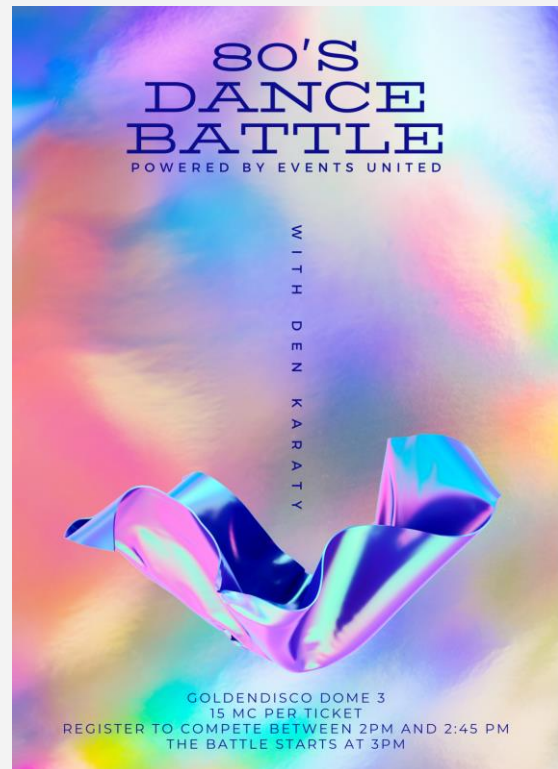
Our application will be on the wristband that every Martian gets when arriving on Mars. The application is available without any extra installation. You can easily search for friends and share which parties you are planning to attend.

Our events will be held at different domes across Mars. For every external advertisement for an event, it will be indicated the event is powered by Events United.



Promotion

Upon arrival, all Martians are given a wristband where our application is already available. This generates a 100% potential Martian customer base. We will grow our business through mouth-to-mouth advertising and partnerships with other businesses. This will be enabled by a loyalty referral program that provides benefits to customers who recommend or bring new customers to our events. Additionally, we will use social media to promote events and entice users to share the party experience with friends and followers. Advertisers will be able to customise publicity in function of the event type and expected customer base. We will also advertise events to attract new customers.



5. Financials

We have decided to count on a Mars population of 100,000 people in our financials. We have also put one MarsCoin at the same as one Euro. Furthermore, we will use a Martian calendar which has for most months fifty-eight sols, but some have 59 Sols as shown in the table below.

Total Sols in a year	687 Sols
January	58 Sols
February	58 Sols
March	58 Sols
April	59 Sols
May	58 Sols
June	58 Sols
July	58 Sols
August	59 Sols
September	58 Sols
October	58 Sols
November	58 Sols
December	59 Sols

5.1. Revenue

Our main revenue stream will come from ticket sales, this revenue stream will be made up by food and beverage sales.

The revenue that we will generate will strongly depend on the number of events we organise as well as the event size.

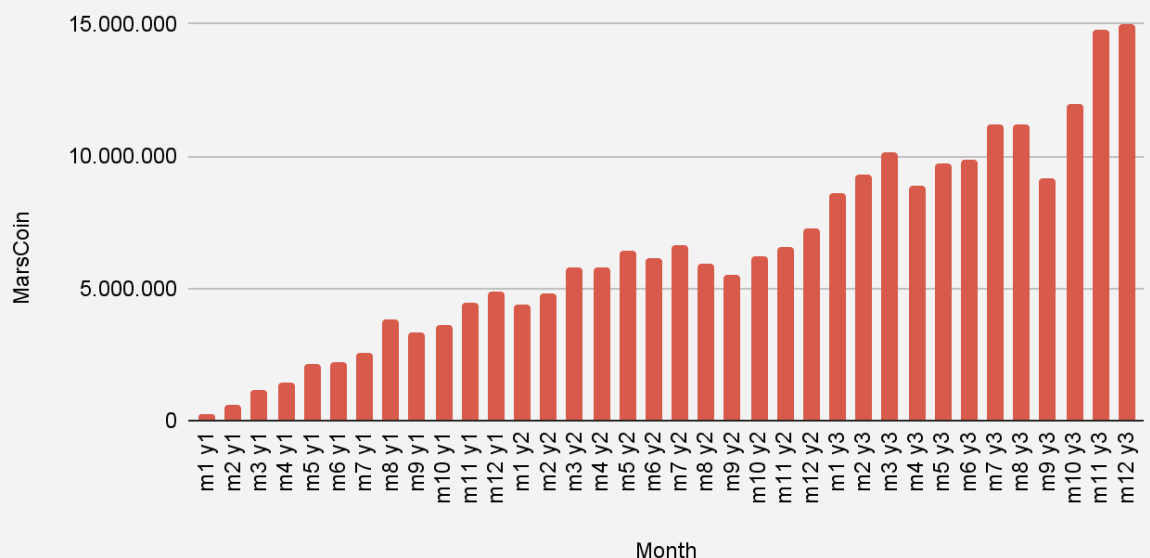
In our first year of business, we will ask for an average of 15 MarsCoin per ticket sold, after that we will ask for 18 MarsCoin in our second year of business. In our third year we will start to ask 22 MarsCoin for each ticket sold. From these ticket sales we will earn a cut depending on who is the initialiser of the event. When we organise an event on our own, we will earn 100% of the ticket sales because there is no third party involved with the organisation of this event.

When we organise an event for a third party, we will earn a cut of the ticket price depending on what we must provide. For example, for the Martian Gladiators we have to provide everything except for the fighters in their fighting tournaments.

This is why with them we will earn 85% of the ticket price.

For events where we have to provide no event location or no other variables this cut can change more. That is why we have decided that the average cut we will earn will be about 70%.

revenue ticket sales

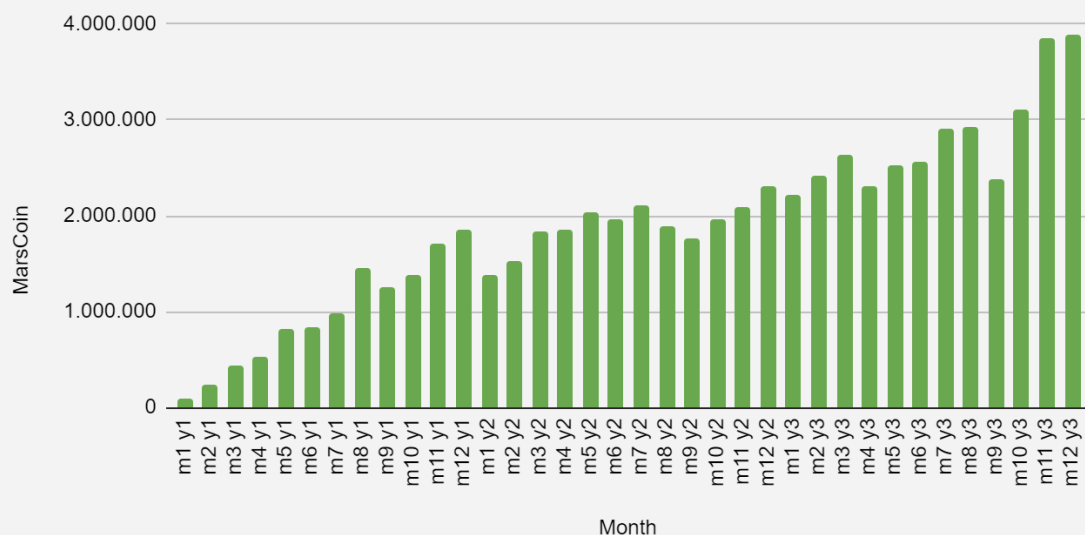


Food and beverage sales will also depend on the number of attendees at a certain event as well as on what type of event is organised. For example, a sand surfing event will sell more drinks than beverages and a food truck festival will sell more food than beverages.

From food sales we will earn about 20% of the price asked to our attendees because we will ask third party companies to come and provide food for our attendees. This has the benefit that we do not have to worry about food safety on our own but that this third party will make sure this is safe.

From beverage sales we will earn 100% of the price asked to our attendees since we will buy beverages and sell them ourselves at events

F&B revenue



We will also earn money with advertisements placed on our application and on physical events.

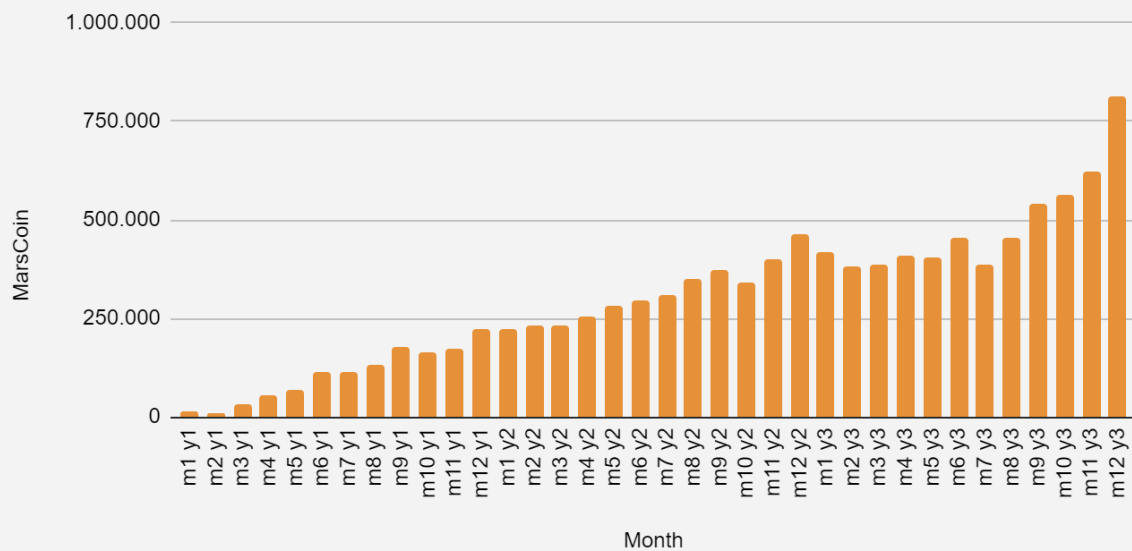
For advertisement on our physical events, we have three advertising tiers in which people can advertise.

- Tier 1 (price 1,000 MarsCoin)
 - Advertisements will show 15 seconds on screens at our event.
 - A one-by-two metre banner can be placed at an event.
- Tier 2 (price 2,500 MarsCoin)
 - Advertisements can be up to 25 seconds long at our event.
 - Product placement is possible, for example a plate with the company's logo or their brand can be placed on cups, etc.
 - A three-by-six metre banner can be placed at our event.
- Tier 3 (price 5,000 MarsCoin)
 - Product placement is possible, for example a plate with the company's logo or their brand can be placed on cups, etc.
 - Advertisements can be up to 35 seconds long and will be shown on screens at our events.
 - Advertisements in our application will be possible during the event that are maximum 10 seconds long.
 - A banner of four-by-eight metre can be placed at our events.

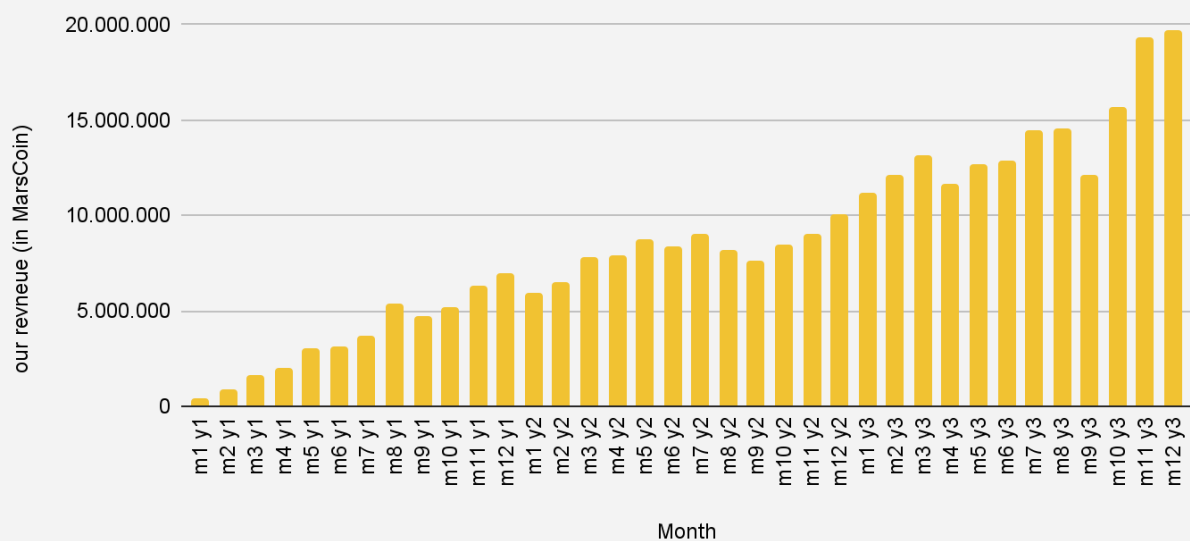
For our advertisement deal with the Martian Gladiators, we will earn 70% of the advertisements. This will be about the same when we work with other partners.

In our application the advertisements will all be maximum 10 seconds long and they will cost 12 MarsCoin per 1,000 views and 1 MarsCoin per 2 clicks on the advertisement. In our application it will also be possible to bump your event so that your event gets shown to users of our application faster which will result in more ticket sales. (Dopson, 2022)

revenue advertisements



our revneue each month



5.2. Costs

5.2.1. Fixed costs

Our fixed costs will be the wages of our employees, the rent of our office space, and the price we have to pay to buy people's interests from MarsMind. We will also have to calculate the basic electricity, water, and air costs. The wages of our full-time employees will be added to our fixed costs. Since a month on Mars is 58 or 59 Sols long this means that our costs will almost be twice as high as a normal earthly month.

These next costs will be on a monthly basis. 📅

👤 We think that the average employee cost in our company will be similar to the wages on earth. This makes it so that our employee cost will be 35,500 MarsCoin. This is equal to 5 people working for us with an average wage of 7,100 MarsCoin. (*Average Belgian Wages*, 2022)

🏢 For our office building, we have to pay 3,750 MarsCoin because we think that this price will be about the same as on earth. (*Instant Offices*, n.d.)

🧠 The interests of people that we get from MarsMind will cost us 2,000 MarsCoin we will use this a lot in our application, so this is a particularly important cost.

🌬️ We think the prices of air will be high but not as high as the prices we currently have on Earth because this will be a basic necessity on this planet. But we will make sure our employees have the cleanest and best air to breathe. Therefore, we decided on a monthly air cost of 10,000 MarsCoin.

⚡ We think that prices of electricity will be a bit higher since Mars is farther away from the Sun so this means that solar energy will be more expensive but the average wind speeds on Mars are a bit higher than on Earth so this could mean the prices are a bit more stable. Based on this we have decided to do our prices we found of our Earth research times 1.5 to compensate for the other ways of having electricity on Mars. This is why we have to pay 1,950 MarsCoin for electricity. (airandspace, n.d.) (Gaga & Cooper, 2022)

💧 The price of water will also be more expensive than here on Earth since finding water on Mars will be harder than here on Earth. Therefore, we will do our water prices times 1.7 to compensate for this difference. This makes it so that we must pay 680 MarsCoin for water.

🔥 Since it is an average of -65 °C on Mars, heating costs will be higher than here on earth. We think this will be eight times to compensate for this difference. This is why we will have to pay 2,800 MarsCoin for heating. (NASA, 2022)

💧 🔥 ⚡ For water, electricity, heating, and air in our office building, we have to pay 5,430 MarsCoin.

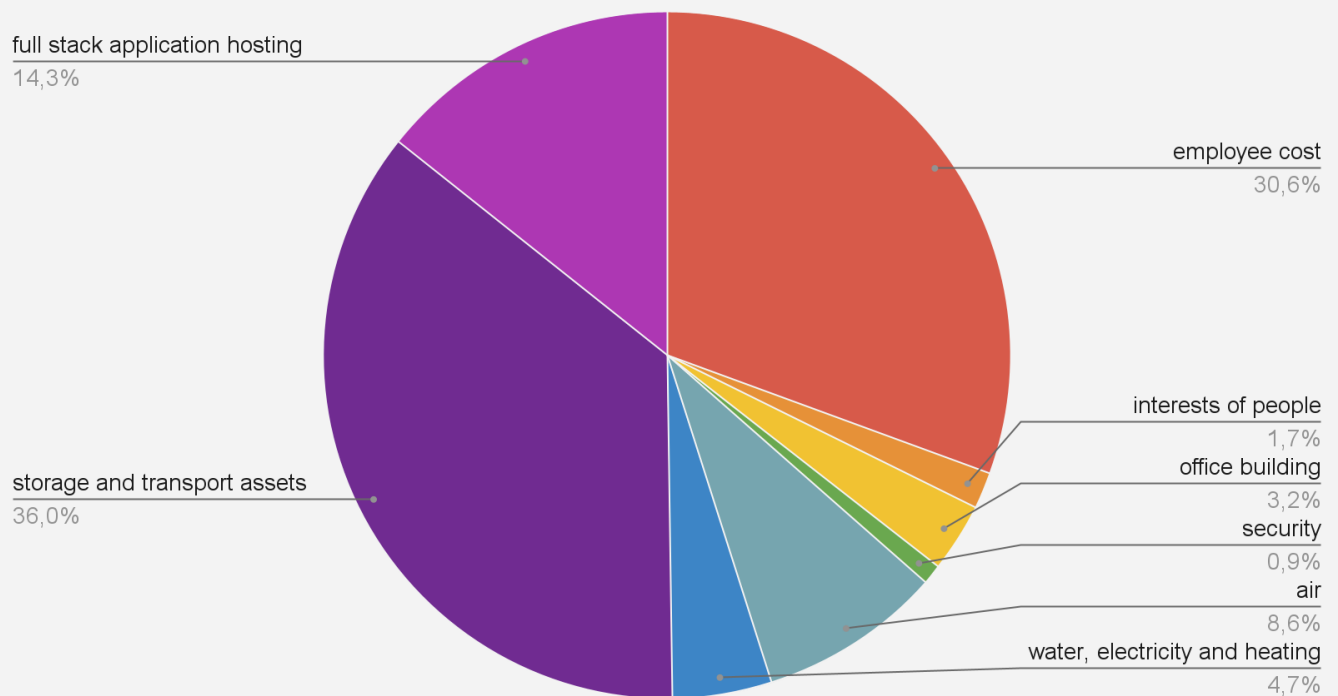
🔒 For security at our events, we will have to pay 1,100 MarsCoin to Ares Labs.

📦 Since we will buy chairs and tables so we can use these on our events we will need storage space and transport options to make sure we can safely store and transport these assets. This will cost us about 41.760 MarsCoin each month. This cost is quite high since we will hire a storage space of at least 600 m². Buying these chairs and tables will not happen monthly this will be explained further in our total costs part of this document. (MAN, n.d.), (*Europe: Prime Rents of Large Warehouses 2021, 2022*)

💻 Our application will obviously need hosting that is good so we can avoid as much downtime or problems as possible. This is why we will pay about 16,599 MarsCoin for this.

This makes for a fixed monthly cost of 116,139 MarsCoin.

Fixed Costs



5.2.2. Variable costs

5.2.2.1. General explanation

Our variable costs will depend on the type of event that will be organised.

🚩 The event space will always be hired from a third-party company, with our eyes on our own event spaces in the future.

💰 The price of an event space will depend on the size of a certain event and the budget of a client.

👤 We will also have to calculate the freelancers that will work at our events. This cost will be variable since this depends on the size of the events and the risk factor.

📺 We will advertise for every event so that a lot of people will come to our events and get aware of our events.

🧠 We will calculate all the variable costs for an event of two hundred people, 2,000 people, 3,000 people, and 5,000 people. This way we have a good basic case of how much certain events will cost us. When a company for example wants to organise an event of 8,000 people, we will calculate this in our financials as an event of 5,000 people and an event of 3,000 people. (*Home*, n.d.)

Costs like event electricity, water needed on the event, catering, and decorations ... change when the event is smaller or larger; this is why we have decided to categorise events by the number of attendees. We will also have to adjust our prices when we compare the prices from Earth to our Martian prices.

5.2.2.2. Event location price per person

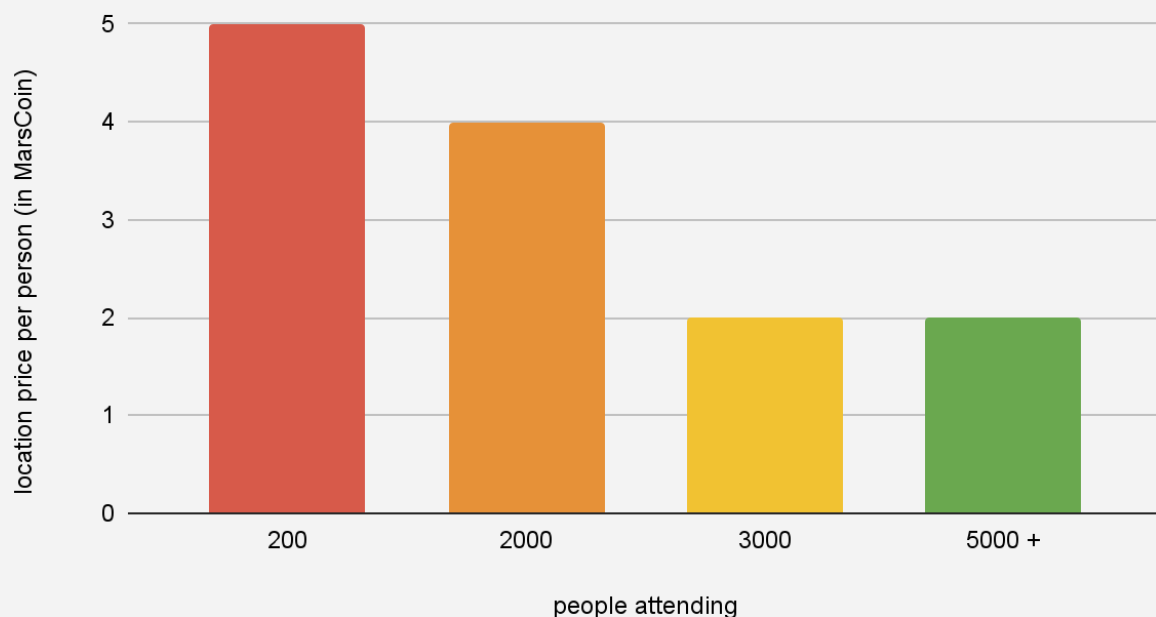
We think that the event location prices will be the same on Earth as on Mars. This is because there is a lot of available space on Mars, but there of course has to be an infrastructure built so that humans can breathe and live.

The price of an event location will vary depending on the size of the event:

- ▶ For two hundred Martians, an event location will cost us about 5 MarsCoin per person.
- ▶ For 2,000 Martians, an event location will cost us about 4 MarsCoin per person.
- ▶ For 3,000 Martians, the event location will cost us 2 MarsCoin per person. This price is a lot lower because we found in our research a lot of cheap event locations for 3,000 people.
- ▶ For 5,000 + Martians, the event location will cost us at most 2 MarsCoin per person.

(*Venuescanner 2000+ People*, 2012), (*Find Your Place*, n.d.), (*Kapow*, 2012), (*Eventup*, n.d.), (*Splacer 5000+ People*, n.d.)

event location price per person



5.2.2.3. Catering on our events

We think that the prices for drinks and food will be higher than the prices on Earth since it will be hard to grow crops on Mars also having water to prepare food and make beverages.

This is why we will do these prices times 1.5 to compensate for the difference in production costs or importing costs.

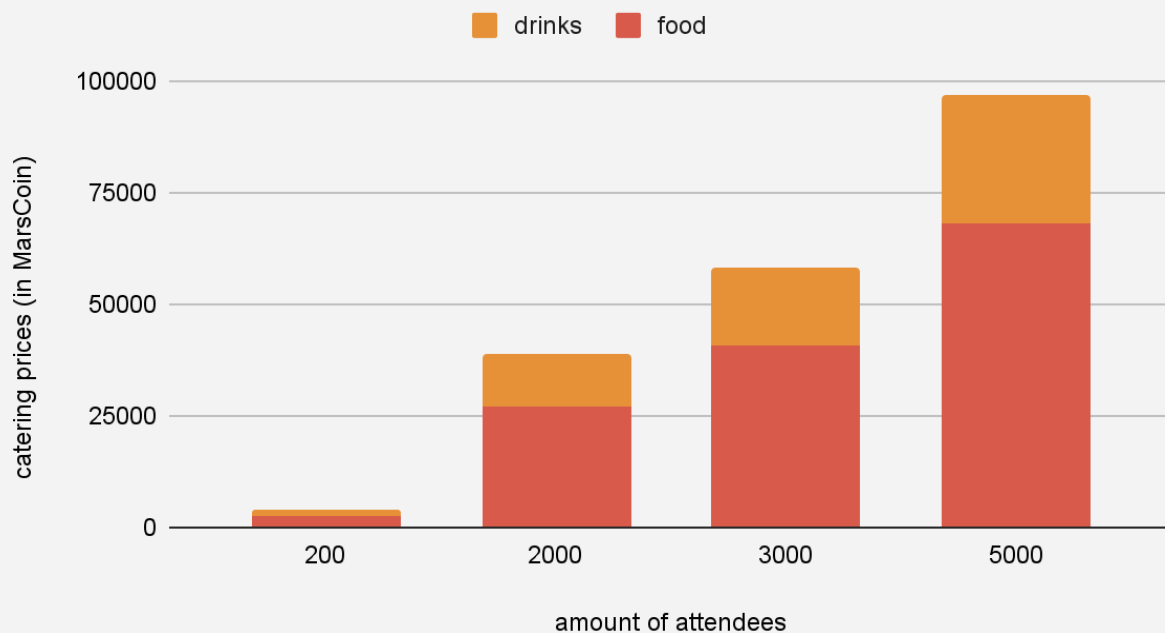
People will have to pay for these foods and drinks at the events themselves. Therefore, we will not calculate this expense in our total variable cost. We will calculate the average profit we have of these sales in our revenue calculations, so we can use these numbers in our break-even analysis.

In our research, we have found that hiring food trucks is quite expensive. This is why this cost is so much bigger than our drinks costs.

For catering at the events, we count at least five drinks per attendee for 4 hours at the event. In our calculations, we say that the average event will be 8 hours long. We will also hire food trucks that will provide the food for the people at our event. The amount of food trucks we must hire depends on the event type and size.

(*Food Truck*, n.d.), (Ford & Shane, 2015), (*Prik En Tik*, n.d.)

Event catering prices



5.2.2.4. Event decoration

The variable costs of decorations at our events will change strongly depending on the type of event we organise. For example, a fighting event will require an arena, while a music festival will require a stage and a good sound system. We will still try to make an average cost for the events depending on the number of people attending the event.

We have thought about a price that seems reasonable for us for an average event, since this changes fast according to the event type. (*Average Event Costs*, n.d.)

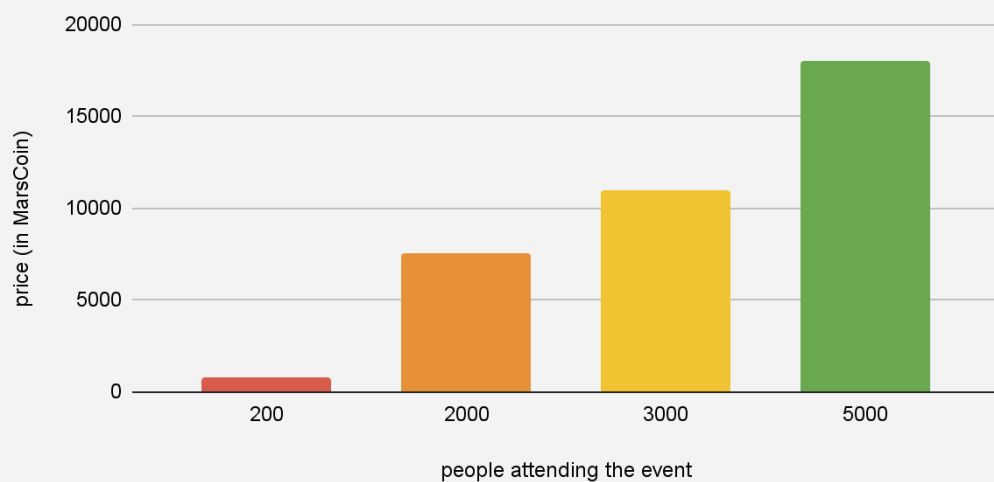
For an event of two hundred people, we will spend eight hundred MarsCoin on decorations.

For an event of 2,000 people, this will be a cost of 7,500 MarsCoin.

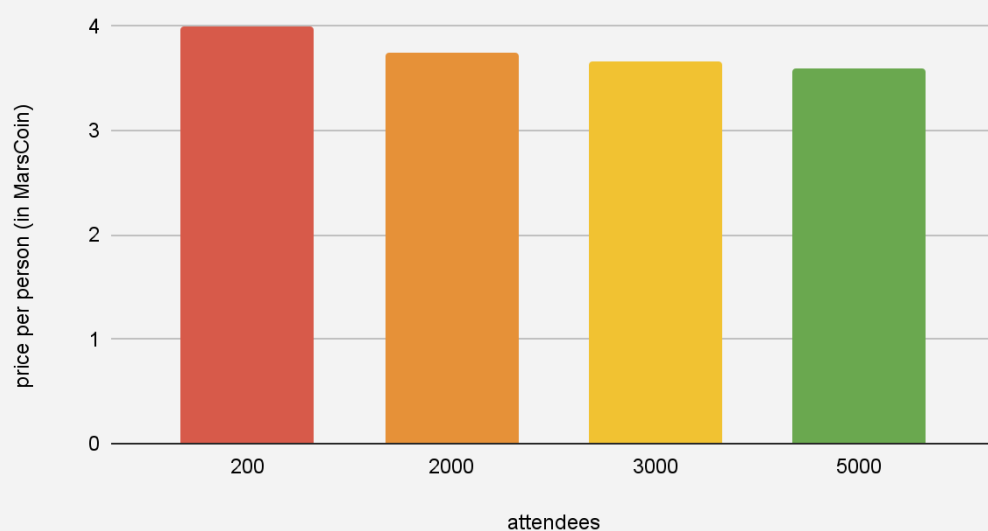
Events with 3,000 attendees will have a decoration cost of 11,000 MarsCoin.

Events with at least 5,000 attendees will have a decoration budget of at least 18,000 MarsCoin.

decoration prices



decoration price per person depending on event size



5.2.2.5. Freelancers

At our larger events, we will need freelancers to guarantee fast service to the people attending our events. Examples of freelancers we will need are bartenders, backstage workers, ticket control, front office, ...

The number of freelancers we will need will not only vary on the amount of people attending the event, but also on how many events we are organising a Sol, since we as the Events United founders can also work at events when needed.

We think the wages of these freelancers will be the same as the wages on Earth. Therefore, these freelancers will earn 450 MarsCoin a Sol.

(Glassdoor, n.d.), (Malt, 2022)

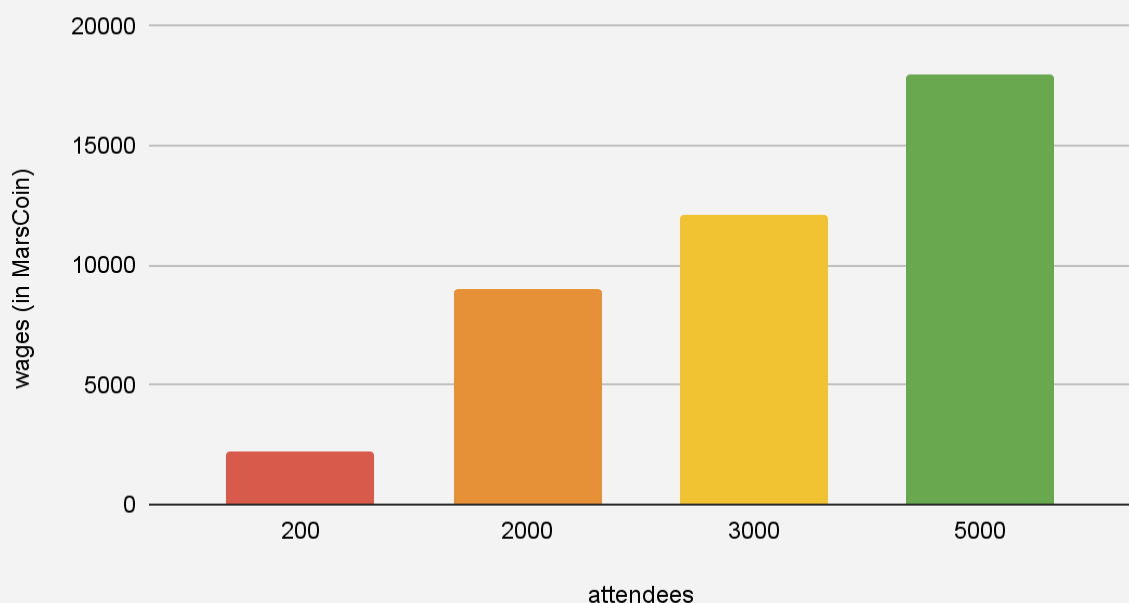
Events of two hundred people will require five freelancers, and that will cost us about 2,250 MarsCoin.

For events of 2,000 people, we will hire twenty freelancers. This will cost us about 9,000 MarsCoin.

Events of 3,000 people we will hire twenty-seven freelancers and that will cost us about 12,150 MarsCoin.

Events of at least 5,000 will require at least forty freelancers. That would cost us at least 18,000 MarsCoin.

wages of freelancers



5.2.2.6. Advertising

We will advertise for every event. This way, more people will get to know our app as well as the events we organise. Every event will have a different advertising budget based on the amount of people attending the event. We will spend 2.5 MarsCoin per person for advertising. This budget will be the same per person for each size event.

For an event of two hundred people, we will have an advertising budget of 500 MarsCoin.

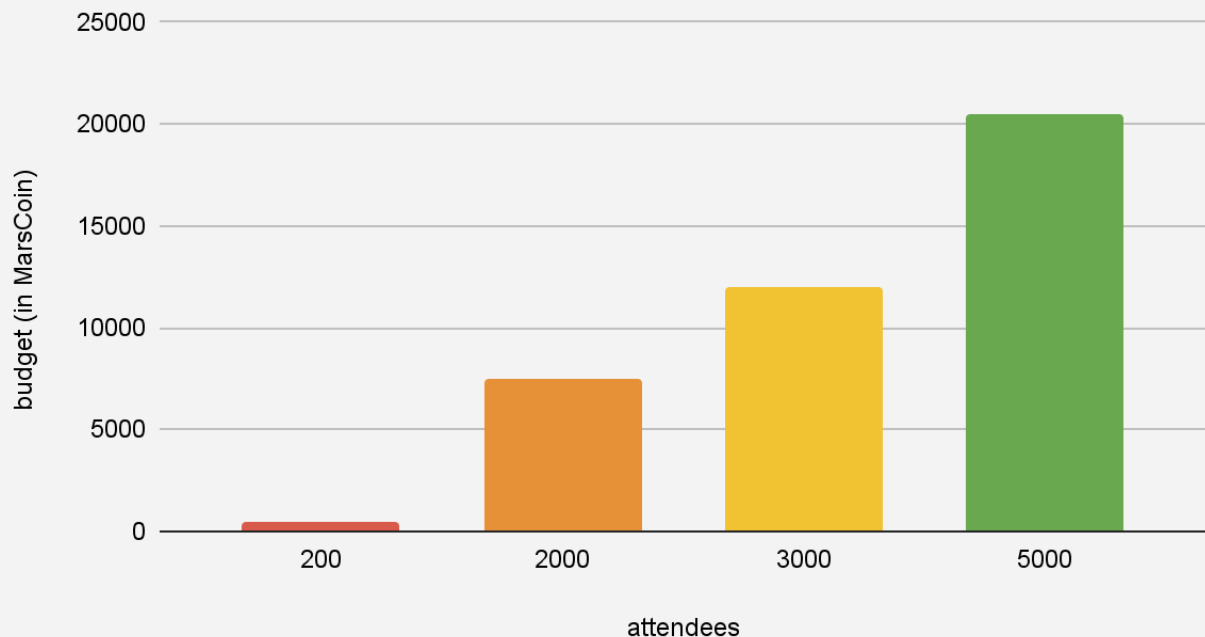
With 2,000 people, we will have an advertising budget of 7,500 MarsCoin.

For events of 3,000 people, we will have an advertising budget of 12,000 MarsCoin.

Events of more than 5,000 we will have an advertising budget of at least 20,500 MarsCoin.



Advertising budget (depending on amount of attendees)



5.2.2.7. Conclusion Variable costs

For our total variable costs, we have decided to not calculate catering prices since the attendees at our events will have to pay for their food and beverages themselves.

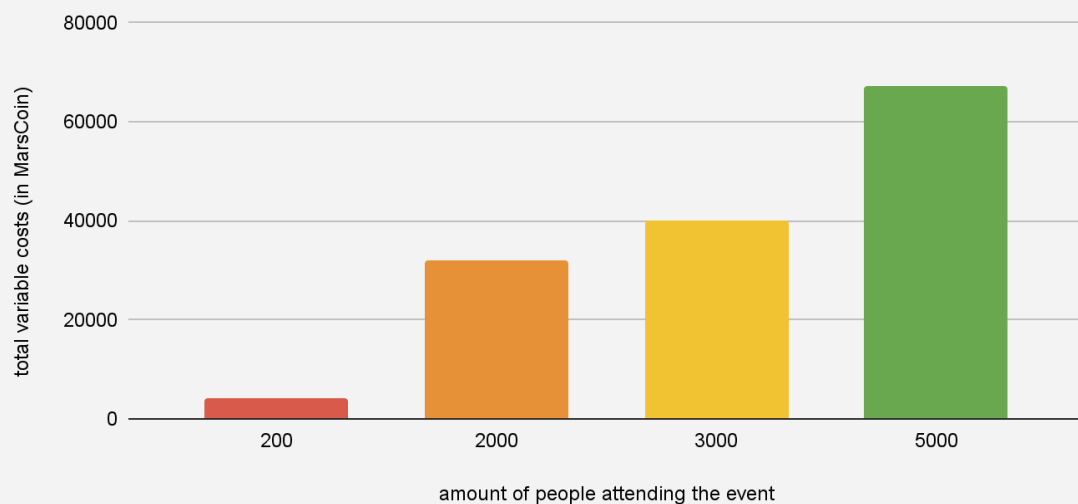
For events with two hundred attendees, the variable costs will be about 4,233 MarsCoin.

Events with 2,000 attendees will have a variable cost of about 32,089 MarsCoin.

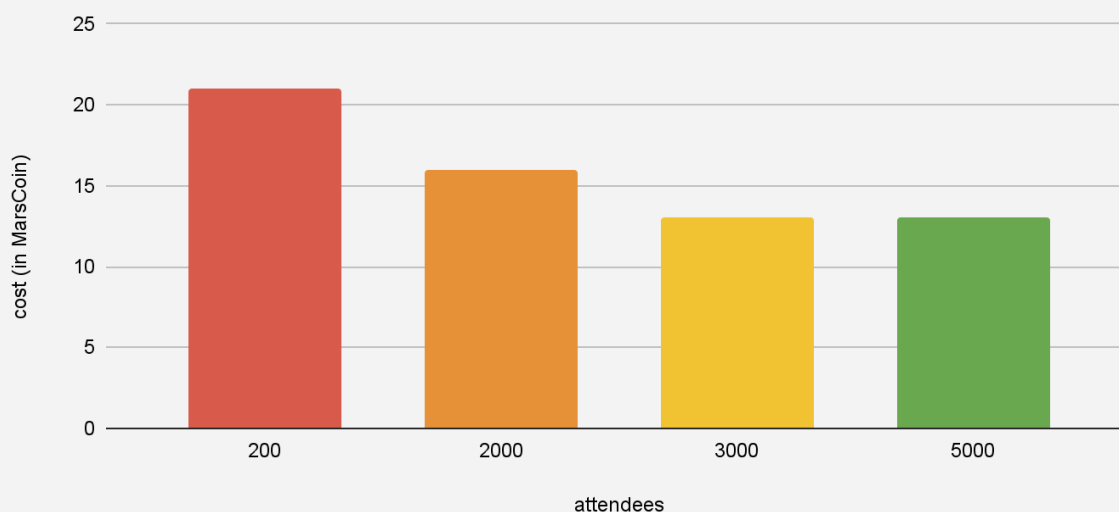
For events with 3,000 attendees, we will have a variable cost of 40,095 MarsCoin.

Events with more than 5,000 attendees will have a variable cost of at least 67,149 MarsCoin.

Total variable costs



Variable costs per person



5.2.3. Total costs

With the Fixed costs at an estimated monthly of 24,300 MarsCoin and the changing variable costs, the total costs will depend on the event size.

We will first calculate the total costs for our first month of existence.

In the first month we will only organise events for the Martian Gladiators so that we can learn from our early mistakes fast and adjust these as time goes on. The Martian Gladiators assured us that there will be sixty-three events a month for our first three years of business. Our first few events we organise will have to be advertised more than other events. For this we have decided to double our advertising budget in our first month of business to give us a head start.

During the summer and the winter holidays we expect to organise more events, therefore in our data you will see this represented.

Because our partner organises events of 450 people and other amounts of attendees that we did not include in our financial calculations, we will calculate multiple events for this. For example, in our first month of business we will organise sixty-three events of 400 attendees but in our calculations, we will use 126 events of two hundred people.

In our first month of business, we will buy 10,000 chairs and 2,000 tables; the remainder of the needed decorations and seating will be hired for the majority of our first year of business. This investment will cost us about 86,980 MarsCoin. (Alibaba, 2018), (Alibaba tables, 2018)

After our first month we will slowly start to organise events for other companies as well as organising events on our own.

In year 1 month three we will buy one rover truck and one rover van so we can transport our tables and chairs more efficiently, this will cost us 224,044 MarsCoin.

In year 2 month three we will hire ten more employees and buy 10,000 extra chairs and 2,000 tables since chairs and tables will break or get worn down during our first year of business. The cost of these tables and chairs will be about 92,600 MarsCoin and the wages of the ten new employees will cost us an extra 60,000 MarsCoin a month.

In year 2 month four we will invest in ten rover trucks (2,000,000 MarsCoin) and ten rover vans (240,440 MarsCoin) so that we can easily transport our tables and chairs to the growing number of events we organise.

We will buy fifteen company rovers for our employees during year 2 month five, this investment will cost us 2,429,550 MarsCoin.

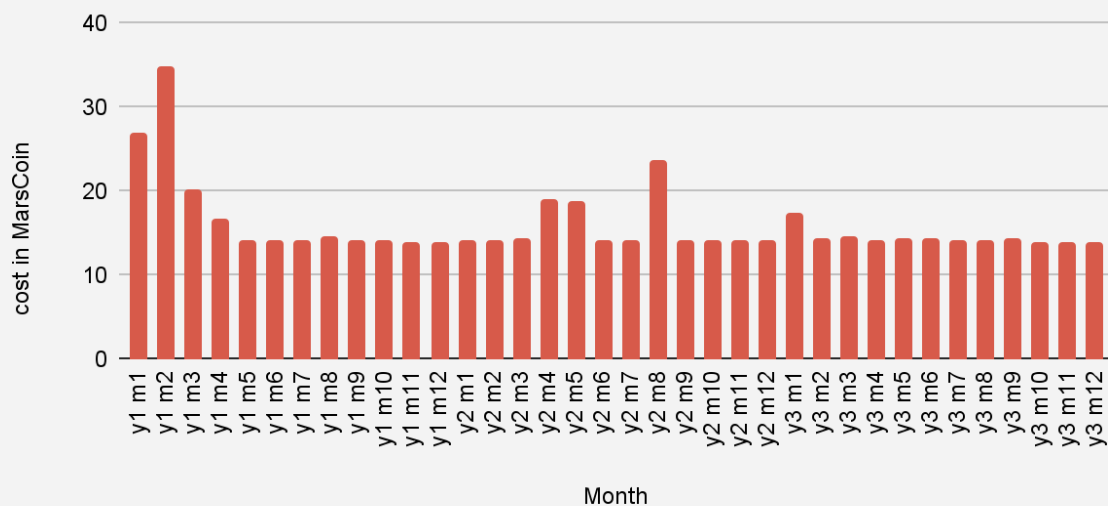
Because living conditions on Mars could be harsh, we will buy company apartments for our employees, this will cost us 4,500,000 MarsCoin.

At the start of year 3 we will hire once again ten more employees and buy 20,000 extra chairs and 4,000 more tables to cover the breaking and wearing down of these products. This will cost us 169,000 MarsCoin for the tables and chairs and the wages of our ten new employees will add an extra 60,000 cost a month.

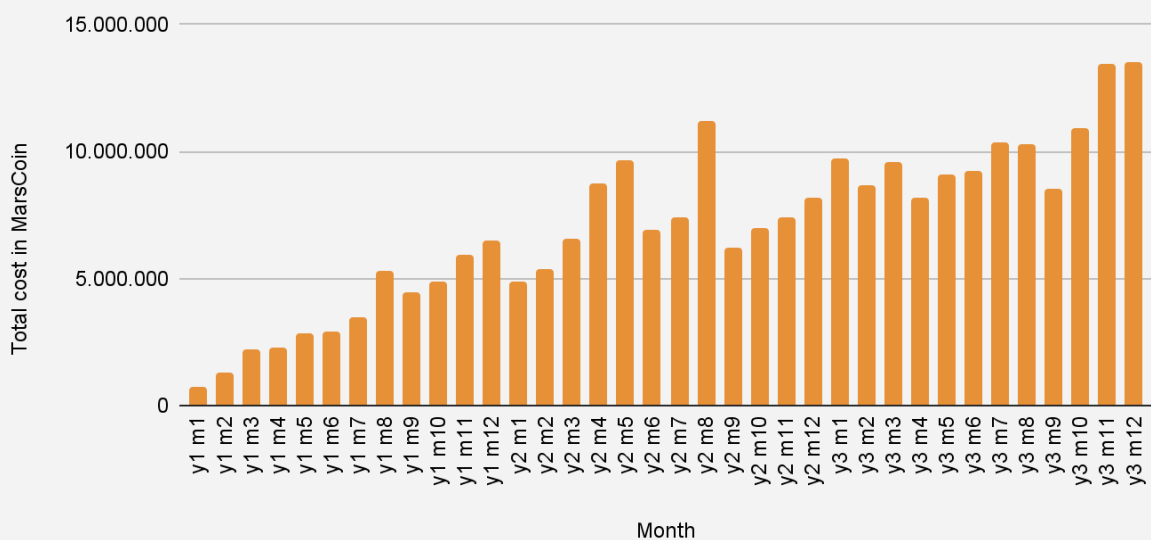
Fuel for our vehicles we will buy during the years will come directly out of our transportation and storage budget of our fixed costs, since in this cost we provide a budget to hire vans and trucks but since we will buy vans and trucks, we will be able to use this money to pay for fuel.

You will see these investments in our total costs.

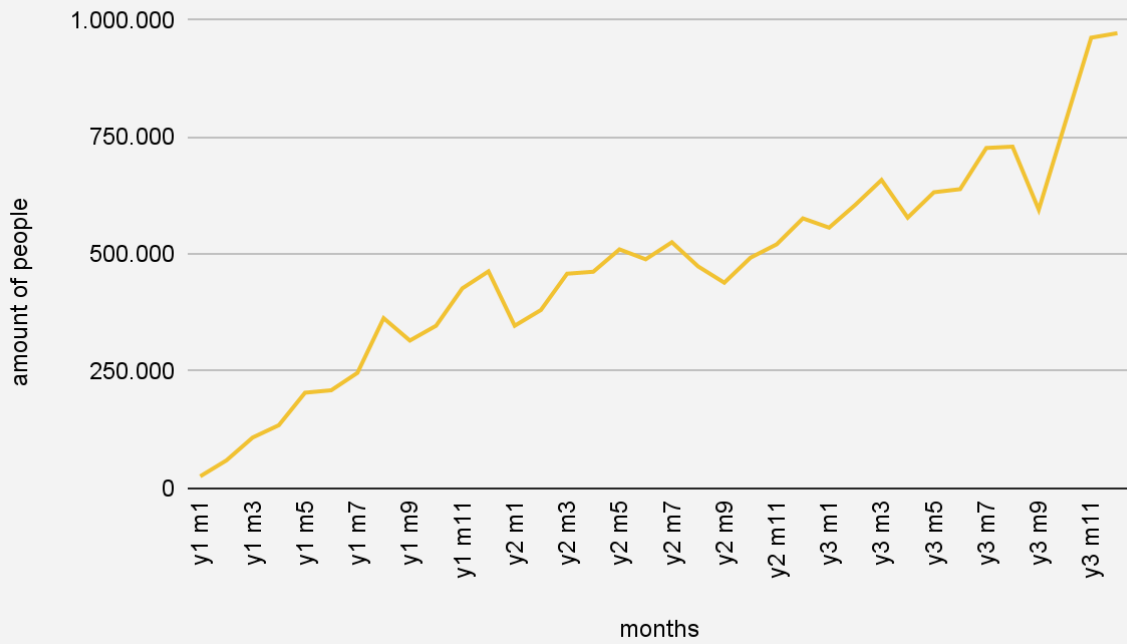
Cost per attendee per month



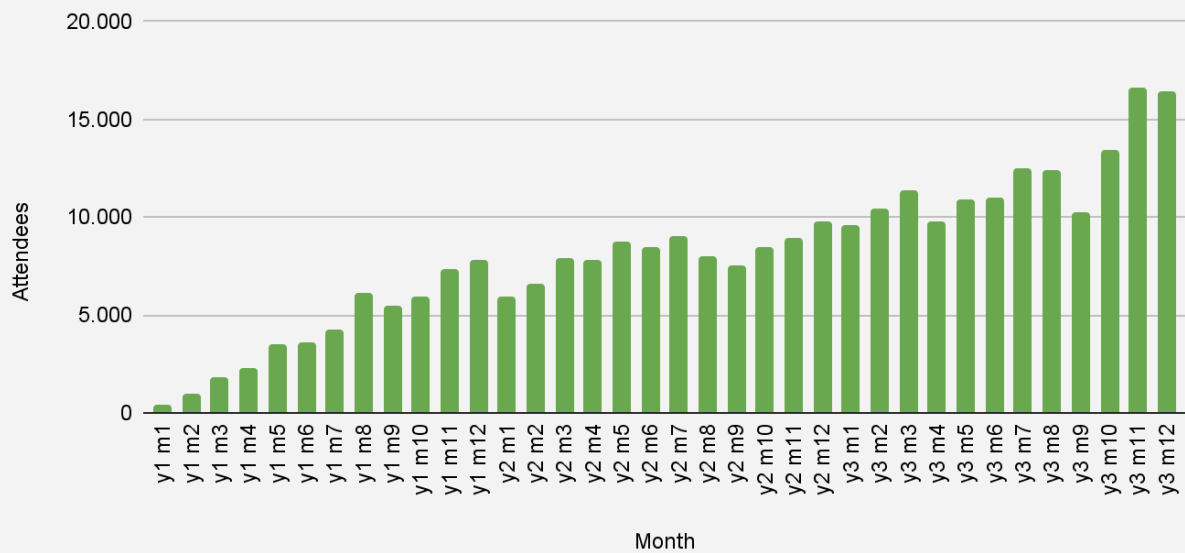
total cost per month



People attending events through out the months



People attending per month



5.3. Break-even analysis

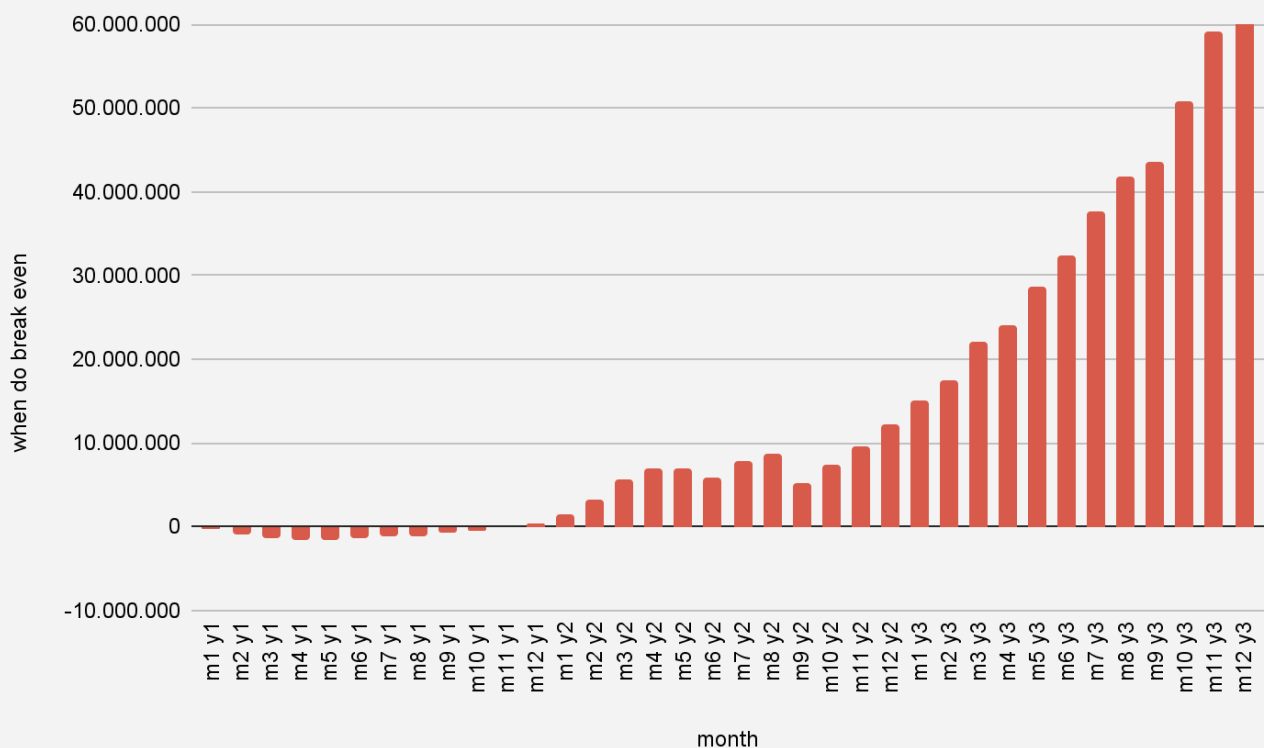
Our company's revenue will highly depend on the number of events we organise. When we organise huge events, our revenue will grow a lot but when times get harder our revenue will shrink a lot.

In our break-even analysis we will look when we will have paid off our initial starting costs and investments. Through the years we will do more investments to ensure our business can ensure the highest quality.

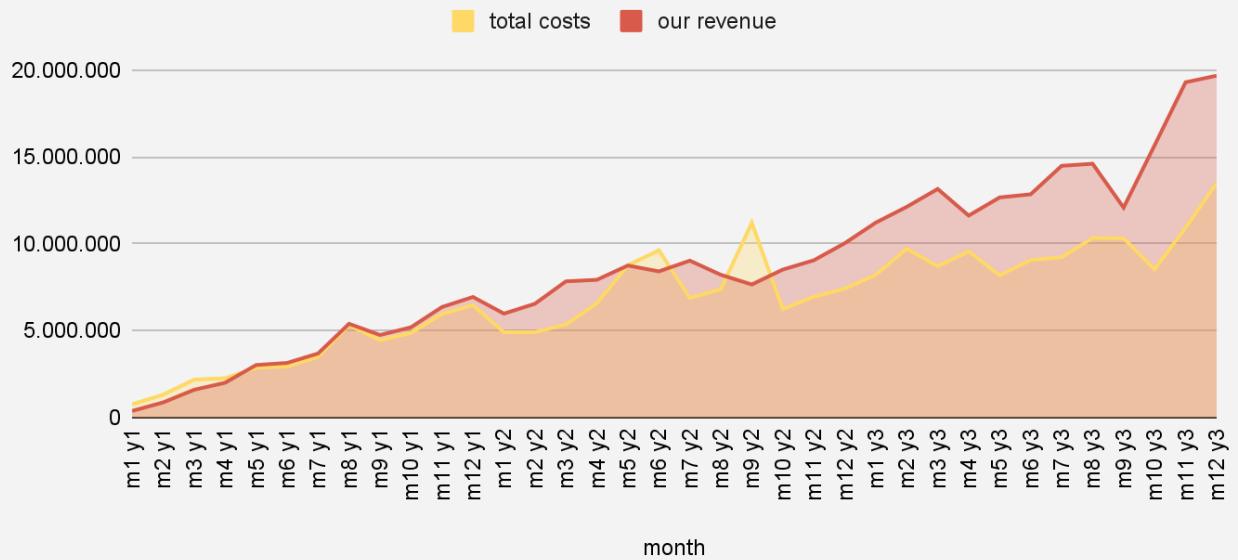
We anticipate that in our first year of operation, our total profit will be approximately 455,696 MarsCoins. At the end of the year, we also expect to start turning a profit. In year two we expect our profit to be 11,714,309 MarsCoin. For year 3 we expect a profit of 53,170,519 MarsCoin.

We estimate that our total revenue in year one will be 43,344,787 MarsCoin. For year two we expect a total revenue of 97,936,082 MarsCoin. In year three we expect a total revenue of 169,410,892 MarsCoin.

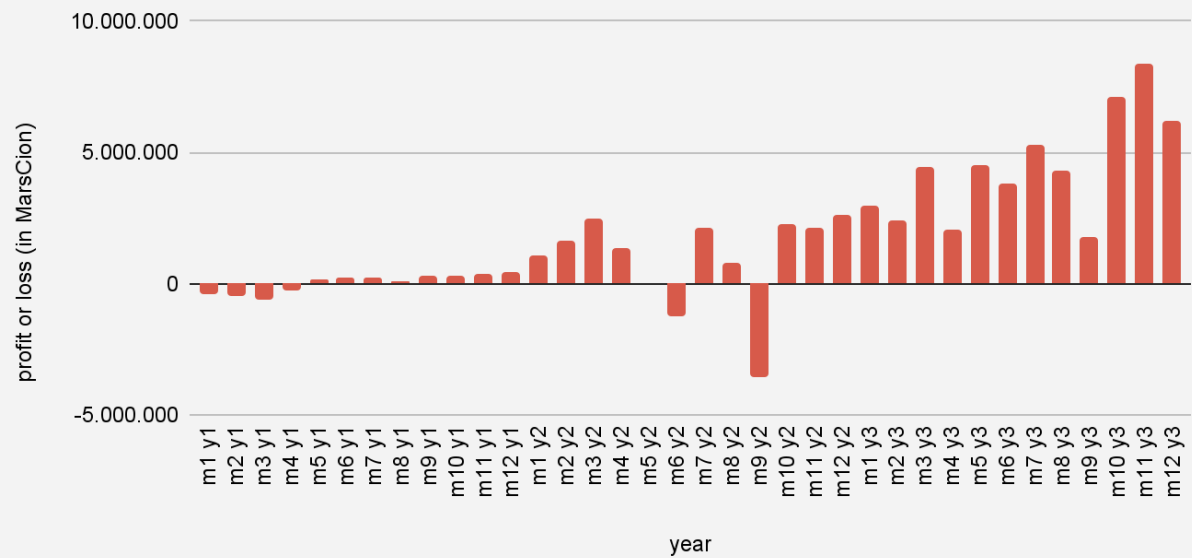
total profit over three years



relation between total costs and our revenue each month



profit or loss each month



5.4. Financing mix

To be able to start our business, we will need about 500,000 MarsCoin from investors. This is so we can cover the base costs of buying chairs and tables, but also to be capable of advertising more, so more people will know our business from the start. Especially for our first few events, we will need this to be capable of hiring event locations as well as buying decorations, hiring personnel etc.

At our events, we will earn the most of our money out of our ticket sales. The ticket sales of the events we organise ourselves will be 100% for us and our business. Ticket sales at events that other companies want to organise via us will give us 90% of the ticket sales and 10% to the third-party organisers. This way they will also be willing to advertise for their event, since more attendees will mean more money for them too.

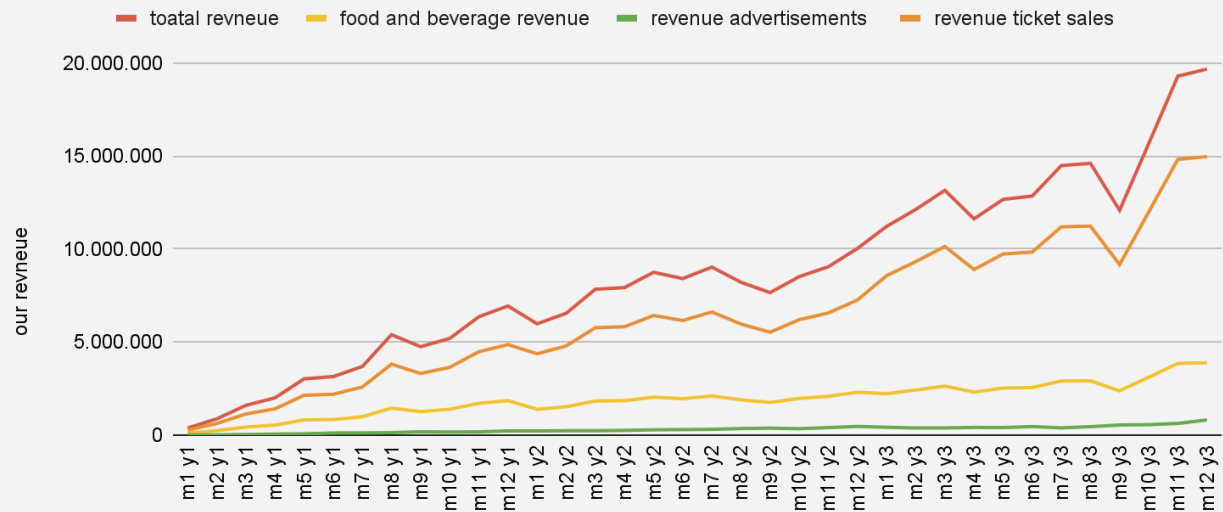
When people buy food or drinks at our events, we will also earn money. For the drinks, we will earn the event price of the drink minus the buying price of the drink. For food, this will be more complicated since we will hire a third-party company to make and sell food at our events. This means that we will earn about 10% of the food prices. Food and drink prices will stay the same at all our events, this way we are consistent, and people will know in advance how much everything costs.

At our events, companies will be able to advertise their products in a lot of different ways. For example, if a company wants their name on our printed tickets or if they want a huge banner, this can all be possible. Advertisements can take a lot of different shapes and sizes, and because of this, we have a full explanation of our ad system in the revenue part of this document.

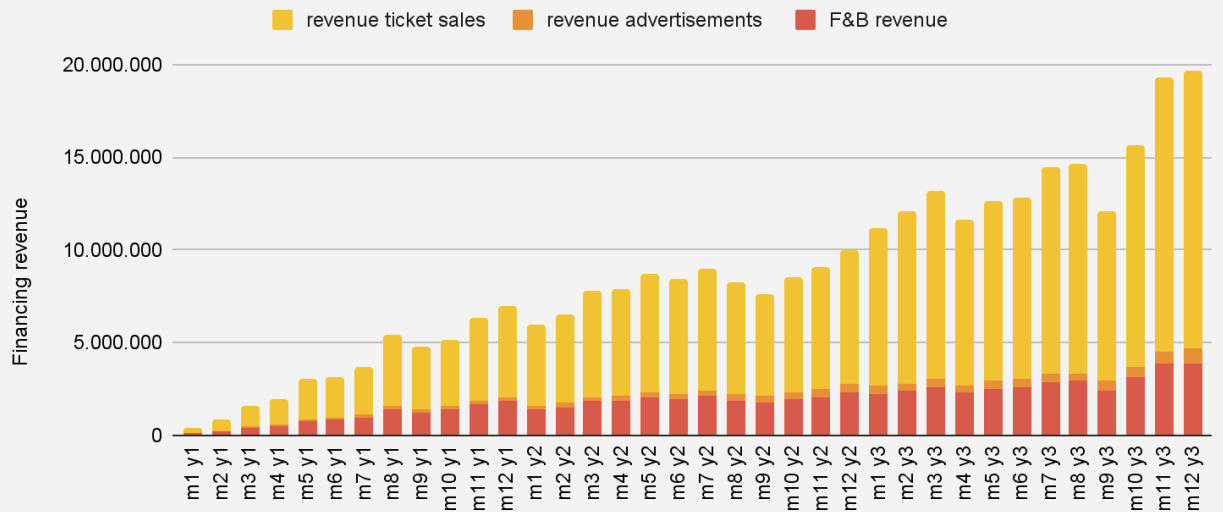
Companies will be able to advertise their products in our app too. This provides a way for companies to make their products visible online as well as offline. These advertisements will mostly be shown on information pages of events, as well as some ads on our home page. We will strongly limit the number of ads allowed on our application to not take away from the experience of our customers.

People who organise events via our service will be able to ask us to bump their events so that people who are interested in the kind of event that gets organised will see their event faster. This will make their events seen by more people and this will also make the change larger so that their events attract a lot of attendees and or media attention.

Financing mix



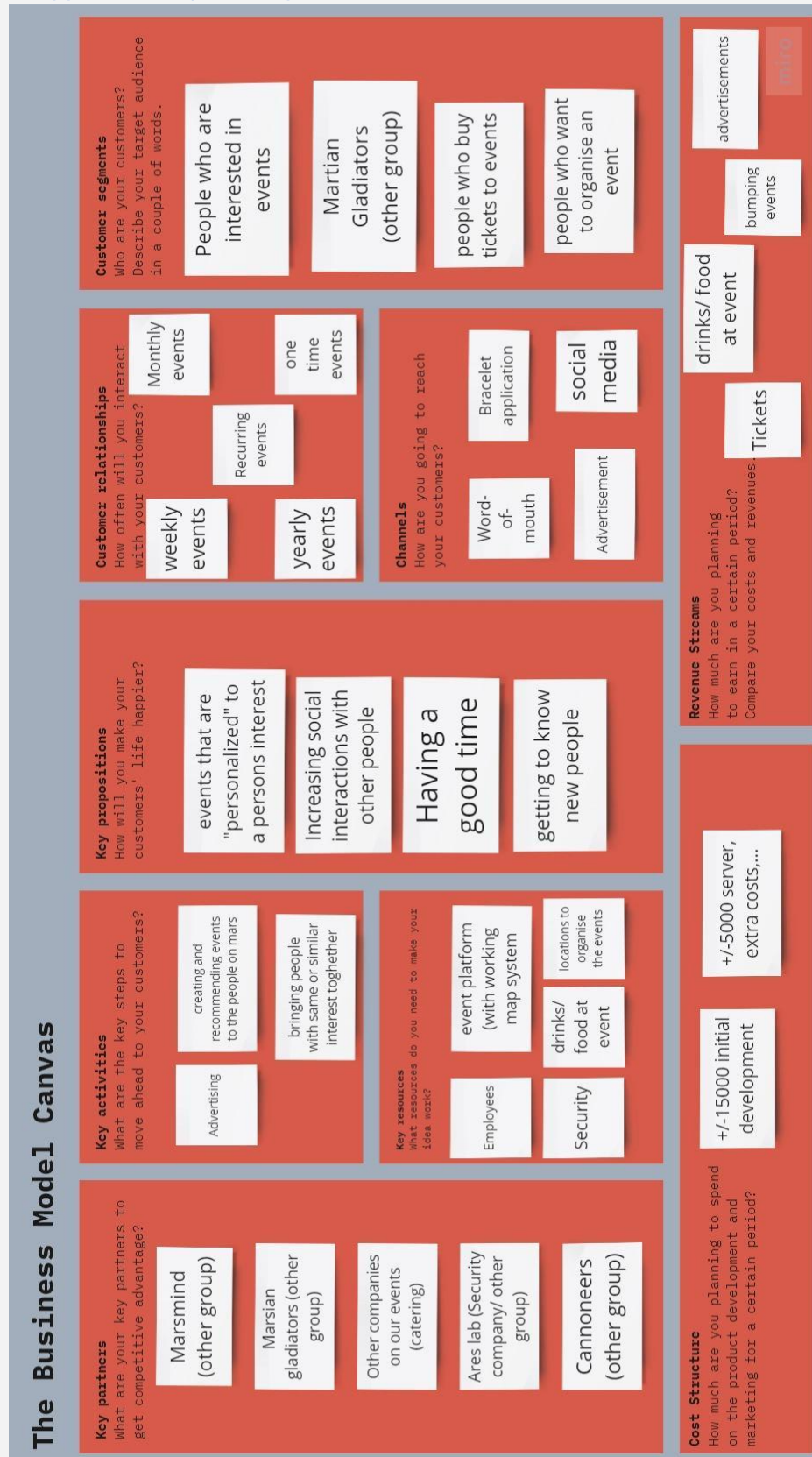
Financing mix



6. Business model canvas

This is the link to our business model canvas.

https://miro.com/app/board/uXjVPURKpW0=/?share_link_id=828147253536



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