**Mapping our Application to a Business Model Category:**

Our Web Application is a good example of the **brokerage business model**.

The main function of the brokerage business model is that it connects people to share a common space for financial purposes. In other words, it is a middleman between a buyer and a seller. And that is main function of the application: providing a platform to bring ticket retailers and ticket buyers together. Through easy to use interface and secure payment methods, it creates a good environment for the transactions between different parties. It would also attract new customers to certain markets, as it targets people who tend to save money and would not buy the tickets with the original price.

For each transaction between a ticket retailer and a user that our application enables, a certain commission would be charged.

As the application would also include banner ads for smart advertising, we can also map it to the **advertising model**. For ticket retailers (e.g. festival organizers, public transport companies, etc.) advertising on this application would reach very interesting customer groups.