



# RSVIP

*from invite to inside*

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Unlocking the Future of  
Ticketing with Blockchain

# The Problem: Ticketing Is Broken

A SYSTEM BUILT TO EXPLOIT CREATORS AND FANS

## 01 Exorbitant Fees:

Traditional ticketing platforms charge **20-30%** in hidden fees (Source: Vox).

## 02 Scalping Crisis:

20-30% of top-tier seats are scalped, **doubling or tripling** prices (Source: Happel & Jennings).

## 03 Revenue Loss:

Creators **lose millions** annually due to **uncontrolled secondary sales**.

## 04 Consumer Distrust:

Fans face **fake tickets**, **opaque pricing**, and **limited access** to high-demand experiences.





# When Systems Fail, Fans Pay the Price

## 1. What Happened:

- **September 2024:** Coldplay tickets for **Mumbai** sold out in minutes on BookMyShow.
- Within hours, scalped tickets appeared for **₹83,000+ (\$1,000)–5x face value**.

## 2. The Backlash:

- **Fans:** Social media uproar led to police investigations and legal scrutiny.
- **Creators:** Lost millions in secondary sales while scalpers profited unfairly.

## 3. The Lesson:

- **Fans lose:** Exclusive experiences are gated behind inflated prices.
- **Creators lose:** Millions in potential revenue are lost to scalpers.

## Case Study Coldplay Indian Tour's Scalping Controversy



# Enter RSVP

TO FIX A BROKEN SYSTEM AND  
RECLAIM THE MAGIC OF EVENTS

## 01 The Origin Story:

- RSVP was born from a fundamental truth: Live experiences should feel exclusive - but never inaccessible.
- Existing platforms overcharge fans and lock creators out of secondary revenue. RSVP exists to fix that injustice - giving control back to creators and fair access to fans.



# Enter RSVP

TO FIX A BROKEN SYSTEM AND  
RECLAIM THE MAGIC OF EVENTS

## 02 Our Mission Statement:

*"To reclaim the lost magic of events and experiences by making ticketing fair, transparent, and accessible for everyone."*



# Enter RSVIP

TO FIX A BROKEN SYSTEM AND  
RECLAIM THE MAGIC OF EVENTS

## 03 Why It Matters:

- **For Fans:** No more hidden fees or inflated resale prices—just **fair access** to the experiences they love.
- **For Creators:** Direct control over ticketing, fair resale participation, and **new revenue streams**.



# RSVIP: Fair, Transparent, and Built for the Future

## **FRAUD-PROOF TICKETS**

Blockchain verifies authenticity, eliminating counterfeit tickets.

## **ANTI-SCALPING**

Smart contracts enforce resale rules—no more inflated prices.

## **FAN ENGAGEMENT**

Rewards unlock exclusive perks and fan-first experiences.

## **FLEXIBLE PAYMENTS**

Supports crypto, UPI, BNPL, and other payment options.

## **REVENUE CAPTURE**

Creators earn a share from every resale via blockchain automation.

# Creating a True Movement

## Tackling Exploitation

- We're putting **power back in the hands of fans and creators**—no middlemen, no exploitation.
- **Fair access** for fans. **Fair earnings** for creators. **Real connections** for both.

## The Right Ambassadors

- Partner with **cultural influencers** and **community leaders** who embody RSVIP's mission.
- Amplify RSVIP's voice by aligning with **artists, athletes, and cultural pioneers**.

## Community-Led Growth

- Fans and creators shape RSVIP's evolution through **token-based governance**.
- Introduce RSVIP-hosted **exclusive events** for early adopters and ambassadors.

## WHY IT MATTERS:

- *RSVIP isn't just **changing ticketing**—it's leading a **movement** that restores **equity and access** to live experiences.*



# Taking Everyone From Invite to Inside


## For Fans – A Seamless, Rewarding Experience

- 01** *Discover Exclusive Events:*  
Curated access to the most in-demand live experiences.
- 02** *Secure Your Spot – No Hidden Fees:*  
Transparent pricing with blockchain verification.
- 03** *Unlock Rewards:*  
Earn collectibles with each event for discounts and exclusive content.

## For Creators – Full Control & New Revenue

- 01** *Set Custom Pricing:*  
Dynamic pricing models give full autonomy over ticketing.
- 02** *Capture Resale Profit:*  
Automatically earn revenue from every secondary sale.
- 03** *Engage Fans:*  
Use exclusive perks like meet-and-greets and digital collectibles.

# Competitive Comparison – How RSVIP Stacks Up

FEATURE	RSVIP	<i>ticketmaster</i>	<i>eventbrite</i>	bookmyshow	
Low Fees & Fair Revenue	✓ Yes (Lower fees, higher creator earnings)	✗ No (High fees & revenue cuts)	✗ No (Service fees apply)	✗ No (High ticket charges)	✗ No (Limited revenue options)
Creator Control	✓ Yes (Dynamic pricing + Data ownership)	✗ No (Limited pricing autonomy)	✗ No (Basic event settings)	✗ No (Limited organizer tools)	✓ Limited (Some creator control)
Anti-Scalping & Blockchain	✓ Yes (Smart contracts, verified resale)	✗ No (Manual scalping checks)	✗ No (No resale enforcement)	✗ No (No anti-scalping tools)	✗ No
Web3 Payment Integration	✓ Yes (Crypto, BNPL, UPI)	✗ No	✗ No	✗ No	✗ No
Fan Loyalty & Engagement	✓ Yes (Badges, real-time upgrades)	✗ No	✗ No	✗ No	✗ No
Enterprise Solutions	✓ Yes (Custom APIs, analytics)	✓ Yes (Legacy POS)	✗ No	✗ No	✗ No

# An Unique Competitive Edge

01

## Unmatched Fan Loyalty:

Perks and gamified experiences drive repeated fan engagement.

02

## Smart Contract Control:

Automatic resale enforcement—no manual oversight required.

03

## Integrated Payment Flexibility:

Support for crypto, BNPL, and UPI in a single platform.



# Go-to-Market (GTM) Strategy – How We'll Win Fast



✦  
01

Phase 1 – Launch & Awareness:

- Partner with **emerging artists, niche festivals**, and **regional events**.

✦  
02

Phase 2 – User Growth & Loyalty:

- Implement **loyalty programs** that reward repeat attendees.

✦  
03

Phase 3 – Enterprise Expansion:

- Offer white-label RSVP tech to **stadiums, sports leagues**, and **corporate events**.



# A Competitive Moat Makes Us Hard to Copy

*RSVIP creates an ecosystem lock—fans and creators stay because no other platform delivers **full transparency, control, and ongoing revenue-sharing**.*

## Exclusive Creator Control:

- **Dynamic Pricing Autonomy:** Creators fully control primary and secondary market pricing.
- **Data Ownership:** Full access to customer insights—a feature competitors don't offer.
- **Resale Revenue Share:** Blockchain locks creators into RSVP's ecosystem, ensuring ongoing revenue from resales.

## Proprietary Data & Analytics:

- **Real-Time Insights:** RSVP tracks audience behavior, ticket demand, and sales patterns using blockchain analytics.
- **Event Optimization Tools:** Creators can monitor event performance and adjust ticketing in real time.

## Technological Leadership:

- **Integrated Web3 Payments:** Supports crypto, BNPL, and UPI—no competitor offers this full stack.
- **Smart Contracts for Anti-Scalping:** Automated enforcement ensures fair resale—unique to RSVP.

## Fan Engagement & Loyalty:

- **Rewards:** Fans earn exclusive collectibles for attending events—driving repeat behavior.
- **Instant Upgrades & Perks:** Ticket holders can unlock exclusive content and real-time event benefits.

# Planned Risk Mitigation Will Keep Us Ahead

## Regulatory Compliance:

- **Blockchain Standards Alignment:** RSVIP aligns with evolving global regulations (e.g., BOSS Act, GDPR).
- **Smart Contract Compliance:** Automating pricing controls ensures consumer protection and resale fairness.
- **Regional Customization:** Adapt policies for different legal frameworks across India, Southeast Asia, and the US.

## Consumer Adoption:

- **Web2-Friendly Onboarding:** Users can purchase tickets using familiar methods (e.g., UPI, BNPL), easing entry.
- **Education Initiatives:** Provide creators and fans with **Web3** guides to demystify crypto-based ticketing.

## Market Defense:

- **Exclusive Content Deals:** Partner directly with major creators and event organizers for **exclusive inventory**.
- **Anti-Scalping Protocols:** Leverage smart contracts to **prevent bots**, enforce **pricing ceilings**, and monitor resale.

## WHY IT MATTERS:

- *RSVIP's **hybrid model** blends **consumer familiarity** with **advanced blockchain tools**, ensuring **legal compliance** while creating a **frictionless user experience**.*



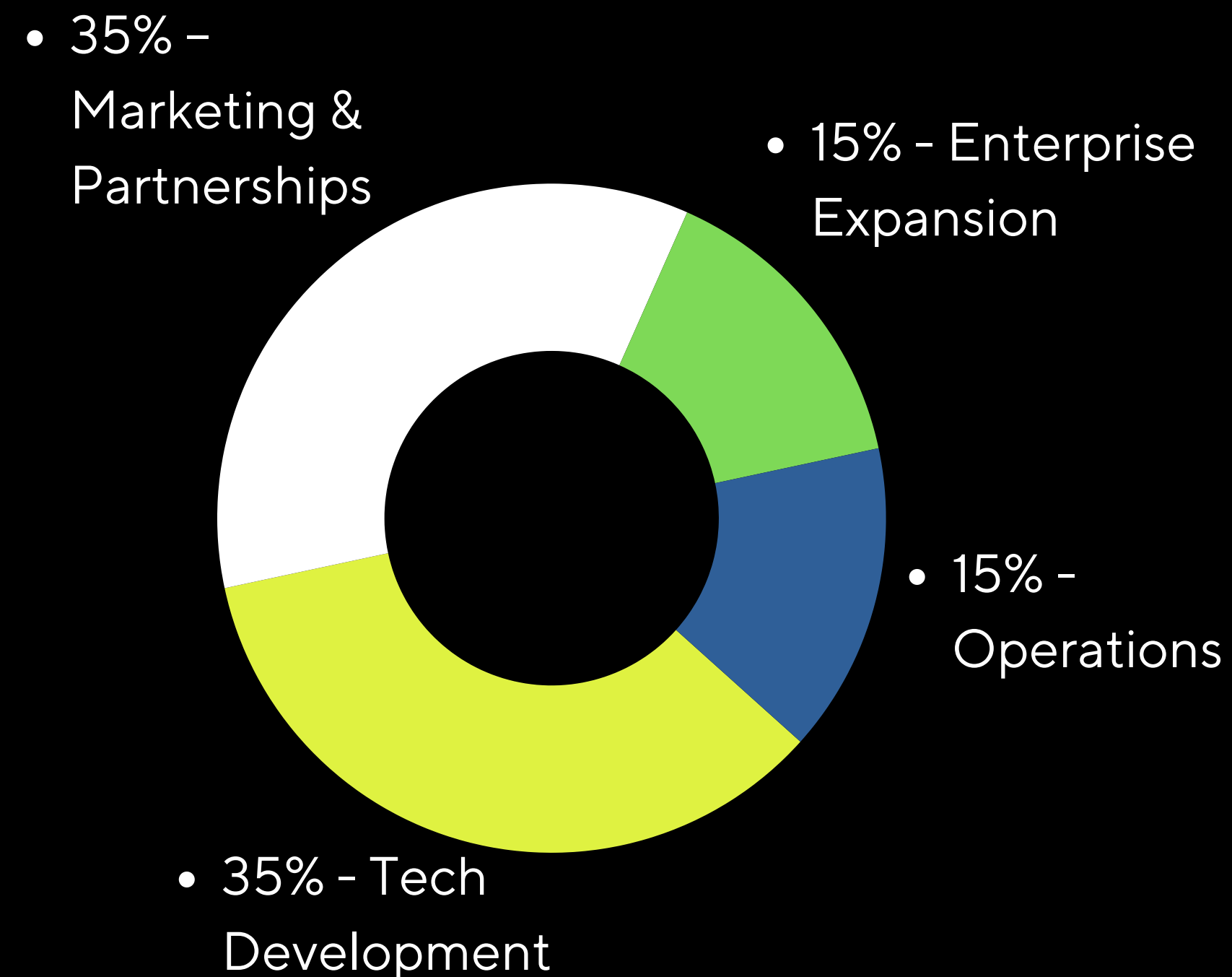
# Financials – The Investment Ask & Revenue Model

**01 Raising:**  
\$1 Million Pre-Seed Round

**02 Revenue Model:**

- 5-8% fee on primary sales.
- 10% fee on secondary sales.

**03 Revenue Model:**



# Customer Lifetime Value (CLTV) – Long- Term Profitability



CLTV Formula:

$$\text{CLTV} = \text{ARPU} \times \text{Event Frequency} \times \text{Retention Rate}$$

Example Calculation:

If a fan buys 6 tickets/year at \$50 and RSVP takes a 7% fee:  $\text{CLTV} = \$50 \times 6 \times 7\% = \$21/\text{year}$

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# Long-Term Vision – RSVIP as a Decentralized Event Economy

## BEYOND TICKETING—BUILDING A DECENTRALIZED EVENT ECONOMY



### Decentralized Governance:

- Users will shape RSVIP's future through community-led governance.
- Creators and fans will decide on **resale policies, event categories, and platform innovations**.

### Marketplace:

- Fans can **buy, sell, and trade** based event memorabilia.
- Creators monetize exclusive collectibles—building **new revenue streams** beyond ticket sales.

### Cross-Metaverse Integration:

- RSVIP tickets will unlock **AR/VR experiences**—bridging physical and virtual live events.
- Enter the **metaverse** by offering exclusive digital passes to concerts, festivals, and conferences.

### Why It Matters:

*RSVIP isn't just solving today's problems—it's laying the foundation for a **future-proof** and **community-owned** event ecosystem.*

# Exit Strategy – Delivering Investor Returns

## Exclusive Supply Partnerships:

- **Pioneering Public Offering:** Become the **first blockchain ticketing platform** to go public.
- **Decentralized Governance (DAO):** Transition future policy decisions to the RSVIP community, reinforcing user-driven governance.

## Acquisition Path:

- Strategic Buyouts: Prime for acquisition by leading event and tech platforms:
  - **Live Nation (Ticketing Giant)** – Owns Ticketmaster but lacks Web3 capabilities.
  - **Meta (Social Experiences)** – Enhancing VR/AR events with RSVIP's ticketing engine.
  - **Coinbase/Polygon** (Blockchain Ecosystem) – Strengthening consumer-facing NFT applications.

## Joint Ventures & Licensing:

- **White-Label Partnerships:** Offer RSVIP's technology as a **licensed platform** to large venues and festivals.
- **Media Collaborations:** Partner with entertainment companies for **fan clubs**.

## WHY IT MATTERS:

- *RSVIP's exit strategy focuses on both **short-term acquisition** opportunities and **long-term independence** through **IPO and DAO-led governance**.*

# The Team



Maaz Memon

CP & GO

14+ Yrs Experience

- Expanded multiple companies to the US Market
- Management Consultant for Web 2.0 & Web 3.0 companies
- Skills : Product, Finance, Business, Fundraising



Jonathan Ferrucci

Head of BD

16+ Yrs Experience

- Consistently drives growth by identifying new market opportunities, optimizing operational processes, and building high-performing teams.
- Developing and implementing high-level business strategies



Kalind Patel

CEO India

9+ Yrs Experience

- Expertise in sales strategies, leading and managing team, and maintaining relationships with clients.
- Focused on delivering innovative digital solutions.



Prerna Grover

CSO

10+ Yrs Experience

- 6+ years of Client and Agency Experience
- Hands-on experience in launching, revamping and managing brands from both client and agency perspectives.



Shayan Chowdhury

CMO

16+ Yrs Experience

- 15+ years in marketing
- Expertise in consumer tech
- Launched successful platforms globally
- Strong brand strategy skills
- Diverse international experience

# Allow us to take you inside



## Contact Info



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