



RSVP

from invite to inside

Unlocking the Future of
Ticketing with Blockchain

The Problem: Ticketing Is Broken

A SYSTEM BUILT TO EXPLOIT CREATORS AND FANS

O1 Exorbitant Fees:

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

O2 Scalping Crisis:

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

O3 Revenue Loss:

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

O4 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 RSVPIP

TO FIX A BROKEN SYSTEM AND
RECLAIM THE MAGIC OF EVENTS

01 The Origin Story:

- RSVPIP 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. RSVPIP exists to fix that injustice - giving control back to creators and fair access to fans.



Enter RSVPIP

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."

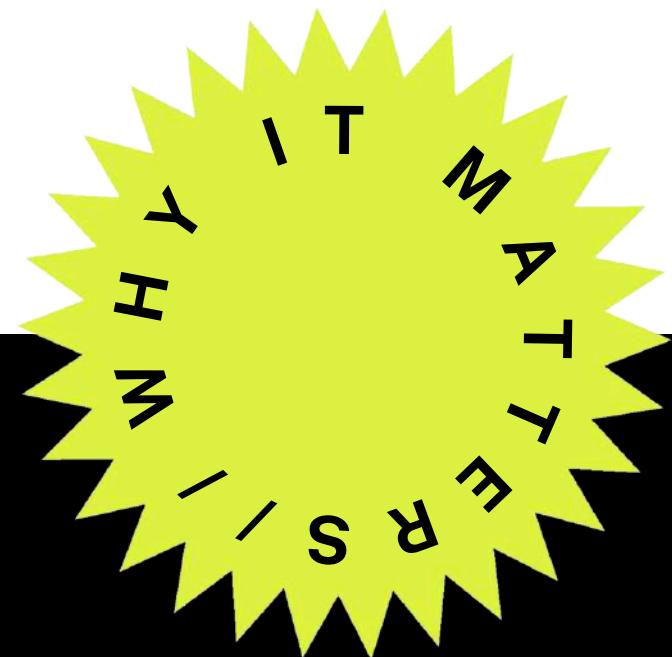


Enter RSVPIP

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 RSVP's mission.
- Amplify RSVP's voice by aligning with artists, athletes, and cultural pioneers.

Community-Led Growth

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

WHY IT MATTERS:

- RSVP 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 RSVP Stacks Up

FEATURE	RSVP	<i>ticketmaster</i>	eventbrite	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: RSVP 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:

- RSVP'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

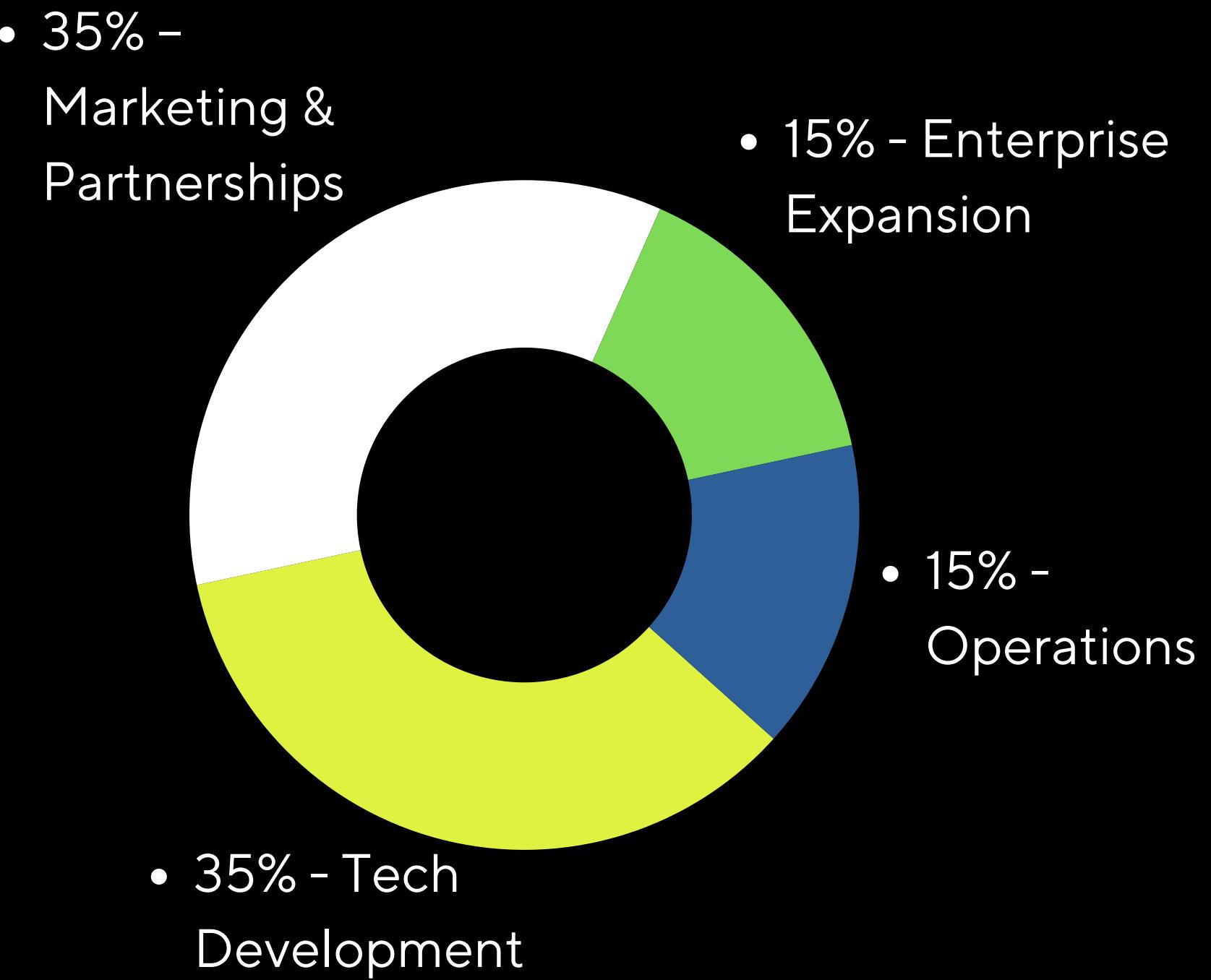
O1 Raising:
\$1 Million Pre-Seed Round

O2 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: $\text{CLTV} = \$50 \times 6 \times 7\% = \$21/\text{year}$

Long-Term Vision – RSVP as a Decentralized Event Economy

BEYOND TICKETING—BUILDING A DECENTRALIZED EVENT ECONOMY



Decentralized Governance:

- Users will shape RSVP'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:

- RSVP 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:

*RSVP 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 RSVP 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 RSVP's ticketing engine.
 - **Coinbase/Polygon** (Blockchain Ecosystem) – Strengthening consumer-facing NFT applications.

Joint Ventures & Licensing:

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

WHY IT MATTERS:

- RSVP'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



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