

# Mikilele Events

## Market Research Report

Multi-tenant event management + dance school platform for the Semba and Kizomba community (Canada-first, MVP stage).

Stage	MVP (first internal use: Mikilele-run events/classes)
Initial geography	Canada (expand to US/Europe after early proof)
Core users	Dance event organizers, dance school owners, instructors
End users	Students and event attendees (community members)
Primary outcomes	Less admin work, higher attendance, better experience, stronger community flywheel

## Table of Contents

Table of Contents	1
Executive Summary	3
1. Jobs-To-Be-Done Analysis	4
Core functional jobs . . . . .	4
Emotional jobs . . . . .	4
Social jobs . . . . .	4
Pain points Mikilele solves . . . . .	4
Customer journey and value touchpoints (Canada-first) . . . . .	4
2. Value Proposition Canvas	6
Customer Profile (primary buyer: organizer/school owner) . . . . .	6
Value Map (Mikilele) . . . . .	6
3. Market Segmentation & Target Customers	7
Dance school owners (primary) . . . . .	7
Event organizers / promoters (primary) . . . . .	7
Instructors (primary influencer) . . . . .	7

Students/attendees (secondary)	7
<b>4. Competitive Landscape</b>	<b>8</b>
Indirect competitors and substitutes	8
Differentiation opportunities for Mikilele	8
<b>5. Market Size &amp; Opportunity</b>	<b>9</b>
TAM (broad)	9
SAM (Semba/Kizomba)	9
SOM (1-3 years)	9
<b>6. Business Model &amp; Monetization</b>	<b>10</b>
Recommended model: hybrid SaaS + transaction fees	10
<b>7. Market Fit Assessment &amp; Go-To-Market</b>	<b>11</b>
PMF indicators and benchmarks	11
Canada-first GTM (practical)	11
<b>8. Risk Analysis &amp; Mitigation</b>	<b>12</b>
<b>9. Growth Strategy &amp; Expansion</b>	<b>13</b>
<b>10. Success Metrics &amp; KPIs</b>	<b>14</b>
<b>12-Month Roadmap (Canada-first)</b>	<b>15</b>
<b>References (selected public sources)</b>	<b>16</b>

## Executive Summary

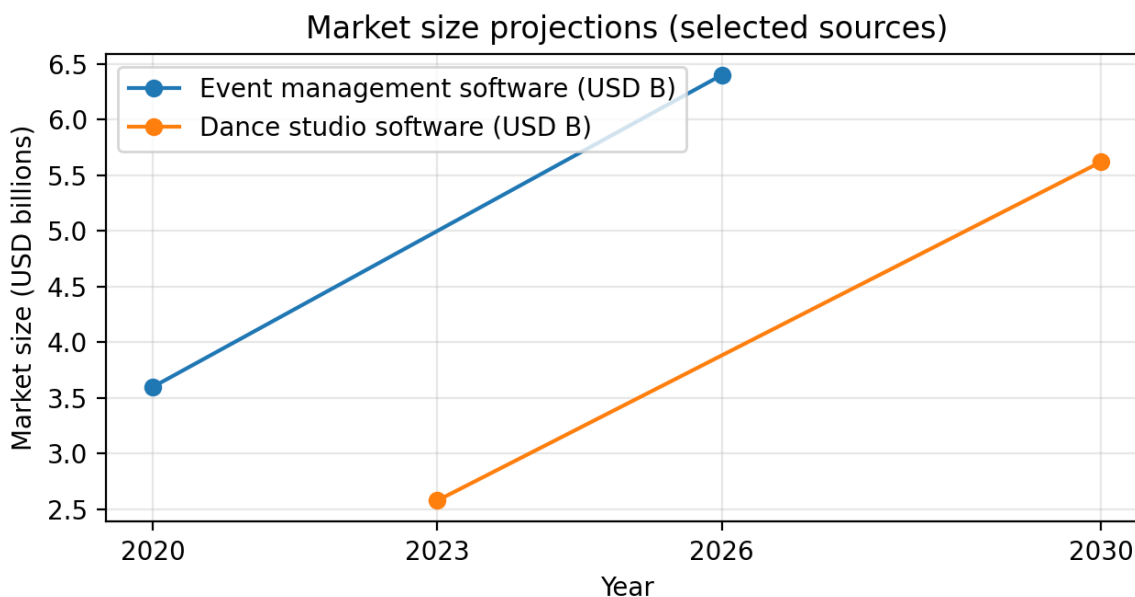
Mikilele Events is positioned as an integrated, community-first operating system for Semba/Kizomba organizers: event creation, ticketing, passes, school scheduling, CRM-style communications, and analytics in one product.

The wedge is solving fragmentation: organizers currently stitch together social media (discovery), spreadsheets (tracking), generic ticketing tools, and separate email tools - creating errors, stress, and missed revenue opportunities.

Macro tailwinds: event management software and dance studio software are both large and growing categories. Selected estimates: event management software USD 3.6B (2020) -> USD 6.4B (2026); dance studio software USD 2.58B (2023) -> USD 5.62B (2030).

Canada-first is a smart learning market: tight communities allow high-touch onboarding and fast iteration toward product-market fit before expanding to the US/Europe and adjacent dance genres.

Monetization: use a hybrid model (transaction fees + paid tiers that reduce fees and unlock advanced features) to match price sensitivity and irregular event cadence.



See References for the sources behind market sizing and pricing benchmarks.

# 1. Jobs-To-Be-Done Analysis

## Core functional jobs

- Create and publish events and class schedules quickly (single source of truth).
- Sell tickets, class packs, and multi-passes; accept online payments; automate confirmations and receipts.
- Manage rosters, attendance, and check-in (door list, QR scanning, waitlists).
- Run marketing workflows (email/SMS reminders, targeted campaigns, content calendar) tied to real customer data.
- Track performance (sales dashboards, campaign analytics, cohort retention) and export accounting-ready reports.

## Emotional jobs

- Reduce stress and last-minute chaos; feel in control before and during events.
- Increase confidence and credibility when working with venues, instructors, and sponsors.
- Provide reassurance that payments, attendance counts, and communications are accurate.

## Social jobs

- Signal professionalism to the community (clean registration, clear schedule, reliable updates).
- Strengthen organizer reputation as a community builder and trusted host.
- Make it easy for dancers to invite friends and share events (social proof).

## Pain points Mikilele solves

- Fragmented toolchain: Facebook/IG + spreadsheets + ticketing + email tools = duplicated work and errors.
- High fees on generic ticketing platforms; limited niche features and brand control.
- Weak retention loop: hard to track attendees across events and convert them into repeat customers.
- Operational blind spots: no real-time dashboard for sales, attendance, and communication performance.

## Customer journey and value touchpoints (Canada-first)

Stage	User	Touchpoints	Value created by Mikilele
Awareness	Dancer	IG/FB posts; community groups; friends	Unified event links; mobile-first purchase; social sharing
Consideration	Dancer	Event details; schedule; teacher/DJ info	Clear pages; FAQs; reminders; trust signals
Purchase/Registered	Dancer	Checkout; confirmation	Fast payments; automated receipt; add-to-calendar
Pre-event	Organizer	Roster; comms; last-minute changes	Segmented messages; updated schedule; no manual list management
Event-day	Organizer	Check-in	Door list / QR; real-time stats; issue handling

Post-event	Organizer & Dance	Follow-up; feedback; next offers	NPS/CSAT capture; next-event offers; loyalty prompts
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## 2. Value Proposition Canvas

### Customer Profile (primary buyer: organizer/school owner)

Customer Jobs	Customer Pains	Customer Gains
Plan events/classes; sell tickets/passes	Time-consuming; error-prone; difficult to track; display only; no time to edit; high fees; high	Time-saving; ease of use; high attendance; high fees; high

### Value Map (Mikilele)

Products & Services	Pain Relievers	Gain Creators
Multi-tenant event & school management system	One-click event creation; easy-to-use interface; no time to edit; high fees; high	High attendance; high fees; high

Fit: strongest when setup is fast, attendee UX is smooth on mobile, and you can prove ROI (time saved + higher repeat attendance + lower fee burden).

### 3. Market Segmentation & Target Customers

#### Dance school owners (primary)

Demographics	Typically 25-55; small business owners; urban/suburban in Canada.
Psychographics	Value stability, professionalism, reputation, and community leadership.
Behaviors	Moderate tech adoption; already use IG/FB, Google tools, and basic payment apps.
Needs/Motivations	Need scheduling, packages, renewals, retention tracking, and reporting.
WTP & sensitivity	Willingness to pay: medium; prefers predictable monthly pricing if ROI is clear; sensitive to high fees.

#### Event organizers / promoters (primary)

Demographics	Often 20-50; part-time promoters, DJs, or instructors.
Psychographics	Care about vibe, execution, and social proof.
Behaviors	Heavy IG/FB; often run spreadsheets and ad-hoc lists.
Needs/Motivations	Need ticketing, check-in, fast comms, promotion templates, and analytics.
WTP & sensitivity	WTP: low-medium; high price sensitivity; prefers pay-as-you-go or fee-based pricing.

#### Instructors (primary influencer)

Demographics	Often 20-45; gig-based; travel and teach workshops.
Psychographics	Personal brand, flexibility, reach.
Behaviors	IG-centric; wants lightweight workflows.
Needs/Motivations	Need quick setup, student list, reminders, and easy package sales.
WTP & sensitivity	WTP: low-medium; wants simple tiers or revenue share.

#### Students/attendees (secondary)

Demographics	Often 20-45; mix of students and working professionals.
Psychographics	Belonging, fun, learning, and social connection.
Behaviors	Mobile-first; follows IG/FB/WhatsApp; shares events with friends.
Needs/Motivations	Need discovery, clear info, easy payment, reminders, and loyalty perks.
WTP & sensitivity	WTP: indirect; will tolerate small convenience fees if UX is great.

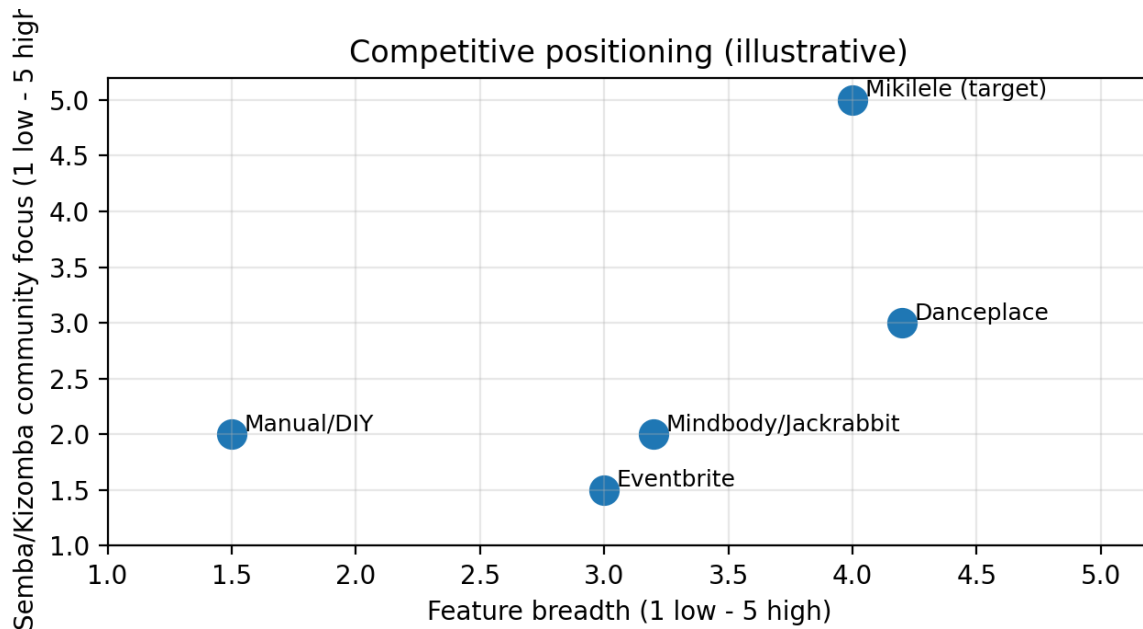
## 4. Competitive Landscape

### Indirect competitors and substitutes

- Eventbrite and general ticketing tools: strong distribution, but higher fees and limited niche workflows.
- Mindbody (and similar studio platforms): strong scheduling/memberships; typically higher monthly cost; less event-community focus.
- Mailchimp and other marketing tools: good campaigns, but require manual list management and separate ticketing.
- DIY/manual: spreadsheets + Facebook events + e-transfers: low cash cost, high time cost and error rate.

### Differentiation opportunities for Mikilele

- Community-first marketplace (one calendar for Semba/Kizomba in Canada, then globally).
- Integrated multi-pass and loyalty system across events + school products.
- Transparent, lower-fee structure with subscription options to reduce take rate.
- Multi-tenant branding (organizer storefronts) + shared discovery layer.



Illustrative positioning; validate with user research.



## 5. Market Size & Opportunity

### TAM (broad)

Event management software and dance studio software are multi-billion dollar categories with strong growth. Selected estimates: event management software USD 3.6B (2020) -> USD 6.4B (2026). Dance studio software USD 2.58B (2023) -> USD 5.62B (2030).

### SAM (Semba/Kizomba)

SAM is the subset of paid Semba/Kizomba events, workshops, and schools that can be served with an integrated platform. A practical approach is bottom-up sizing: # of organizers and schools in target geographies x realistic monthly spend or per-event GMV.

### SOM (1-3 years)

Realistic SOM in Canada is winning a meaningful share of active organizers through high-touch onboarding and a community calendar. Use your own events as the first proof point, then convert peers.

## 6. Business Model & Monetization

### Recommended model: hybrid SaaS + transaction fees

This fits price sensitivity and irregular event cadence: transaction fees reduce adoption friction, while paid tiers create predictable MRR for power users.

Tier	Best for	Indicative price	Transaction fee idea	Key inclusions
Free	New/occasional organizers	\$0	4-5% + processing	Basic event pages, ticketing, confirmations, basic analytics
Pro	Active organizers/small teams	\$49/mo	2% + processing	Branding, automation, passes, scheduling, exports
Premium	Festivals/multi-city teams	\$99/mo	0-1% or capped	Advanced analytics, multi-user roles, integrations, priority

Benchmarks: Eventbrite Canada publishes service fees plus payment processing; Danceplace advertises a 2% platform fee (capped) plus Stripe processing. Mindbody lists plans starting at \$99/month per location.

## 7. Market Fit Assessment & Go-To-Market

### PMF indicators and benchmarks

- Sean Ellis PMF survey: target  $\geq 40\%$  of core users saying they'd be very disappointed without Mikilele.
- Churn: 3-5% monthly is often cited as good for SMB-focused SaaS;  $< 2\%$  is great (context dependent).
- NPS: 30+ is often considered strong; 50+ excellent (benchmarks vary).

### Canada-first GTM (practical)

- Use your own events/classes to generate usage data, workflows, and case studies.
- Recruit 5-10 organizers as a beta cohort; offer concierge onboarding and weekly product iteration.
- Ship a community calendar + newsletter so dancers build a habit around Mikilele (network effect).
- Partnerships: venues, instructors, festivals; offer revenue share or co-marketing to accelerate adoption.

8. Risk Analysis & Mitigation

Risk type	Examples	Mitigations
Market	Niche too small; slow adoption; incumbents in Canada	Acquire quickly; build discovery + loyalty flywheel; expand to adjacent d
Technology	Outages during event-day; data/security issues	Monitoring; backups; RBAC; outsource payments to Stripe; security reviews
Execution	Feature bloat; limited resources	Prioritize top JTBD; beta cohort; impact/effort roadmap; tight release cadenc
Regulatory	CASL/GDPR/Privacy; payment compliance	Consent-based comms; privacy policy; vendor compliance; retention controls

## 9. Growth Strategy & Expansion

Phase	Focus	KPIs / Outcomes
1 (0-12 mo)	Kizomba/Semba in Canada	10-20 organizer accounts; multiple cities; 3+ case studies
2 (12-24 mo)	Adjacent dances (SBK, Zouk)	Higher GMV; improved paid conversion; festival wins
3 (24-36 mo)	Geographic expansion (US/Europe)	Multi-currency; multilingual; flagship partnerships
4 (36+ mo)	Ecosystem	Integrations/API; marketplace; partner add-ons

## 10. Success Metrics & KPIs

Category	KPIs (starter set)
Acquisition	Organizer signups; activated organizers; attendee conversion; referral rate
Engagement	Events per organizer; class enrollments; DAU/MAU; feature adoption
Revenue	MRR/ARR; GMV; take rate; ARPU; CAC; LTV
Retention	Organizer churn; cohort retention; repeat purchase rate
Satisfaction	NPS; CSAT; support response time; testimonials

## 12-Month Roadmap (Canada-first)

Month	Milestones (high-impact)
1-2	Finalize MVP; instrument analytics; run 1-2 internal events; capture baseline funnel + time-saved metrics.
3	Beta cohort (2-3 organizers); concierge onboarding; deliver first external event successfully.
4-5	Expand to 5-10 organizers; publish 2 case studies; tighten attendee UX + check-in.
6	Soft launch Canada-wide; freemium + fees live; community calendar + newsletter live.
7-8	Drive adoption in 2-3 cities; implement top-requested features; launch referrals.
9	Pilot 1 flagship festival outside Canada to test scale workflows.
10-11	SBK/Zouk pilot; multilingual basics if needed; deepen analytics + automation.
12	PMF review (Ellis survey, churn, NPS); finalize Year-2 expansion plan and pricing refinement.

## References (selected public sources)

- 1) GlobeNewswire (2021): Event management software market size USD 3.6B (2020) -> USD 6.4B (2026).
- 2) Verified Market Research: Dance Studio Software Market USD 2.58B (2023) -> USD 5.62B (2030).
- 3) Eventbrite Help Center (Canada): Organizer pricing/fees overview (service fee + payment processing).
- 4) Danceplace Pricing: 2% platform fee (capped) + Stripe processing.
- 5) Mindbody Pricing: starting at \$99 USD/month per location.
- 6) Justin Jackson (2019): Sean Ellis PMF survey threshold ( $\geq 40\%$  very disappointed).
- 7) Lenny's Newsletter (2022): SaaS monthly churn benchmarks.
- 8) SurveyMonkey: NPS benchmark ranges (good/great/excellent).

Note: Market size estimates vary by publisher and methodology. Use them directionally and validate with bottom-up sizing during customer discovery.