

TicketLeader

Business Profile & Investment Case

Fair Queues. Zero Bots. Superior Fan Experience.

The Ticketing Industry Is Broken

40–60%

of high-demand tickets
bought by bots

Queue-it, 2024

96%

of on-sale traffic is
bots at peak events

Arkose Labs, 2024

28%

of face value lost
to Ticketmaster fees

NGPF / Pops & Hisses

\$31M

FTC BOTS Act penalty
(2021 enforcement)

FTC.gov

*Fans priced out. Artists lose control. Venues bleed margin to monopoly fees.
The BOTS Act mandates compliance — yet no affordable platform delivers it end-to-end.*

TicketLeader: Fair Queue SaaS for Venues



Multi-Layer Bot Detection

Behavioral tracking · IP flagging
Response timing · WebAuthn biometric



AI Trivia Gate

Gemini-powered artist questions
Proves humanity before queue entry
Dynamic — never the same twice



3D Stadium Experience

80,000-seat interactive viewer
Seat finder with TTS directions
Parking & accessibility routing



Trust Score Queue Engine

Bronze → Platinum tiers
Fans earn position via gameplay
Real-time WebSocket updates

White-label · BOTS Act compliant out-of-the-box · No Ticketmaster dependency

Why We Win — And Why It's Hard to Copy

The Only AI Trivia Gate

No competitor uses AI-generated, artist-specific questions as human verification. Powered by Gemini 2.5 Flash — questions are dynamic, impossible to automate.

Full Behavioral + Biometric Stack

Mouse movement, scroll cadence, click timing, and WebAuthn Face ID/Touch ID combine into a trust score. Bots cannot fake real human physical behavior.

3D Stadium + Accessibility Navigation

Interactive 80K-seat stadium with real section routing, TTS directions, and parking guidance. A fan engagement feature no competitor has built.

Trust-Score Queue = Retention Moat

Fans accumulate score across events. Switching platforms means losing their ranking.

The longer they stay, the deeper the lock-in — for both fans and venues.

Feature	TL	TM	Evbrite	AXS
Bot detect (behavioral)	✓	~	✗	~
AI trivia gate	✓	✗	✗	✗
Biometric verify	✓	✗	✗	✗
3D stadium viewer	✓	✗	✗	✗
Trust queue	✓	✗	✗	✗
White-label B2B	✓	✗	✓	✓
Fee % of ticket	1.5–2%	19–28%	3.7%	N/A

TM=Ticketmaster · TL=TicketLeader · ~=Partial

\$39.8B Market Growing to \$99.3B by 2032

\$39.8B+ TAM (Total Addressable)

Global online event ticketing (2024) · CAGR 8.9%

\$4.0B SAM (Serviceable-Addressable)

Mid-market venues open to alternative platforms

\$120M SOM (Serviceable-Obtainable)

Year 3 realistic capture at 50+ venues

Per-Ticket SaaS — We Undercut & Outperform

★ MOST POPULAR ★

Starter

\$1.50/ticket
+ 2%

Small venues
< 5K capacity

Pro

\$1.00/ticket
+ 1.5%

Mid venues
5K – 20K seats

Enterprise

Custom
~0.75% + fee

Arenas & stadiums
20K+ capacity

vs. Competitors

Ticketmaster

19–28% of ticket

Eventbrite

3.7% + \$1.79/ticket

TicketLeader

1.5–2% + \$1.00–1.50

Lean Year-1 Budget: \$43,200+

Year 1 — Pre-Seed Operating Costs

Line Item	Monthly	Annual
Cloud Infrastructure (Render/AWS)	\$1,500/mo	\$18,000+
Marketing & Outreach	\$667/mo	\$8,000+
Legal, Entity & IP	one-time	\$8,200+
Tooling, APIs & Misc	\$750/mo	\$9,000+
TOTAL		\$43,200+

'+' = floor estimate. Actual costs scale with growth.

Funding Roadmap

Phase 1 · Year 1

Pre-Seed

\$53K+

3 pilot venues · refine detection · collect data

Phase 2 · Year 2

Seed Round

\$600K

10 venue contracts · \$500K ARR target

Phase 3 · Year 3

Series A

\$2–4M

50+ venues · \$3M+ ARR · 5 metro markets

Profitable at 36,000 Tickets/Month

Monthly Fixed Costs

~\$3,600+

lean infrastructure + ops

Avg. Revenue / Ticket

\$1.25

blended Starter/Pro rate

Tickets to Break Even

36,000

tickets per month

Equivalent Events

~12

mid-size events/month

Break-Even ARR

\$540K

annualized run rate

Timeline

Month 18–24

post-launch estimate

70–80% gross margin typical for SaaS · Lighter Capital 2025 Benchmarks

36,000 Tickets = Just a Handful of Events

BREAK-EVEN TARGET

36,000

tickets sold in a month

At \$1.25 avg. → \$45,000 revenue → covers all operating costs

That's not a market. That's a single weekend.

Venue	Capacity	Type	Events to Break Even
MetLife Stadium (NJ)	82,500	NFL	1 event ★★★★★
AT&T Stadium (Dallas)	80,000	NFL	1 event ★★★★★
SoFi Stadium (LA)	70,240	NFL	1 event ★★★★★
Allegiant Stadium (Las Vegas)	65,000	NFL	1 event ★★★★★
Madison Square Garden (NYC)	20,789	Arena	2 events ★★★★★
United Center (Chicago)	20,917	NBA/NHL	2 events ★★★★★
Kaseya Center (Miami)	19,600	NBA	2 events ★★★★★
Bridgestone Arena (Nashville)	17,500	NHL	3 events ★★★★★
Mid-size Amphitheater	12,000	Concert	3 events ★★★★★
University Arena (avg.)	8,000	College	5 events ★★★★★

★ = 1 sold-out event needed to break even · Capacities: Wikipedia / Statista 2024

Land Venues. Prove It. Scale.

01

Target

Independent venues
frustrated with
Ticketmaster exclusivity
& high fees.
Theaters,
amphitheaters,
university arenas.

02

Pitch

"Keep 20% more per
ticket.
Zero bots. BOTS Act
compliant
out of the box."

03

Pilot

First 3 venues FREE for
6 months.
Testimonials + usage
data
to sharpen the model.

04

Channel

Direct venue sales ·
Pollstar & INTIX
conferences ·
Artist manager
referrals.

Year 1: 3 pilots · Year 2: 10 contracts · Year 3: 50+ venues across 5 metro markets

The Law Is on Our Side

BOTS Act (2016)

Federal law signed by President Obama.

Makes automated ticket purchases illegal.

FTC enforced \$31M judgment in 2021
(reduced to \$3.7M on inability to pay).

Empowers state AGs to act on behalf
of residents — multi-state enforcement.

TicketLeader's bot detection stack
is BOTS Act compliance infrastructure.

DOJ Antitrust vs. Live Nation

DOJ filed antitrust suit against Live
Nation/Ticketmaster.

Forced to loosen hold on reserved-seating market.
Creating space for AXS, SeatGeek — and
TicketLeader.

FTC Compliance Reminder (April 2025)

FTC issued a formal refresher warning all ticket
sellers to audit their compliance posture.

Venues using TicketLeader are automatically
compliant — a legal shield and sales differentiator.

Seamless Login & Signup Experience

⚡ Zero-Friction Auth

Clean two-step flow — choose Sign In or Create Account. No unnecessary fields, no CAPTCHA friction.

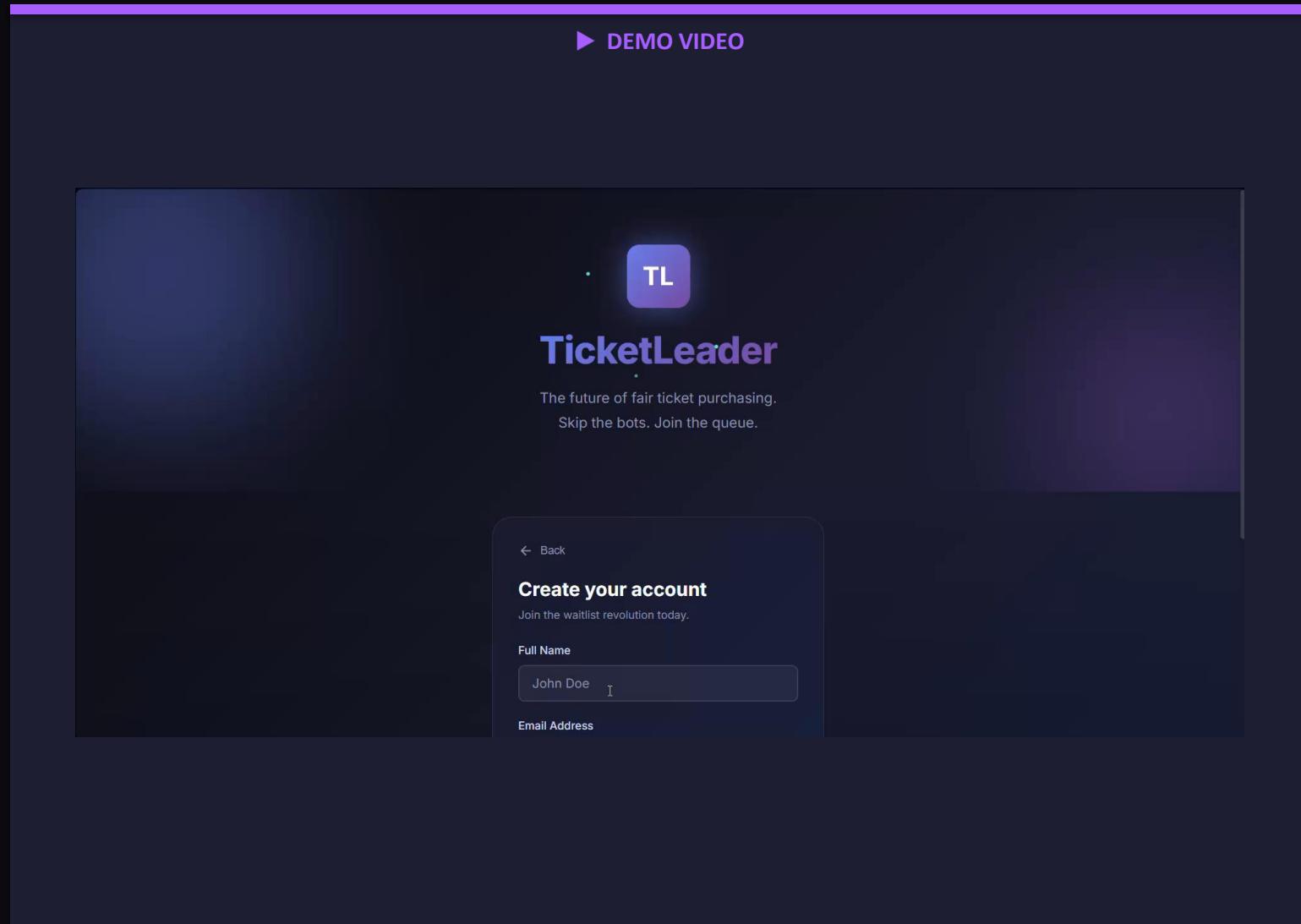
🔒 JWT Security

Tokens expire after 7 days. bcrypt password hashing at 10 rounds. Industry-standard security from day one.

🎮 Instant Queue Access

After login, users land directly in the Live Queue dashboard — one tap to join any event.

▶ DEMO VIDEO



Real-Time Fair Queue in Action

Trivia Gate

Artist-specific AI questions verify humanity before entry — bots can't pass. Questions cycle so no two sessions are the same.

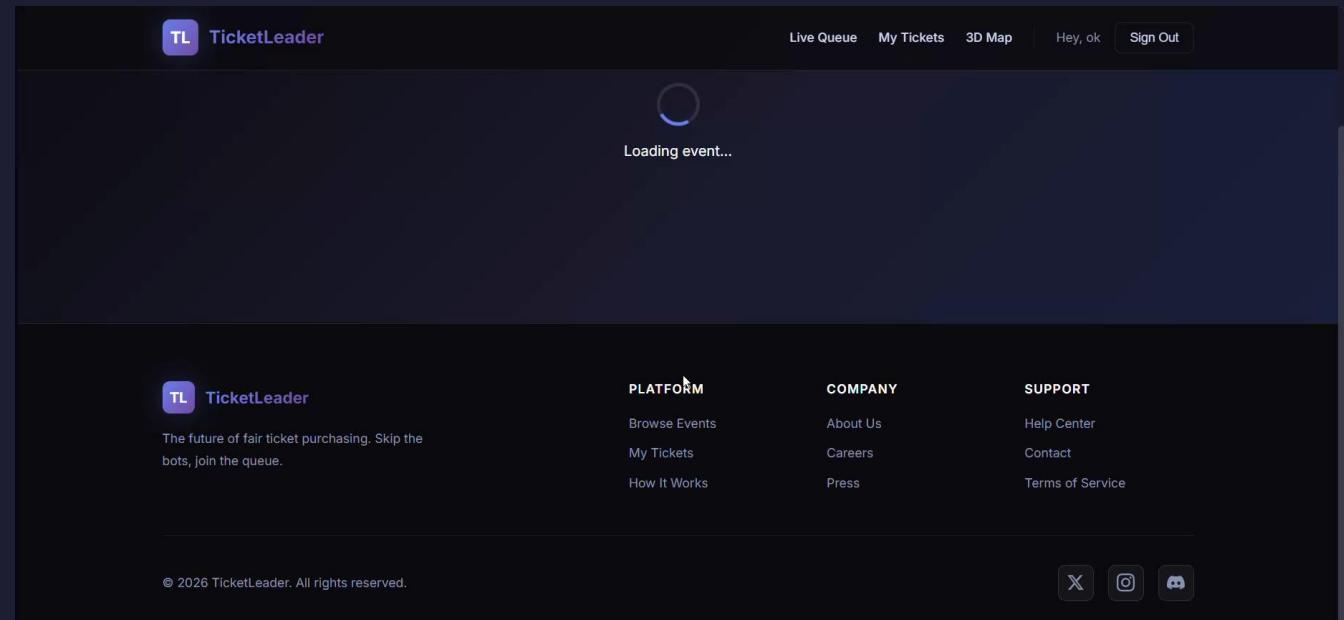
Trust Score Engine

Answer trivia, play polls, wait patiently — all earn Trust Points. Gold & Platinum members get priority position.

WebSocket Live Updates

Position, estimated wait, and trust score update in real time. No refresh needed — fans always know where they stand.

▶ DEMO VIDEO



Find Your Seat. Find Your Parking. Effortlessly.

Accessibility First

Fans with mobility needs can identify the shortest walking route to their section before they even arrive at the venue.

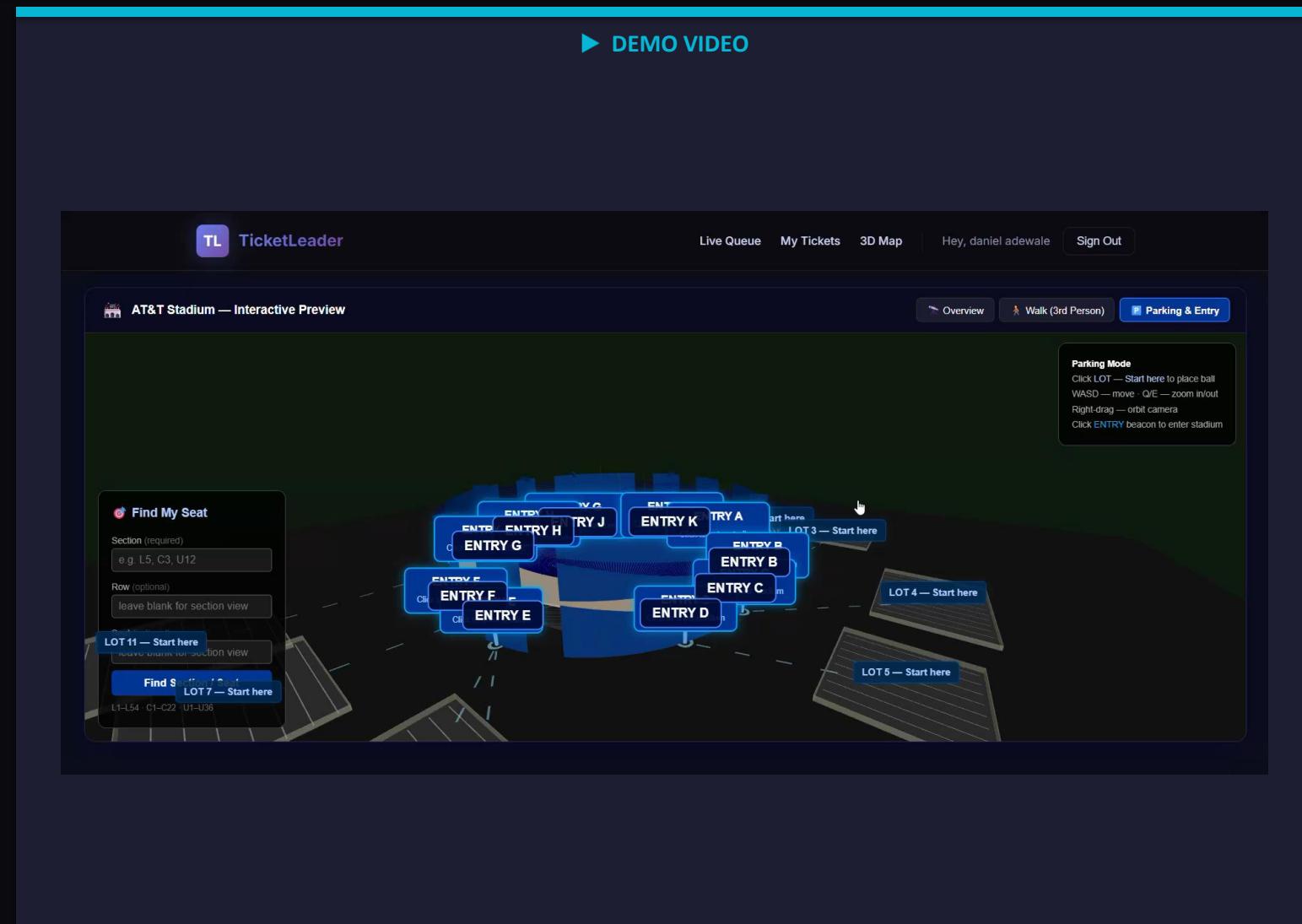
Parking Guidance

Which lot? Which entrance? The 3D viewer maps parking to seat — reducing congestion and stress for every attendee.

Spoken TTS Directions

Turn-by-turn audio directions read aloud in the app. Hands-free navigation for fans with visual impairments.

▶ DEMO VIDEO



TL

The Future of Fair Ticketing is already built.



\$3.75M

ARR at Scale

Month 18–24

Break-Even

70–80%

Gross Margin

LIVE-DEMO: ticket-leader.vercel.app/

React · Node.js · MongoDB · Three.js · Google Gemini 2.5 Flash



Thank you!

Made by: Daniel Adewale,
Mason Brogden,
Joseph Lewis,
Solomon Shasanmi

