CrabCola is website which will connect Event Organisers, Advertisers, Players and Spectators in an easy to follow environment.

Advertisers

This website will be ideal for the advertisers as we’ve talked to some people and we were told that a big problem is that advertisers wish to be part of these events due to their popularity and rapid growth, but they do not know how to get to the organisers and actually sponsor any events. This is especially true in foreign markets.

Here, a UI will help potential sponsors filter for upcoming events which are already set up, or which are still trying to find sponsors for their event. A filter can be applied to the amount of people, scale etc of the event so that smaller sponsors also have the chance sponsor such events.

Organisers

Organisers have the facility to submit their event on our website, with all the necessary details included which will give them free advertisement to both advertisers and potential attendees. This in itself is already tackling the problem that is advertising an event, while also giving easy exposure to advertisers.

A function can be added that will let organisers post that they WISH to set up an event, with the amount of people attending, basic description, potential location etc. and then they will submit it to the website which will allow sponsors to view and contact the organisers (through our website) to actually sponsor this event.

People will be able to book tickets directly from the website from an easy to use UI, which keeps a count of tickets left while also sending email notifications with any updates relating to the event to all the people attending. A service that takes care of all these things while keeping a simple, easy to use UI does not yet exist.

Players will also be provided with a tab in the website that will be tailor made for their event, with the main streaming service, chat, and other necessary things as plugins. This will be a first, as everything will be ready on a single page for the player, and they will not have to scour different websites with different tabs to find what they need to as it will be already created for them. This has been a problem for a while as different events use different chatting or streaming services, providing the user with unnecessary complications.

Players

Players will have the functionality to buy tickets straight from the website, depending on where and what they will be playing.

The incorporation of a ready made window with the chat and streaming plugins is a first that will provide a better experience for the player, with everything being together on a single page ready made for them by the organisers.

The players can also keep track of their upcoming events and they can browse any nearby, upcoming events of which they can buy tickets right from the website. This provides easy exposure for both events (attracts more people) and for people who wish to go to these events but sometimes do not have any exposure to them.

Spectators

Spectators will also be able to purchase tickets from the website for the events. They will also be able to go on an event page and be able to see any live streams or chats.

Profit:

Ads will be set as banners throughout the website.

A small percentage (5%) will be taken from each ticket purchased for the website.

Advertisers and Event organisers will be able to use the website with a subscription fee.

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| Sponsors | €15 per month | €10 per month |
| Organisers | €20 per month | €15 month with a 5% commission on each sponsor. |

Hypothetical profit for an event (Conservative Figures):

200 attendees total, with 100 tickets being bought from the website, with tickets being at €15 euro each: 5% of (100x€15) = €75

Assuming two sponsors decide to sponsor the event: 5% of (2X€1000) = €100

Ads (ONLY FROM STREAM): €0.15 per ad. (<https://work.chron.com/much-average-website-owner-make-21389.html>)

Assuming each stream has 3 ads on a page: €0.15x3 = €0.45

Assuming 400 viewers: 400x€0.45 = €180

Thus, total profit per event is €100 + €75 + €180 = €355.

Hypothetical profit per month (Conservative Figures):

Assuming 7 events per month: 7X€355 = €2485

Assuming 10 sponsors (subscription fee): 10x€10 = €100

Assuming 10 organisers (subscription fee): 10x€15 = €150

Assuming 3 ads per page with around 2000 visitors per month: 3x2000x€0.15 = €900

Profit Per Month: €2485 + €100 + €150 + €900 = €3635