

Company	Master Tour	GigTown	Show Slinger
Positioning	Master Tour is software solution for tour management and logistics. Our software is battle-tested by professionals who make their living on the road. With Master Tour you can organize your itinerary, travel, production, accounting and more in one application. Work on or offline and share critical information with your crew in real-time. Master Tour will help keep your entire organization in sync.	<p>The GigTown Shows feature is more than just a listing; it's a local live music calendar in your pocket.</p> <p>Home to thousands of professional musicians, GigTown is a one-stop-shop for live entertainment.</p> <p>Post-a-Gig is a revolutionary booking platform where the musicians come to you. Booking music has just become the easiest part of planning your next event.</p> <p>Add live music to your restaurant, bar or club with GigTown Pro. We handle everything -- scheduling, payment, even promoting your live music calendar</p>	<ul style="list-style-type: none"> - Venues use the robust tools to make booking live entertainment easy and profitable. - Artists make money in 3 ways: gigs, the DigiTip Jar and FanFunding. - Fans see your setlist and tip you at the gig. Double or triple your tips every night! - FanFunding: Start campaigns in seconds to raise cash for anything while building your fanbase. - Get gigs: All your gig and fan promotion on your mobile phone. - gig submissions every month - artist and venue networking - Access to over 13,000 venues right now that book tons of entertainment
Primary Audience	Management, tour managers, day-of	Artists, Venues, Agents	Artists, venues, bookers, fans
Differentiators	connecting venues with artists, booking	mapping for touring	mapping for touring
Strengths	managment & itineraries, works offline		connecting venues with musicians
Weaknesses	Full capabilities cost \$50/month new verision has gotten poor reviews because of bugs	Few participants- not nationwide lacking venues not for andriod	interface, not enough venues involved,
Opportunities	Untapped markets Better interface & design Alternative marketing tactics	New markets	Untapped markets
Threats		New competitors	New competitors