

The background features three vertical bars on the left: a wide pink one, a medium blue one, and a narrow light beige one. In the top right and bottom right corners, there is a grid of small pink dots that fades out towards the center.

Mehfil

"A platform that seamlessly connects artists, venues, and audiences for effortless live event management."

Team Name: Nooobs

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PROBLEM STATEMENT

The live entertainment scene currently lacks a centralized digital platform to efficiently **connect venues, artists, and audiences**. Organizing shows involves fragmented efforts in securing locations, booking talent, and reaching potential attendees. The aim is to develop a **tri-party marketplace platform** that streamlines this process, fostering a vibrant ecosystem for live artists and events. The platform will allow location managers to **list their venues**, artists to **propose show concepts**, and customers to **discover and book tickets for events**, creating a "district by zomato" style experience for entertainment shows.

Frontend: React, Vite, Tailwind CSS, Shadcn UI, Radix UI, React Router, Lucide React, Recharts

State Management & Data Handling: React Query, React Hook Form, Zod

Backend : Supabase, Node.js, Express, MongoDB, Prisma

Development & Tooling: ESLint, TypeScript , Vite Plugins, PostCSS, Autoprefixer

SOLUTION

Tri-Party Marketplace Platform:

Connects location managers, artists (comedians, musicians , dancers) , and audiences.

Multi-Dashboard Interface:

- **Admin:** Event approvals, user management, analytics.
- **Location Manager:** Venue listing, capacity, event management.
- **Artist:** Submit event briefs with media.
- **Customer:** Discover events by date, location, genre, and artist.
- **Streamlined Workflow:** Automates venue booking, talent management, and ticket sales.
- **Enhanced User Experience:** Uses modern web tech for a seamless and engaging platform.

WORKFLOW

Scenario – Booking a Comedy Show:

1.Artist Submission

An artist uses the Artist Dashboard to submit an event brief including images and video promos.

2.Venue Listing:

A location manager updates venue details and lists available dates on the Manager Dashboard.

3.Event Approval:

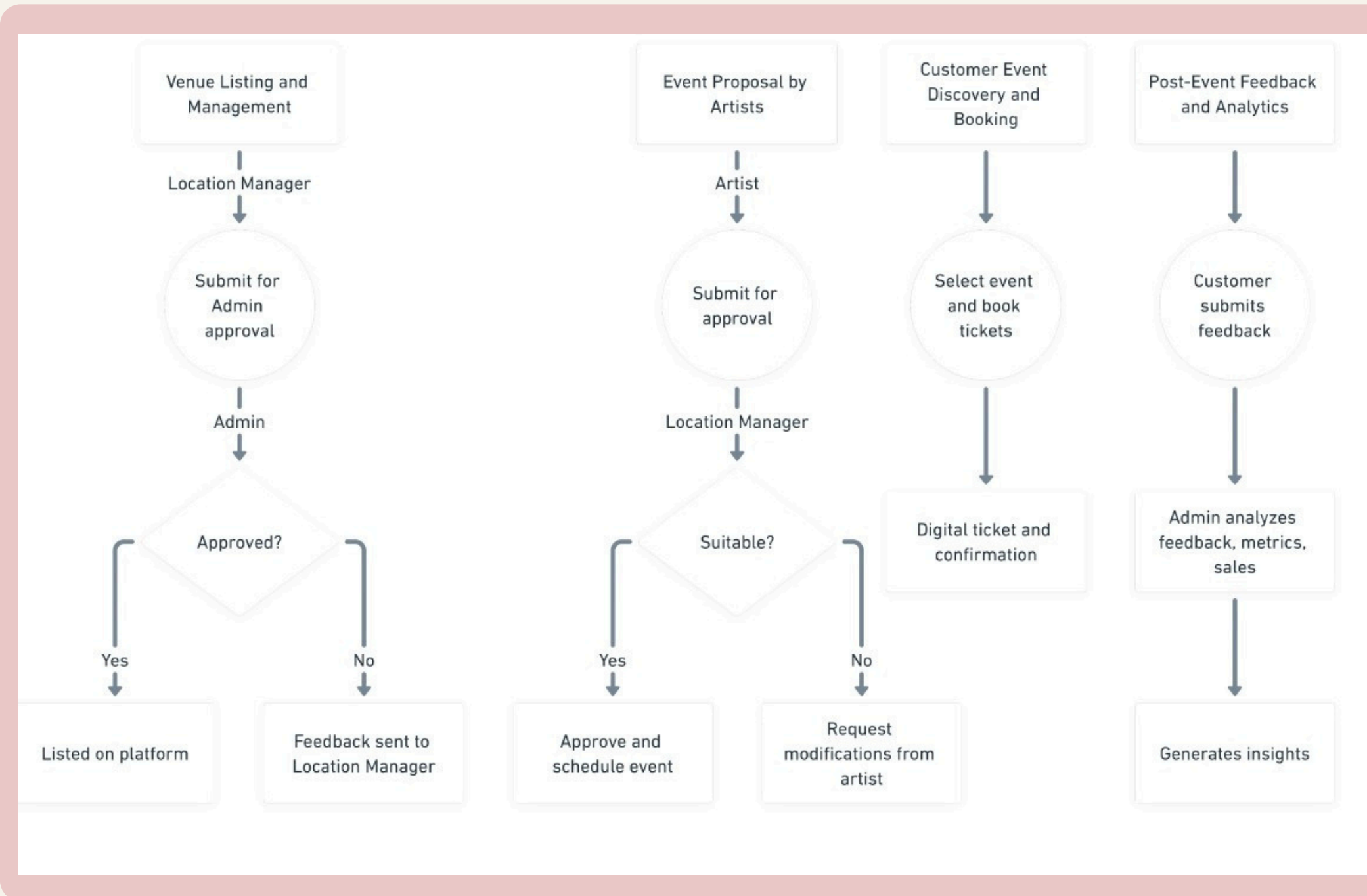
The admin reviews the submission and venue details, approving the event for listing.

4.Ticket Purchase:

Customers discover the event via the Customer Dashboard, filter by location or genre, and book tickets.

5.Live Event:

The seamless coordination ensures a successful live show with efficient communication among all parties.



ADVANTAGES

Centralization:

Unifies all aspects of event organization into one digital platform, reducing fragmentation.

Efficiency:

Streamlines workflows for event approvals, venue listings, and ticket sales, saving time and reducing errors.

Enhanced Visibility:

Improves the discovery and promotion of entertainment events, benefiting both artists and venues.

User-Centric Design:

Intuitive dashboards tailored for each stakeholder enhance the overall user experience and engagement.

DEPENDENCIES

Third-Party Integrations:

Payment gateways (e.g., Stripe) for secure ticket transactions.
Social media and email APIs for marketing and communication.

Backend Infrastructure:

Reliable database and authentication services (e.g., Supabase or custom Node.js backend).

Deployment Services:

Robust hosting platforms (e.g., Vercel, Netlify, Railway) to ensure high availability and scalability.

Data Analytics Tools:

Integration with analytics platforms for performance monitoring and insights.

Mobile & Browser Compatibility:

Ensuring responsive design across various devices and browsers.

BUSINESS MODEL/REVENUE MODEL

1. Revenue Streams:

- Ticket Commission: Charge 5-15% per ticket sold to generate revenue from bookings.
- Subscription Model: Offer premium features like priority listings and analytics for venues and artists.
- Advertisements & Sponsorships: Allow businesses to promote events, brands, or featured comedians.

2. Value Proposition:

- For Customers: Easy event discovery, seamless booking, and personalized recommendations.
- For Comedians: A direct platform to list shows, manage bookings, and grow their audience.
- For Venues: Simplified event hosting, increased visibility, and revenue optimization.

3. Key Partners:

- Comedy Clubs & Theaters: Exclusive venue partnerships to list and host top-tier events.
- Comedians & Artists: A diverse talent pool to attract audiences and ensure high-quality shows.
- Payment Gateways: Secure transactions via Stripe, Razorpay, or similar providers for smooth payments.

4. Key Activities:

- Platform Development: Continuous improvements to maintain stability, scalability, and new features.
- User Acquisition: Marketing strategies, collaborations, and promotions to attract users.
- Event Management: Verification, quality control, and ensuring smooth event execution.

5. Cost Structure:

- Technology & Maintenance: Expenses for web and app development, testing, and hosting.
- Marketing & Advertising: Budget for paid ads, influencer partnerships, and digital promotions.
- Operational Costs: Customer support, staff salaries, and compliance with legal regulations.

6. Competitive Advantage:

- Comedy-Focused Platform: Unlike generic event platforms, tailored for live stand-up shows.
- AI-Driven Personalization: Smart recommendations based on user preferences and browsing history.
- Multi-Dashboard System: Dedicated interfaces for admins, venues, comedians, and audiences.

Why Mehfil?

- India's First Comedy Event Platform – Dedicated to connecting comedians, venues, and audiences effortlessly.
- End-to-End Booking Solution – From discovery to ticketing, Mehfil simplifies the entire event process.
- Bridging the Market Gap – Addresses the booming stand-up comedy scene with a 300% growth in the last 5 years.

Key Innovations

1. All-in-One Platform

- Centralized space for comedians, venues, and fans.
- Venue management & comedian profiles for seamless coordination.

2. Tech-Driven Approach

- Built with React, TypeScript, and Tailwind for a smooth experience.
- Real-time booking & availability updates for instant confirmation.


3. Scalable & Future-Ready


- Expansion plans across multiple cities.
- Monetization through booking fees, premium listings, and brand partnerships.


Social Impact

- Supports emerging comedians by giving them a platform.
- Makes stand-up comedy more accessible to wider audiences.
- Contributes to the growth of India's entertainment industry.

Future Roadmap

 AI-powered event recommendations for personalized show suggestions.

 Virtual comedy shows to bring laughter beyond physical venues.

 Community features to connect comedy lovers & creators.

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