



# Crowdctrl

Pitchdeck V1.0



# Meet The Core Team



**Lilith Froude**  
**Founder & CEO**

- Marketing at the Algorand Foundation
- Secretary at the Arizona Blockchain Council
- Master of Science - AI



**Shelton Beascochea**  
**COO**

- Head of Business Development Unit Network
- Arizona President Stand with Crypto
- Investor Relations BitTrees



# PROBLEMS

1

## Music Artists

- Financial unfairness
- Limited options
- Poor fan management

2

## Fans

- High ticket fees
- Ticket scalpers
- Lack of power



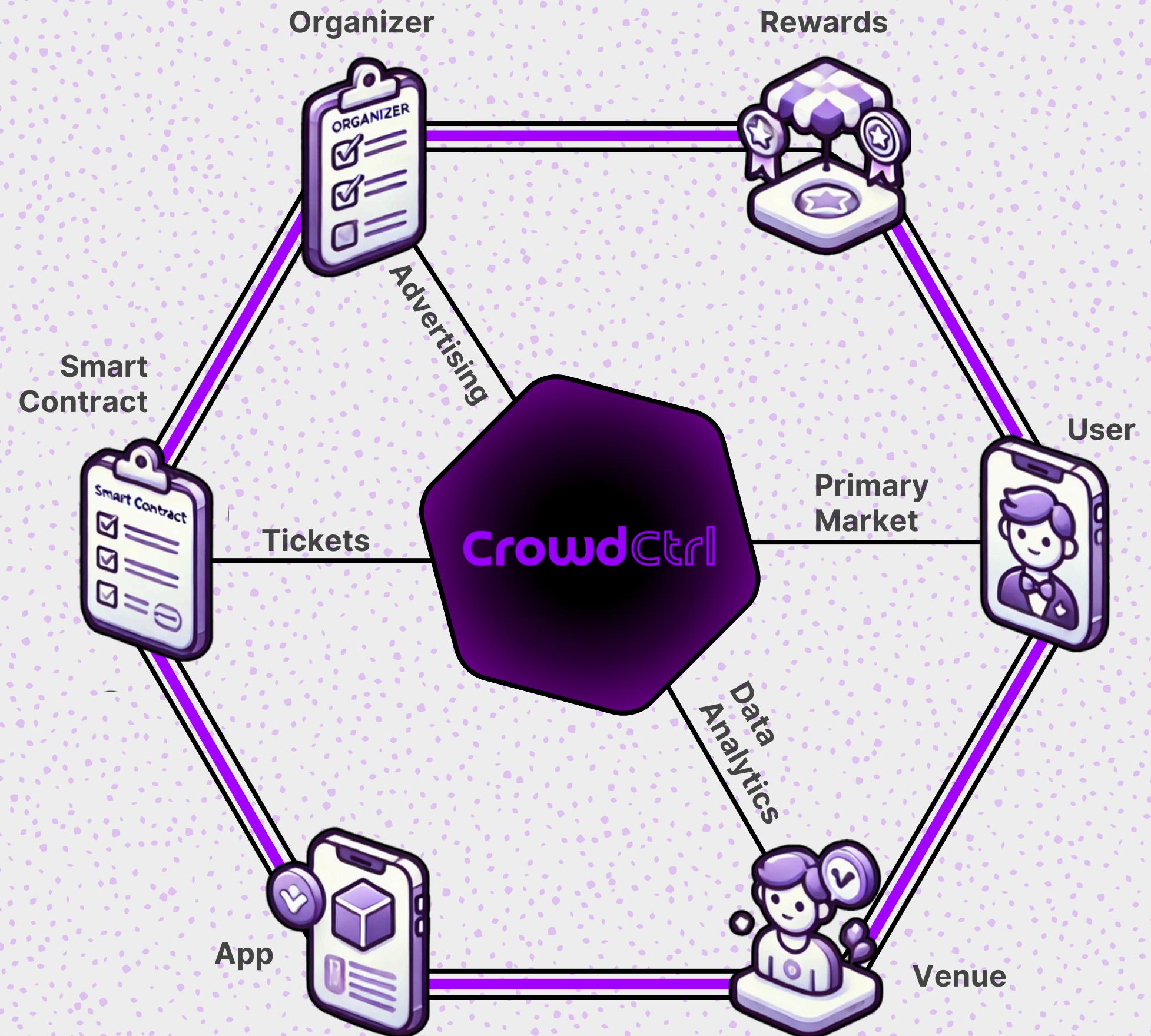
# SOLUTION



Transform Tickets



Unify Experiences



# LOGISTICS

## UseCases

### Organizer Toolkit

- Event app and website.
- Ticket management - allocation, dynamic pricing, reselling, venue mapping.
- Meetup & communication.
- Merchandise Selling.

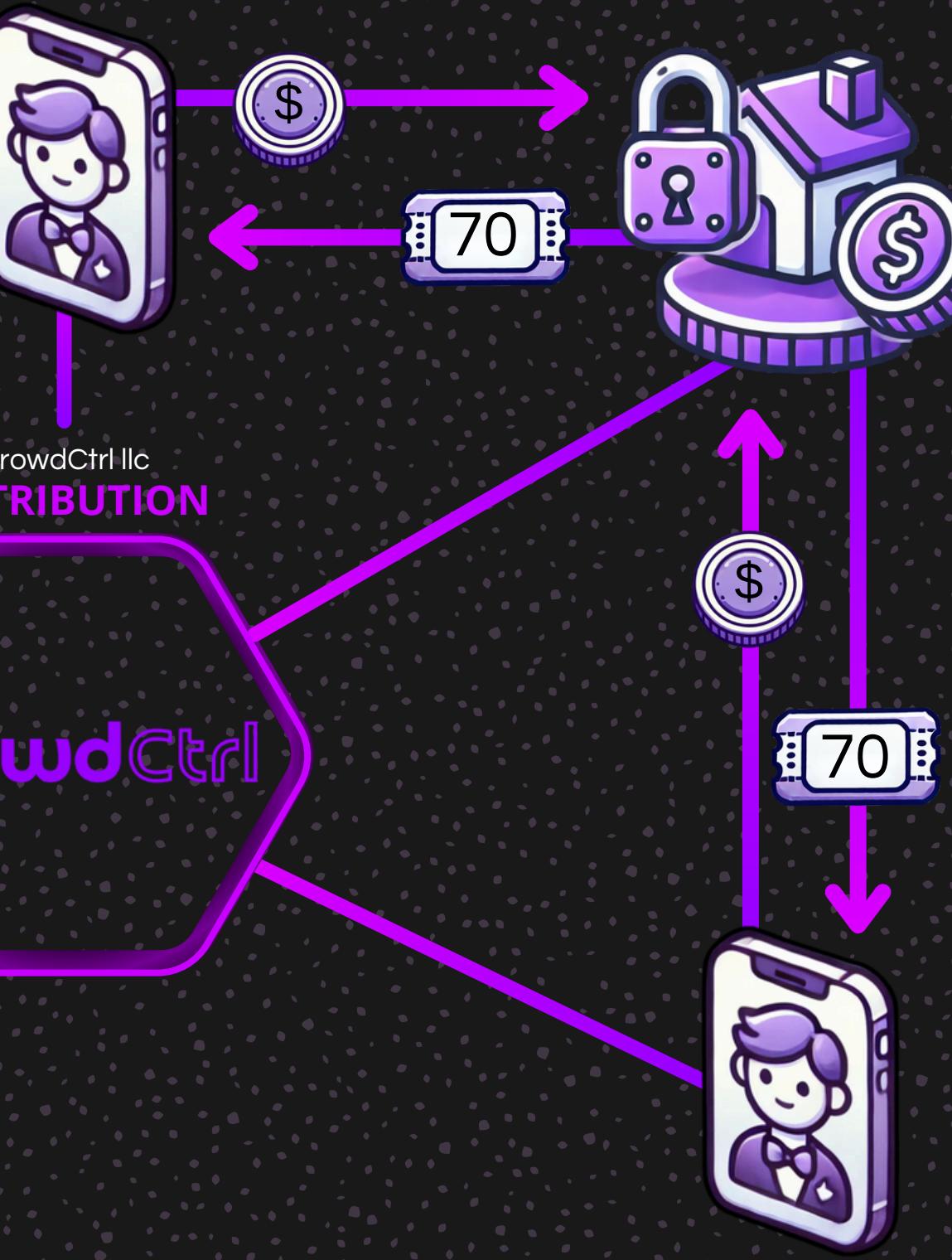
Tickets assigned to promoters, sponsors, fan clubs, employees & friends.



Tickets available for public sale

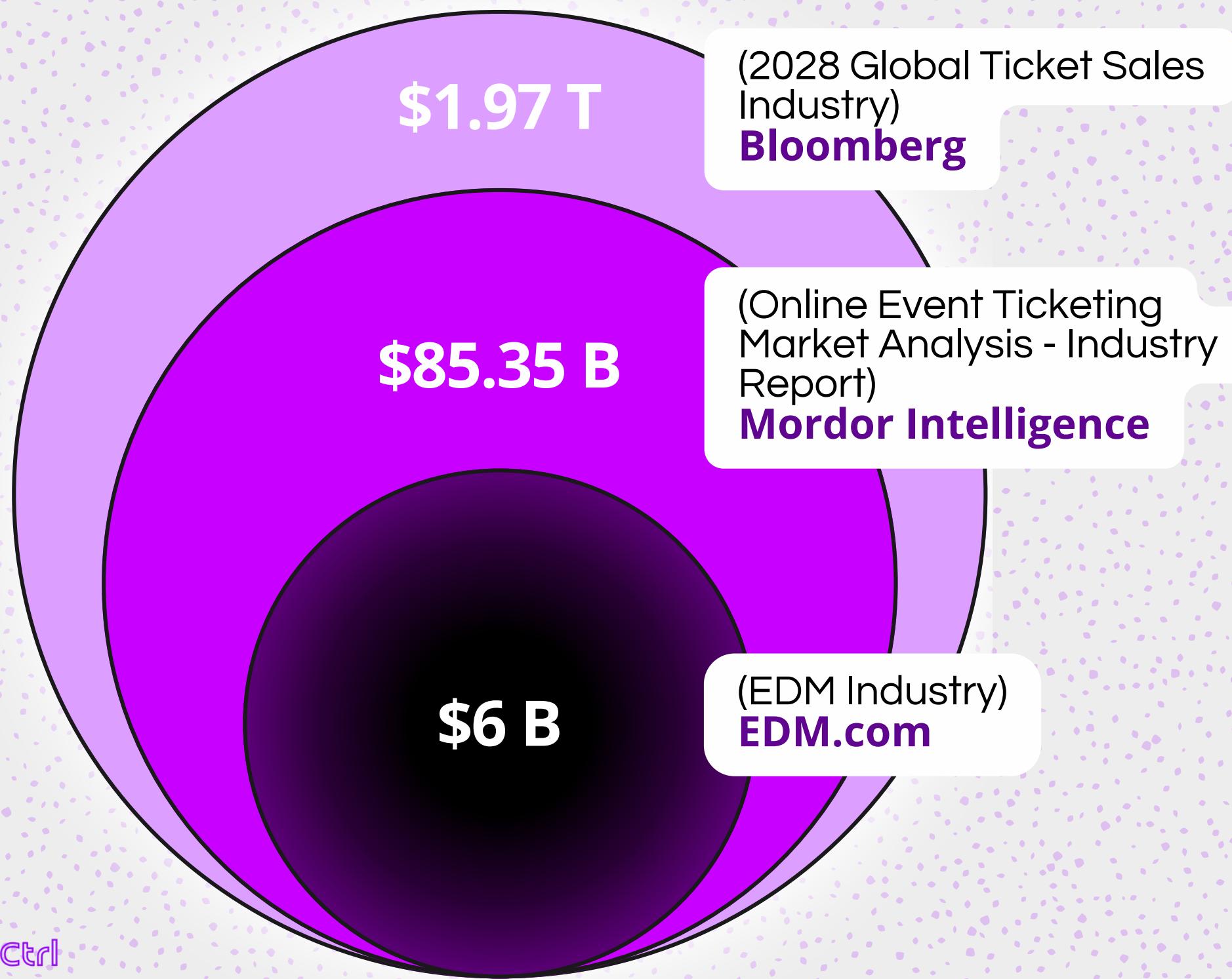
### dApp

- Event discovery, accessing events & meetups for attendees.
- Ticket validation, buying, & reselling.
- Faster pay-out to organizers.

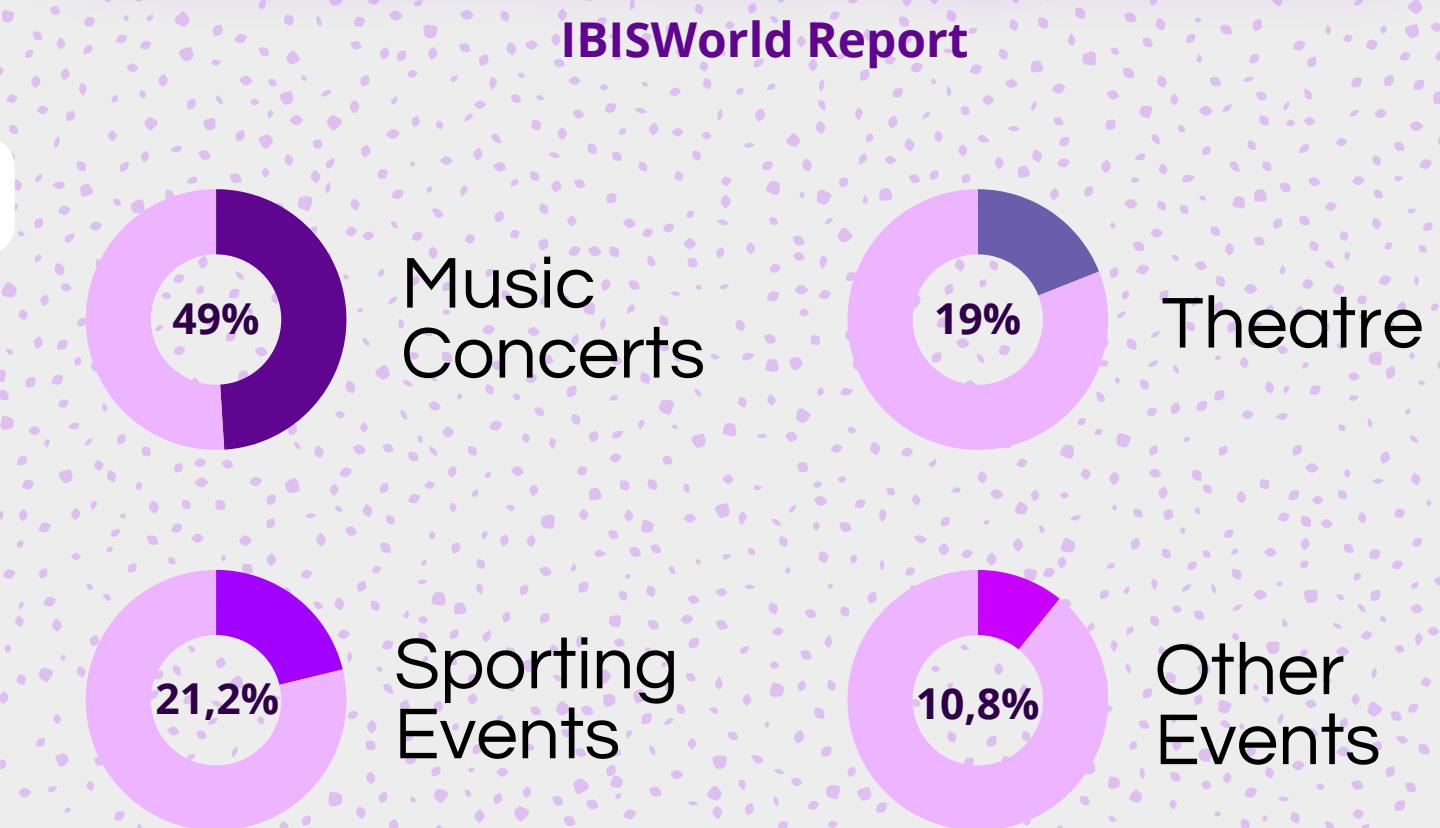


# CrowdCtrl's Market

Global Events Market Size Worth \$1.97 Trillion by 2029 at 11.1% CAGR - Bloomberg



## Products & Services Segmentation



# Business Model

## Organizer-Centric

A processing fee of 20% + 0.50 cent charged to consumers + royalties

### Gross Profit Margin:

50-80% on fees

### 3-6 Revenue Streams

- Primary Ticket Sales
- Secondary/Royalty Sales
- Enterprise White labeling
- Fan & Artist Loyalty Program
- Premium Organizer Features
- Data Monetization



### No cost to organizers/artists

Our zero-cost model for organizers creates an immediate profit increase for independent venues simply by switching to our platform, with no other changes to their operations.



# Financial Projections

Event Type	Ticket Price	Ticket Sold [per Event]	Events per Year	Royalty Capture (Tickets/10%)	Annual Gross Revenue (\$)	Annual Cost (\$)	Annual Net Profit (\$)
<b>Small Event</b>	\$30	50	365	1,825	\$130,488	\$42,158	\$88,330
<b>Medium Event</b>	\$80	2,000	280	56,000	\$10,164,000	\$2,618,000	\$7,546,000
<b>Large Event</b>	\$250	10,000	50	50,000	\$27,775,000	\$6,358,000	\$21,417,000
<b>Van Buren Venue (Phoenix)</b>	\$50	1,900	1	190	\$21,945	\$6,186	\$15,759
<b>Festival (ETHDenver)</b>	\$600	25,000	1	2,500	\$3,313,750	\$731,775	\$2,581,975



# Accomplishments

## Milestones

Traction Point	Status
<b>Prototype Completed</b>	Core platform architecture is live and undergoing internal testing
<b>MVP Development in Progress</b>	Smart contracts, event creation flows, and wallet UX currently in build phase
<b>Inbound Interest from Creators</b>	Several independent organizers and artists have expressed interest in NFT ticketing post-MVP
<b>Venue Outreach Underway</b>	Active conversations with regional venues in Phoenix
<b>User Testing Planned</b>	Feedback-driven beta program scheduled for first event partner cohort post-launch
<b>Execution Timeline On Track</b>	Milestone-based roadmap aligns with go-to-market targets for city-level launch



# The ASK

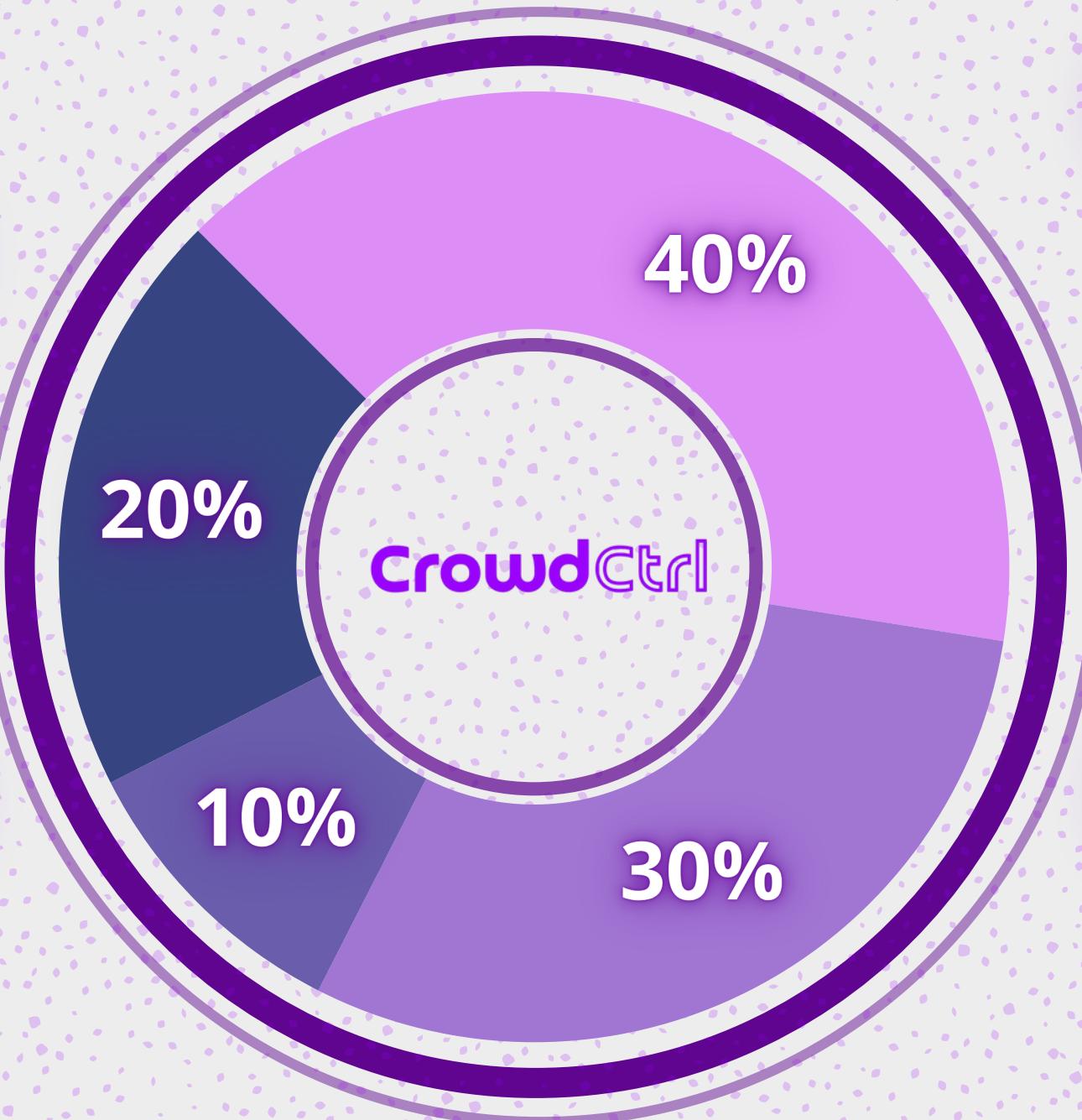
We are looking for investors to accelerate our market entry

## Key Hires

CTO, Head of Growth, BD's, operations team, founder's pay.

## Legal

Trademarking, Copyrighting, IP protection, Legal counseling and securities.



## Marketing

SEO, Events & Partnerships, & Social Acceleration - Artist Interviews, Ticket Giveaways, Content Creation.

## Development

Release public version along with major features.



# Crowdctrl

Thank You