



Empowering Events on the Blockchain

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1. Problem Statement

- **Event Management Issues:**
 - High fees on traditional ticketing platforms.
 - Lack of transparency and security.
 - Limited control for event creators over ticket sales and revenue distribution.

2. Solution: AlgoFiesta

- **Overview:**

- A decentralized application (dApp) on the Algorand blockchain.
- Enables users to create, manage, and sell event tickets with minimal fees.

- **Key Features:**

- Low transaction fees thanks to Algorand's efficient protocol.
- Transparent and secure transactions using blockchain technology.
- Full control for event creators over ticket pricing, sales, and revenue.

3. How It Works

- **User Journey:**

- Sign Up:** Users do not need to register on AlgoFiesta. They just use their wallet as a *blockchain-based account*.
- Create Event:** Event creators input details, set ticket prices, and define sales conditions.
- Smart Contracts:** [Event Factory contract] deploys an [event manager contract] for ticket sales, ensuring transparency and security.
- Sell Tickets:** Tickets are sold directly through the dApp with low fees.
- Track & Manage:** Event creators can monitor sales, manage attendees, and handle post-event processes via issued Algorand Asa NFT.

4. Market Opportunity

- **Event Industry Size:** The global event management industry is projected to reach \$1,500 billion by 2028.
- **Target Market:** Independent event organizers, small to medium-sized enterprises, and local communities.
- **Growth Potential:** Increasing demand for decentralized solutions and the rise of blockchain technology in various industries.

5. Competitive Advantage

- **Low Fees:** Leveraging Algorand's low transaction costs.
- **Decentralization:** Enhanced security and transparency through blockchain.
- **User Control:** Full autonomy for event creators over ticketing processes.
- **Innovation:** Integration of advanced blockchain features like smart contracts interactions and NFTs.

6. Revenue Model

- **Primary Revenue Streams:**

- Transaction Fees creator: Small flat fee of 2 Algos on each event creation.
- Transaction Fees: Small percentage fee on each ticket sale.
- Premium Features: Subscription model for advanced event management tools.
- Advertising: Promotional opportunities for events within the dApp.

7. Go-to-Market Strategy

- **Phase 1: Launch & Awareness**

- Targeted marketing campaigns in blockchain and event management communities.
- Partnerships with local event organizers and blockchain influencers.

- **Phase 2: Expansion**

- Expand to larger markets and integrate with popular event platforms.
- Continuous improvement based on user feedback and market trends.

- **Phase 3: Scaling**

- Global outreach with multilingual support and localization.
- Enhanced features like integration with AR/VR for virtual events.

8. Funding Requirements

- **Seed Funding:** \$500,000 to cover initial development, marketing, and operational costs.
- **Use of Funds:**
 - 40% Development: Enhancing the platform and integrating new features.
 - 30% Marketing: User acquisition and brand awareness.
 - 20% Operations: Team expansion and operational costs.
 - 10% Contingency: Buffer for unexpected expenses.

Thank you !

Git hub repo: <https://github.com/nabetse00/algo-fiesta>



Live Demo: <https://nabetse00.github.io/algo-fiesta/>

