



SecondSignal

Sell out events. Maximize revenues.

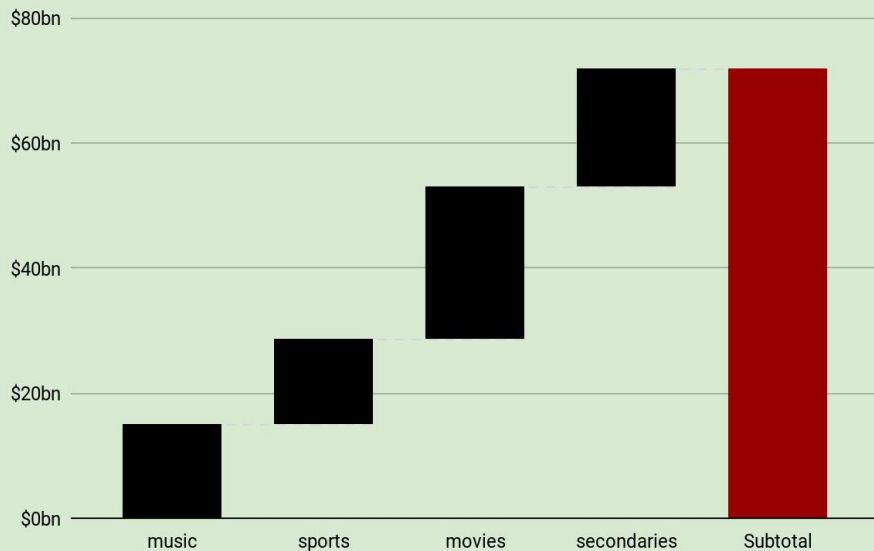
TEASER

Problem

Mass entertainment requires significant upfront investment. Entertainment ticketing revenues are highly unpredictable.

This unpredictability plaguing the industry stems from a lack of control over platforms where fans convert.

Projected industry size - 2022

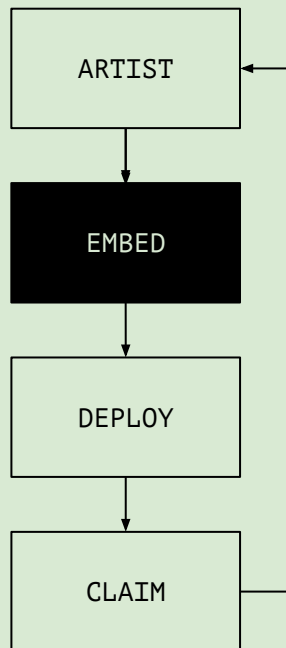


Solution

Allow industry stakeholders to **claim control over secondary markets and social media.**

Stakeholders embed terms into Smart Trackers and deploy them across all platforms.

Smart Trackers enforce and reward desirable behaviors, transforming them into powerful price discovery and engagement mechanisms.



USE CASE:

Reclaiming value from resale

Stakeholders embed terms of resale and deploy trackers on secondary markets.

Trackers enforce transactions, automatically reclaiming the profits.

Initial Targets

Independent Promoters, Artists and Sports Teams.

Established and on the rise, generating sub \$200m revenues with the hustle and clout to sell out 2-12k seaters. Tech savvy, hungry and entrepreneurial, they are engaging with fan bases on social media and now leveraging SecondSignal to maximize profit.



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Sweetener

FRONTIER

THE
**BOY
MEETS
WORLD**
TOUR TOUR TOUR

UFC

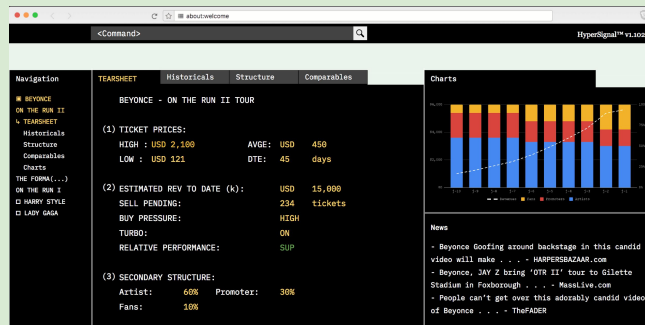
TICKETS . COM

Key Terminal Features

Velocity Boost: set starting ticket prices at their lowest and leverage secondary markets to maximize profits.

Profit Maximizer: adjust resale terms and conditions on the go using powerful market analytics.

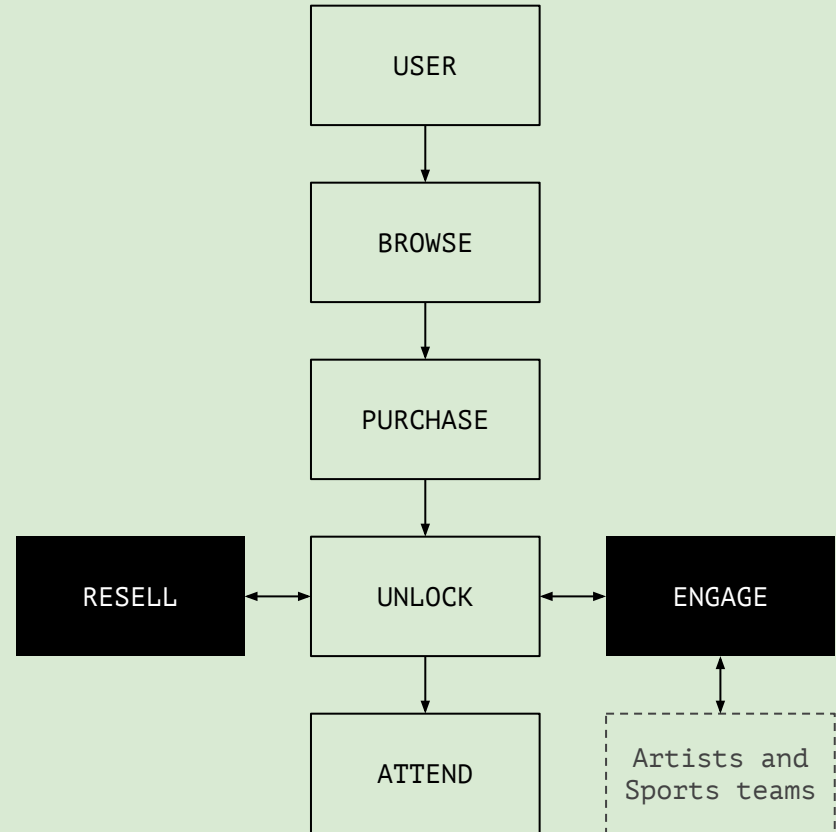
Engagement Multiplier: extend smart tracking to social media platforms, putting fan engagement on autopilot with instant and secure rewards.



End-user experience

Smart Tracking is embedded and invisible.

Available on all legacy ticketing platforms and social media channels. Transactions are completed and verified using existing payment systems. End users unlock resale and engagement using a light client called the Vault.



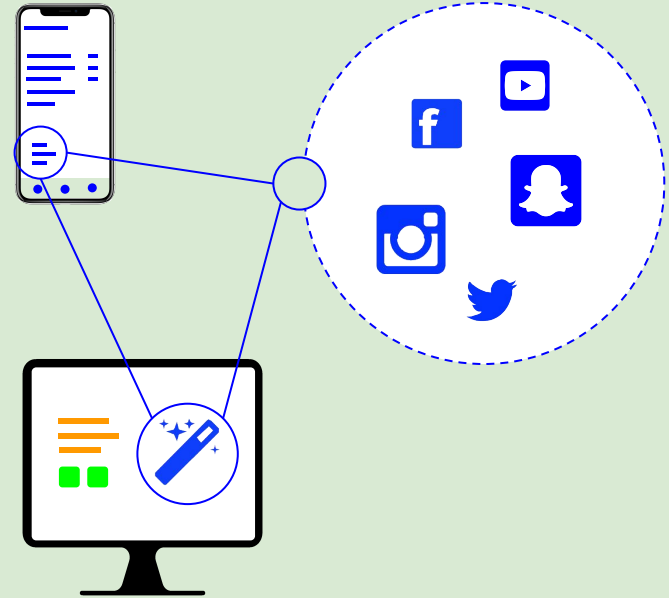
Technology

Unique Tokens

Tokenize every ticket and social media engagement. Trackers verify authenticity and enforce behavior, anywhere on the internet.

Blockchain Protocol

A fault tolerant and tamper-proof protocol facilitates instantly authorized multi-party transactions. Trackers, terms and engagement are kept private per fan base.



Team



Gauthier Salavert spearheaded blockchain investment research at White Star Capital in Europe. He is an expert tech evaluator with the European Commission. His background is entrepreneurship, venture capital and corporate restructuring. Gauthier completed an MBA at Columbia Business School in Strategy and Asset Management.



Matt Lockyer wrote the Ethereum ERC-998 standard for Composable Non Fungible Tokens. Matt founded and operates the NFTy Magicians, a group of over 300 blockchain developers. His writing Token Curated Registries (TCRs) has been published on a16z's crypto reading list. His background is full stack development, computer science, UX research and university lecturing.

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