

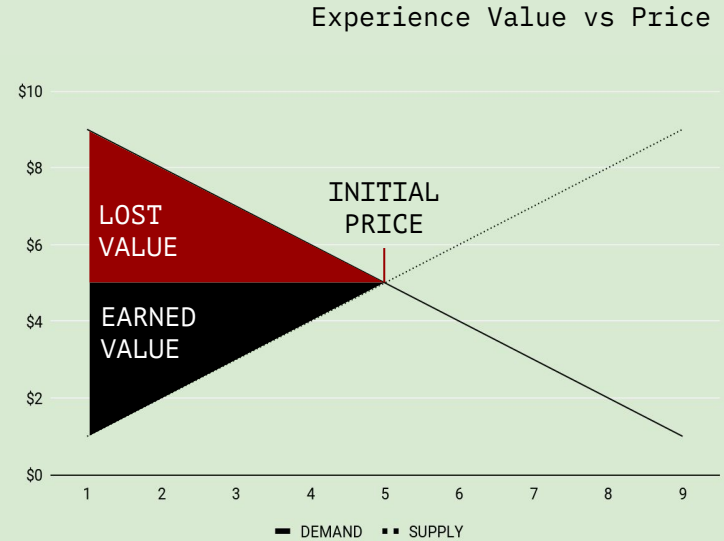
SECOND SIGNAL

Radical Pricing
for experiential goods

TEASER

Problem

Pricing live events is extremely challenging. Money is always left on the table. Resale event ticketing, currently estimated at \$10bn, only reflects a fraction of the total industry loss due to mispricing.

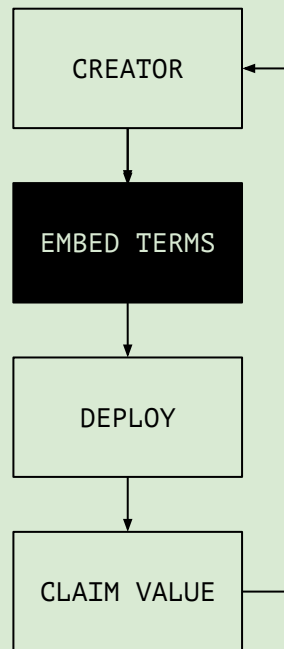


Solution

SecondSignal allows industry stakeholders to discover and claim the full extent of live event value.

Stakeholders embed their terms into Smart Trackers and deploy them across all resale and social media platforms where fans convert.

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

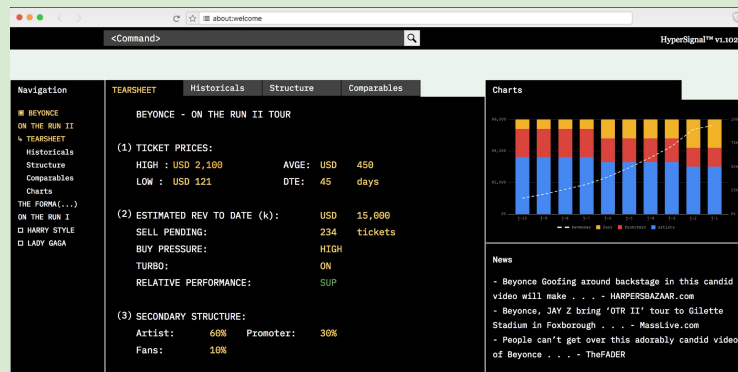
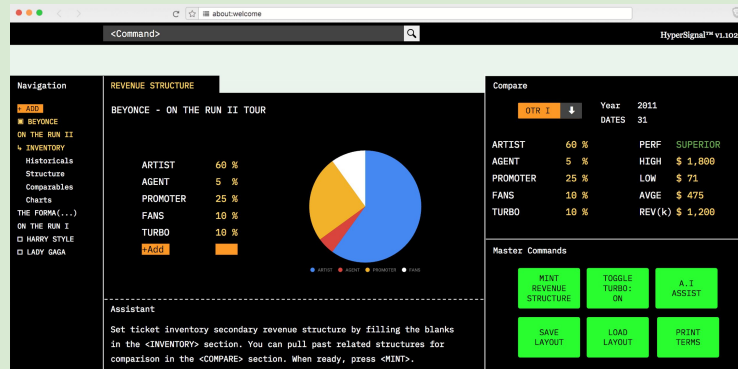


VALUE PROPOSITION

Velocity Boost: see tickets fly off the shelves; set starting prices at their lowest and Smart Track resale markets to reclaim overall profits.

Profit Maximizer: take control of resale markets ability to discover true prices; adjust resale terms on the go, use powerful market analytics.

Engagement Multiplier: seamlessly grow conversion; extend smart tracking to social media platforms, instant engage with fans and reward behaviors.



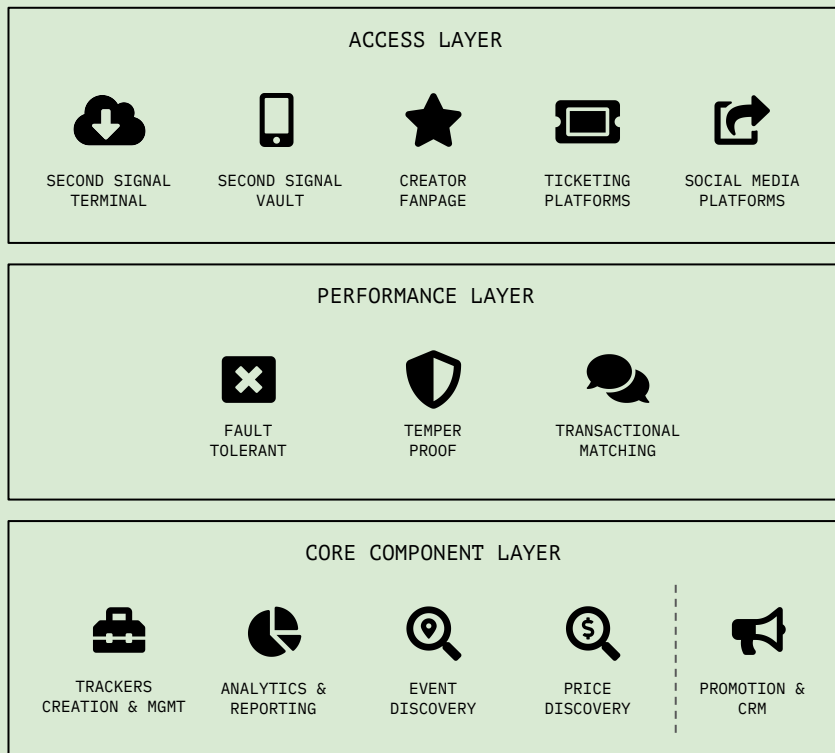
Technology Platform

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 immutable and private per fan base.

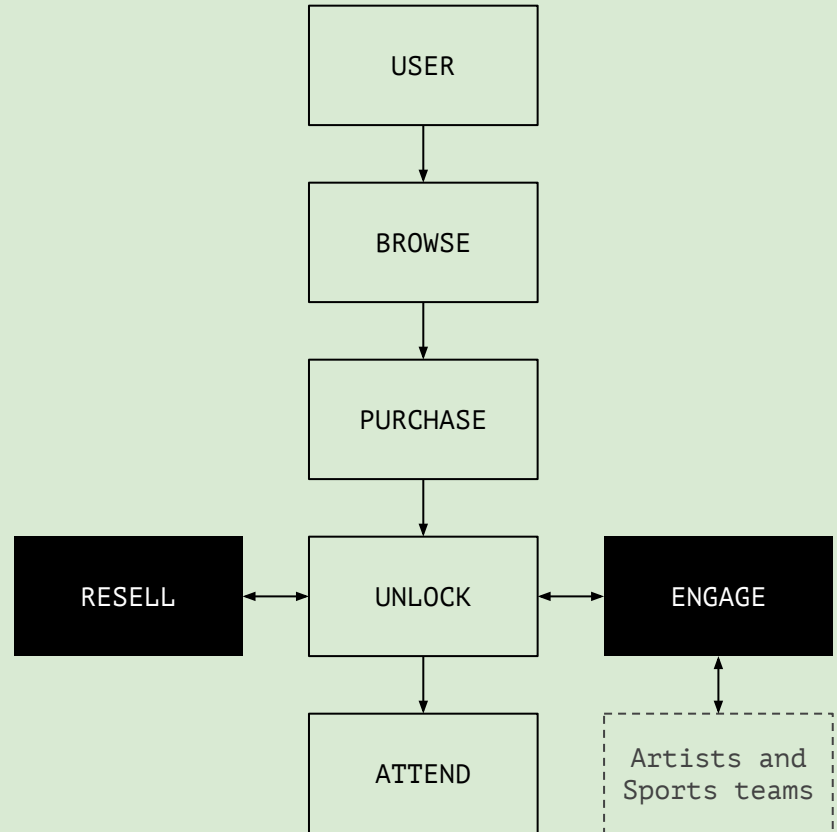


End-user experience

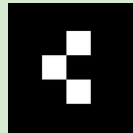
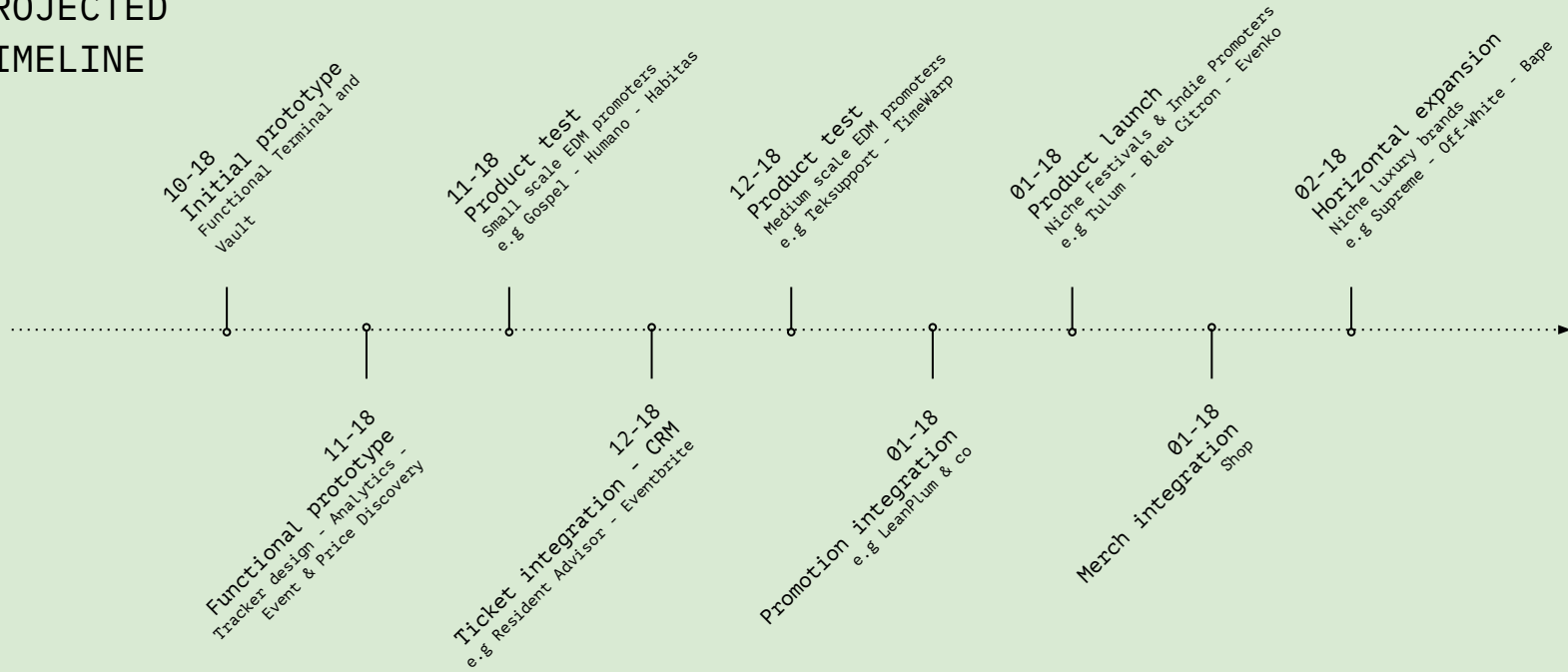
Smart Tracking is embedded and invisible.

Available through API calls on all legacy ticketing platforms and social media channels.

Transactions are completed and verified using traditional payment systems. End users unlock resale and engagement using a light client called the Vault.



PROJECTED TIMELINE



Team



Gauthier Salavert spearheaded blockchain investment research at White Star Capital in Europe. He was selected to join the European Commission as a H2020 tech evaluator. Gauthier completed an MBA at Columbia Business School in Strategy and Finance. His background is entrepreneurship, investing and marketing.



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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