

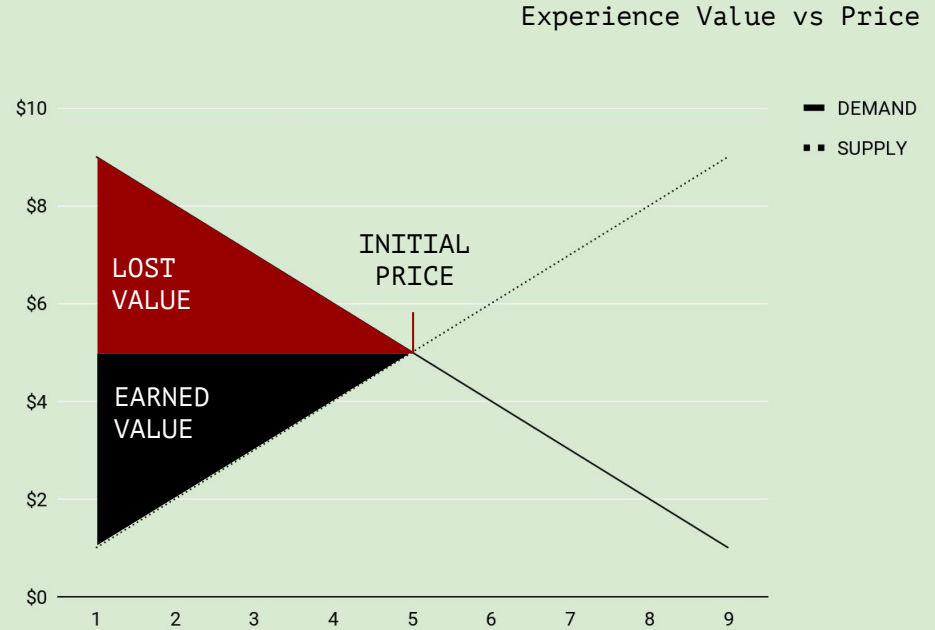
SecondSignal

Smart 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 underpricing.

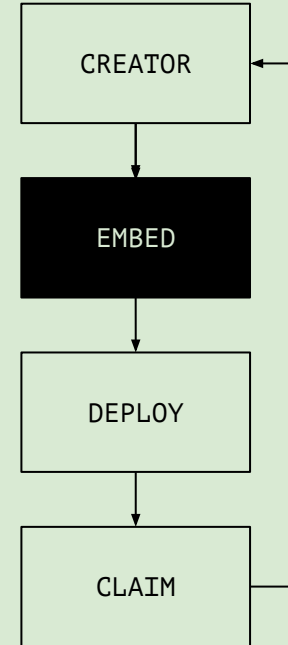


Solution

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

Stakeholders embed 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.



Initial Targets

Independent Promoters, Artists and Sports Teams.

Established and on the rise, generating sub \$200m revenues with the clout to sell out 2-12k seaters. Tech savvy, 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

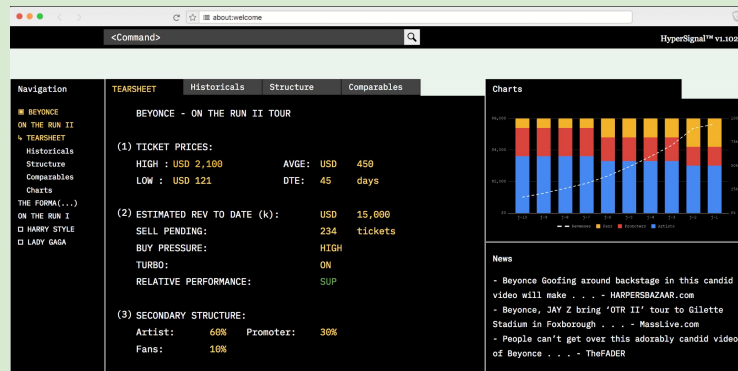
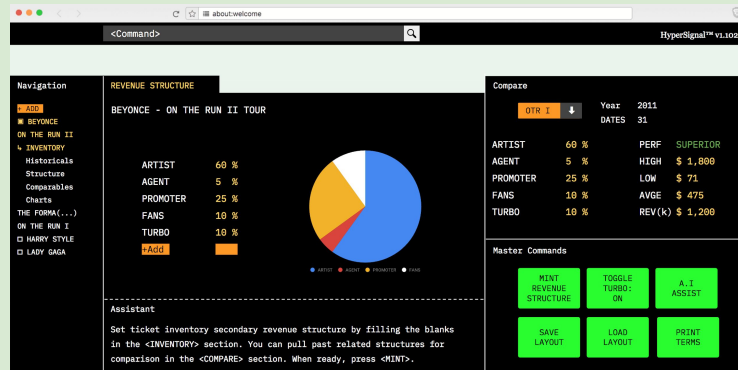
TICKETS . COM

Key Features

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

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

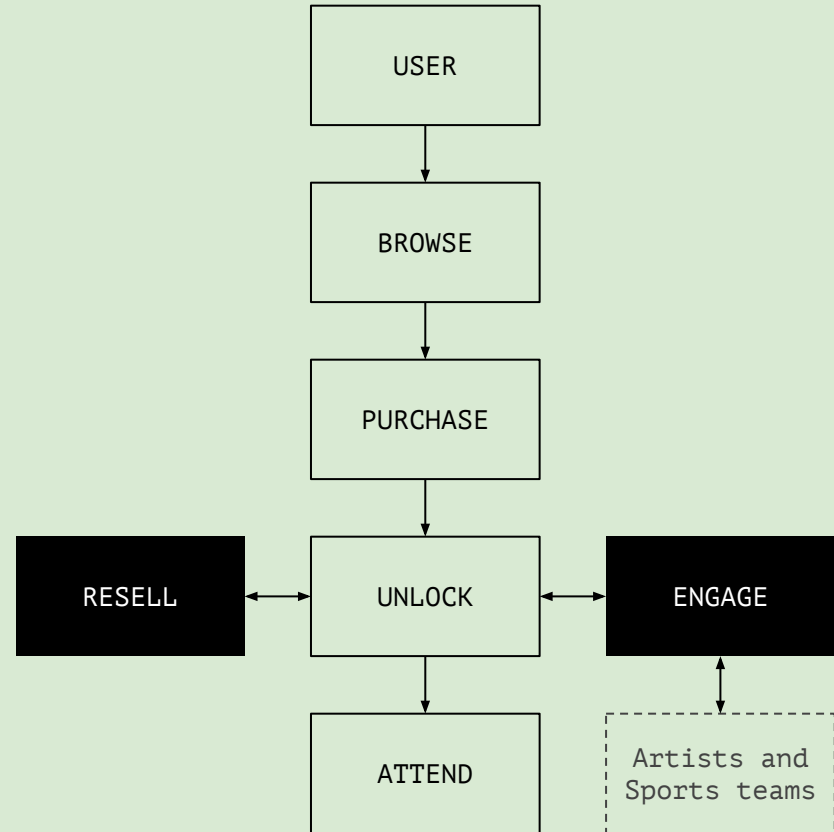
Engagement Multiplier: extend smart tracking to social media platforms, instant engage with fans and reward behaviors.



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.



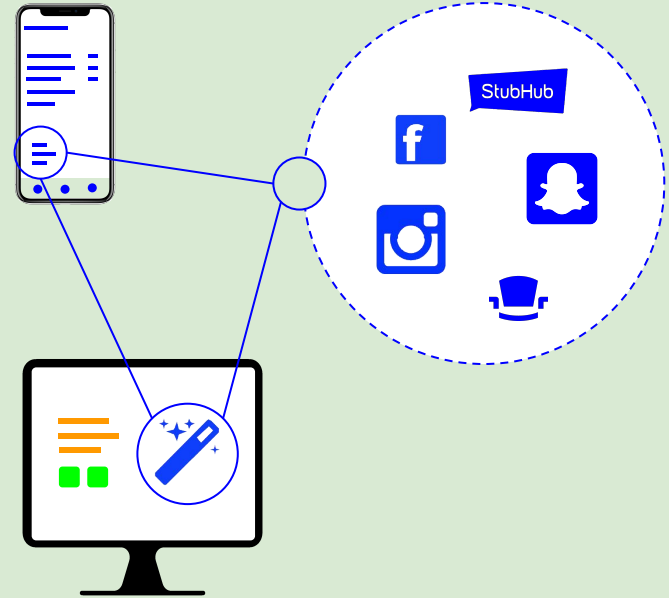
Technology

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 immutable and private per fan base.



Team



Gauthier Salavert spearheaded blockchain investment research at White Star Capital in Europe. He was selected to join the European Commission as an expert tech evaluator. 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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