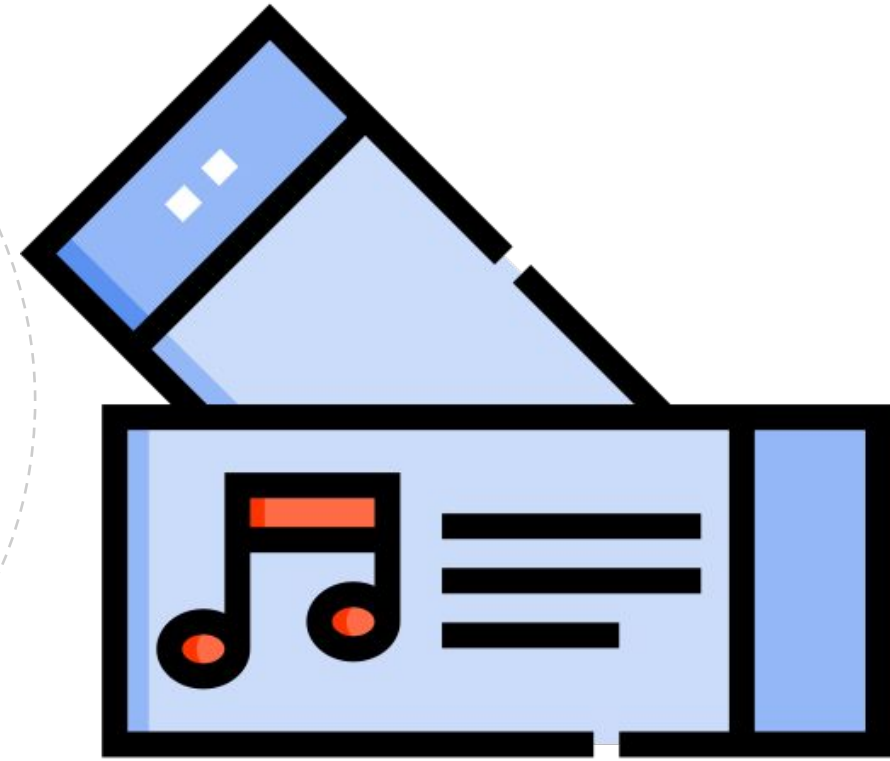BTech

Blockchain Ticket Platform
NFTicketmaster

Team: Satoshi

Agenda

BTech

Introduction-Identify Problem

Market Analysis

Product Concept

Workflow of Smart Contract

Smart Contract

Team Contribution

Bangjie Liu: Smart Contract

Cissy Ren: Product, Test Plan

Chong Li: Problem, Test Plan

Jianfei Shi: Smart Contract

Yuan Xiao: Market

Problem
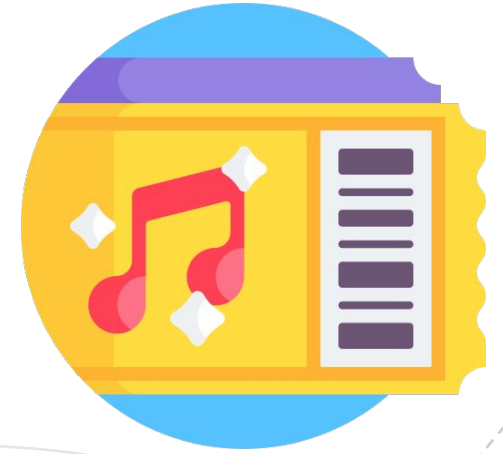
Problem#1   Problem#2   Problem#3

Lack of Transparency   **Counterfeiting**   **Scalping**

Who

- **Event-Goers**
- **Event Organizers**
- **Legitimate Ticket Sellers**

Why

- **For fans:** Financial Losses; Ruined experience

- **For event organizers and sellers:** Loss of revenue; Reputation damage

How

- **Magnitude of the Problem:** Financial Losses; Reputation Damage; Inflated Price; Decreased Fan Morale

- **Frequency of the Problem:** Chronic!

Market Analysis

Affected Parties

- Event-goers and fans
- Event Organizers

Potential Competitor

- Traditional platform: Ticketmaster, Dice, SeatGeak
- Others: Scalpers

Market Trends

- Rapid growth in digital ticket sales
- Increasing popularity of online ticketing platforms
- Scalped ticket prices are severely inflated

Market Analysis

Target Market

Online Ticket Sales

$8.1 billion U.S market

Factors influencing Online Ticket Sales

- Per capita disposable income
- Time spent on leisure and sports
- E-commerce sales
- Total advertising expenditure

Main Product Line

- concert tickets
- sporting event tickets
- arts and theatrical performance tickets
- children/family-themed performance tickets

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Product

Introducing a new blockchain ticket platform to revolutionize ticket selling

01

02

03

NFT-based Tickets

Instead of traditional physical or digital tickets, we will introduce NFT-based tickets to the market.

Smart Contract

All ticket transactions will be processed through our smart contract, ensuring the secure transfer of tickets.

Trading Fee

All ticket trading will incur a trading fee, and we will increase the gas fee for exceptionally high-priced ticket transfers.

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Mint
- A platform where Users can mint NFT-based tickets for specific events.

Secure
- Buyers purchase and securely store these tickets in their digital wallets.

Functionality of MVP

Reselling
- Users can list their NFT tickets for resale, and others can buy them.

Validation
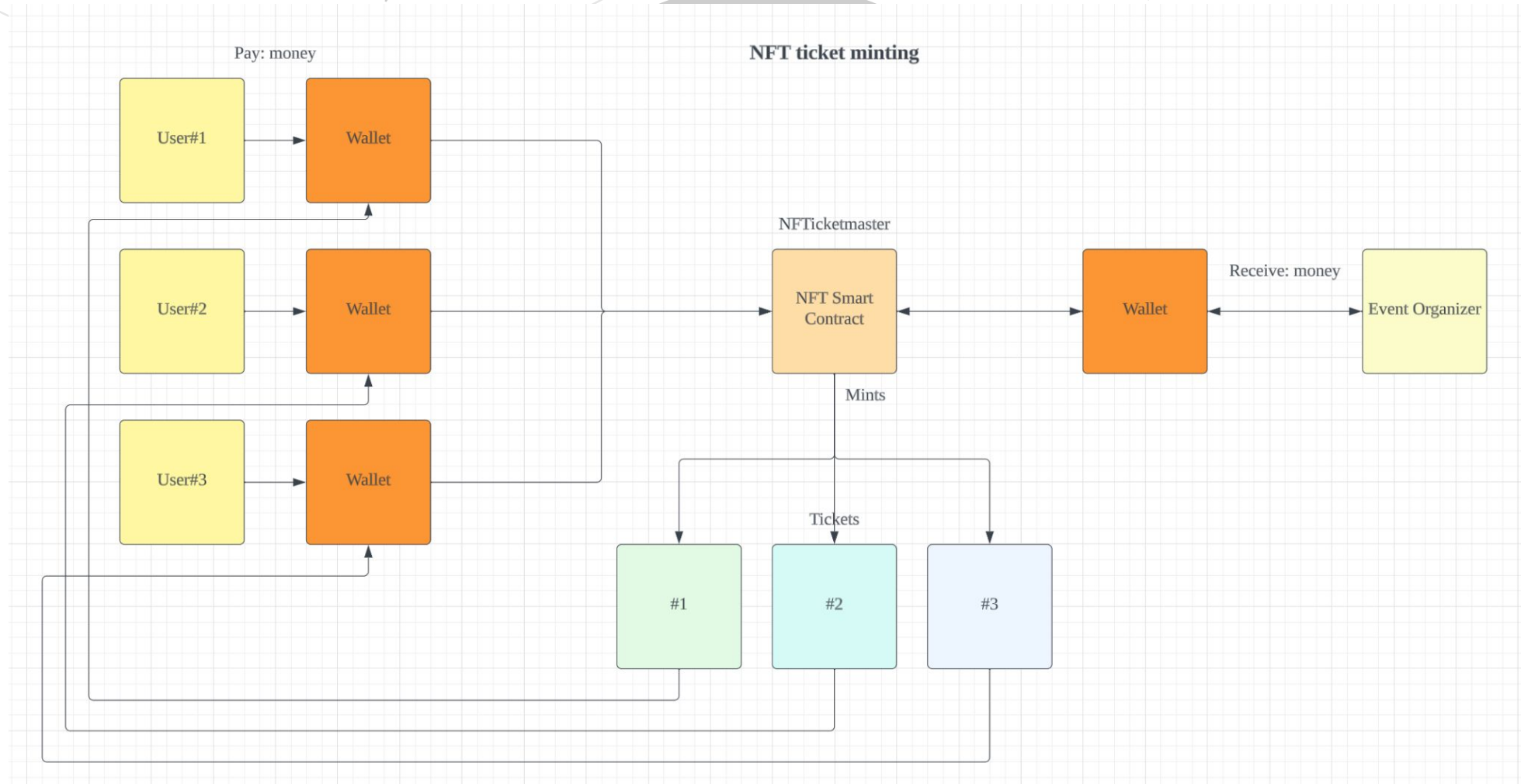- Validation at event entry: Event organizers can verify the ticket's authenticity using its unique NFT.
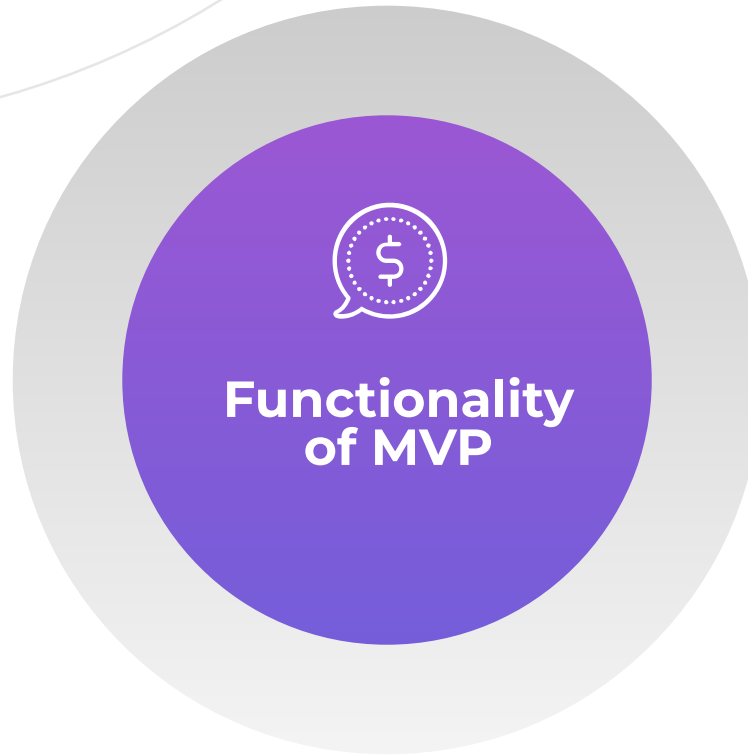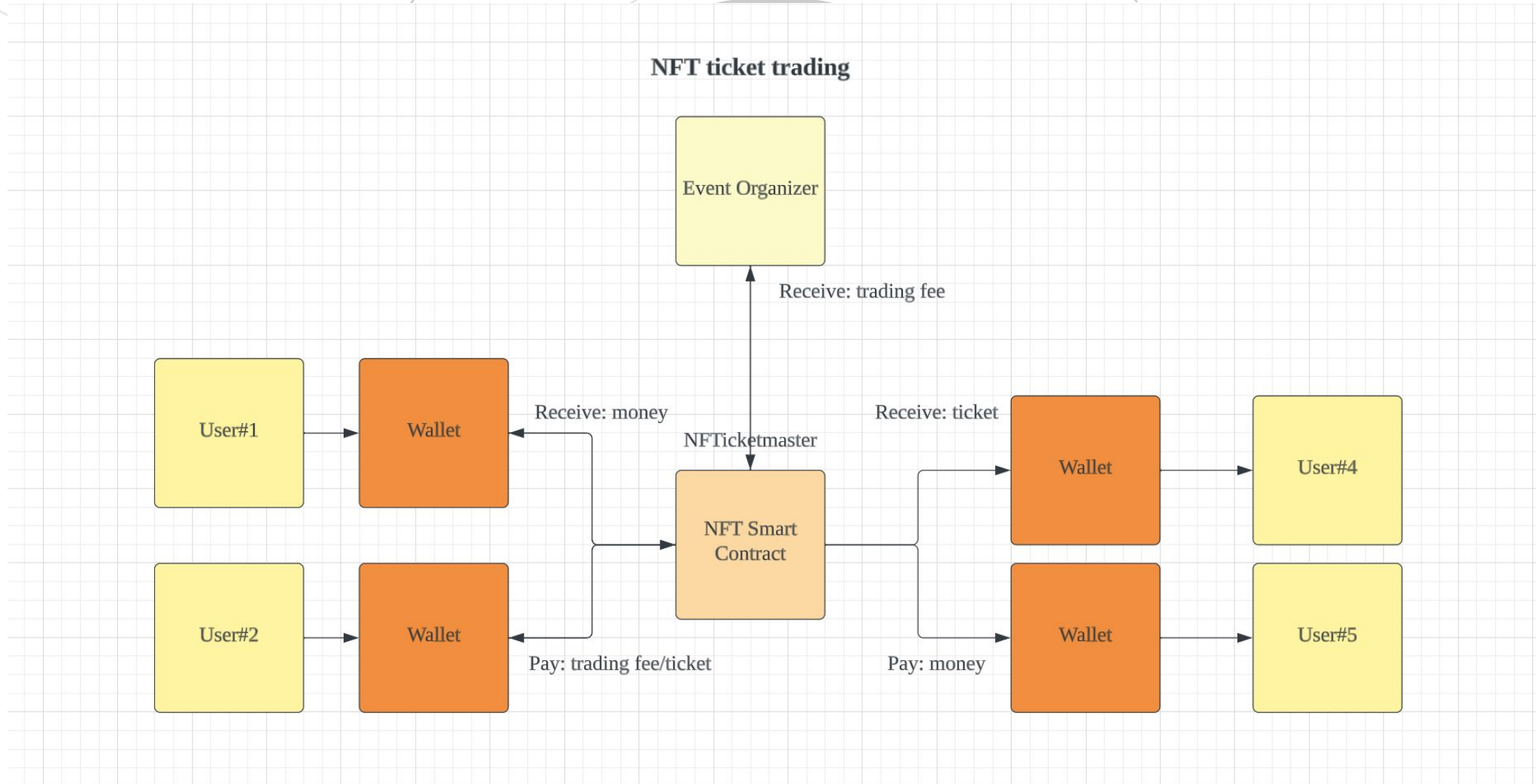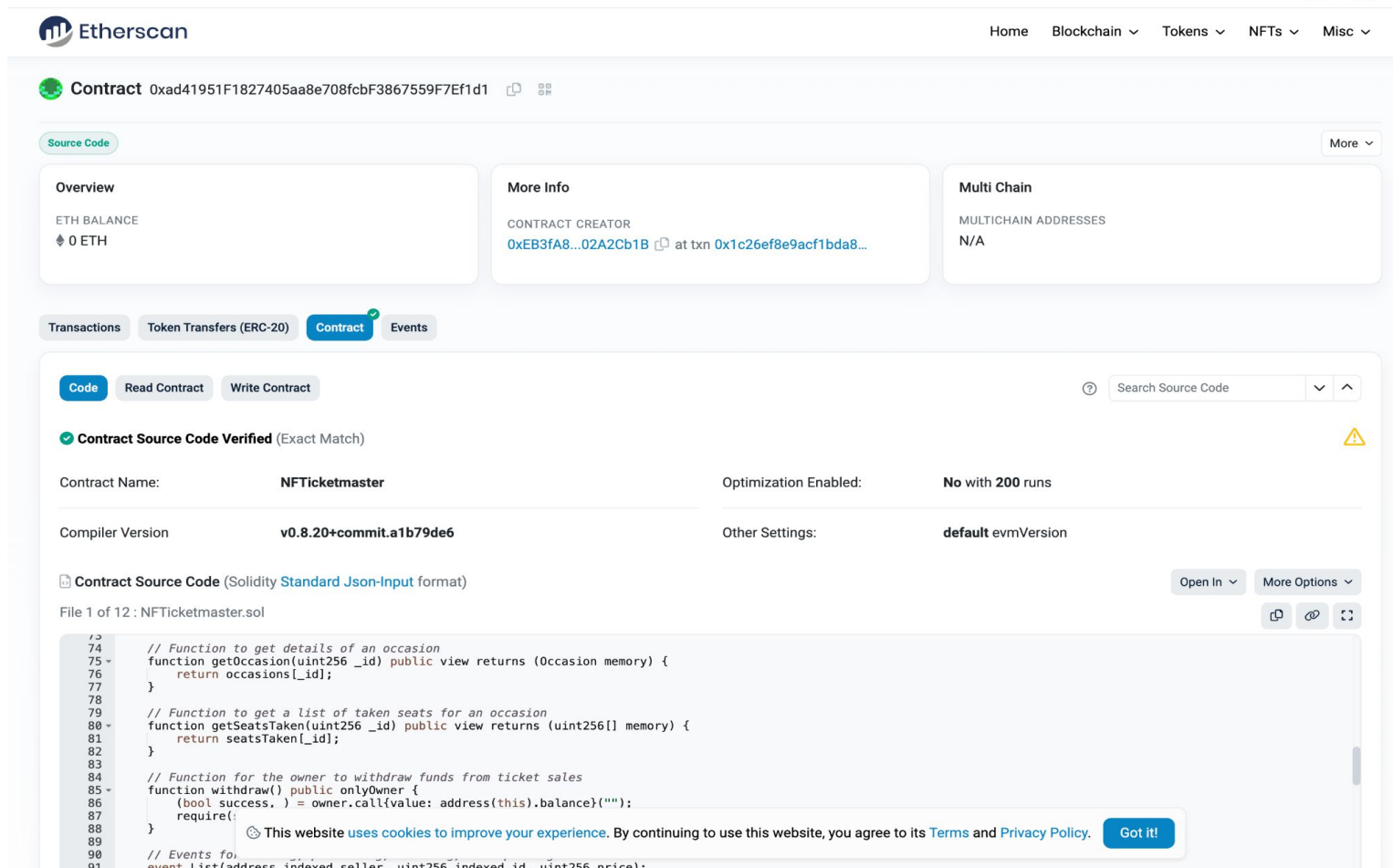
Workflow of Business Process
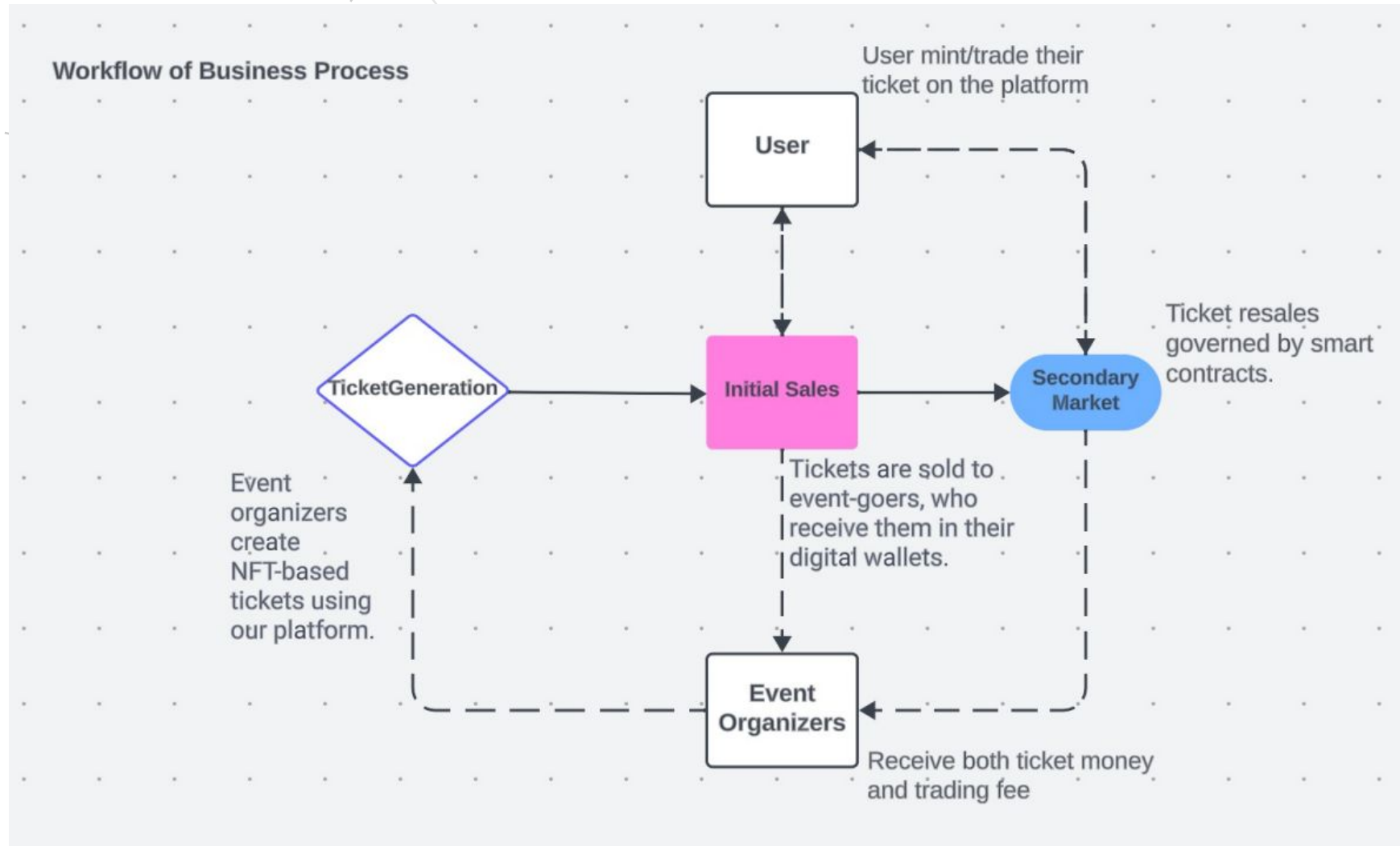
Product Roadmap/Timeline
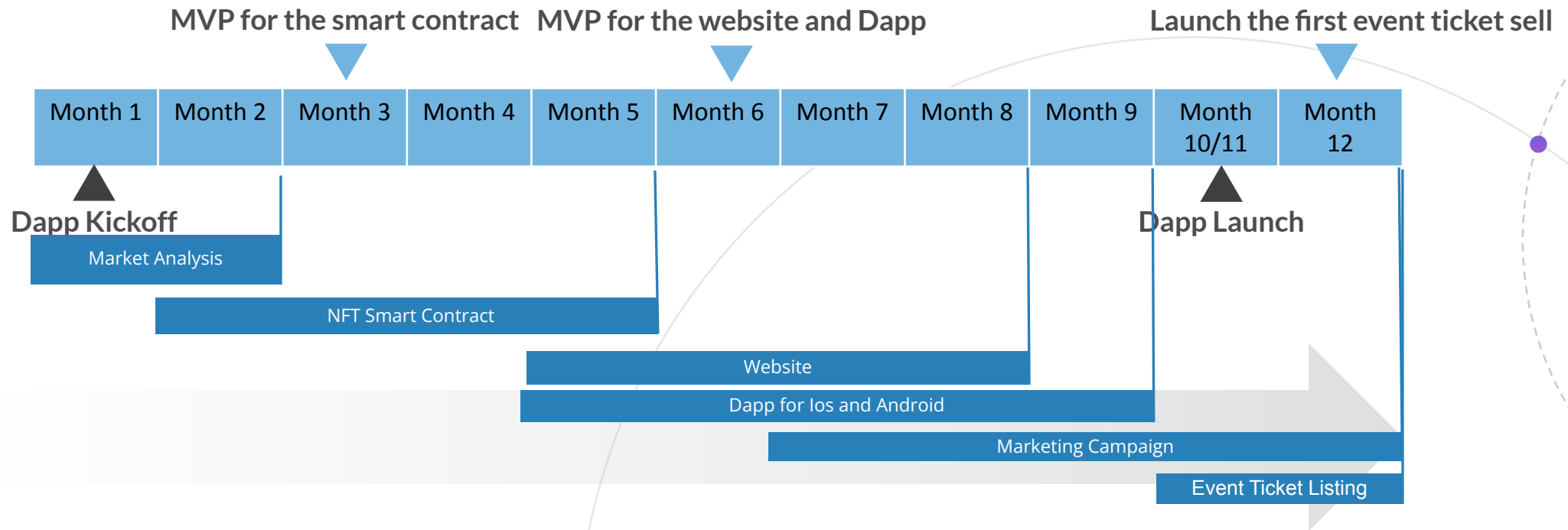
Smart Contract Workflow: Ticket Minting

Smart Contract Workflow: Ticket Trading

NFT ticket trading

Event Organizer

Receive: trading fee

User#1 → Wallet — Receive: money — NFTicketmaster — Receive: ticket — Wallet → User#4

NFT Smart Contract

User#2 → Wallet — Pay: trading fee/ticket — Pay: money — Wallet → User#5

Smart Contract

part of smart contract

THANK YOU

Necessity in Blockchain

Authenticity
Transparency
Immutability
Decentralization
Smart Contracts

#1

Authenticity and Ownership:
- NFTs ensure unique, verifiable tickets.
- Counterfeit tickets were eliminated.

#2

Transparent Resale:
- Blockchain-enabled smart contracts for trusted reselling.
- Deters scalpers with gas fees.

#3

Immutable History:
- Trackable ticket history (sales, resales).
- Added verification layer for buyers.