

INDUSTRY

Event Creation and Management
Online Tickets
Event Promotion

ESTABLISHED

2012

EMPLOYEES

8

HEADQUARTERS

Seattle, WA USA

eventsfy
EVENTS For You

**MEDIA
KIT**

Discover Events of the Arts Near You

Live Music Comedy Theatre Open Mic Art Show



About Eventsfy

Eventsfy has the largest collection of Events of the Arts in America where Fans can easily discover events and connect with Artists, and where Artists and Venues can easily promote themselves and their events. We provide a valuable tool for Artists and Venues to create events, promote events, find gigs, sell merchandise, and connect with Fans and resources

What We Do

We have and continue stitching together the fragmented online ticketing sites to create a central hub for Artists and Venues to be found by Fans. Our central hub will grow into an online portal for Artists to sell merchandise and find gigs



We Listened

FAN CHALLENGES

- Navigating a very disjointed arena of websites and apps to discover Local Events to attend
- Finding ways to connect and communicate with their favorite Artists
- Knowing what's happening in their community
- Obtaining adequate information to attend an Event
- Finding others going to the Events
- Too much planning needed



ARTIST CHALLENGES

- Self Promotion is difficult, time consuming and discouraging
- High barrier to entry
- Competition with labeled and Sponsored Artists
- Sponsorship challenges
- Coordinating with Event Planners
- Finding New Gigs
- Connecting and communicating with Fans

We Delivered

FOR FANS

Browse Events by City, Date, Genre. Follow Artists, Rate and Comment. Buy Tickets, Recommend to Friends. Social Planning for Event Attendance. Accumulate Points and Rewards for Discount Tickets



WHY
PEOPLE
LOVE
US

FEATURES

FOR ARTISTS

Event Creation, Management and Profile Building. Tools to Promote Listings, Sell Tickets, Sell Merchandise, Create and Build Brand. Engage with Fans via a dedicated Event/Artist Page.

OUR Story

We are a passionate team that believes Events of the Arts (Performing Arts) can greatly enhance our knowledge of the world for the better! We would like to connect people physically (once again) at these Events (Live Music, Comedy, Theatre, Art Shows). We thirst for knowledge as our ancestors did during the Enlightenment Age of the 18th Century. We hope for a Renaissance 2.0 propelled by Events of the Arts!!

Back in 2006 and living in the city, we found it remarkable that we did not know about certain Events down the street from us. Seeking to find an Event (other than the major Headliners) was a maze of numerous websites of fragmented and disjointed information. After yelling from the rooftops about our inability to easily discover Events nearby, we placed our thinking caps on to find a better solution—Eventsfy! We are continuously stitching together the immensely fragmented world of Events online in America so that people can spend more time experiencing these Events.

Although we did not officially embark on this business journey until 2012, our goal to create a product for fans to easily discover Events and for Artists to easily post their Events anywhere in America (eventually the World) has been unwavering.

We understand the fragmented and disjointed world that fans go through to discover Events and that Artists go through to adequately promote their Events. We bring both these needs into one place—Eventsfy—where we have an exhaustive ongoing list of upcoming Events throughout America to make discovering and promoting events simple and easy.

We have now grown to a first-class website and mobile app platform with thousands daily users and growing rapidly with future implementations to help Artists thrive.

The Eventsfy team represents many different backgrounds around the world with one goal in mind—helping people become more inspired through attending Live Events.

OCTOBER 2012

- GO NATIONAL & ADAPT**
Not local & Adapt, Unconventional Wisdom, National Websites Today, Cheaper, More Easily Built

OCTOBER 2012

- PRODUCT DEVELOPMENT**
BUILD NATIONAL EVENT DISCOVERY PLATFORM
Largest Collection of Local Events in America, Immensely intuitive & Easy to Use, Beautiful
New UI Being Developed NOW

DECEMBER 2018

- MARKET, MARKET, MARKET**
FUNDRAISING
ALL, Our Mission is Cystalized for Marketing

JULY 2019

- BUILD ARTIST TOOLS**
E-Ticketing Platform, Find Gigs, Promote Work, Sell Merchandise, Connect More with Fans, Go Local & Adapt

TECHNOLOGY

- ✓ Geolocation
- ✓ One-click purchase

ANNUAL TICKET SALES

\$400,000

MONTHLY UNIQUE

100,000

REGISTERED USERS

5,000

AVERAGE DAILY REGISTRATION

20 (Since 2017)

MONTHLY PAGE VIEWS

200,000

12+ TICKET PARTNERS

Ticketmaster
StubHub
Ticketfly
BrownPaperTickets
GoldStar
Eventbrite
Live Nation
VividSeats
AllAboutJazz
TicketWeb
Wantickets
Evvnt

THE MARKET

MARKET OPPORTUNITY

Per TechNavio recent report, Secondary Ticketing Market size to increase from \$6.25B in 2015 to \$15.19B in 2020. We see a number of positive trends - # of live events greatly increasing, mobile usage is exponentially growing. We also see online Art sales booming. By 2020, this market is to grow to \$9.5B in sales.

10.2%

Average Annual Growth Spending on Performance Arts Tickets & related items

15.9B

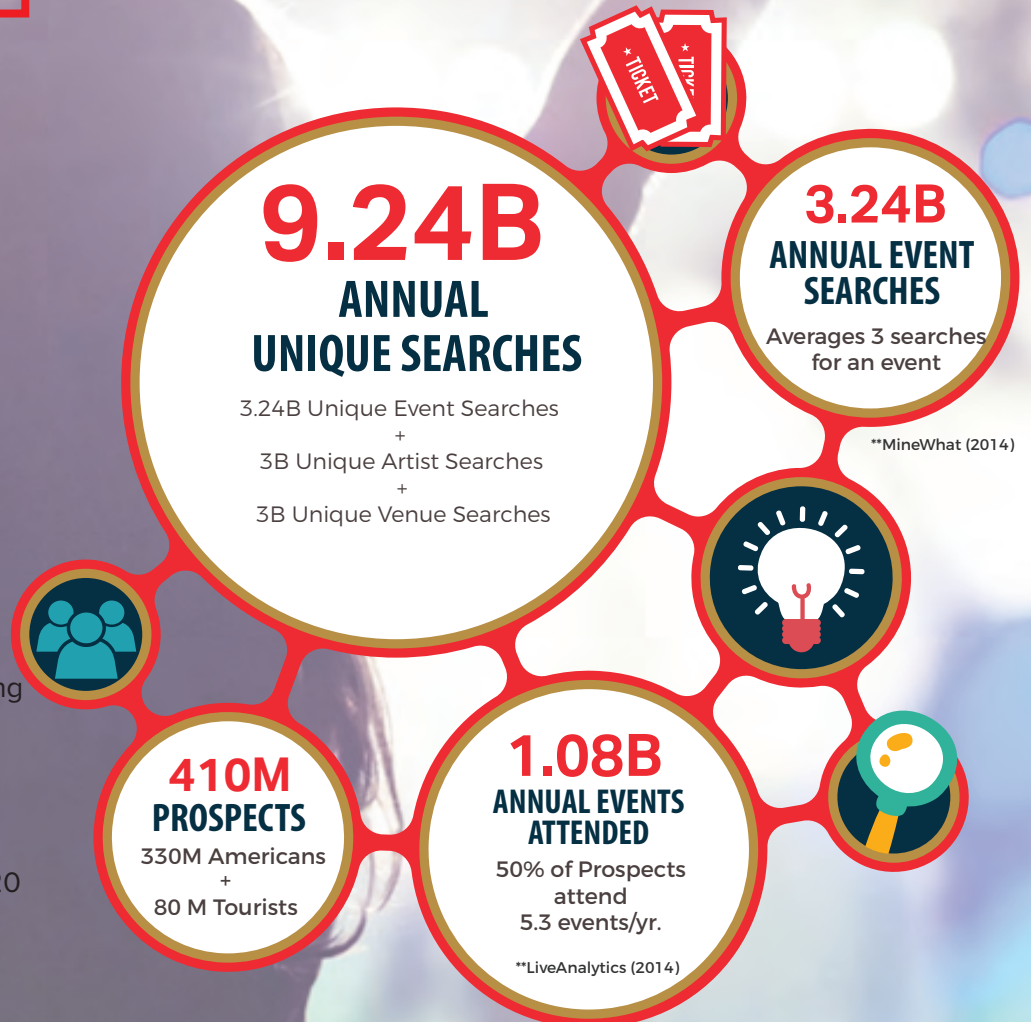
Secondary Ticket Market by 2020

2M

Employment in Arts, Design, Entertainment (excluding self-employment)

TARGET MARKET

- ✓ Millennials – the trendsetters
- ✓ Independent and aspiring Artists
- ✓ Venue Providers





THE PRODUCT



FANS

- Seek and find events quickly
- See trending events
- Connect with artists
- Find friends attending events
- Enhanced curated events

ARTISTS

- Promote events & work
- Events listing is free
- Sell tickets & merchandise
- Connect with fans
- Connect with venues for gigs

VENUES

- Increase sales & exposure
- Create uniqueness
- Promote events
- Connect with fans and artists
- Attract more artists shows

EVENTSFY

Central Hub to connect three key players in Event Space

MOBILE APP LAUNCHED

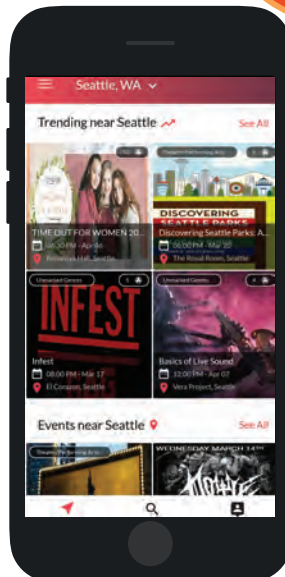
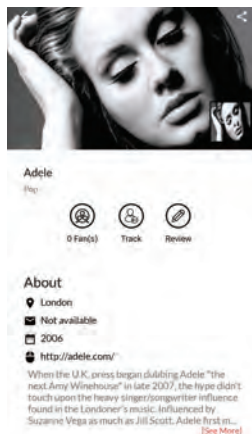
February 2018

DISCOVER EVENTS

Discover events near you including trending events

EASE OF USE

Easily find your favorite Artists & Venues to see upcoming shows



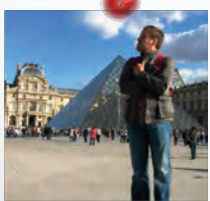
TOGGLE

Easily toggle among dates to find an Event that fits your calendar

CONNECT

Rate, Review, and Track your favorite Artists and Venues

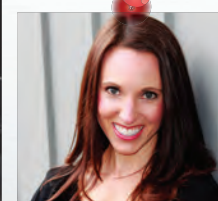
THE TEAM



David Richardson

FEARLESS LEADER CEO

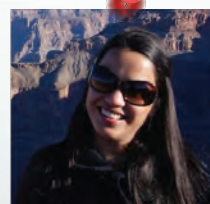
- ◆ MBA (Magna Cum Laude), SU
- ◆ Have run a Financial Planning Practice for over 18 years
- ◆ Invested \$Millions of high-net worth clients money
- ◆ High School State Wrestling Champion
- ◆ Passion for understanding Artist messages and Art



Debbie Breer

SECOND IN COMMAND VICE PRESIDENT

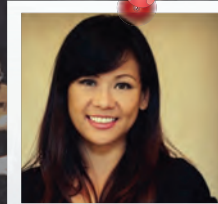
- ◆ Business Administration, University of Washington (initially, UW Art Program)
- ◆ Consulted with various Fortune 500 companies on employee benefits
- ◆ Merrill Lynch and Watson Wyatt
- ◆ Very passionate how the Arts can enrich our lives



Preet Chahal

FIRST DEVELOPER DEVELOPER

- ◆ Bachelors in Computer Science
- ◆ Developed Client/Server and Object Oriented Applications products, tools and solutions to advertisement/content management for numerous field



Charina L Flores

BEHIND THE SCENES OPERATIONS DIRECTOR

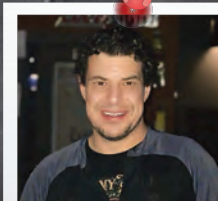
- ◆ MBA Thunderbird School of Global Management
- ◆ BS Business & Political Science Minor, Philosophy ASU
- ◆ Over 15 years experience in People Management, Ops and Org Development with Fortune 500 and startup companies



Usman Zubair

TECHNOLOGY GURU TECH ADVISOR

- ◆ MS Computer Science ,Lahore University
- ◆ Over 10 years of professional experience of leading engineering efforts from innovative technology startups to large enterprises like Microsoft



Rian Dove

PERSON AT LARGE SOCIAL MEDIA MARKETER

- ◆ LMP Somatic Bodywork and Related Therapeutic Services Ahmead College
- ◆ Data analytics, adaptive social media, out-of-the-box thinker