

CRYPTO.TICKETS: THE NEXT PHASE IN THE EVOLUTION OF THE EVENT TICKET

A SECURE, TRANSPARENT, BLOCKCHAIN ECOSYSTEM FOR THE EVENT TICKET SALES INDUSTRY, EMPOW- ERING ORGANIZERS TO CONTROL THE ENTIRE TICKET LIFECYCLE WHILST ELIMINATING FRAUD

Technology Evolves to Transform Everyday Life.

We live in a time of rapid technological advancement. Analog media became CDs and DVDs, and later transformed into encrypted digital with built in intellectual property protections. Money went from coin and paper to credit cards and now cryptocurrencies. In both cases it was the emergence of new technologies and platforms that enabled the next phase in the evolution.

But what about event tickets? Paper tickets have evolved into e-tickets, making them accessible on electronic devices, but gaining little in the form of security. Furthermore, online ticket bots now account for the majority of primary market ticket purchases, siphoning off profits from artists and event producers whilst increasing prices for consumers who are stuck buying tickets in the opaque and fraudulent secondary market.

What we observe is a spectacular opportunity, and while attempts to date have been unsuccessful, we believe we have the right technology and team to transform this marketplace.

A vision for the future.

The crypto.ticket is the next phase of the evolution of the ticket, transforming it into a secure digital asset using blockchain and organizer controlled smart contracts. Tickets are held, redeemed, and managed by the consumer within a digital ticket wallet, just like any other crypto coin, with the same degree of embedded transparency and control crypto-currency markets have come to expect.

The blockchain enables decentralization whilst its ledger ensures ticket validity. Smart contracts enable organizer control over ticket sale, resale and exchange, whilst regulating payments, fees, and commissions throughout the ticket lifecycle: from initial purchase to redemption at event entry. Not only do organizers and consumers win, but the secondary market can also thrive as it is now provided with a secure platform in which to operate, uniting all players on one common platform.

How will it work?

The evolution of blockchain technology has enabled crypto.tickets to engineer an elegant and fluid solution, such that the end user need not concern themselves with how it works, they just know that the ticket they bought is valid and secure.

TKT tokens set-up smart contracts and support transactions inside the crypto.tickets decentralized system. Each time there is a purchase order for a ticket, the system will place an order for the purchase of tokens. The crypto.tickets platform automates this conversion in real-time, so the typical end user will simply purchase their event tickets in fiat currency and will see the ticket appear in their ticket wallet app on their electronic device.

An investment in future value.

Growth in consumer base and number of events managed on the platform will increase the number of individuals transacting in TKT to purchase tickets. This increased volume, coupled with the fixed supply of TKT set during the ICO, will push up the price of a token relative to other currencies as platform adoption occurs over time.

The evolution from paper ticket to crypto.ticket will transform the way consumers and key industry players interact forming a fluid and efficient structure for all parties involved. Early investors in the crypto.tickets ICO have an unprecedented opportunity to participate in setting the direction of this project and to profit from the growth of the platform over time.