

# GoldenSeat

by TikTik

YOUR TICKETING IT SYSTEM FOR SHOWS & SPORTING EVENTS

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# THE PROBLEM #1

- We all love to buy tickets to shows and sporting events.
- Finding a good ticket from a reliable seller is difficult
  - Many different web sites
  - Many fraud sites
  - 2<sup>nd</sup> – Hand ticket market
  - Only official sellers / Agents
- Finding new events (in foreign countries) is difficult  
e.g. Bulgarian national volleyball championship...

# THE PROBLEM #2

- Travel agencies are used to working with dedicated IT systems for:
  - Flight tickets
  - Hotels
- There IS NO IT SYSTEM for booking shows & sporting events !!
- No fraud free 'portal' for all the events out there

# THE SOLUTION

- A single AGREGATOR web portal for all shows & events
- Providing the Travel Agent and single Booking System, similar to his current systems for booking flights & hotels.
- Enables the agent to offer real time price offers to the customer
  - e.g. “ Hey, there is a Rolling Stones show next week during your business trip to London”
- Comparing several data sources for the show dates and new events
- Constant price updates

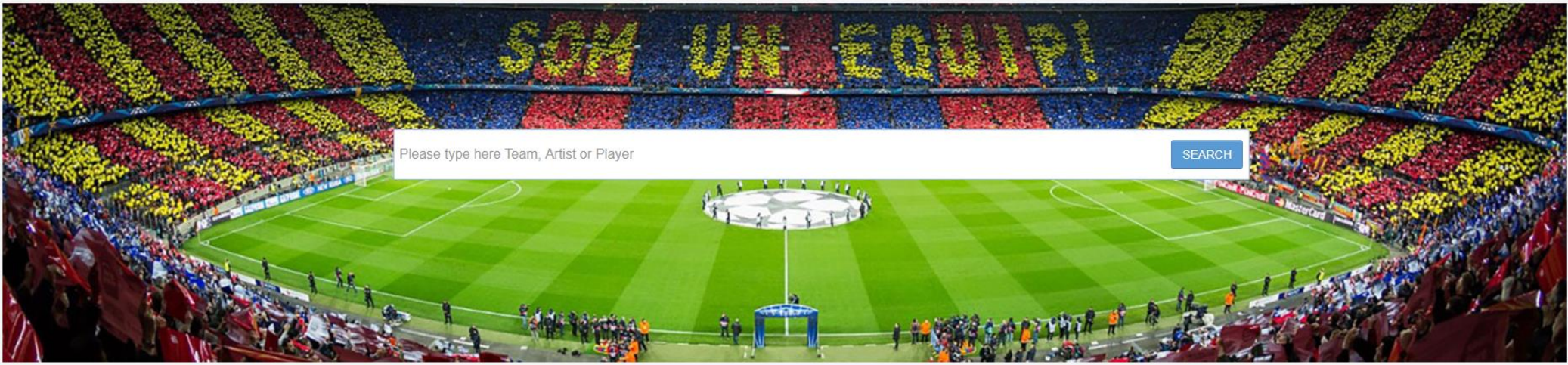
# GoldenSeat- KEY FEATURES

- Web based platform
- User friendly
- Enables special booking conditions (e.g. 4 people in the same row)
- Payment via a payment voucher (acceptable industry practice)
- Central booking system
- Order tracking system
- Customer Service hotline

# SCREEN SHOTS

# Home page & Search Window

**VIVAR** My Stuff Search Events Users Orders Events Stadiums Search Events Logs Logged in as gm2207@gmail.com [Logout](#)



Please type here Team, Artist or Player

**Filter By** [Clear All](#)

Teams

Artists

League

City

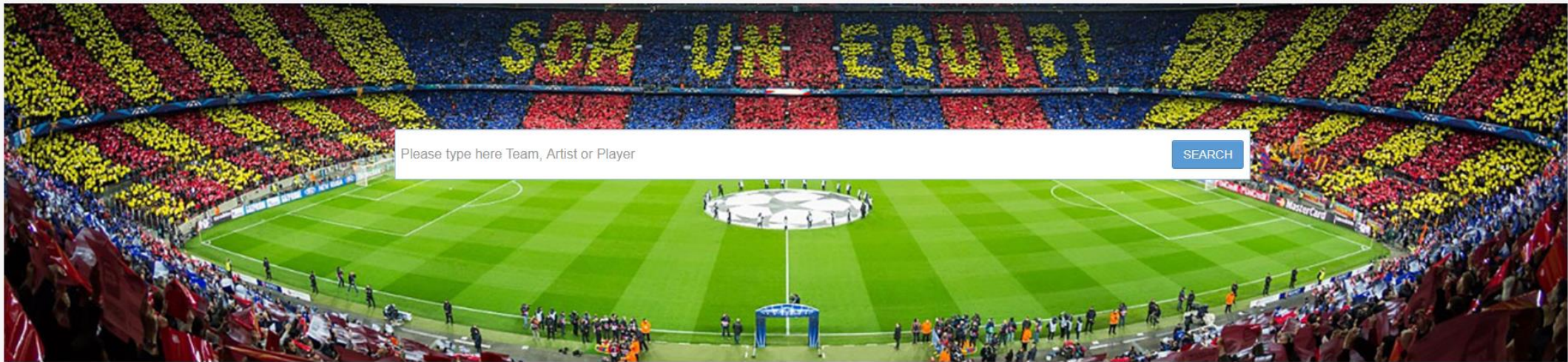
Month

Date   הפעל את Windows עבור אל האגדות כדי להפעיל את Windows.

Event Date	Home	Visitor	Stadium	City	Price Range
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# Search Results

e.g. 'all upcoming Arsenal games



**Filter By** [Clear All](#)

**Teams** Arsenal

**Artists** Select

**League** Select

**City** Select

**Month** Select

Event Date	Home	Visitor	Stadium	City	Price Range
15/07/2017	Arsenal	Western Sydney Wanderers FC	Stadium Australia (ANZ Stadium)	Sydney	<a href="#">View</a> 138€-224€
19/07/2017	Bayern Munich	Arsenal	Shanghai Stadium	Shanghai	<a href="#">View</a>
22/07/2017	Chelsea	Arsenal	Beijing National Stadium	Beijing	<a href="#">View</a>
29/07/2017	Arsenal	SL Benfica	Emirates Stadium	London	<a href="#">View</a> 87€-126€
30/07/2017	Arsenal	Sevilla FC	Emirates Stadium	London	<a href="#">View</a> 87€-106€
06/08/2017	Chelsea	Arsenal	Wembley Stadium	London	<a href="#">View</a> 111€-1965€
11/08/2017	Arsenal	Leicester City	Emirates Stadium	London	<a href="#">View</a> 115€-200€
12/08/2017	Arsenal	Leicester City	Emirates Stadium	London	<a href="#">View</a> 116€-925€
19/08/2017	Stoke City	Arsenal	Britannia Stadium	Stoke-on-Trent	<a href="#">View</a> 124€-308€
26/08/2017	Liverpool	Arsenal	Anfield Road	Liverpool	<a href="#">View</a> 188€-665€

# Available tickets + Stadium View: e.g. Barcelona game

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Event Date	Home	Visitor	Competition	Game
11/08/2017	FC Barcelona	Real Madrid	Spanish Super Cup	Football

Category	Description	Price for one	SUP
Sports	Short side - 3rd/4th ring. Single se...	178 €	S
Sports	Short side - 3rd ring	196 €	S
Sports	Short side - 1st/2nd ring	214 €	S
Sports	Long side - 3rd ring	267 €	S
Sports	Long side - 1st/2nd ring	286 €	S
Sports	Long side - 1st/2nd ring - Central	380 €	S
Sports	Long side - 1st ring - Central	405 €	S
Sports	Long side - 1st ring - Close to the h...	613 €	S
Sports	Hospitality package (VIP Balcony ...	688 €	S
Sports	Hospitality package (VIP Balcony L...	985 €	S
Sports	Hospitality package - Long side 1st...	2617 €	S



Q To enlarge the map click [here](#)

Camp Nou

Legend: Categoria 1 Plus, Categoria 1, Categoria 1 Alta, Categoria 2 Lateral, Cat 2, Cat 3

# Agent's Order Status:

- CONFIRMED
- PENDING

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My Orders
My Profile
Search Events
Agents Support - T: 073-2726060, M: info@tiktok.co.il

Logged in as liors@d-u.co.il
Logout

New Order
Order Details

Search orders (free text):

ID	Docket nu...	Event Date	Order Date	Home	Visitor	Category	Category Description	Price fo...	Qty	Delivery Ch...	Total Price	Currency	Competition	Comments	Status
1279	1010502	26/07/2017	11/07/2017 ...	U2		Concert Tick...	H6	72	3	15	231	€	3	כרטיסי עמידה ...	Pending
1277	102340	26/08/2017	10/07/2017	Chelsea	Everton	WEST STA	UP TO FOUR SEATS TOG	138	2	15	276	£	LIVERPOOL	26/08/2017	Approved
1276	1009029	16/08/2017	10/07/2017	Real Madrid	FC Barcelona	Category 1	Longside 1st Tier CENTRA	520	2	15	1059	€	Spanish Pre	מרכז 2+10'	Approved
1275	1009029	15/08/2017	10/07/2017	FC Barcelona	Real Madrid	Category 1	Longside 1st/2nd Tier Centr	570	2	15	1150	€	Spanish Sup	מרכז 2+10'	Approved
1274	1009019	29/07/2017	09/07/2017	U2		Concert Tick	408	181	2	15	327	€	3	מרכזים 2	Approved
1270	102332	22/09/2017	09/07/2017	Slug		Concert Tick	Floor	157	2	15	329	€	3	מרכז 200-500	Approved
1269	102189	15/08/2017	27/06/2017	FC Barcelona	Real Madrid	Category 1	Longside 1st/2nd Tier Centr	570	3	15	1729	€	Spanish Sup	מרכז - 10+	Approved
1264	1003209	16/07/2017	26/06/2017	coldplay Col				116	1	15	130	€	3	מרכז 1000	Approved
1263	1003209	16/07/2017	26/06/2017	coldplay Col				142	4	15	568	€	3	מרכז 1000	Approved
1259	090909	16/08/2017	11/06/2017	Real Madrid	FC Barcelona	Category 2	Behind the Goal 2nd Tier (L	300	5	15	1705	€	Spanish Pre	מרכז - מרכז	Approved
1258	102147	16/08/2017	07/06/2017	Real Madrid	FC Barcelona	Category 1	Longside 2nd Tier Wings (L	420	2	15	855	€	Spanish Pre	2+10'200 1+	Approved
1254	102147	16/08/2017	07/06/2017	FC Barcelona	Real Madrid	Category 2	Behind the Goal 1st/2nd Tie	320	2	15	650	€	Spanish Sup	מרכז 2+10'17	Approved
1251	090909	29/07/2017	09/06/2017	U2				176	4	15	719	€	3	מרכז 1000	Approved
1248	091822	16/06/2017	29/03/2017	coldplay Col				123	2	15	247	€	3	מרכז - 1000	Approved
1239	017136	16/06/2017	21/03/2017	coldplay Col				157	2	15	329	€	3	מרכז 82400	Approved

Total Items: 427

Page Size: 30
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# TECHNOLOGY STACK

- ▶ Advanced SPA (Single Page Application) client in AngularJS.
- ▶ Server side using PHP / Laravel Framework.
- ▶ Fast and dynamic experience during order process.
- ▶ **Key Features:**
  - ▶ Search includes both text/autocomplete and dynamic selection for games and shows.
  - ▶ JSON / REST API available to external sources.
  - ▶ Periodic automatic updates to prices and games.
  - ▶ Full journaling and analytics for common searches and queries.
  - ▶ The system includes: Order/user/event/stadium management capabilities
  - ▶ Fuzzy matching algorithms when importing games with different names/spellings.

# KEY METRICS

- ▶ 500 listed agents (Israel)
- ▶ Active users ( ~50)
- ▶ 1yr beta testing
- ▶ 1yr operational
- ▶ 3,000 tickets sold in +1,000 transactions

# MARKET SIZE

## UK (sample market)

- ▶ No of tickets for sporting events 7.5M / year
- ▶ Secondary market US \$366M
- ▶ % of tickets resold in Soccer 5-10%
- ▶ Markup on resale of soccer tickets 50% - 1,000%
- ▶ No of tickets for music events 15M / year

Source: Europe Economics , *Scale and Characteristics of the Secondary Ticket Market (2009)*

# ABOUT TIKTIK

- ▶ Boutique Travel Agency, specializing in live shows and sporting events
- ▶ Staff 10
- ▶ Founded in 2009
- ▶ Annual Turnover / Tickets Sold
- ▶ Part of the [Diesenhaus](#) travel group (large Israeli tour wholesaler)



# SEEKING A PARTNER FOR INDIA

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- ▶ Seeking a suitable Indian business partner
- ▶ Strong links to travel industry
- ▶ Access to industry partners for the following:
  - ▶ **Step #1:** offer the service to outbound travel agencies serving Indians that travel to events in Europe & USA
  - ▶ **Step #2:** Promote the service for domestic travel to shows & events
  - ▶ **Step #3:** Expand service to other venues in the Gulf & Asia



# GoldenSeat

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THANKS 😊



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