



The Problem

Fan spend is fragmented across disconnected platforms.

- Ticketing, betting, seats and memorabilia are separate businesses.
- Fans leave the event ecosystem after checking out.
- Teams and venues lose data, engagement and marketing opportunities.



Competitive Coverage Map

	Ticketing	Sportsbook	Seats	Memorabilia
Ticketmaster	●	○	○	○
SeatGeek	●	○	○	○
StubHub	●	○	○	○
DraftKings	○	●	○	○
FanDuel	○	●	○	○
Fanatics	○	○	○	●
SeatForever	●	●	●	●

SeatForever competes by combining categories that incumbents treat separately.



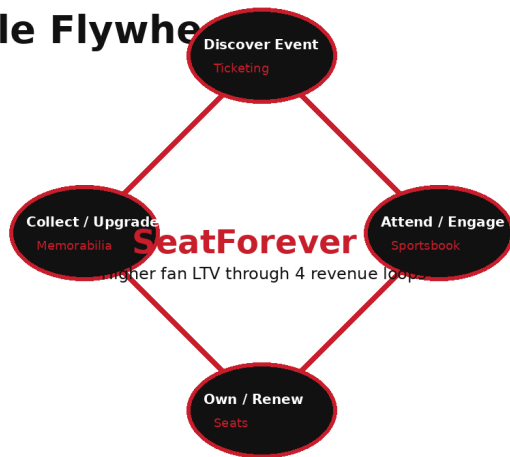
The Solution

One fan account from event discovery to memory commerce.

- Discover and buy events.
- Engage with predictions, loyalty and sports fun.
- Use seat-specific tools.
- Upgrade into memorabilia and VIP memorabilia.



Fan Lifecycle Flywheel





The Four-Vertical Platform

Ticketing + Sportsbook + Seats + Memorabilia.

- Ticketing: mass-market entry point.
- Sportsbook: engagement and gamification layer.
- Seats: venue/client/season-ticket-holder tools.
- Memorabilia: upgrades and memory commerce.



Market Context

Large adjacent markets create a stacked opportunity.

- Sports event tickets are a multi-billion global market.
- Online event ticketing continues shifting to mobile and marketplaces.
- U.S. sports betting is a \$10B+ regulated revenue category.
- Sports memorabilia and collectibles are growing as fandom and alternative assets converge.



Competitive Landscape

Incumbents specialize; SeatForever connects.

- Ticketmaster / SeatGeek / StubHub: ticketing
- DraftKings / FanDuel: sportsbook.
- Fanatics: merchandise and collectibles.
- SeatForever: integrated fan lifecycle.



Competitive Coverage Map

	Ticketing	Sportsbook	Seats	Memorabilia
Ticketmaster	●	○	○	○
SeatGeek	●	○	○	○
StubHub	●	○	○	○
DraftKings	○	●	○	○
FanDuel	○	●	○	○
Fanatics	○	○	○	●
SeatForever	●	●	●	●

SeatForever competes by combining categories that incumbents treat separately.



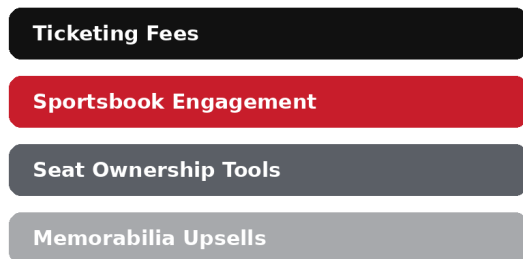
Business Model

Revenue stack, not one product.

- Ticket transaction fees.
- Sportsbook engagement / affiliate / partner
- Seat management SaaS and premium tool
- Memorabilia and VIP upgrade margins.



Revenue Stack



More moments
+ more intent
+ more margin
= higher fan LTV



Go-To-Market

Build from simple public funnel to B2B venue value.

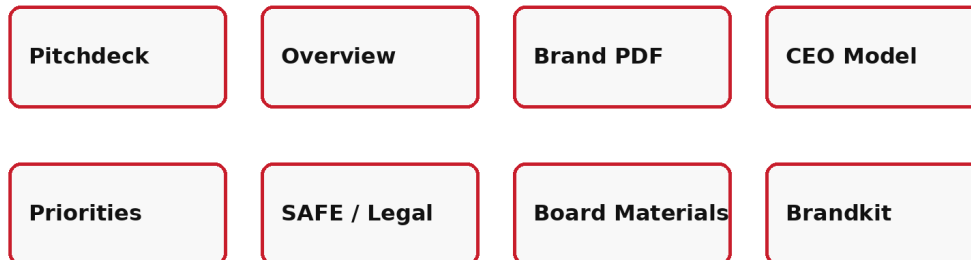
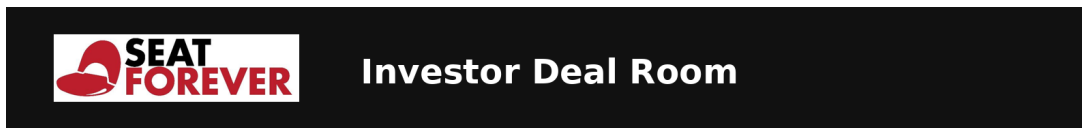
- Phase 1: event/ticketing teaser and email capture.
- Phase 2: free-to-play predictions and rewards.
- Phase 3: seat-specific tools for venues and season holders.
- Phase 4: memorabilia, VIP upgrades, partnerships.



Investor Deal Room

Simple password-protected `/investors/` page.

- Review pitchdeck, overview, brand documents, priorities and SAFE materials.
- Use `.htaccess` / cPanel Directory Privacy in
- Keep public teaser simple until affiliate/promo launch.





Priorities

Focused execution sequence.

- 1. Clean brand + teaser website.
- 2. Investor materials and v10 pack.
- 3. Initial ticketing/affiliate/provider path.
- 4. Engagement/gamification prototype.
- 5. Seat tools + memorabilia tests.



Vision

The infrastructure layer for the entire fan lifecycle.

- Own the event relationship.
- Turn seats into repeatable value.
- Turn moments into memories.
- Make every fan interaction monetizable and measurable.