



# SEATFOREVER

*SeatForever is a platform that provides those attending live events the means to buy and sell tickets as well as the ability to create a unique fan engagement experience.*

## SUMMARY:

SeatForever is a technology startup business based in Boston, Mass. SeatForever, Inc. owns the popular website [www.seatforever.com](http://www.seatforever.com) and related mobile app which is a sports ticketing service serving both fans, venues, live event promoters and sports teams. We provide solutions to venues, arenas, colleges, and parks to increase ticket sales, grow the season-ticket holder base and improve the overall fan experience.

## MISSION:

SeatForever is focused on becoming the leading online ticketing platform offering a truly unique and memorable fan experience.

**SeatForever** was started by a team of tech entrepreneurs and web software engineers with extensive experience building high growth, profitable ventures including VC-backed businesses. Their passion for building great businesses has created an energy and enthusiasm that is infused throughout 6 staff members & contractors onboard including marketing experts, web programmers, SEO gurus, ticketing experts, and sports marketing experts. SeatForever was formed and incubated at The Market Accelerator - a startup incubator and technology accelerator based in Cambridge, Mass.

## DIFFERENTIATION:

Stealth Phase. Confidential Investment Presentation Available upon NDA. Currently Seeking acceptance to a Tech Accelerator and/or Seed investment of \$100,000



## COMPANY

Website: [seatforever.com](http://seatforever.com)

Year Established: 2018

Stage: MVP / Development

Industry: Ticket Reseller & Social Selling

Competitors: SeatGeek, StubHub, VividSeats.

Initial Geographic Targets: USA & Canada

Market Size: \$45Bill+

## TEAM

### Founders and Management Team:



#### **Eric Melin – Founder & COO.**

SaaS & Search Marketing Executive 20+ yrs. experience in investment banking, FinTech, RegTech, and Google / SaaS technology. Serial Entrepreneur w/ successful exits.



#### **Kevin Rodgers – Co-Founder & CEO.**

Ex-Google and Paciolan, experienced leader with 15+ years building and scaling sales and operations teams across digital media, ad tech and e-commerce.



#### **Babu Gopalakrishnan – Co-Founder, CTO**

Focus on developing functionality of technology, website, and app.



#### **Ryan Jones – Co-Founder & CMO.**

Collegiate Athletics background, with focus on partnerships and relationship development.

## COMPANY OVERVIEW

**Problem Statement:** Sporting Events, Concerts and Live Events have seen a decline in attendance and are not capitalizing on the social aspect of a night out.

**Value Proposition Statement:** SeatForever looks to combine a great user experience in the ticket buying process with the feelings, emotions and memories that are experienced live events, sports and concerts. SeatForever's "Fully Connected" process aims to target the memories, social interaction and incentivization that creates an emotional attachment to live events.

**Technology Used:** Using traditional Affiliate Reselling models with advanced filtering (GPS, Event Type, Dates, Budget, etc), SeatForever is developing a fully functional ticket buying process. Version 2.0 (SeatForever Social) will utilize AI and Machine Learning to track and develop a user profile that will include Targeted Events, Incentives, "Views" (Social Media with an emotion rating) and more.

**Current State of Development:** Currently developing a basic, functional ticket reseller App and Online Marketplace. Utilizing advanced filtering and location technology.

### CONTACT INFO:

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## REVENUE MODEL AND TRACTION

**Revenue Model:** Affiliate model from various ticket resellers partners with additional "Hard to Find" ticket options. Percentages from 6%-15% with a \$300 avg purchase price. Additional In App purchases for Merchandise (Online Marketplace Partners – Ex. Fanatics), Venue and Concession Purchase affiliates and Third Party App integrations (Parking, Traffic, Instagram, etc).

**Market Strategy:** Making the purchase process easy, effective and secure while creating a personalize dashboard for return customers and multiple touch points for customer retention and loyalty. Access to special offers, relive and track past events, reminders, memories, interactions and incentives for a truly "Social" feel to the ticket buying process.

**Distribution & Partners:** Current partners include: TickPick, Ticket Liquidator, Commission Junction, Ticket Network, The SEO Factory.

**Expansion Plans:** Two tier approach to develop a great ticket reseller app with the best inventory and filtering UI, while also developing partnerships with additional third party API and Social Interaction.

**MILESTONE PLAN (3-6 mon):** \$10,000/mo in revenue in beta. Acceptance into an Accelerator program, bring on significant advisors.

### Challenges:

- Large competitor base (with big marketing budgets)
- Resources to support current growth trajectory
- Heavy development costs and efforts
- Key Differentiators have never been done before
- AI and Social Media Integration



[www.seatforever.com](http://www.seatforever.com)