

Taking Back the Ticket

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Problem

85% of tickets held by scalpers

50,000 fans threatening to boycott

Solution

Huntrix Fan Passport +Fan Island

Making the experience exclusive to fans

Huntrix Is Trapped

85%
Tickets captured

90 sec
Sellout time

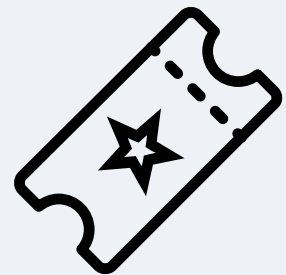
\$700-\$1000
Resale price

30 days
To save festival

Three Chokepoints

1. Ticketmaster

Exclusive contract
Cannot use another platform
Cannot simply cancel/reissue tickets



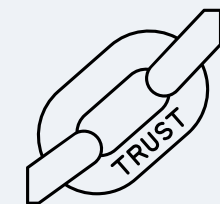
2. Scalpers

Holding around 42,500 tickets
Can resell for 5x the value

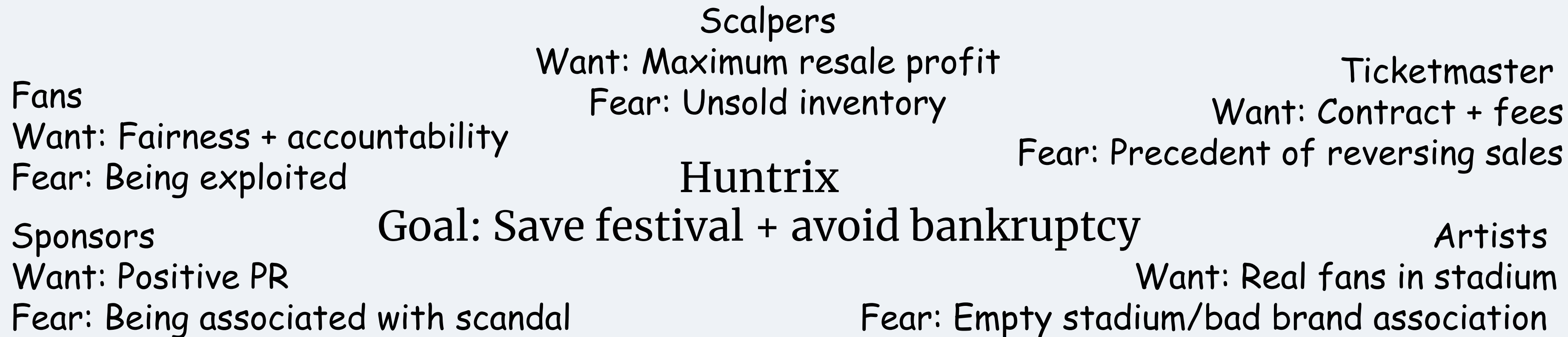


3. Fan Trust

#BoycottHuntrix
Artists threatening to leave
Sponsors threatening \$2M withdrawal.



Everyone Wants Something Different



Strategy: 4 stakeholders against 1

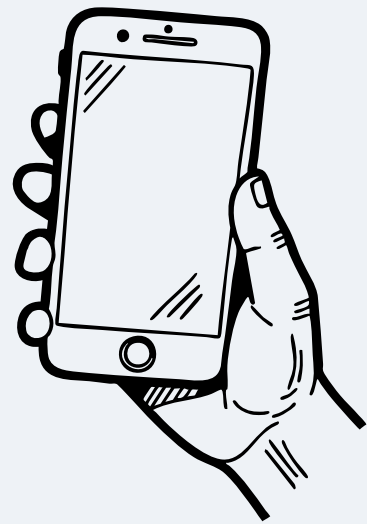
- Fans – get benefits
- Artists – get real fans
- Sponsors – get positive PR
- Huntrix – saves festival
- Scalpers – lose their advantage

CORE RECOMMENDATION

Making the ticket worth less
than the experience

Verify

Fan passport



Free digital
registration

Identity and ticket
verification

One fan is one
experience

Rewards

Fan Benefits



Exclusive
Merchandise



Artist content and
messages



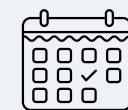
VIP upgrades



Priority access



Festival challenges
and rewards



Future ticket
opportunities

Experience

Fan Island



Artists zones and
mini shows



Sponsor activations



Photo experiences



Exclusive merchandise
drops



Surprise performances



Fan competitions
and games

The Scalpers lose

Stakeholder	Before	After
Fans	\$700–1,000 resale	Valuable experience at festival
Artists	Fear empty stadium	Genuine fan audience
Sponsors	Negative Pr	Fan first campaign
Huntrix	Boycott risk	Attendance +revenue
Ticketmaster	Contract dispute	Contract intact
Scalpers	Scarcity = profit	Ticket doesn’t guarantee the full experience.

The Tradeoff

Huntrix spends approximately \$1.2M on the rescue strategy

Protection of:

- \$7.5M ticket revenue
- \$2M sponsor funding
- Up to \$3M merch revenue

30 Days to Take back Huntrix

Days 1-5

BUILD



Finalize Fan Passport
Legal review
Sponsor negotiations
Artist commitments

Days 16-23



BUILD FAN ISLAND

Temporary structures
Artist zones
Sponsor activations
Staff/Security
Testing

Day 30

HUNTRIX

Fan first festival



Days 6-15



LAUNCH

Fan Passport opens
#HuntrixBelongstoFans
Fan registration
Sponsor announcements

Days 24-29

 **ACTIVATE**

Fan rewards
Artist social posts
Confirmation of
Attendance

Financial Impact

\$150K - Fan Passport/app
\$350K - Pop-Up Fan Island
\$250K - Operations/security/artist activations
\$100K - Marketing
\$100K - Fan rewards
\$105K - Contingency
~\$1.2M TOTAL



Revenue protected:
\$7.5M Ticket revenue

✗ Cancel
-\$9.5M

✗ Boycott
-\$2.0M

✓ Our Plan
+\$0.3M to +\$1.3M

\$2.0M
Sponsors

\$3.0M
Merchandise/F&B

= \$12.5M

Long Term Defense



TODAY

Ticketmaster controls:

Ticket -> Customer -> Entry

Future

Huntrix adds:

Fan Identity -> Verification -> Experience



1. Verified Fan Database
Build a first party fan community
 2. Behavioral Detection
Flag suspicious bulk purchasing patterns
 3. Fan Passport
Keep the relationship between Huntrix and fans
 4. Contract Negotiation
When Ticketmaster contract comes up for renewal, negotiate:
- Stronger bot protections
 - Data access
 - Anti scalping actions
 - Fan verification requirements

The Scalpers Stole the tickets, they don't have to steal the Festival

Fans

Give them a
reason to
come back

Artists

Give them a
stadium full of
real fans

Sponsors

Give them a
story worth
supporting

\$1.2M Investment Today —————> \$12.5M In Revenue Protected