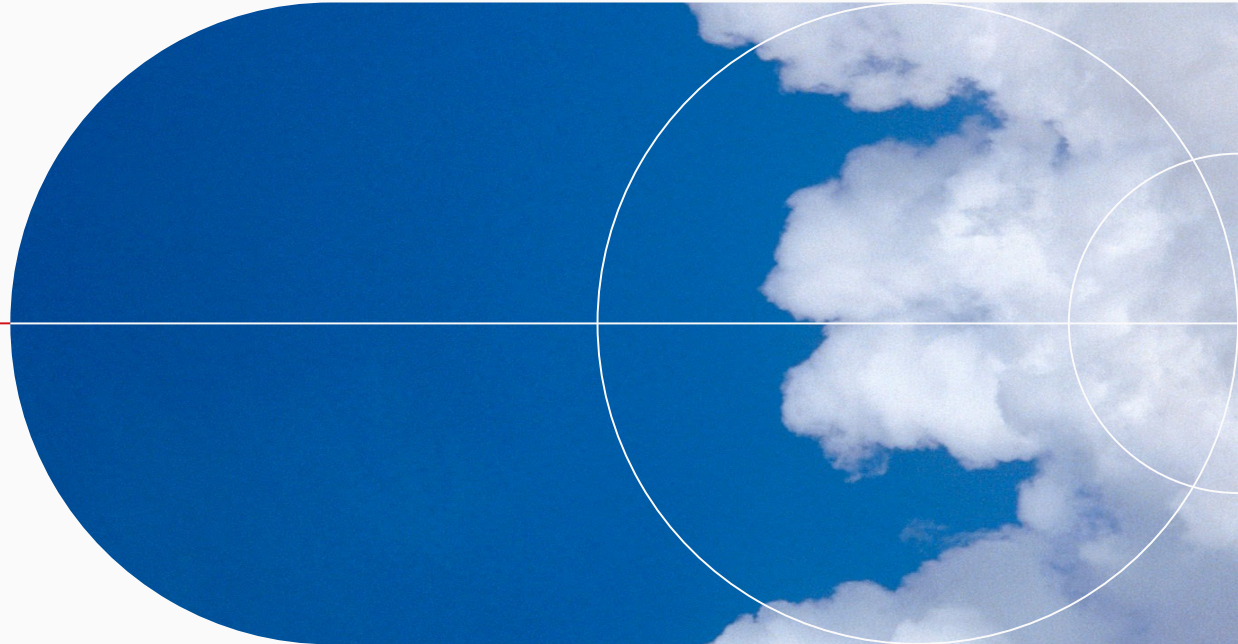


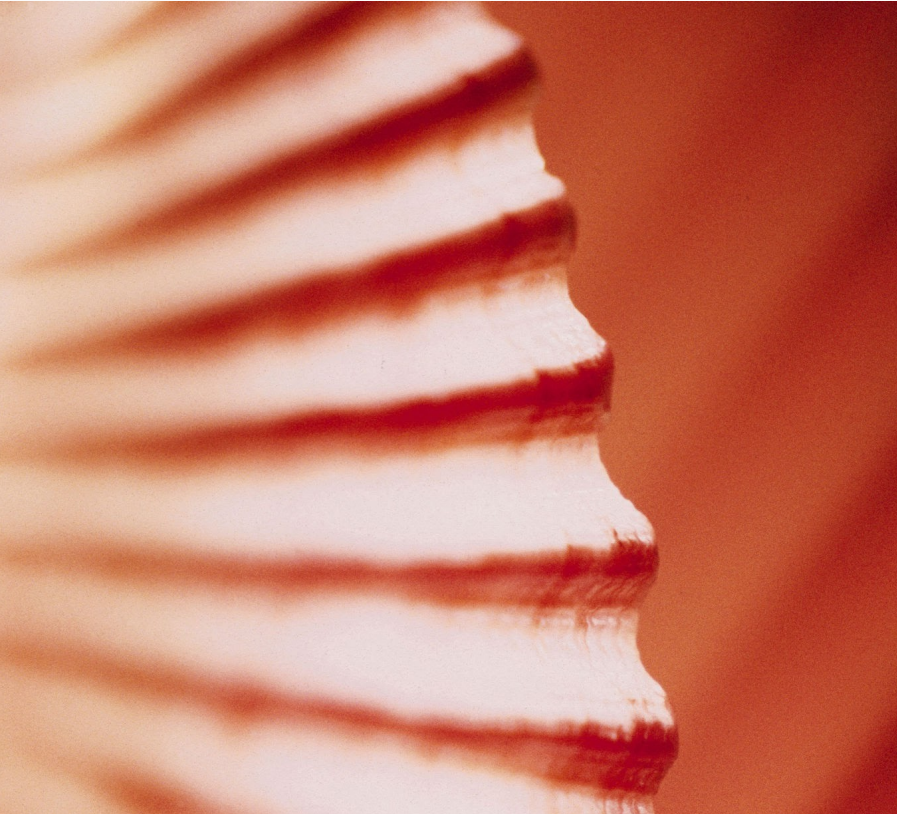
Case Competition

September 2026

FACCTing



Agenda



01 Issue

02 Fan Passport/Zone

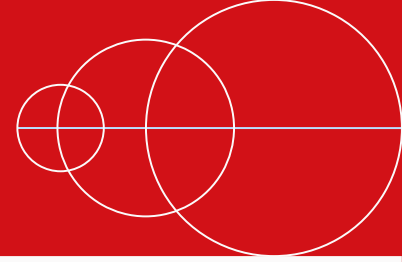
03 Ticket Redistribution

04 Financials

05 Timeline

06 Long Term

Issue

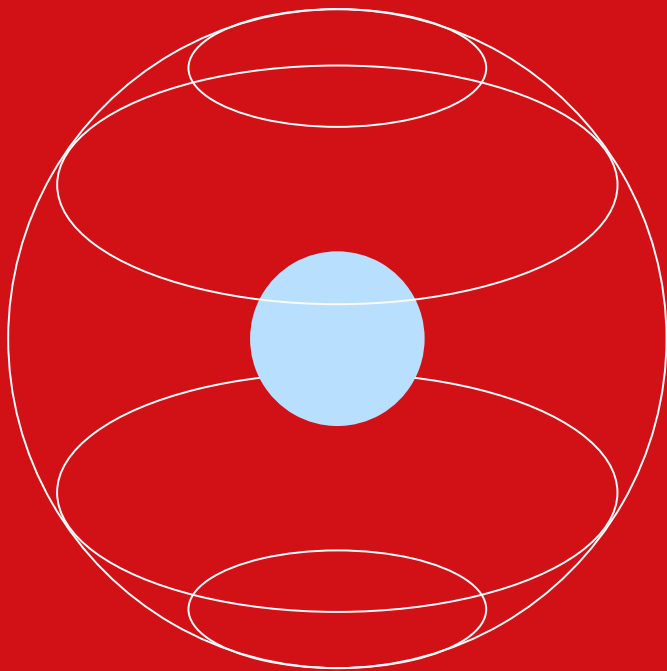


Scalper bots have been buying 85% of Huntrix's ticket, causing the fans to purchase the overpriced reselling tickets.

This caused the fans to boycott the festival, which could potentially cause artists to leave, and sponsors to stop funding.

Huntrix is legally bound to Ticketmaster, which means ticket resale through another platform breaks the contract.

Fan Zone



A dedicated pre-concert space where fans can gather, socialize, and enjoy festival-related experiences before entering the concert.

Logistics

Funding

Sourced mainly from sponsors/out of pocket

Could fund: Food, drinks, activities, infrastructure, merch, etc.

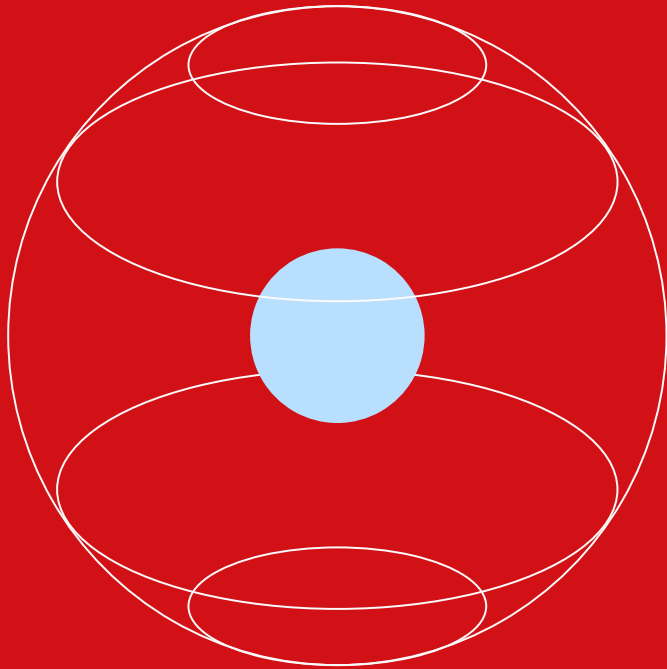
In return: publicity + booth to demonstrate products.

When To Enter

Fans would enter during scheduled time slots to improve experience and crowding

People with tickets would visit the Fan Zone before earlier in the day before the concert begins.

Fan Passport

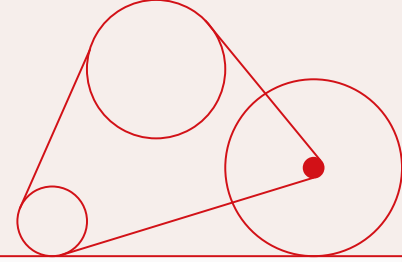


What It Provides

MONTH YEAR

- Access to the Fan Zone
- For the next three events from Huntrix:
 - Exclusive artist content (Behind the scenes and extra content of the current and future concerts from Huntrix)
 - A limited amount of tickets are reserved for Passport holders
 - merchandise and food discounts
 - early event announcements

Who Gets One



1

All original ticket holders who kept their tickets will receive a Fan Passport

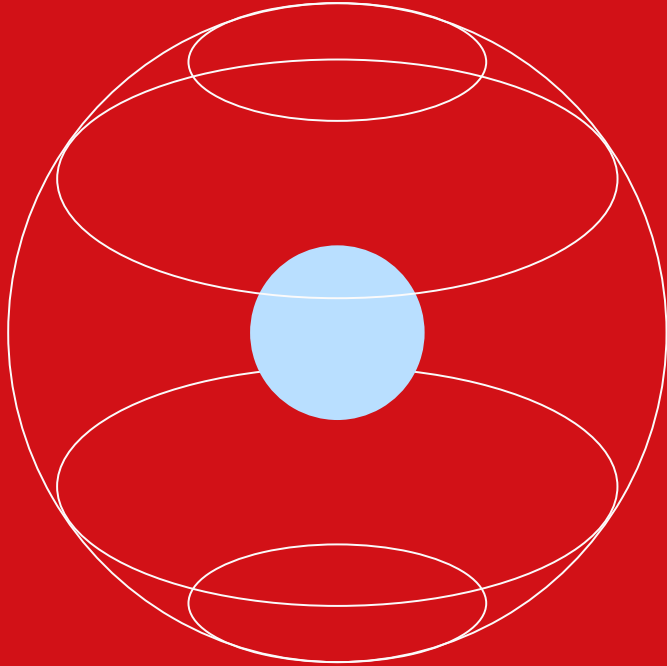
2

Verified fan who does not win a ticket but applied - enters lottery with priority

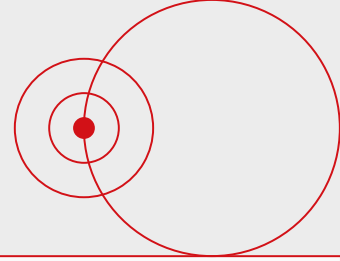
3

People who go through the fan verification process for a Fan Passport. (10,00 max)

Ticket Buybacks



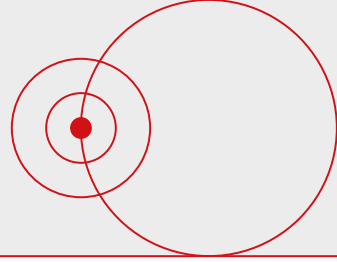
Ticket Buybacks



- Recover compromised tickets through a voluntary, Ticketmaster controlled return and reissue process
 - Reissued to fans through Ticketmaster via randomized lottery with a two ticket cap per person
 - Ask Ticketmaster and Sponsors to fund the incentive pool or provide equivalent fee waivers/financial support; Huntrix contributes up to a capped amount of \$500,000 if necessary and approved
 - If Ticketmaster will not fully fund incentives, reduce the incentive or operate a face-value return-and-reissue program, subject to Ticketmaster approval.

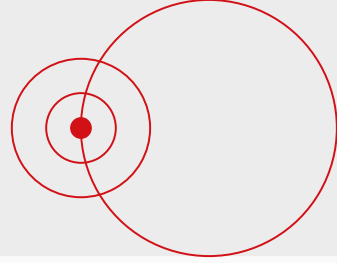
Approves full return-and-reissue program	Launch incentive-based recovery
Allows returns but will not fund incentives	Use face-value returns; Huntrix contribution capped
Allows face-value exchange only	Use Ticketmaster's official exchange and lottery
Refuses returns but allows official resale	Direct fans to Ticketmaster's official face-value marketplace
Refuses every recovery option	Activate Fan Zone, artist livestream, sponsor rescue,

Ticket Buyback Process/Redistribution



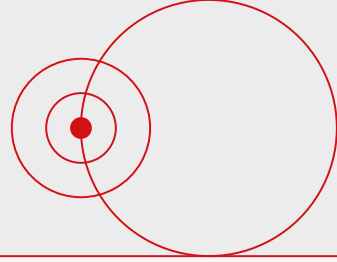
- Ticket holder visits official Huntrix Recovery Website
- They follow the official Ticketmaster link to begin return process
- Ticketmaster processes the ticket cancellation and refund. Huntrix does not handle the payment.
- The fan receives their original \$150 refund plus an incentive if funds remain:
 - First 5,000 returns = +\$100 for each ticket
 - Next 20,000 = +\$50 for each ticket
 - After that \$150 face-value refund only
- The returned ticket becomes available for reissue through Ticketmaster, subject to the agreed recovery process.

How to verify and how registration works



- Register on the official Huntrix website by providing your name, email, phone number, Ticketmaster account, and number of tickets requested (up to 2).
- Ticketmaster verifies your registration using account, payment, device, and behavioral security signals. You will be approved, flagged for review, or rejected.
- Approved fans enter a randomized lottery for recovered tickets. Being approved does not guarantee a ticket.
- If selected, you are redirected to Ticketmaster to purchase up to 2 recovered tickets at the designated price. Ticketmaster handles payment and ticket delivery.

Public Announcements



Issue an initial apology

- Make a public apology to the fans
- Tell the fans not to buy from the scalpers
- Make huntrix's social media the only source of info
- Keep fans updated frequently
- Announce the event and the program that huntrix is going to do
- Announce on every social media platform to spread the word. Ex.facebook,youtube,tiktok etc..

Since the fans are boycotting because of scalpers, and feeling betrayed by huntrix making a public apology to the fans on social media and in person shows that they are working on the problem and since it was on social media it has more of a clear communication

At the end of the recovery period, Huntrix should publicly share:

- Number of tickets returned.
- Number of tickets recovered.
- Number of tickets reissued.
- Number of verified fans served.
- Average ticket price.
- Number of suspicious transactions blocked.
- Number of fans participating in the Fan Zone.

This will show evidence that the events or the programs that huntrix did were successful and effective reassuring the fans,

Finance

Sponsorships

- Assuming we receive the projected 2 million from sponsors:
 - ◆ We would invest 1 million into the Fan Zone and Ticket buybacks
 - ◆ 500,000 would go to funding the Fan Zone
 - ◆ 500,000 Would go into Buybacks

Fan Zone

- 500,000 from sponsors maximum
- If this is not met, then provide up to 250,000 to cover the Fan Zone

Ticket Buybacks

- Maximum return incentive budget would be 1.5 million, separate from the Fan Zone budget (request to Ticketmaster)
- First 5,000 returns - \$100 dollar incentive
 - ◆ $5000 \times 100 = 500,000$ for the \$100 dollar incentive returns
- Next 20,000 - \$50 dollar incentive
 - ◆ $20,000 \times 50 = 1 \text{ million}$ for the \$50 dollar incentive returns
- $500,000 + 1 \text{ million} = 1.5 \text{ million total}$
- If this budget is not fulfilled, provide up to 500,000 to fund buybacks at no incentive, recovering around 3400 tickets.

Timeline

Day one



Public Apology on all Socials

- Acknowledge what happened and the impact on fans
- Take responsibility without making unsupported claims
- Apologize directly to affected fans
- Explain what Huntrix is doing to address the situation
- Introduce the recovery program and how fans can participate
- Provide clear next steps and official Ticketmaster links
- Commit to updates as the situation develops

Day three

Contact all artists

- Ask the artist to do
- Publicly support the Fans First recovery plan.
- Explain the recovery process to their fans.
- Tell fans not to buy from scalpers.
- Make it so the official website is the only way to get info
- Share regular updates about recovered and reissued tickets.
- Communicate the goal of getting genuine fans into the venue.
- Help maintain confidence that the festival will continue.

Day 7-25

Start the using the new program

- Official recovery website/page.
- Clear verification rules.
- FAQs.
- Recovery progress tracker.
- Ticket release info.
- Official social-media channels directing fans to the recovery page.

Phase 30

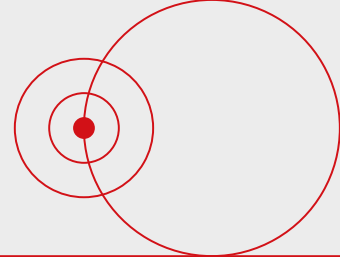
Show the result to the fans

At the end of the campaign huntrix can publicly show what the program did like

- Number of tickets returned.
- Number of tickets recovered.
- Number of tickets reissued.
- Number of verified fans served.
- Average ticket price.
- Number of suspicious transactions blocked.
- Number of fans participating in the Fan Zone.

This gives fans good evidence that the recovery program actually worked.

Long Term Changes



Change 1

- Review Ticketmaster when the contract ends
- Compare bot protection, resale controls, and service
- Negotiate stronger fan-protection terms

Change 2

- Use verified registration and purchase limits
- Add randomized access and bot screening
- Enable official face-value resale

Change 3

- Set a protected contingency reserve before committing to artists, venue, and production
- Avoid contracts where cancellation creates near-total unrecoverable losses
- Negotiate artist, venue, and sponsor contracts with clearer cancellation, postponement, and crisis-sharing terms