

Saving Huntrix

Isabella Le

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Current Situation

85% of
tickets
are held
by
scalpers

Goal

Return tickets back
to actual fans

Resale
prices are
\$700 to
\$1000

Goal

Lower resale prices

50% of
the fans
are
boycotting

Goal

Rebuild fans trust
and keep festival
running

Stakeholder Inceptive Map

Fans

- Fans want affordable tickets
- Fans need trustworthy information
 - Give them a coordinated strategy

Scalpers

- Scalpers hold a large inventory of tickets
 - Large inventory means large financial exposure if tickets remain unsold.
- Tickets become worthless after festival
 - Their pressure increase as the event approaches
- Scalpers expect fans to panic buy

Huntrix

- They cannot control the tickets already owned by scalpers
 - So they focus on updating the fans and telling them what to do.

Stakeholder Inceptive Map

Sponsors

- Sponsors are threatening to pull \$2 million
 - They need evidence that Huntrix is protecting attendance and brand reputation
 - HUNTRIX shows price trends, engagement, and attendance projections to reduce sponsor concern.

Ticketmaster

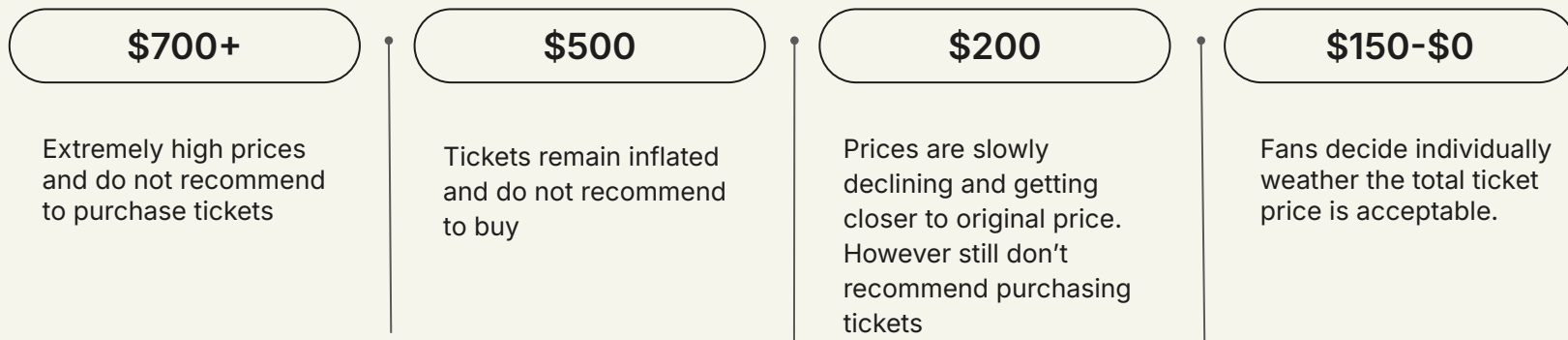
- Huntrix cannot depend on them for reversing ticket sales
 - Ticketmaster can help monitor suspicious activity and enforce future purchase limits

Head Artists

- Their social platforms can spread official information directly to fancy

Core recommendation

Wait the scalpers out until the prices are dropped.



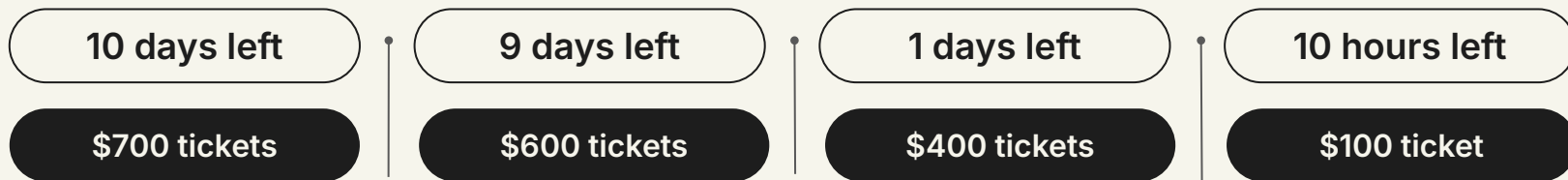
Huntrix provides information rather than commanding purchase

Fans account for the actual price, including fees

The strategy focuses on removing excessive scalper profit

Timeline

Artists post daily updates showing resale prices are falling



- Set a recommended final buying time of 24-72 hours before the concert, rather than the final few minutes
 - This reduces the chance of resale websites crashing.

Trade- Offs

Risks

Some fans will buy at high prices anyway

- Scalpers continue receiving demand
- Continue the campaign rather than ending it
- Focus on the majority of fans who have not purchases because the strategy does not require 100% participation

A sudden increase in purchases causes resale prices to rise

- Immediately communicate the change
- Remind fans that inventory still remains
 - This reduces the chance of a chain reaction of panic- buying

Scalper intentionally keep prices high

- Continue waiting strategy as long as sufficient inventory remains
 - Scalpers will feel pressures to lower the ticket prices because they don't want

Wins

- Fans save money
 - Fewer people pay extremely high resale prices
 - More fans attend
- Huntrix avoids buying back thousands of tickets
 - Campaign costs much less than purchasing scalper's inventory
- Fans feel involved in the citation
 - Build trust between HUNTRIX and fans

Comparison

Option 1

Cancel
Show

Estimated direct loss:
\$9.5 million
Potential additional
loss: \$2M sponsorship

Option 2

Buy
scalper
Tickets

42,500 tickets x \$700 average=
29.75 million
Additional transaction fees may
increase cost
Huntrix spends almost \$30 million
while rewarding scalpers

Option 3

Our
Solution

Social media updates:
\$10,000
Legal/help cost:\$50,000
Emergency Backup:
\$100,000

Long Term Suggestion

- **Purchase limits**
 - Limit purchase to around 2-4 tickets per person.
 - Makes it harder for one scalper to capture large amount of inventory
- **Identity verification**
 - Fans must create verified accounts before they can enter to buy tickets. This requires phone number and email This makes it harder for scalpers to create many fake accounts
 - Mass fake account creation becomes harder

Conclusion

Our solution focuses on what HUNTRIX can control which is rebuilding fans trust and reducing the power of scalpers. The approach is realistic and achievable in the 30 day deadline. By communicating transparently with fans HUNTRIX can rebuild their trust with their fans that was damaged by the scalpers. This strategy also helps them financially. Rather than letting one ticket sale failure define the entire festival HUNTRIX can use this as way to show leadership and show the fans they always come first.