



Control the Door

A 30-Day Plan to Beat the Bots, Win Back the Fans, and Escape the Monopoly Trap

85%
Tickets held
by bots

30 days to
D-Day

\$9.5M
downside if
festival
collapse

01 SITUATION ANALYSIS



A Festival on the Brink — Three Fires at Once

Fans Are Revolting

BoycottHuntrix is trending — and fans aren't just mad about prices. They're mad about how this happened

Artists Are Leaving

The headliners don't want to perform for a half-empty stadium full of scalpers instead of fans

Sponsors Are Wavering

Sponsors don't want to be the next headline. \$2M is already halfway out the door

THE ROOT BOTTLENECK

There's no exit door here. Huntrix is stuck with Ticketmaster — contractually, physically, completely. So we're not looking for a way out. We're looking for a way through.



02 STAKEHOLDER MAP



Everyone Wants Something Different — Our Plan Must Move All Six

STAKEHOLDER	CURRENT POSITION	WHAT THEY WANT
Fans (50,000)	Boycotting; feel cheated	Fair access at face value
Headline Artists	Threatening to withdraw	A full house of real fans
Sponsors	Threatening to pull \$2.0M	Positive exposure, distance from scandal
Ticketmaster	Refusing to reverse sales	Contract enforcement, fee income
Scalpers	Holding 42,500 tickets	Maximum resale profit before D-Day
Huntrix (Client)	Facing bankruptcy	A full, profitable, intact festival



03 CORE RECOMMENDATION



Don't Fight the Tickets — Control the Door

Ticketmaster owns the sale. Huntrix owns the entry process — and that's all we need.

ID-Match Entry + Official Face-Value Transfer Window

No name match, no entry. We use Ticketmaster's existing transfer tool to force every ticket into the real attendee's name — and check ID at the door. Scalpers can't sell what they can't prove is theirs.

No Contract Breach

We're not building anything new — just switching on a feature Ticketmaster already has

Kills Scalper Leverage

A ticket nobody can verify is a ticket nobody can use. Stubborn scalpers don't get a better deal — they get a worthless ticket. No transfer, no entry, no exceptions.

Real Inventory for Fans

We're not just apologizing. We're handing real tickets back to real fans, through a verified lottery

We're not buying tickets back. We're not writing a check. We're just enforcing a rule — and that's what makes the rest of this plan real, not just talk.



04 TRADE-OFFS



What This Solution Wins — and What It Costs

Wins

- Fans actually get a fair shot at face value — not another apology email
- Scalpers lose their leverage in days, not weeks
- No new platform. No contract breach. No venue risk.
- Sponsors get a story worth funding, not a scandal to run from
- Artists walk out to real fans, not resellers with a markup

Risks & Mitigations

- Gates get slower → Express ID lanes + mobile pre-verification fix that fast
- Scalpers won't budge → Give them a deadline. After that, their ticket is worth nothing.
- Fans hate ID checks → Frame it right: this is anti-bot protection, not a hassle — every major tour already does it
- Ticketmaster won't cooperate → Remind them whose fee income is actually at risk here





Turn Enemies Back Into Fans, Artists & Partners

Fans

- Tell fans exactly what happened, hour by hour — no spin
- Recovered tickets go to a verified-fan lottery — no bots, no line-cutting
- Missed out in the first 90 seconds? You get first crack next time, plus a credit

Artists

- Don't just calm them down — put them at the center of the fix
- A "Fans First Fund" video, fronted by the artists, matching every ticket-price donation
- A real, full crowd — guaranteed through the verified-fan channel, not hoped for

Sponsors

- This isn't \$2M at risk — it's \$2M worth of good press waiting to happen
- Slap their name on it: "[Sponsor] Fan Protection" — the tech that beat the bots
- Free outer Fan Zone (livestream + activities) as visib, sponsor-branded

Fan Zone:

- Free space outside the gates — no ticket needed
- Livestream + food/merch + pop-up acts
- "Fan Protection" booth (shows off the anti-scalper tech)
- Sponsor-funded, staffed by volunteers





The 30-Day Countdown to D-Day

Days 1-5

Contain & Announce

Come clean publicly, reframe the story, and open the door with Ticketmaster on the amnesty window

Days 6-15

Activate the Mechanism

ID-match policy goes live, transfer window opens, scalpers start folding

Days 16-24

Give Tickets Back

Lottery opens for real fans, sponsor & artist campaigns go live

Days 25-30

Final Prep & Show

Gates rehearsed, ID lanes staffed, Fan Zone built — doors open to a real crowd

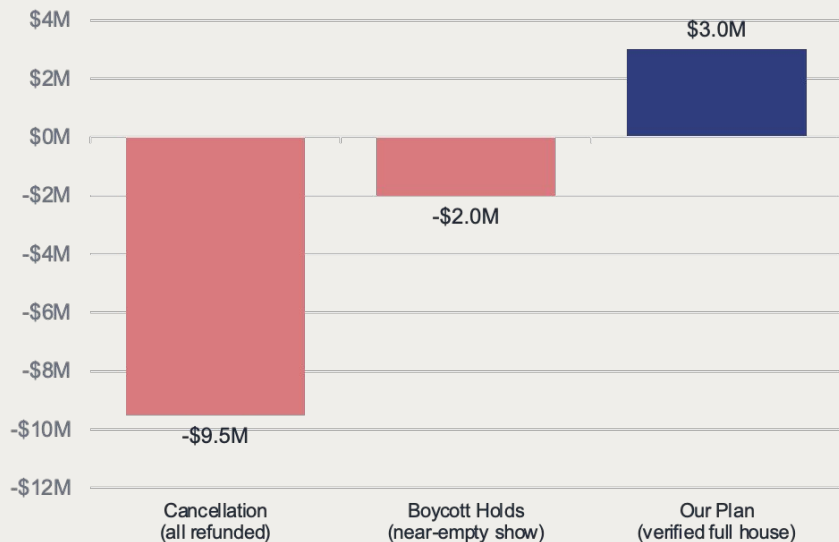
Every step happens with Ticketmaster, not around them — the venue is never at risk.



07 FINANCIAL IMPACT



The Plan Moves Huntrix Back to Profitability



HOW THE MATH WORKS

Ticket Revenue \$7.5M

Already collected — final regardless of path

F&B/ Merch \$3.0M

Recovered only if real fans fill the seats

Sponsor funding \$2.0M

Retained if PR + brand-safe campaign lands

Fixed costs (\$9.5M)

Owed either way — the true swing factor

Net swing our plan protects: ~\$5.0M vs. boycott, ~\$12.5M vs. cancellation





Short-Term Fix, Long-Term Structural Defense

SHORT TERM (0-30 DAYS)

- ID-match entry + face-value transfer window
- Verified-fan lottery for what we recover
- Transparency + artist/sponsor campaign, out loud

LONG TERM (BEYOND THIS FESTIVAL)

- Rewrite the Ticketmaster contract next time — bot detection, purchase limits, permanent verified-fan presale
- Build a fan database Huntrix actually owns — real leverage, not borrowed
- Push for industry-wide anti-bot standards — stop fighting this alone every year





From Bankruptcy Risk to Board-Ready Rescue

One mechanism — control the door, not the ticket — ends the boycott, keeps the artists on stage, keeps the sponsors in, and never breaks the contract.

- 1 Approve the ID-match mechanism — this week
- 2 Authorize the fan, artist & sponsor campaign to launch by Day 5
- 3 Lock in renegotiation terms for next year

+\$3.0M projected outcome • vs. -\$9.5M if the festival is cancelled

