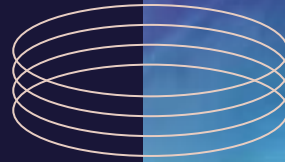


BOYCOTT TO BREAKTHROUGH

iANT Education – Yuna Mok and Liana Park



THE PROBLEM



Festival Unit Economics

REVENUE / COST ITEM	AMOUNT	STATUS	NOTES
Ticket revenue	\$7.5M (\$150 × 50,000)	COLLECTED	Held, but not secured until the show happens; fully refundable to all purchasers if the festival is cancelled. ¹
Food, drink & merchandise	\$3.0M (projected)	AT RISK	Scales with actual attendance. If fans boycott or seats sit empty, this falls toward \$0.
Corporate sponsor funding	\$2.0M	AT RISK	Sponsors are threatening to withdraw due to negative PR.
Fixed costs (artists, venue, stage)	(\$9.5M)	REQUIRED	Payable in full even if the stadium is empty; largely non-recoverable on cancellation.

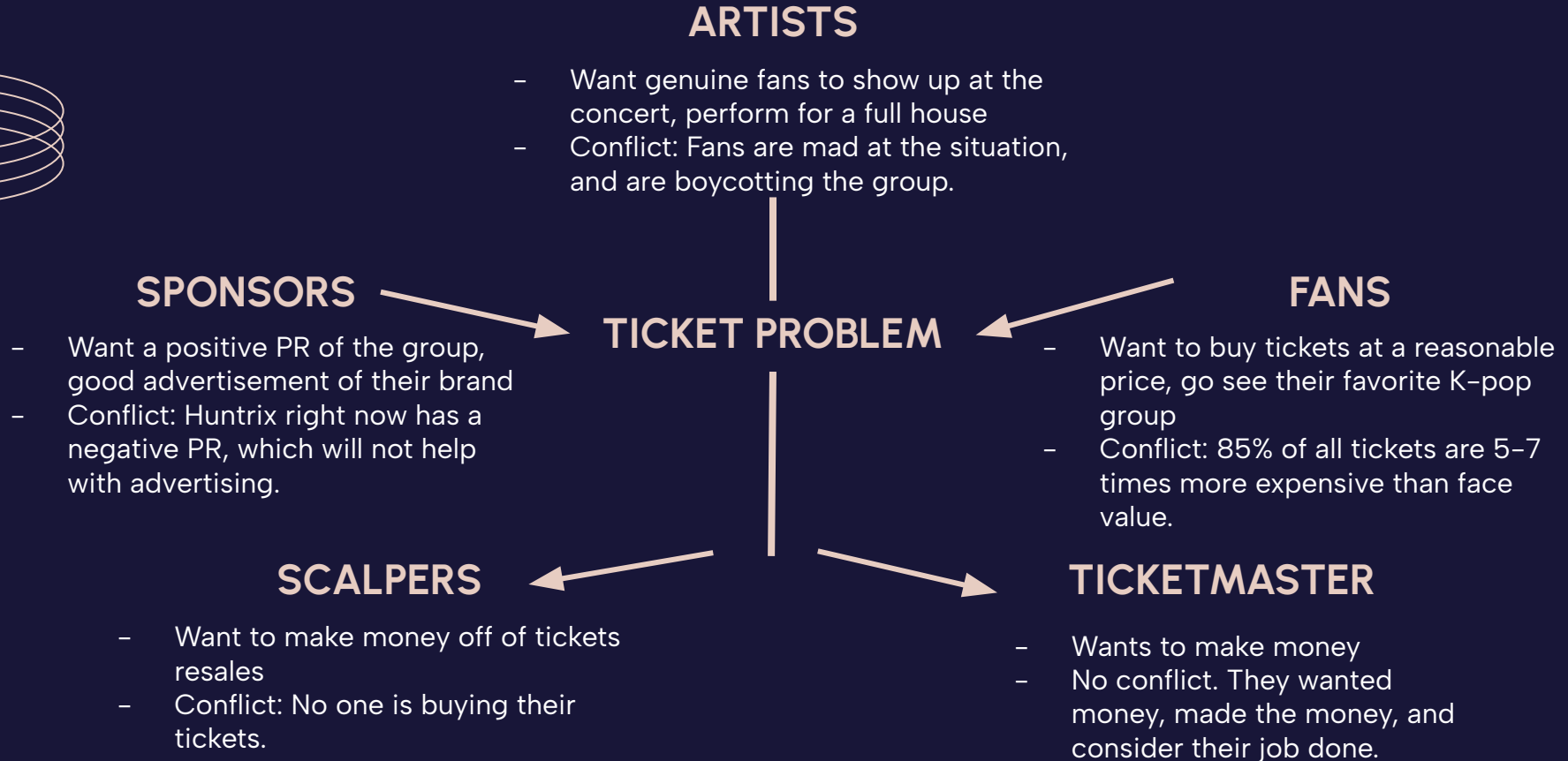
If the boycott holds, Huntrix loses the money from food and drink/merchandise revenue and sponsor funding

→ Leaves them with an operational net loss of -\$2.0M (or -\$9.5M if primary ticket sales are refunded).

- Ticketmaster doesn't want to help nor repair.
- There is only 30 days until the festival.
- Tickets cannot be taken back or refunded because the scalpers own 85% of it.
- Fans are mad at the situation, not just the ticket prices.

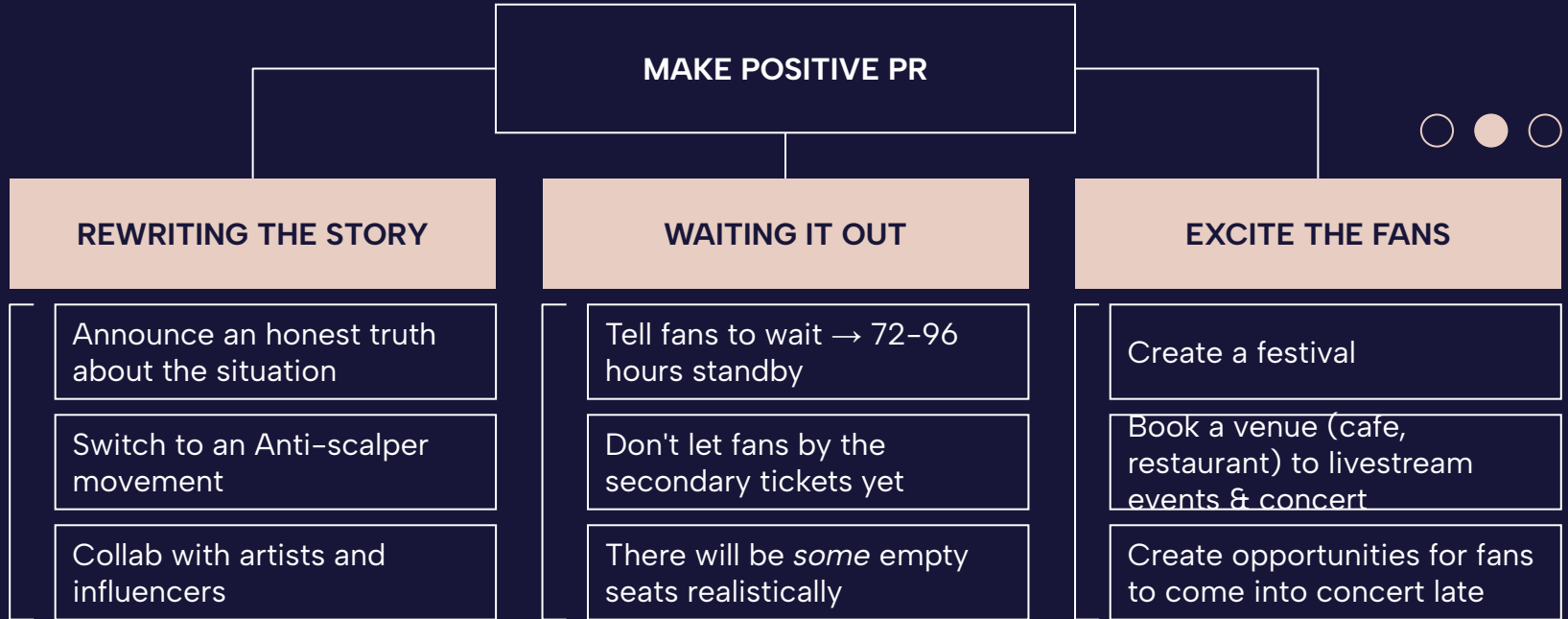


Stakeholder Incentive Map



SOLUTION IN DEPTH

HOW CAN HUNTRIX SAVE THIS CONCERT?





Trade-offs

- Cost money to set booths up.
- Artists will have to take time off of their concert to hold a game session and lottery
- Artists take time to post on their personal social media accounts.

Impacts

- Artists: will get what they wanted, but will have to take extra time to manage things.
- Scalpers: will not get what they wanted. They wanted to make money, but they will end up either losing or not gaining any.

- Fans: will get what they wanted, but will have to wait to buy tickets.
- Sponsors: will get what they wanted.
- Ticketmaster: will get what they wanted, but will have to create a complicated AI check process to prevent this from happening next time.

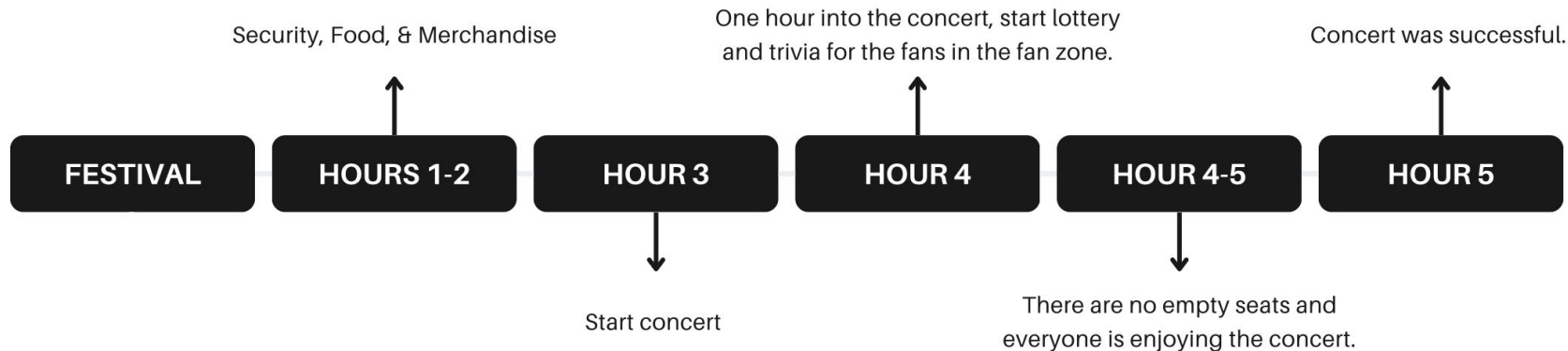
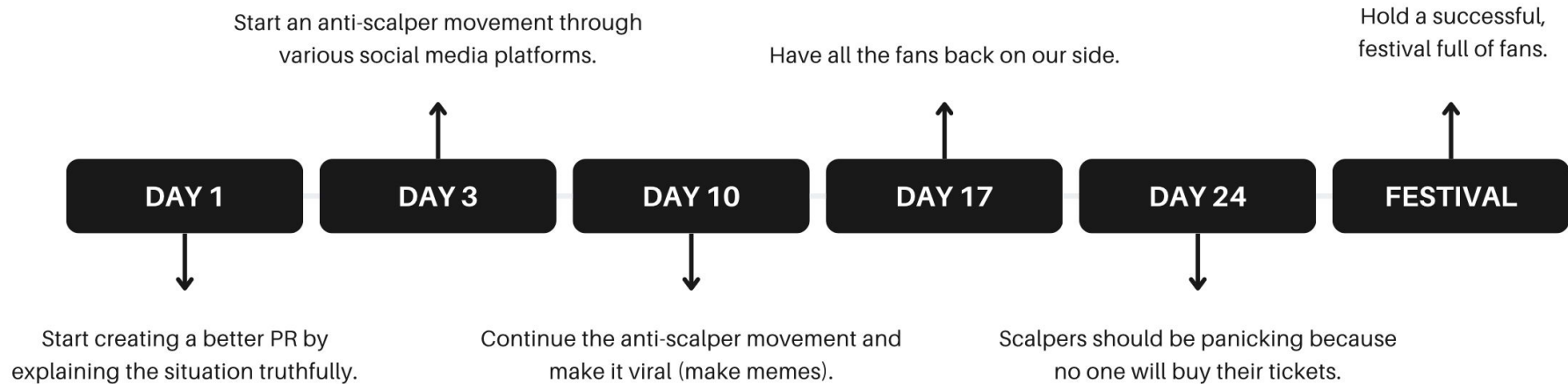
RISK EXPLANATION

→ All money given up = worth it because we will earn it back with extra merchandise sold at the festival.



→ All the time given up = nothing if it means saving themselves from disbandment.

30-Day Implementation Roadmap



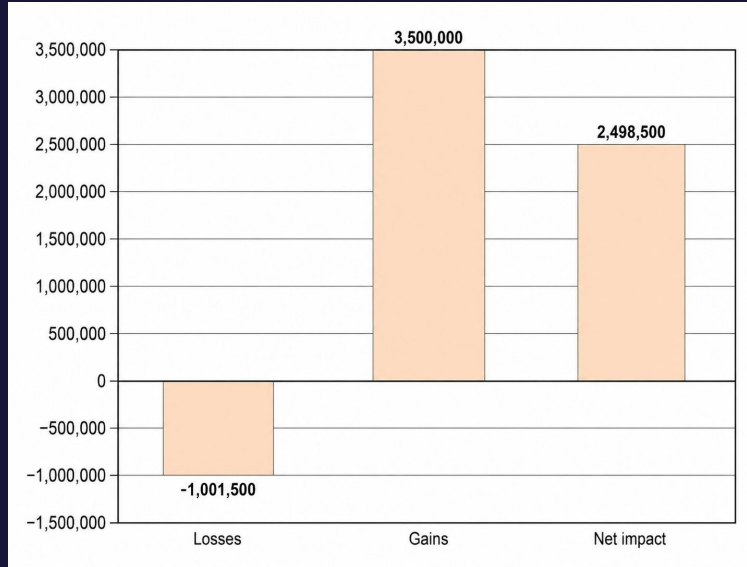
FINANCIAL IMPACT & VALUATION

TOTAL LOSSES

- PR & MARKETING — **\$250K**
- FESTIVAL BOOTHS:
Consolidated megabooth, power drop, compliant tent, tables, coolers, POS tech, line management, staffing, operational expense — **\$750K**
- **TOTAL: \$1.0M**

TOTAL GAINS

- \$2.0M from food, drinks, and merchandise
- \$1.5M from sponsor funding
- \$1,500 from lottery tickets.
- Total: \$3.5M**



NET IMPACT

\$2.5M

OPPORTUNITY COST

If we use a standard fix, the boycott will hold. Scalpers will not lower their prices, and no one will come to the concert. Sponsors will withdraw and no merchandise will be sold. Huntrix will not be able to dodge bankruptcy.

Long-Term Structural Defense

Systems & Track



- Track performances
- Warning sign if suspicious
- AI check process

New Policy



- Buyers caught scalping will be permanently banned from the site, and will lose their tickets (even if already paid for).
- Users may be permitted to up to 5 Huntrix concert tickets bought per person.

New Contract



- Ticketmaster must help Huntrix should a situation like this happen again.
- If a concert is unsuccessful due to Ticketmaster's fault, Huntrix has the right to drop the contract and still use the venue.
- Ticketmaster must send out a complicated robot check to buyers before they purchase anything.

CONCLUSION TO CALL TO ACTION

01

REWRITE THE STORY

Focus on PR and redirect to a fan-first movement

02

WAIT IT OUT

Let the scalpers panic as demand disappears

03

EXCITE THE FANS

Bring fans back with exclusive festival experiences