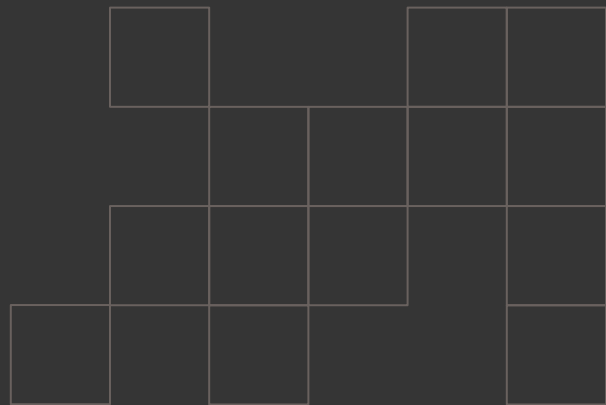


August 2026

Huntrix Project Recovery

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Key Ideas



1

Consulting
Scalpers

2

Buy Back
and Resell

3

Set
Promotions

Project Timeline

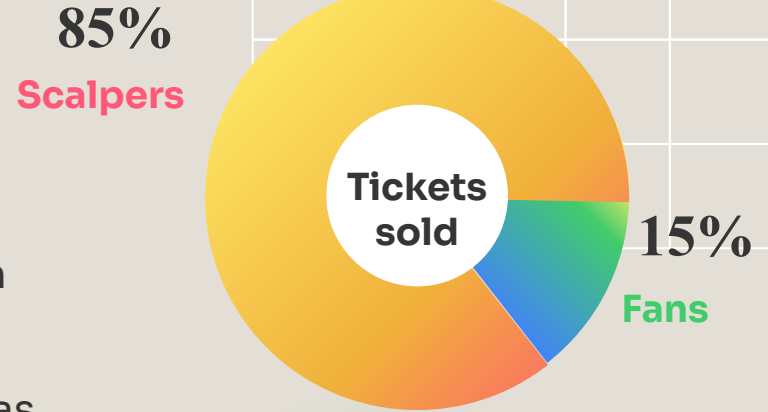


Main Problem

The headline artists, Huntrix, has a music festival and it will cause them to go bankrupt since there will be no fans at the festival.

Minor problems that lead to the main

- The headline artists are threatening to withdraw.
- The sponsors are threatening to pull 2million from funds, which is a huge loss.
- The tickets cant not be refunded since 85% of it has been sold to the scaplers
- Fans are boycotting because scalpers are reselling tickets.
- Until resolved, fans will stop buying tickets, merchandise, and albums, and stop listening to the music.
-



Soulution for getting tickets

We will first consult the scalpers.

Reason with a good price of \$450 since the fans are boycotting they wont buy any tickets from them.

It would be better for them to get some money instead of none.

Before reuploding the tickets we bought back, we can install a scapler guard to the ticket system to prevet them scalping the tickets again.

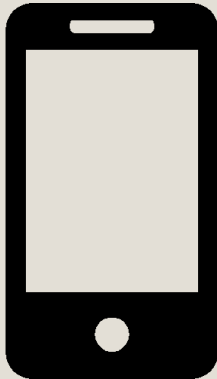
We will then re sell the tickets at a slightly higher price at \$300. We are raising the price to partially cover the loss for buying back all the tickets.

Summary

- Consult scalpers
- Reason a good price of \$450 by explaining the boycott situation
- Due to the boycott, the fans will not buy the tickets from the scalpers.
- Before reuploding the tickets we bought back, we can install a scapler guard to the ticket system to prevet them scalping the tickets again.
- Resell the tickets at a slightly higher price of \$300 to partially cover loss

Promotions

- Post on media explaining the situation to ease fans.
- Huntrix post promotions on the concert to hype fans.
- Introduce meet and greet at the concert



We can introduce a meet and greet, the headline artist can sign and have short chats with the fans. Huntrix can post promotion videos about the event and post about the event sponsors.

At the concert, we can give out also goodies such as photo cards, bracelets, and charms of the artists.

We can post on social media explaining the situation and our plan to fix the situation to ease the media and fans. We will also post posts that will promote concert to hype up the fans.

Costs/risks

- The total cost to buy back the tickets from the scaplers is \$1,912,500
- \$450 per ticket
- High risk of scaplers refusing
- The possiblity of the fans staying upset
- All that leads to the headling artisits withdrawing
- Losing 2 million from the sponseres
- The fans may be unhappy with the slightly raised price of tickets

The scaplers took 85% of the tickets and are selling them for 7x the original price so considering that to a price of \$450 per tickets. The total would be \$1,912,500. Our reason for dropping the price is because since the fans are boycotting it means they won't buy the tickets from them no matter what, so its better to sell it for money even if its for less.



Thank you!