



Starve·Reclaim·Secure

Save Huntrix: Case Competition Board Pitch

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Executive Summary

- Cannot leave Ticketmaster or cancel the sale
 - Official fan boycott starves scalper demand and gives Huntrix real leverage
 - Scalpers return tickets through Ticketmaster's own refund page and fans buy them back through an exclusive Ticketmaster access link
 - Two ID checkpoints: before and at the gate
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Situation Analysis

5-7x

resale markup

\$6.375M

scalper capital now sitting in inventory

85%

of tickets grabbed by bots in 90 sec

30 days

until D-Day

Why the obvious fix doesn't work

①

**Can't leave
Ticketmaster**

The multi-year contract bars any other platform

②

**Can't cancel
the sales**

Ticketmaster already collected its fees and refuses to reverse
scalper purchases

③

**Can't just
ride it out**

An empty boycotted stadium still owes \$9.5M in fixed costs

Diagnosis - Stakeholder Incentive Map

<u>Stakeholder</u>	<u>Current Position</u>	<u>What They Fear / Want</u>	<u>Our Lever</u>
Fans (50K)	Boycotting; refuse to reward scalpers	Fairness, belonging, proof Huntrix is on their side	Make them partners
Scalpers	Holding 42,500 tickets, \$6.375M at risk	Avoid a total loss if no one ever buys their inventory	A guaranteed, no-questions \$150 exit before it hits \$0
Ticketmaster	Won't reverse sales; fees already booked	Avoid liability, precedent, and PR/legal heat	A narrow, official return window, handled entirely on their platform
Headline Artists	Threatening to withdraw from the lineup	A real crowd of fans; brand safety	Guaranteed, verified-fan attendance + a direct ask from them
Sponsors	Threatening to pull \$2.0M in funding	Positive press, distance from the scandal	A visible "comeback" story with proof it's working

Core Recommendation - ① Starve



Live Pledge Counter

- A real time count of fans refusing to buy resale, shown on Huntrix's site and socials
- Creates visible peer pressure



Official Hashtag

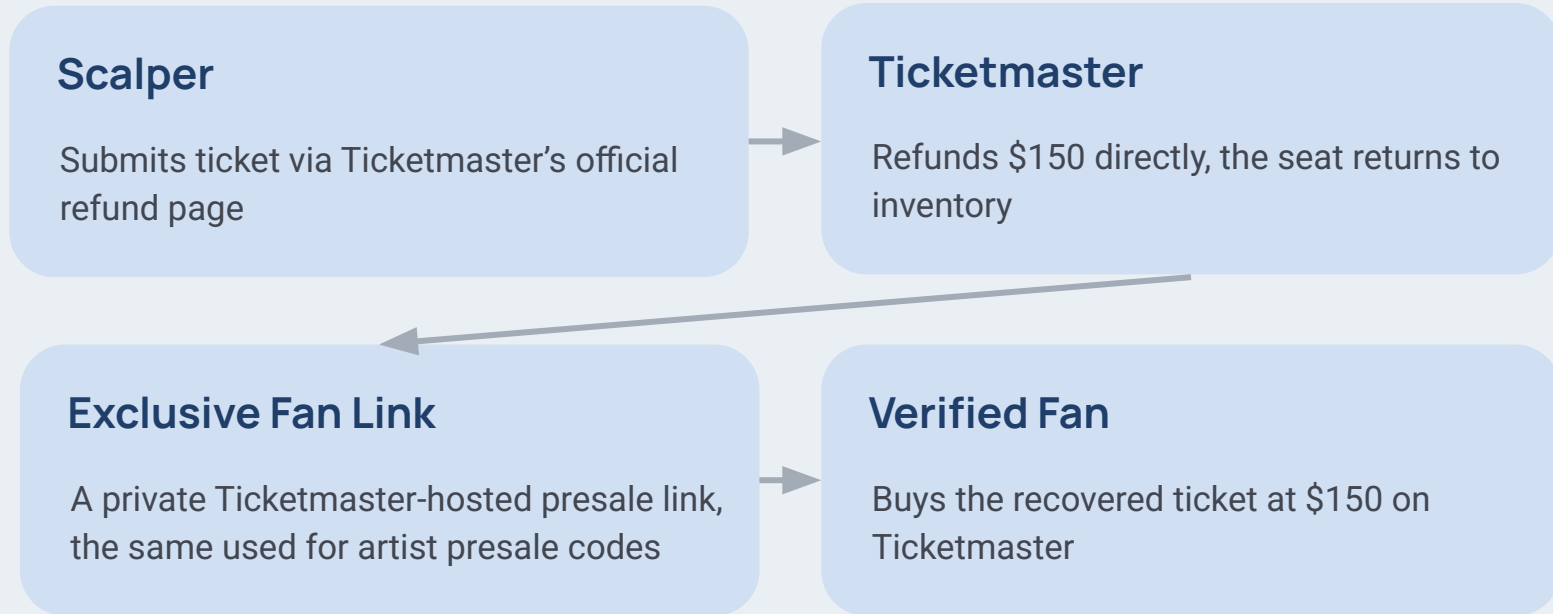
- Hashtags on Huntrix's social media
- Encourages people to join the hashtag, creating an online trend



Artist Videos

- Headliners / Artists film short clips asking for boycotts and real fans to come to the concert
- Encourages fans to boycott

Core Recommendation - ② Reclaim



Core Recommendation - ③ Secure

1

At purchase

Fans who purchased the ticket verify ID when the ticket transfers into their name

2

At the gate

Photo ID is checked again against that same name before entry at the gate

The Fan Zone

1 Sponsor Booth

Visible on-site presence for sponsors

2 Help Desk

Resolves rare edge cases (verification, etc.)

3 Partner Shuttle Point

Rideshare / hotel partnership drops fans at the venue

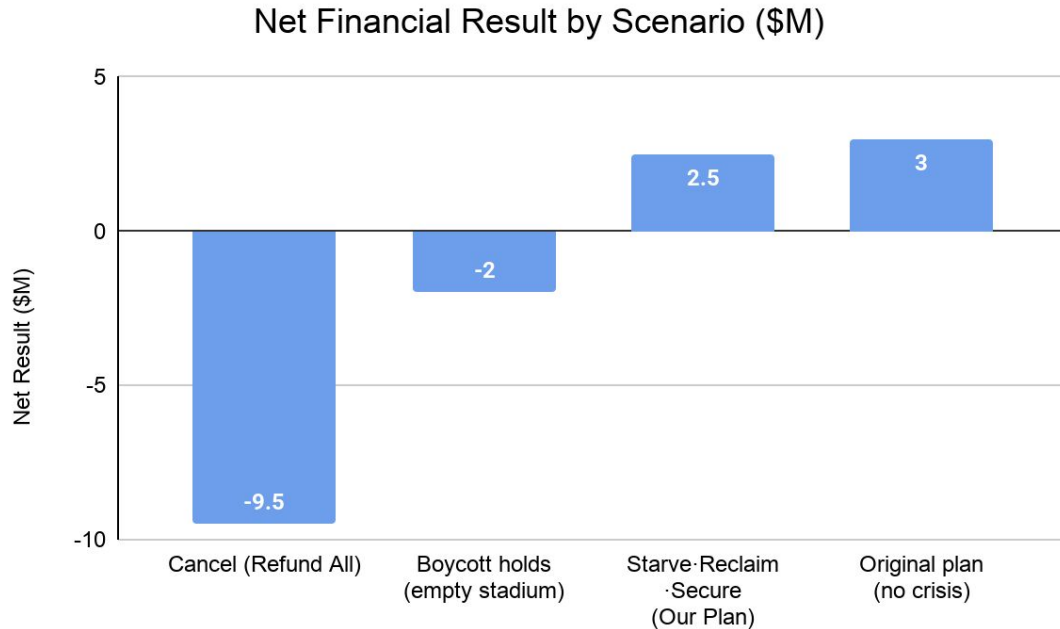
4 Merch

Exclusive item for pledge-verified fans who bought tickets back

The 30-Day Roadmap

1	D0–D20	Go Public	Huntrix endorses the boycott, launches the live pledge counter and hashtag, and posts the first artist videos.
2	D2–D5	Negotiate	Huntrix secures Ticketmaster's agreement to a narrow return window and an exclusive fan access link; legal confirms the structure.
3	D5–D15	10-day return Window	Scalpers submit tickets through Ticketmaster's refund page, Ticketmaster refunds \$150 and reclaims the seat.
4	D10–D25	Priority Window → Open Sale	Pledged, ID-verified fans get first access to buy recovered tickets at \$150 on Ticketmaster, remaining inventory opens for all fans.
5	D15–D25	Fan Zone	The physical Fan Zone is staffed and built.
6	D25–D29	Rehearse	Full run-through of purchase verification, Fan Zone, and gate ID-matching. Appeals desk staffed for edge cases.
7	D30	Doors Open	A full stadium of double-verified, genuine fans!

Financial Evaluation



- Ticketmaster collects the \$150 resale when fans buy through the exclusive link
- Recovering real attendance protects F&B/merch (~\$3.0M) and the \$2.0M sponsorship
- Net new cost to Huntrix: ~\$400-600K for negotiation/legal, the campaign, and Fan Zone staffing

Never Get Trapped Like This Again

Contract Renewal

- Push for a bot-detection SLA and mandatory price - capped resale as standing contract terms with Ticketmaster
- Make the exclusive-fan-link return mechanism a standing clause

Within 12 Months

- Launch a Huntrix Fan Membership: verified fans get presale priority, cuts bots off
- Build a direct-relationship fan database so demand no longer depends solely on the open Ticketmaster queue

Structural Position

- Join other independent festivals in a coalition pushing for BOTS Act enforcement
 - Scout backup venues ahead of the next renewal
-

Conclusion

Buy It Back. Sell it Direct. Lock it Down.

STARVE

Pledge counter, hashtag, artist videos
→ scalper demand dies

RECLAIM

Scalpers refund through Ticketmaster
and fans rebuy via an exclusive link

SECURE

Double ID check at purchase and at
the gate
