



Project Ticket

Innovative digital marketing & ticketing software platform

**BlueMount Capital is exclusively mandated to assist
Project Ticket raise AU\$1,500,000 in expansion funding**

Key Investor Highlights

Project Ticket is an innovative digital marketing & ticketing software platform informed by a logistic regression model with plans to build a sophisticated Bayes Network (similar to an AI) that “predicts” in real time how to engage and mobilise a loyal user base to promote events and sell tickets cost-effectively. User engagement is gamified and driven by a tokenised loyalty program. The company was established in 2013 and had revenues of AUD\$1.8M in FY2018.

The current implementation of the business model is the billion dollar indie film industry, to be followed by the multi-billion dollar studio film industry. It also has equal applicability to music and other live events. The current business works for feature-length documentaries and already is revenue positive, growing at 90% per annum.

- Market Opportunity - Global Box Office for 2017 was reported up 3% to \$39.92 billion USD over 2016 making it the highest box office in history
- Product – Project Ticket has a unique online platform using advanced social network analysis & regression-based predictive models combined with a blockchain driven loyalty program that can target highly segmented and relevant audiences to sell tickets. Currently the business generates a 38% gross profit margin.
- Team – Project Ticket has an entrepreneurial Management Team having a deep background in technology, innovation and film distribution
- Capital Raising - AU\$1.5M to fuel market growth and launch of a powerful crypto token loyalty & royalty platform

Market Opportunity

For Project Ticket, the market and opportunity can be characterized according to the three Cs: cinemas, content and customers.

Cinemas

Using the “cinema on demand” model for theatrical film releasing, Project Ticket has been exploiting the underutilised capacity of cinemas since 2014 to distribute independent films (both documentaries and narrative features) to audiences globally. Operating much like the “Airbnb” of cinemas, this model creates a virtual network of capacity that can be measured in the hundreds of thousands of seats available at low demand times. To date, Project Ticket currently has access to approximately 2500 cinemas worldwide, which is nearly 100% geographical coverage in the English-speaking world. It is currently piloting a fully integrated ticketing solution in its cinema network that will enable significantly greater access to more and more cinemas.

Content

The “appetite” for new content on the Project Ticket platform is insatiable and the Acquisitions team is in constant motion to seek out and acquire the films and filmmakers who create high-quality content that will attract audiences around the world. In addition the platform accommodates other distributor’s titles as well and with the full deployment of the cryptotoken and cinema integration the platform will also be attractive to the studio system as well.

Customers

Project Ticket’s experience shows that a film that brings a connected community and can be accessed via on-line strategies can deliver a sufficient number of screenings and patrons to cover the fixed costs of delivering the platform, supporting a profitable business and helping build a content ecosystem that is dynamic and sustainable. Surveys of customers indicate that Project Ticket is re-engaging people who haven’t been to the cinema in years, helping grow the box office pie and re-energizing patrons’ taste for the type of cinema that is relevant to them. Project Ticket sees up to a 20% repeat of customers for films in specific channels with up to a four times level of engagement over the industry standard.

Company Overview	
Name	Project Ticket
Based	Australia
Type	Public Company (Unlisted) Fully Audited
Founded	2013
Industry Sector	Entertainment & Media
Amount	AU\$1.5 million Seed Funding
Valuation	AU\$10M (pre-money)
Revenue	2018 - \$1.8M 2017 - \$0.95M
Tokens	A generous, heavily discounted token allocation is also available to the investor as a further incentive.
Use of Funds	Expansion, crypto token loyalty program launch
Exit Strategy	IPO / Trade Sale
Website	Can be supplied

The addition of a loyalty program that is tied to a crypto token creates underpins this engagement and incentivizes community members actively promote films to their networks and beyond. Over 2000 new users have joined the Loyalty program since it was launched mid-August.

Project Ticket Business Overview

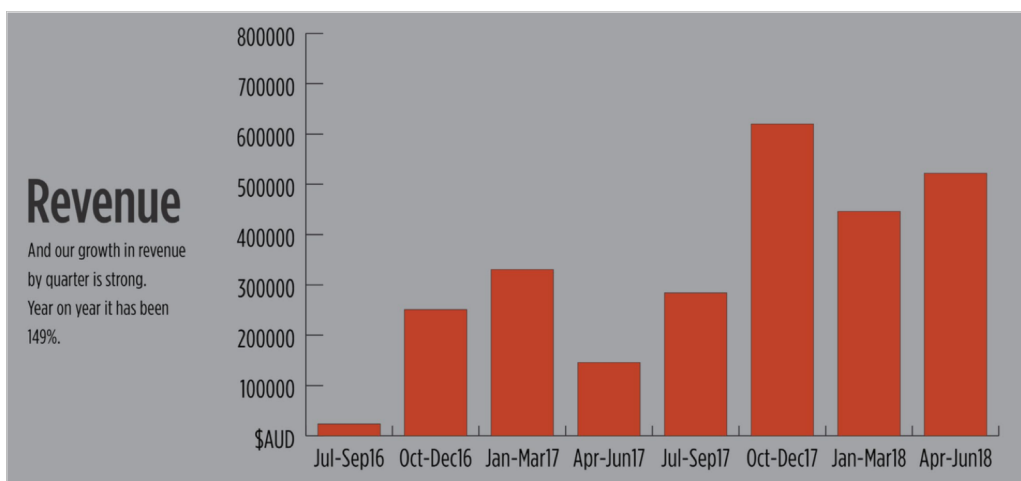
Project Ticket is on track to be the dominant global platform for event and specialty cinema, a multi-billion dollar addressable market. To date, it has 90,000 emails in its database representing almost 200,000 patrons and approximately 2,500 cinemas in seven countries in its exhibition network. The company's constantly expanding customer base – growing at a rate of 93% per annum – derives from its crowd-sourced model for filmgoing and the community building efforts that accompany each film event the company presents. Project Ticket's understanding of the behaviour of its customers is informed by sound data analytics, which are being continually refined and improved by the data captured from every single transaction (i.e., ticket purchase) on the platform.

Project Ticket's recent adoption of blockchain technologies and goal of the crypto token offer ("Token Offer") will positively transform the industry in which the company operates. These efforts will enable the company to create a new level of trust built on the immutability and transparency of the technology while, at the same time, delivering a unique incentive to the behaviours that drive the creation and consumption of films within the company's ecosystem of: film financiers, creatives, distributors, cinemas, promoters and patrons. Unlike other blockchain offerings, Project Ticket is an established business that will leverage the power of distributed ledgers and the Token Offer to "turbo charge" the interactions within its ecosystem.

The Token Offer is being done via Project Ticket's wholly owned subsidiary Project Ticket Europe Ltd a Maltese company. This is to take full advantage of the new Maltese regulatory framework for blockchain technology.

Project Ticket Financials

The 2017-18 Financials (audited) show solid growth over the previous year. AUD 1,798,000 vs AUD 952,664 up 89% year to year. The growth is a function of both market expansion and greater sales within markets.



Project Ticket Team

Project Ticket has an entrepreneurial management & advisory team with strong innovation and technical development skills, together with international commercial experience.

It is led by Managing Director David Doepel, a senior executive who has held positions of responsibility in private industry (film and technology), in government and most recently academia, including Deputy Vice Chancellor, Research at an Australian University. David is a proven innovative thinker whose entrepreneurial achievements have led to demonstrated and significant value creation for partners over a 30 year professional life.

Barbara A Connell, COO & Director, Development a 25 year veteran of the film industry. A graduate of the UCLA Professional Program in Screenwriting, she is a screenwriter, script editor and story analyst whose clients have included Maguire Entertainment, Sundance Institute, Taylor Media and Beyond Entertainment. She also was COO of Echobridge Inc. for over five years.

Andrew Hazelton, EVP Global Business Development. With almost two decades of experience in the film industry, starting in cinema exhibition with Greater Union (now Event Cinemas, Australia's largest cinema chain) and then theatrical distribution with Roadshow Films. Andrew has now released over 400 theatrical films in multiple territories including the US and UK. He now is focused on expanding the Project Ticket cinema footprint as well as film acquisitions. He has an MBA from the University of Technology Sydney.

Adrian Bowers, CFO. An experienced financial executive working in industrial and technology public companies both on the AIM Market of the London Stock Exchange and the Australian Securities Exchange. Substantial Corporate Governance, financial reporting, treasury and management skills.

Capital Raising

This Seed capital raising is for AUD\$1.5M to fuel market growth and launch of a unique cryptotoken loyalty and platform. A generous, heavily discounted token allocation is also available to the investor as a further incentive.

Upon signing of Confidentiality Agreement further proprietary information can be provided to the committed investor.

For a full Investor Presentation please contact:

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