PINCH TICKETS

Making Last Minute Happen.

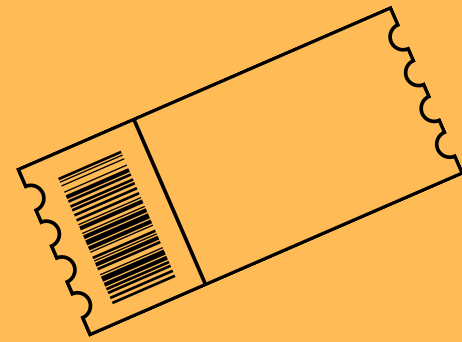# PROBLEM STATEMENT

10-20%

Need to resell their tickets for factors other than trying to make a profit

How can we provide concert attendees with a reliable way to quickly resell tickets at the last minute and recover some of their money?

WHAT IS TICKET RESELLING?

Why people sell:
1. To make a profit
2. To make money back
3. To give someone else the opportunity

Why people buy:
1. Firsthand tickets are sold out
2. To find cheap tickets

Market Validation

7%

Ticket volume moves on the day of the event, and **5%** moves the day before
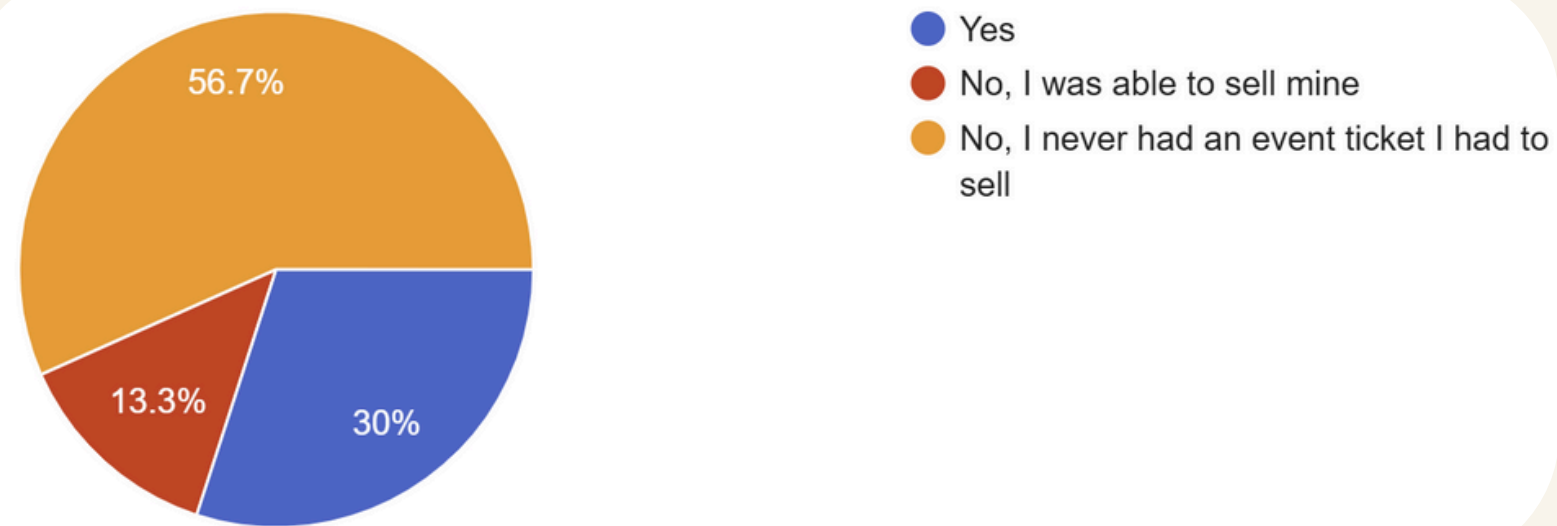
Approximately 97%

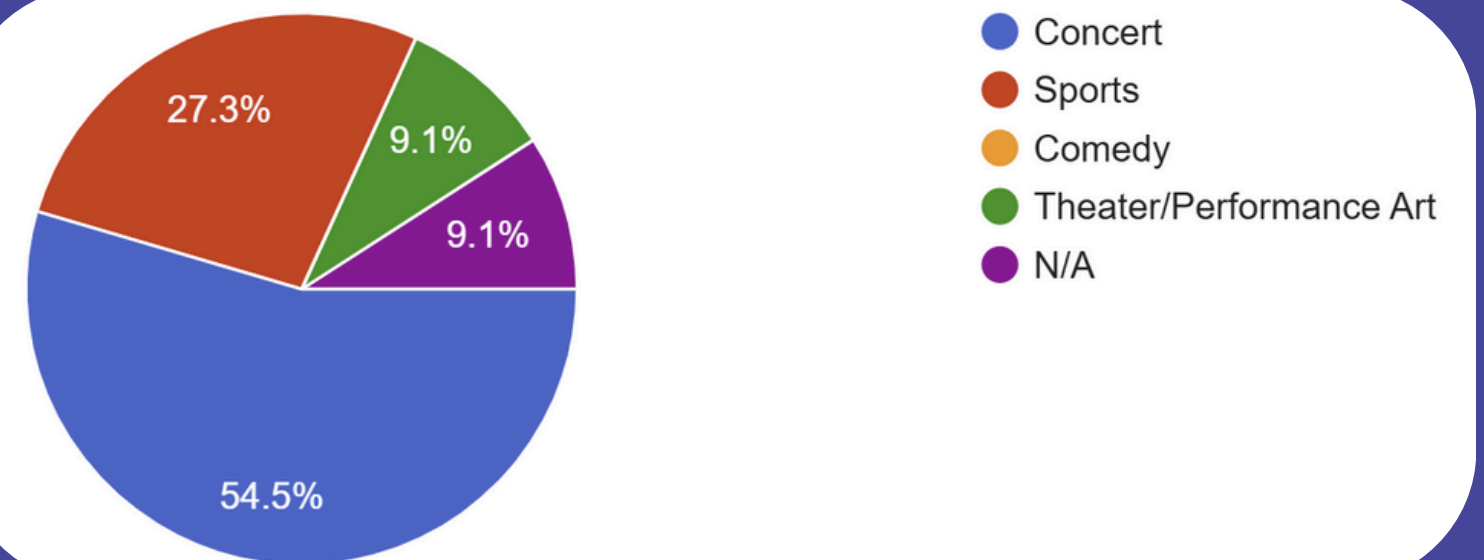Of Tufts University students have gone to a concert at least once

65%

The percent increase in concert attendees since 2019

WE SURVEYED 30 COLLEGE - AGED INDIVIDUALS

Have you ever been stuck with a ticket you can't sell?

- Yes
- No, I was able to sell mine
- No, I never had an event ticket I had to sell

56.7%
13.3%
30%

If you have had a ticket you needed to sell, what type of ticket was it?

- Concert
- Sports
- Comedy
- Theater/Performance Art
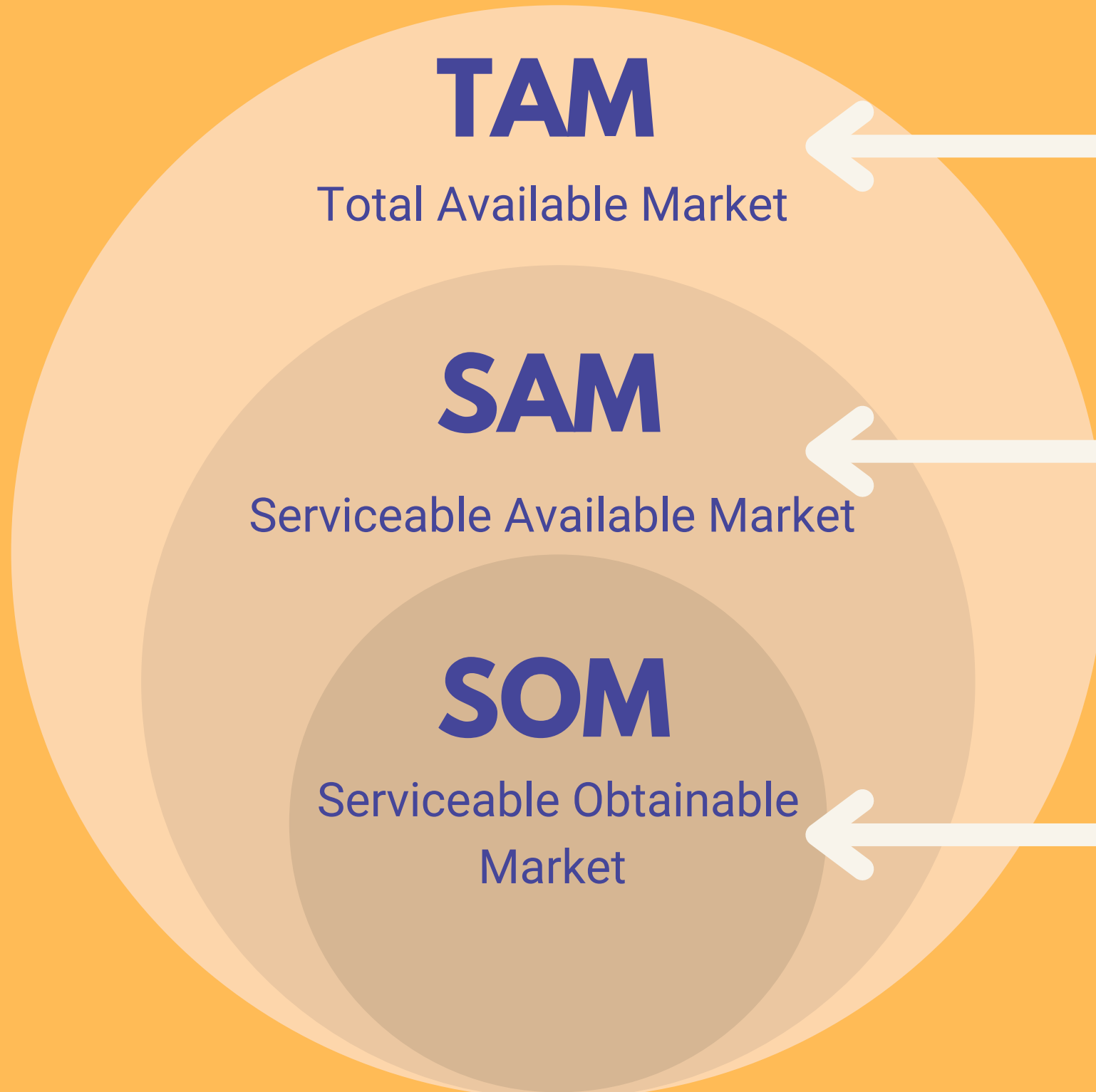- N/A

27.3%
9.1%
9.1%
54.5%

Survey Participants Say:

"I ended up not being able to go at the last minute, which is probably why it didn't sell"

"Stubhub. Priced too high"

Market Size

TAM
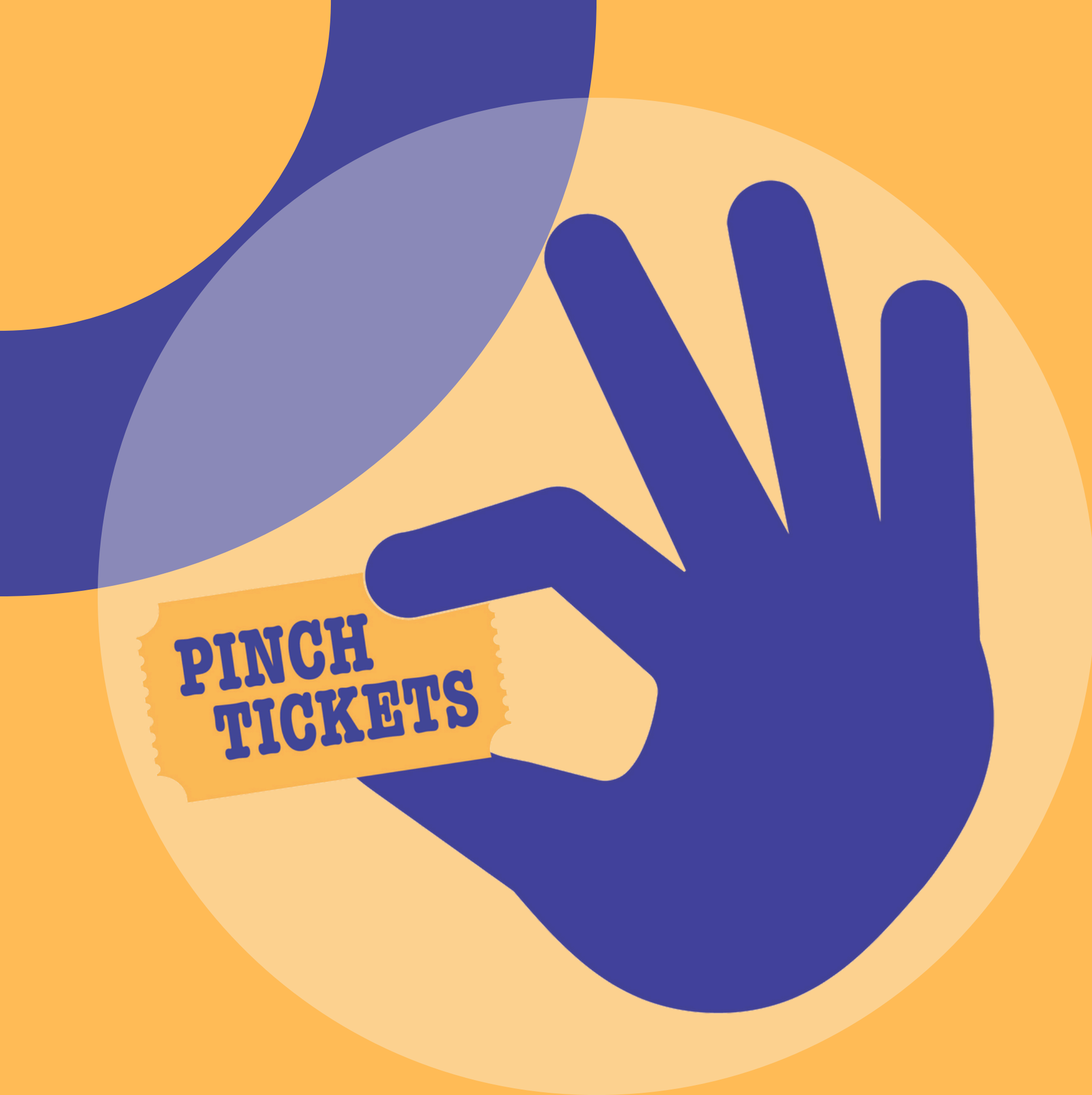Total Available Market

SAM
Serviceable Available Market

SOM
Serviceable Obtainable Market

10.2m
United States

152,000
Boston Students

13,274
Tufts University

34% of consumers use ticket resale platforms.

PINCH TICKETS

THE SOLUTION

An affordable ticket resale app for last-minute selling of concert tickets.

1

Catered towards **college students** who need a financial safety net if they can't make their concert, or who **want affordable purchasing options**.
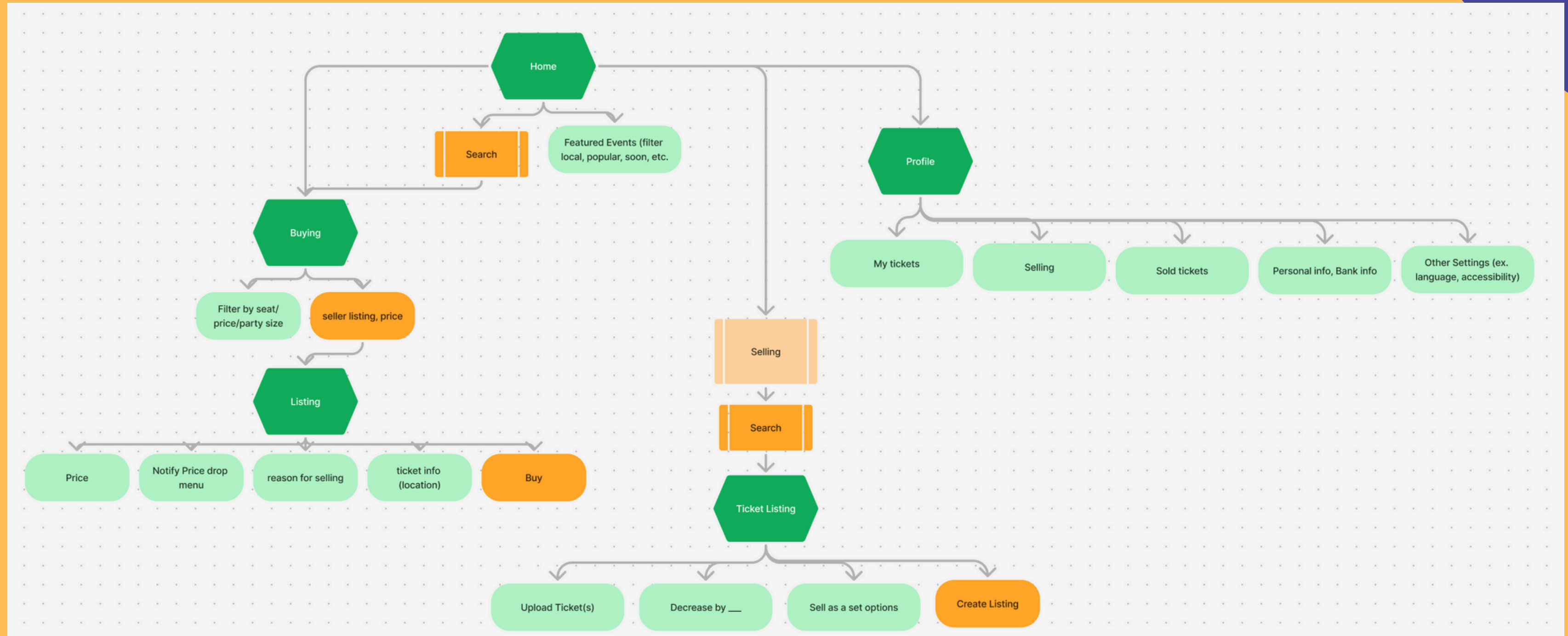
2

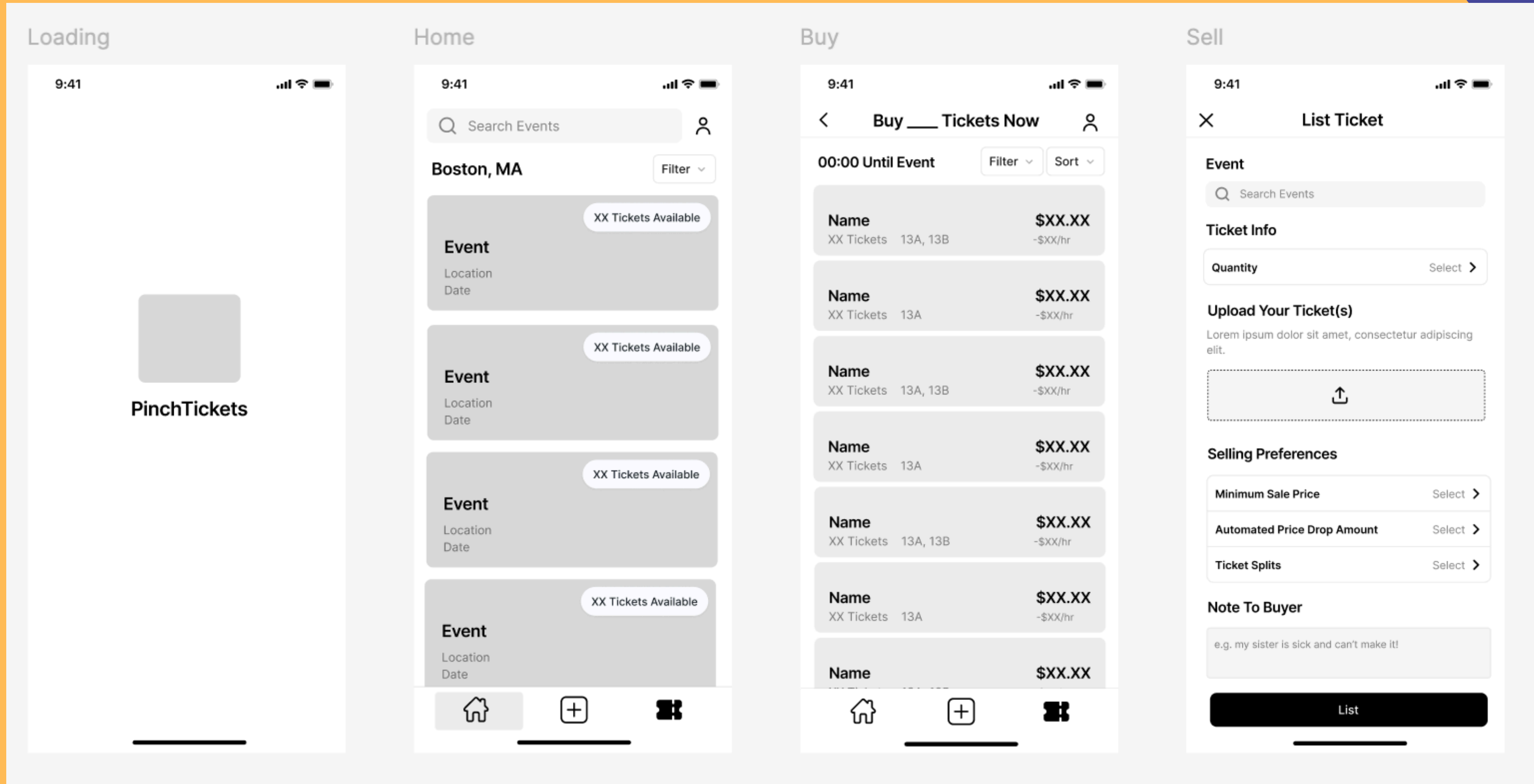**Automatically drops price for you** when the concert is right around the corner.

3

Tickets must be **listed below purchase price**, eliminating ticket price inflation common in competitors like Ticketmaster, thus **increasing likelihood of sale.**

Site Map

Home

Search

Featured Events (filter local, popular, soon, etc.

Profile

My tickets

Selling

Sold tickets

Personal info, Bank info

Other Settings (ex. language, accessibility)

Buying

Filter by seat/ price/party size

seller listing, price

Listing

Price

Notify Price drop menu

reason for selling

ticket info (location)

Buy

Selling

Search

Ticket Listing

Upload Ticket(s)

Decrease by ___

Sell as a set options

Create Listing

Wire Frames

Loading

9:41

PinchTickets

Home

9:41

Search Events

Boston, MA | Filter

XX Tickets Available

Event
Location
Date

XX Tickets Available

Event
Location
Date

XX Tickets Available

Event
Location
Date

XX Tickets Available

Event
Location
Date

Buy

9:41

← **Buy ___ Tickets Now**

00:00 Until Event | Filter | Sort

Name XX Tickets 13A, 13B	**$XX.XX** -$XX/hr
Name XX Tickets 13A	**$XX.XX** -$XX/hr
Name XX Tickets 13A, 13B	**$XX.XX** -$XX/hr
Name XX Tickets 13A	**$XX.XX** -$XX/hr
Name XX Tickets 13A, 13B	**$XX.XX** -$XX/hr
Name XX Tickets 13A	**$XX.XX** -$XX/hr
Name	**$XX.XX**

Sell

9:41

✕ **List Ticket**

Event

Search Events

Ticket Info

Quantity | Select ›

Upload Your Ticket(s)
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

⬆

Selling Preferences

Minimum Sale Price | Select ›

Automated Price Drop Amount | Select ›

Ticket Splits | Select ›

Note To Buyer

e.g. my sister is sick and can't make it!

List

Branding

Hex: #FFBB56

HEX: #45469B
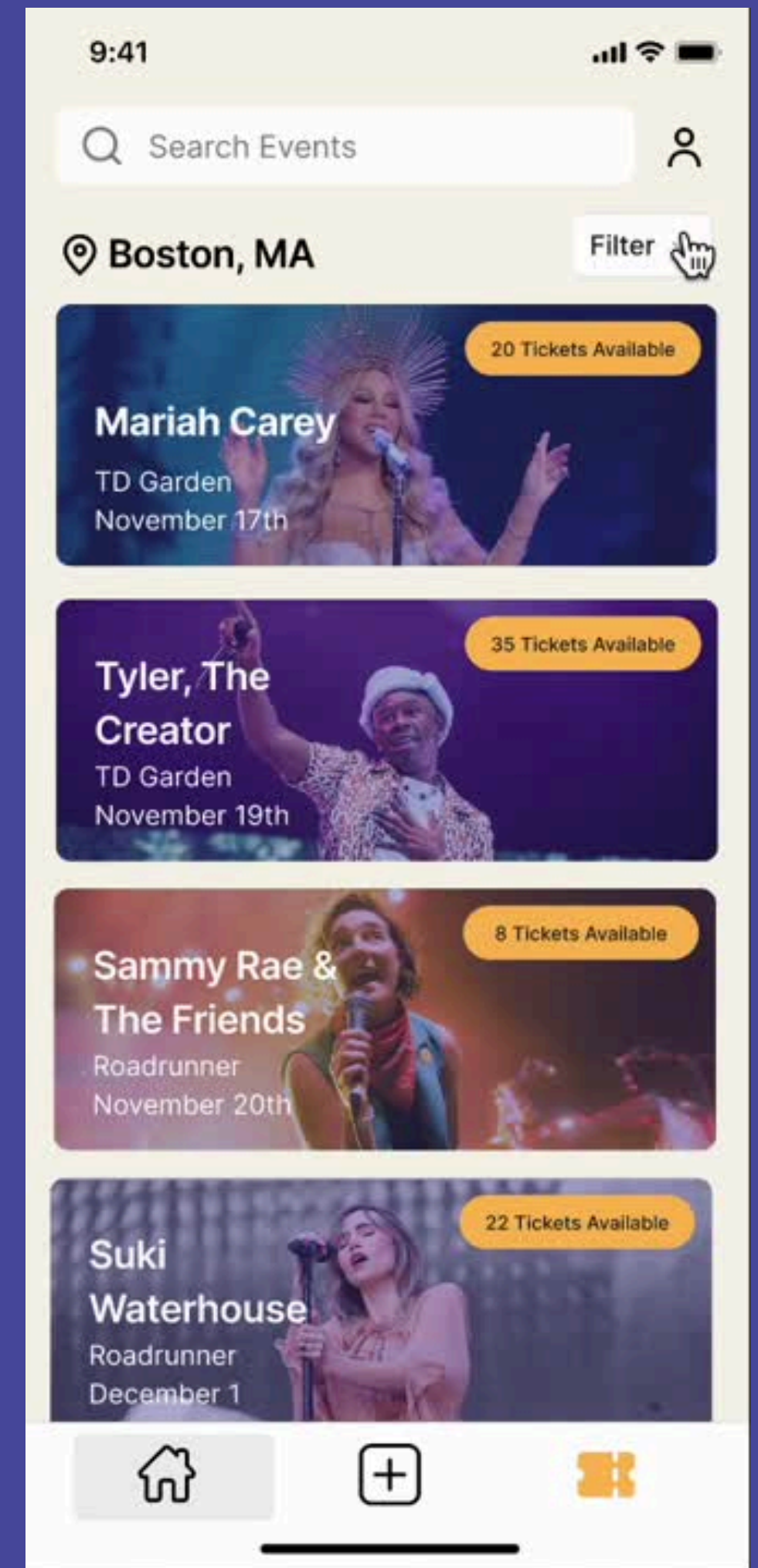
Dynamic, Lively, Youthful, Community Oriented
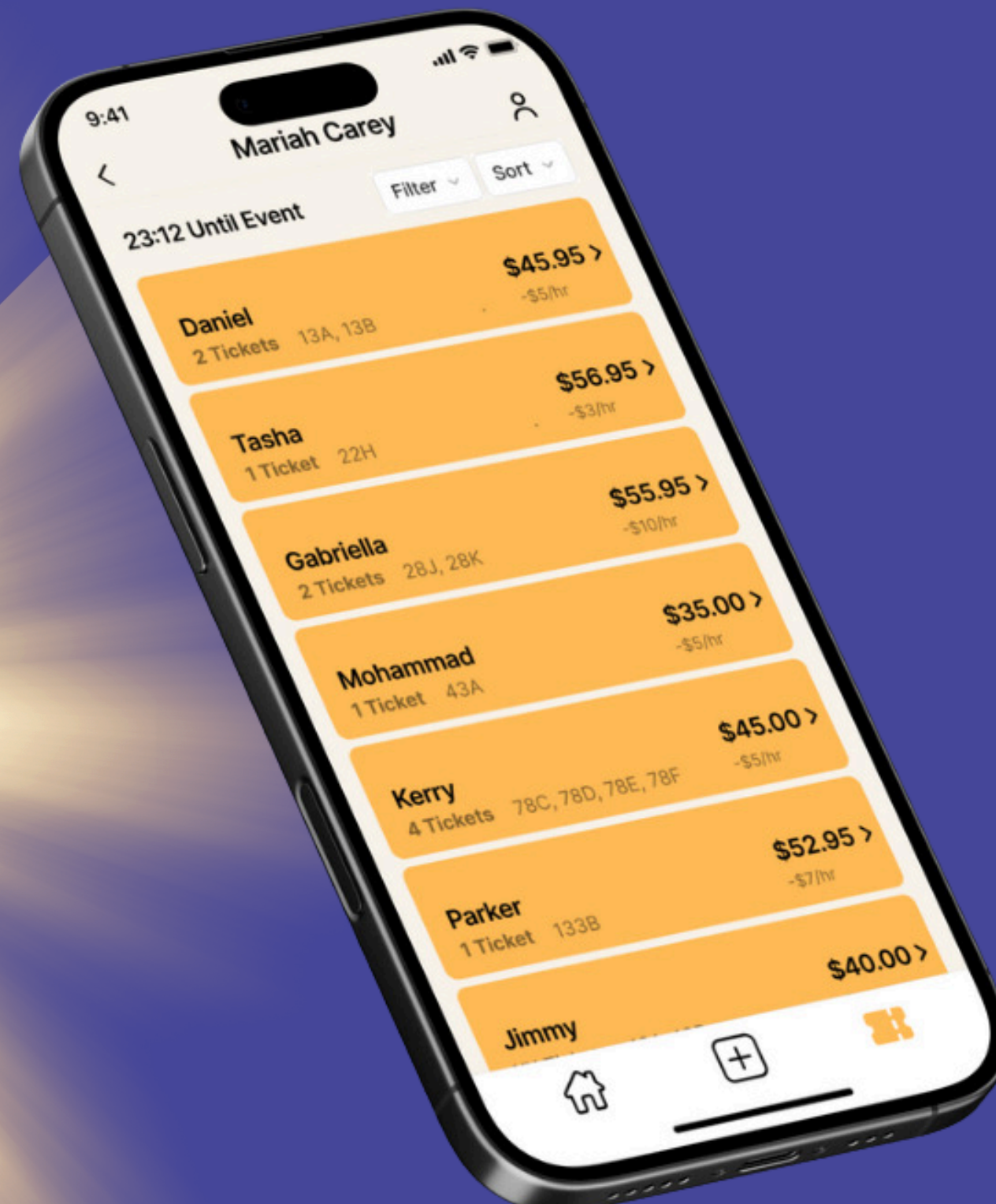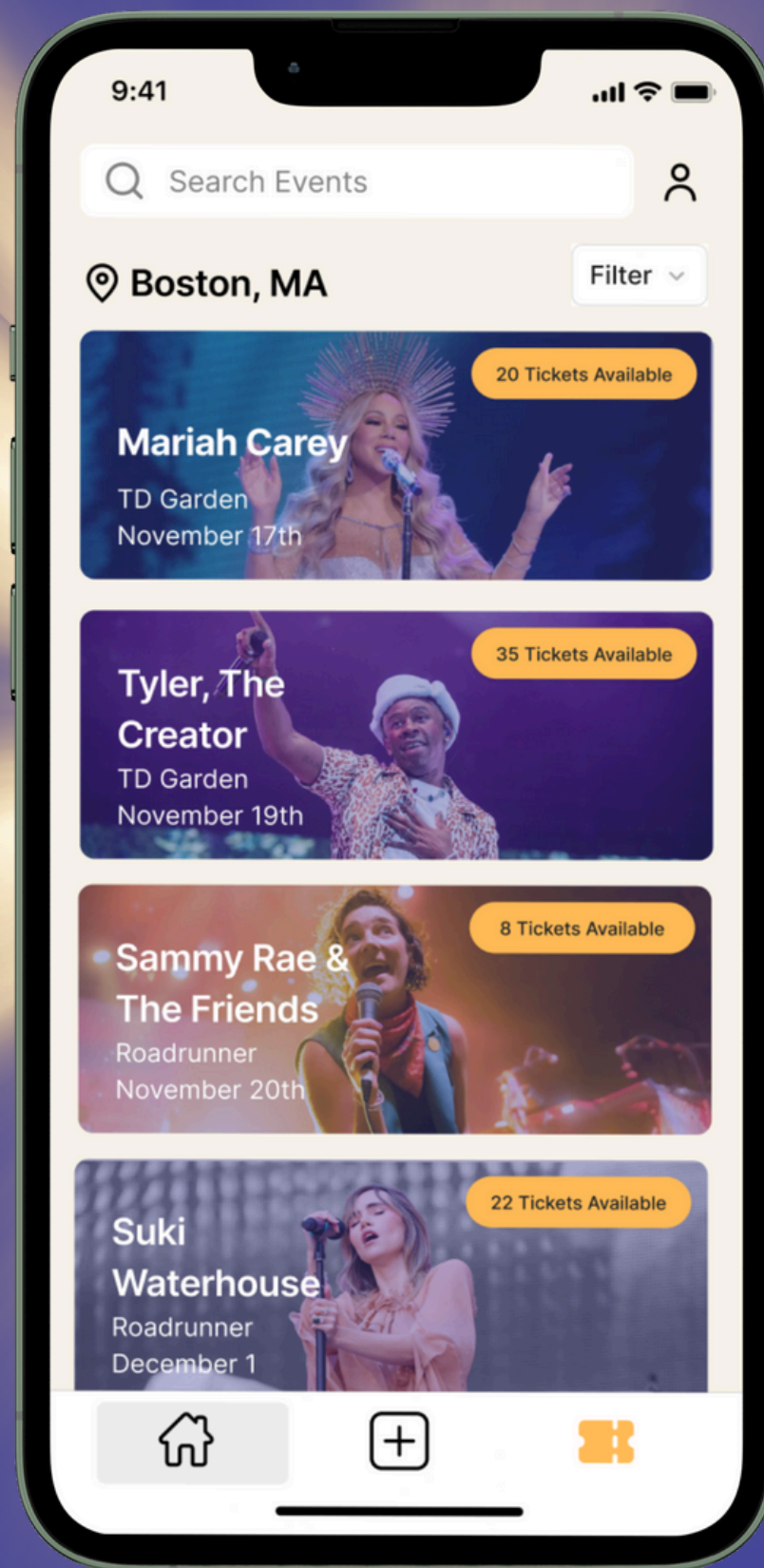
Alternate Solutions

1   **A streamlined, automated interface with less focus on personalization.**

2   **Using hidden fees like many competitors to show lowest $**

3   **An app allowing buyers to bid on tickets in real time**

COMPETITION

	No Ticket Price Inflation	Last Minute Deals	Affordable	Event Discovery	Secure
Pinch Tickets	✓	✓	✓	✓	✓
Gametime	✗	✓	✓	✓	✓
vividseats	✗	✗	✗	✓	✓
Seat Geek	✗	✗	✗	✓	✓
StubHub	✗	✗	✗	✓	✓
Ticketmaster	✗	✓	✗	✓	✓

Competitive Advantages

Price Drops

Once you hit 48 hours until the concert, the price of the ticket will decrease by "x" dollars every hour(s), to **increase your chances of selling**

Personable Sellers

Listings always include sellers first names and **sellers have the option of adding a note** for buyers

Affordable

Buyers now have the option to see the artists they love **without fear** of price inflation

Low Service Fees

Other resale ticketing platforms charge buyers up to 37% of the ticket price - we **keep buyer and seller fees as small** as possible.

Business Model

Freemium

- Ads
- Sellers pay **10%** of ticket when sold
- Buyers pay **10%** of the ticket when sold
- minimum fee $**5**

Premium

- **No** ads
- **$5**/month for the first few months -> **$10**/month
- Sellers pay **7%** of ticket when sold
- Buyers pay **7%** of the ticket when sold

Ticket Price	Seller Pays (10%, Min $5)	Buyer Pays (10%, Min $5)	Platform Revenue (Total)	Seller Receives	Buyer Pays (Total)
$20	$5.00	$5.00	$10.00	$15.00	$25.00
$50	$5.00	$5.00	$10.00	$45.00	$55.00
$100	$10.00	$10.00	$20.00	$90.00	$110.00
$200	$20.00	$20.00	$40.00	$180.00	$220.00
$500	$50.00	$50.00	$100.00	$450.00	$550.00

Future Roadmap

Expansion Plan and Marketing Strategies

1 ## Apply For Grants

Amber Grant, Galaxy Grant, Ladies Who Launch (Database), National Pride Grant, Small Business Innovation Research (SBIR) Program

2 ## Administer User Surveys

To get continous feedback on ticket availability, ticket transfers, and user interface. Additional metrics can be feature usage and conversion rate analysis.

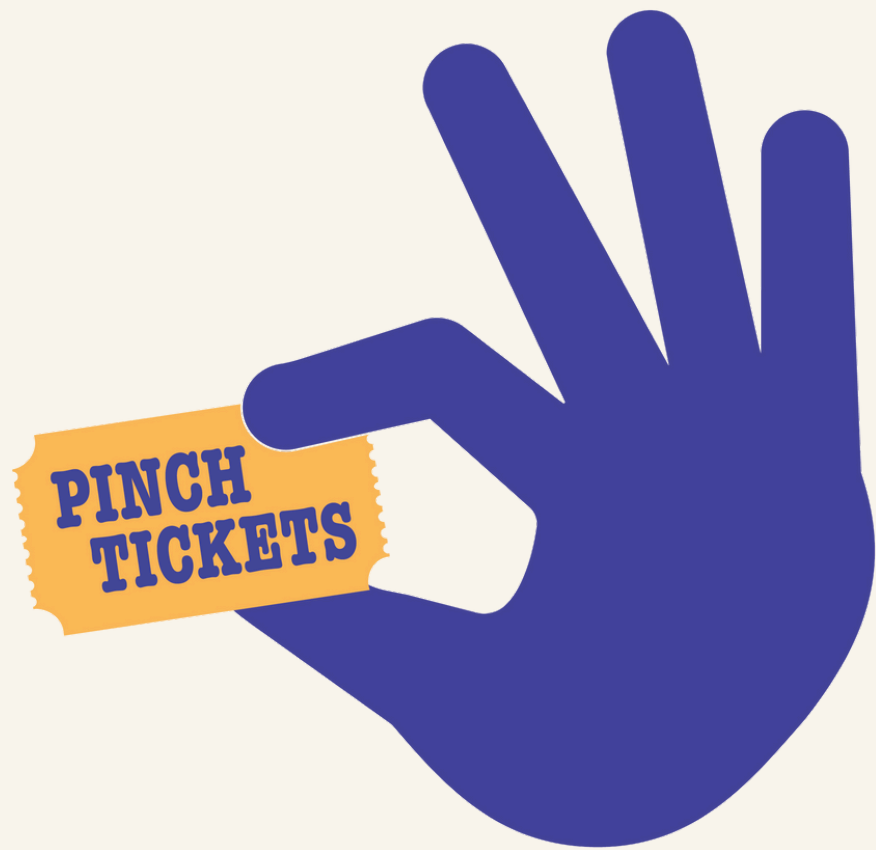**3** ## Hire App Developers and Customer Support

For managing app traffic and addressing customer needs.

4 ## Advertise to Other Colleges

To expand user base further into our target market.

The Team

PINCH TICKETS

Rachel Woo
Product Manager

Chelsea Camp
UX/UI Designer

Allison Kinzer
UX/UI Designer

Amelicha Trinidad Gonzalez
Product Marketer

Citations

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