

twice

**DISCOVERY / TICKETS
FOR GEN-Z**



**NOMINATED ARTIST
- JUST SIGNED UP**



**FIRST INDEPENDENT
PROMOTERS SIGNED
UP**



**BASIC WORKING
PROTOTYPE ON
APPSTORE**

EFFICIENT DISCOVERY IS THE KEY TO A 760 BILLION MARKET*

1



???? BILLION

**METaverse
MOMENTS**

10.7 BILLION

**REAL-WORLD
MOMENTS U.K.**

760 BILLION

**REAL-WORLD
MOMENTS*
WORLDWIDE**
(G20 COUNTRIES)

1.4 MILLION

**LONDON
ELECTRONIC MUSIC
AUDIENCE**

* measured in annual transactions, where each transaction is a real-life activity that needs to be discovered and can be promoted, eg. live-music ticket, eating out occasion, cinema ticket, outdoor recreation, etc. See Appendix A1 for sources

BUT IT'S TOO DIFFICULT TO FIND THE BUZZ FOR ANYWHERE

WE TALK ABOUT EVENTS ON SOME
PLATFORMS..



PROMOTERS' POSTS GET LOST IN
AN ALGORITHM

BUZZ GETS LOST IN FLEETING
EXCHANGES

LOCAL DISCOVERY IS POORLY
ORGANISED

THE AD-BASED MODEL IS
DESIGNED TO REWARD THE
DEEPEST POCKETS



**BUZZ FROM
CUSTOMERS**

..AND DISCOVER THEM ON DIFFERENT
PLATFORMS



SIMPLE LISTINGS FORMAT HAS
NOT CHANGED FOR DECADES

NO SOCIAL BUZZ TO HELP
LEARN ABOUT EVENTS; BEFORE
DURING AND AFTER

TICKETING IS OUT-DATED AND
PRONE TO TOUTING, INFLATED
RESALES



**BUZZ FROM
PROMOTERS**

WE NEED THE BUZZ



***CUSTOMERS
NEED IT***

TO DISCOVER EVENTS

**LEARN ABOUT EVENTS;
BEFORE, DURING AND AFTER**



***PROMOTERS
NEED IT***

**TO GET THEIR EVENTS
DISCOVERED!**

**LEARN FROM THEIR
CUSTOMERS**

GET NEW CUSTOMERS

twice

IS A UNIQUE SOCIAL PLATFORM

Users must **CHOOSE**
a **DAY** and a **PLACE**
to post inside

This organises all
the buzz into a daily
heatmap

Customers and
promoters can find
the buzz & each other



← WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY →



- World map has been split into almost 10trillion discrete grid squares, or places we can post inside. For EACH day.
- This is NOT simply putting messages on a map; this is organising messages by their **CONTEXTUAL** time and place



FEATURES

DISCOVER NEW PROMOTERS



LOCALISED DISCOVERY
FEED FOR EACH DAY

50%* PROMOTERS' POSTS
50% PUBLIC USERS' POSTS

PROMOTERS WILL GET SEEN
- WITHOUT PAYING!

INFORMATIVE VIDEOS, FROM
REAL PEOPLE

*TBD

EASILY FIND THE BUZZ

UNIQUE PLACE-TIME
MESSAGING

DAILY ACTIVITY HEATMAP
MEANS YOU NEVER MISS
WHAT'S GOING ON

FOR LONDON

MAR
7

GET THE
LOCAL
PULSE!

ADVANCED TICKETING

WORLD'S FIRST FULLY
CLOUD-BASED TICKET
SYSTEM

BEST FOR CONVENIENCE

IMPOSSIBLE TO
TOUT/SCALP*

INFLATED RESALES ARE
IMPOSSIBLE

*ALTHOUGH PLATFORMS LIKE 'DICE' CLAIM
TO PREVENT TOUTING, IT IS STILL POSSIBLE!

USER STORIES

JAY



the 'aficionado'

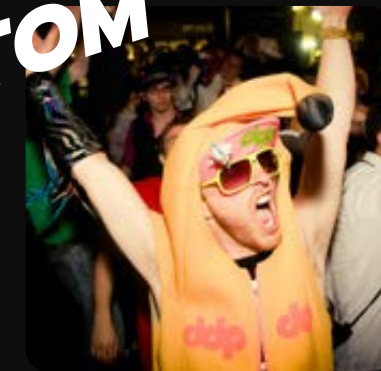
friends

CHLOE



the 'opportunist'

TOM



the 'party animal'

TUE

Puts in much groundwork to discover new music events



TUE

Buys and receives 2 tickets for a clubnight on FRIDAY



TUE

Shares this publicly at the venue on the map, for FRIDAY



SUN

Sees Tom's post and helps him out with the trackID



FRI

Dining with friends, sees from Jay's post that he is nearby on the map



FRI

Buys 4 tickets and goes to same gig straight from dinner



SAT

Posts photos and reminisces on a great night out, for FRIDAY



THU

Sees Jay's post and other buzz, which is sufficient proof that gig will be good



THU

Buys 6 tickets for FRIDAY and plans to take mates after some drinks



SUN

Browses through FRIDAY'S posts, asks about trackIDs for music that was played



MON

Buys tickets to another night based off this info



FRIDAY



Promoter Buzz, or actions taken from it



Customer Buzz, or actions taken from it

- ALL THE BUZZ IS TOGETHER IN THE SAME PLACE, REGARDLESS OF WHEN THE ACTIONS WERE MADE
- NO APP SWITCHING - ALL DONE WITHIN TWICE

NO OTHER PLATFORM FUNNELS THE BUZZ

INTO ONE PLACE LIKE THIS,
BRINGING PEOPLE CLOSER
TOGETHER AND REVOLUTIONISING
LOCAL DISCOVERY



STRONG EMPHASIS ON PRIVACY AND NO ADS

LEVELS THE PLAYING FIELD AND
TAKES THE POWER AWAY FROM
THE DEEPEST POCKETS.
HUGE ID-FUNCTION POTENTIAL

WE ARE DIFFERENT BECAUSE..

PLANNERS GET UNIQUE METRICS ON A POOL

OF PROMOTERS, SO CAN FINE-TUNE
THEIR TICKET SALES BASED ON A
PROMOTER'S PROFILE.



EMPOWERS THE INDIVIDUAL

TO EARN THROUGH THE PLATFORM,
WITH BETTER FUNCTIONS FOR
CALENDAR-DEPENDENT CONTENT.

AUTHENTIC AND PERSONAL

END OF 'FACELESS' EVENT PLATFORMS; GEN-Z DEMANDS PERSONAL CONNECTIONS WITH CONTENT-CREATORS



..AND WE EXPLOIT IMPORTANT TRENDS



REAL AND IMMERSIVE ENVIRONMENTS

GEN-Z HAS GROWN UP WITH ADVANCED AND INTUITIVE PLATFORMS. TWICE ADOPTS THE MOST RELEVANT ASPECTS.

WE MAKE MONEY ON EVERY TRANSACTION



FEE ON TICKET SALE

'SALES TAX', Z%
(fixed)

VENUE/ORGANISER
\$\$



SHARE OF PROMOTER FEE

'INCOME TAX', Y%
(fixed)

PROMOTER X%
(negotiated)

TWICE Y%
TWICE Z%



POTENTIAL FOR UNLIMITED VERTICALS

*as an innovative new discovery platform
with an emphasis on utility features*

META
VERSE

SUPER
APP



RESTAURANTS



FESTIVALS



EXHIBITIONS



CINEMA



OUTDOOR
RECREATION



TOPIC MAPS

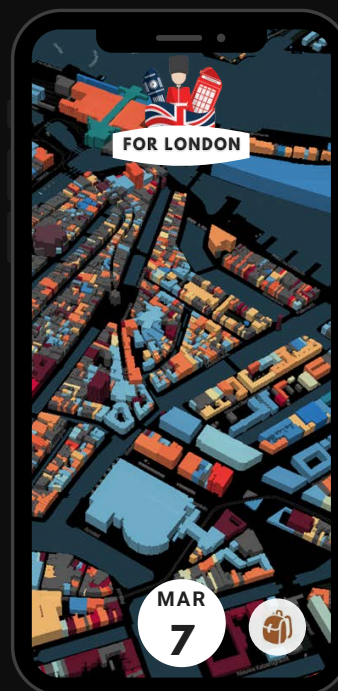
WE NEED £250K PRE-SEED



BOOTSTRAPPED

iOS app on AppStore
100% designed and built by Will Round

NOW



£250k PRE-SEED

Build small team for dev and marketing
Total product revamp with professional UI/UX design
Localised and custom feeds
Early stage ticketing system



15 MONTHS RUNWAY

£500-750k SEED

Full-blown ticketing system ready for commercial use
Expanded marketing budget
Ongoing platform improvements
Growth phase



WILL ROUND, founder

MEng Aeronautical Engineering
Former futures trader
Dedicated to solving problems!
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APPENDIX

A1. estimated real-world, monetisable moments

