

NFTs with utilities, both physical and digital. NFT ticketing, collectibles, memberships.

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TICKET SCALPING & FRAUD

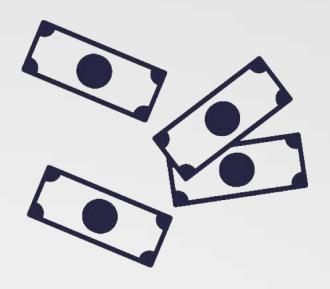
INFLATED SECONDARY MARKET PRICING

0 1 1 1
1 1 0 1
1 0 0 1

Ticket bots



High resale prices



Organizers lose revenue



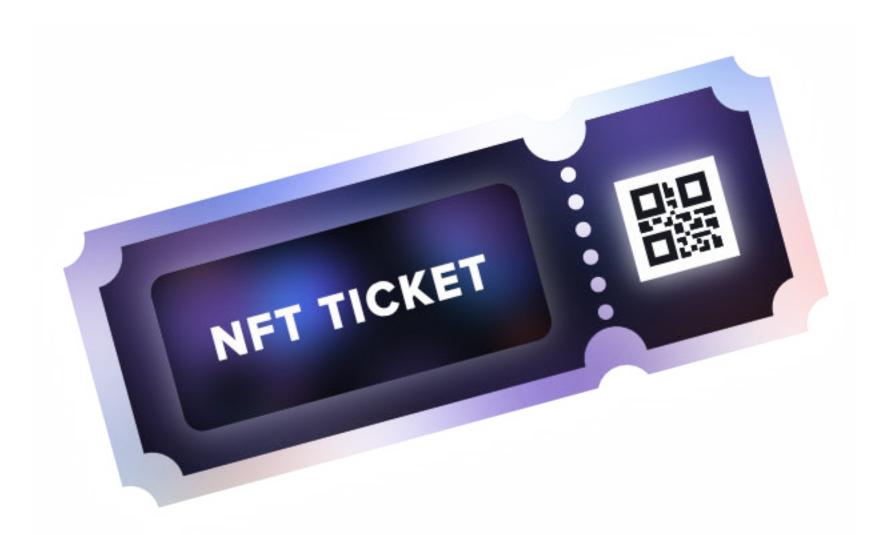
Fake or already scanned tickets





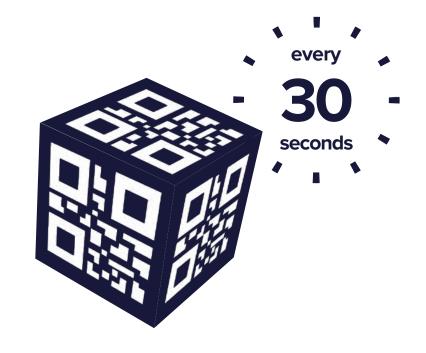
NEW FORM OF DIGITAL TICKET

NFT TICKETING



Ticket is a non-fungible token (NFT) with embedded business logic (organizer's rules governing entire lifecycle).

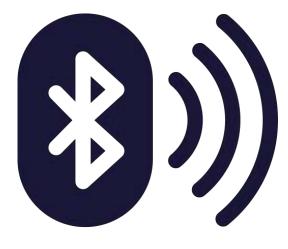
INNOVATIVE TICKET DELIVERY:



Dynamic QR code (currently)



Face Recognition (pilot in Dubai)



Bluetooth (future)



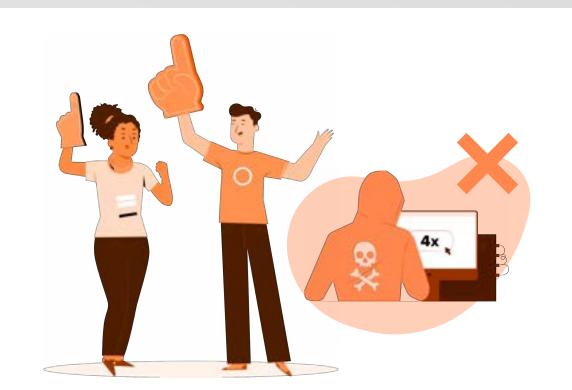
CONTROL & TRACKING OF TICKET RESALES AND TRANSFERS

SECONDARY MARKET CONTROL

Organizer resale management tools to set:

- Resale price ranges
- Resale commissions
- Max ticket sales per account









Unlock new secondary market revenue for organizers & performers

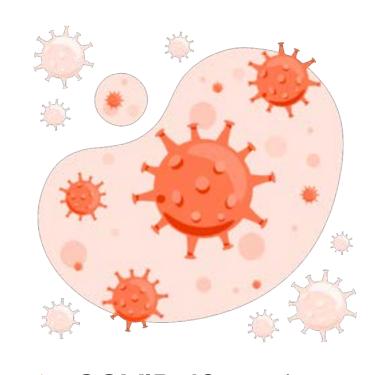
AUDIENCE INSIGHTS

Know who the attendee is, even if the ticket changes hands, or in case of a group purchase.





→ Targeted marketing

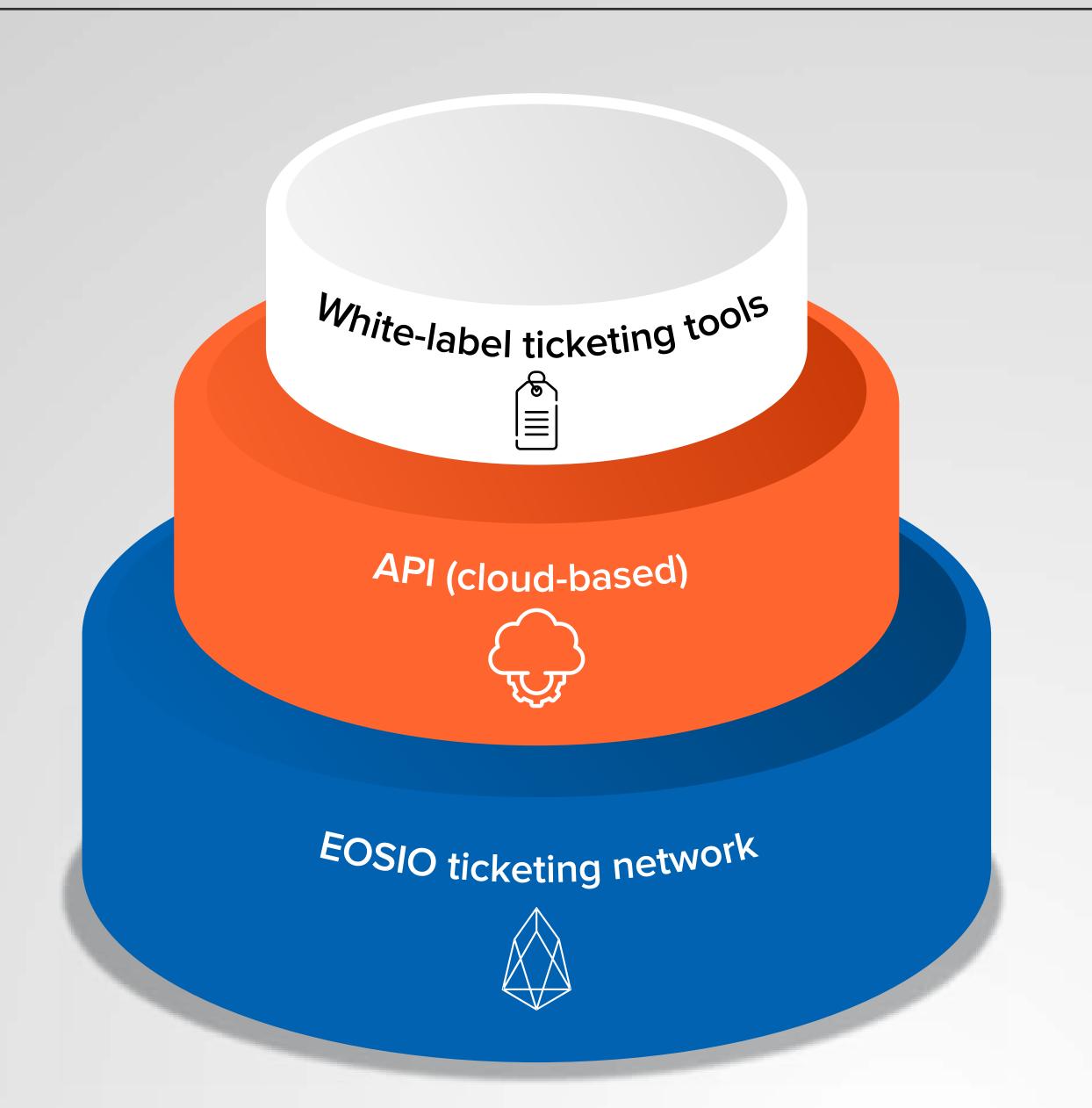


→ COVID-19 tracing



Compliance with regulations (combined with KYC)





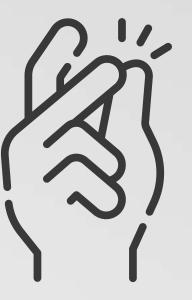


Event organizers & Ticketing companies

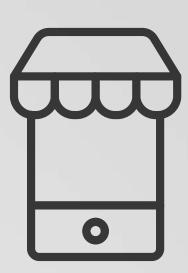


Under their own branding









Primary & secondary ticket marketplace

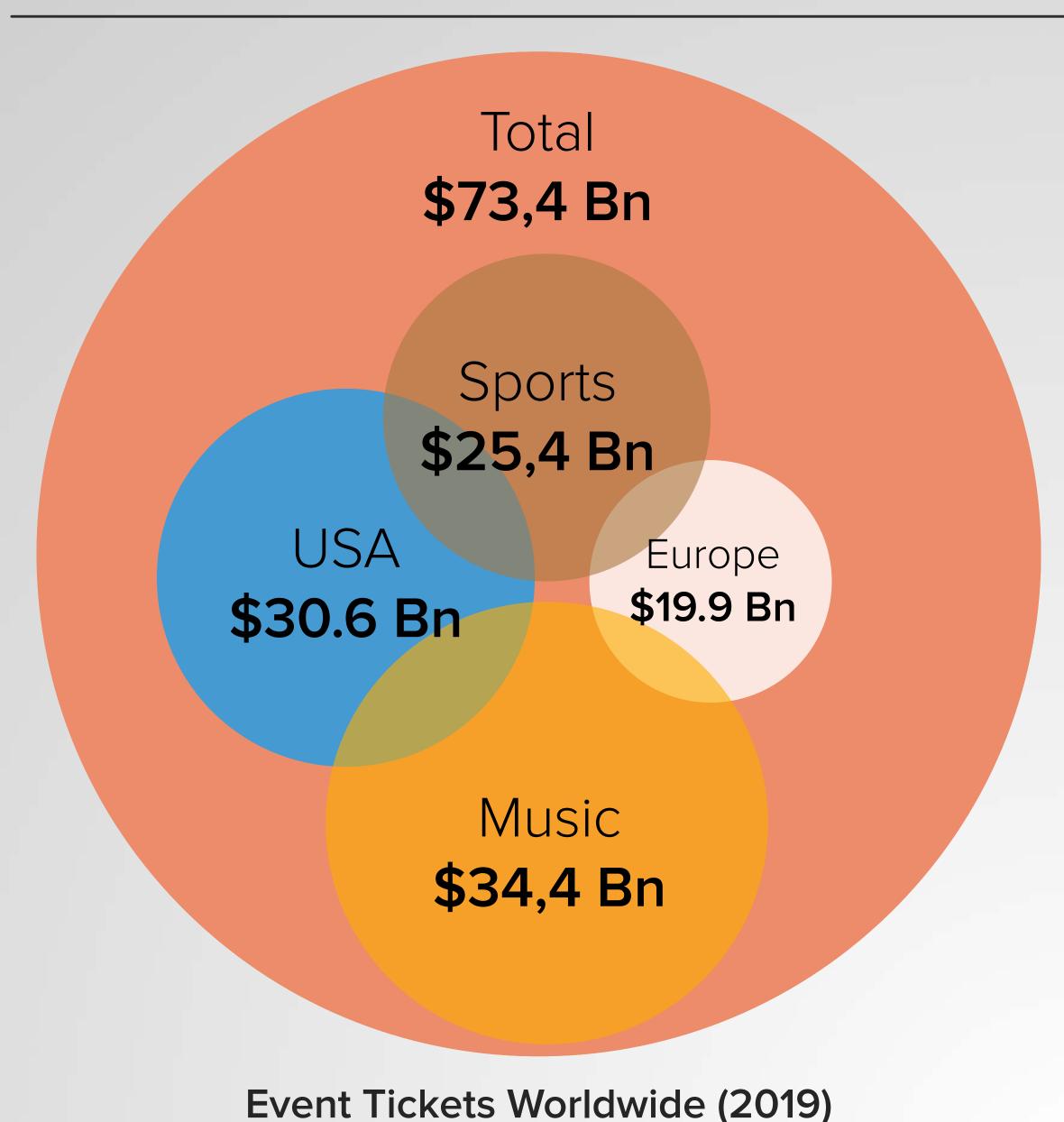


Ticket wallet



Organizer's dashboard





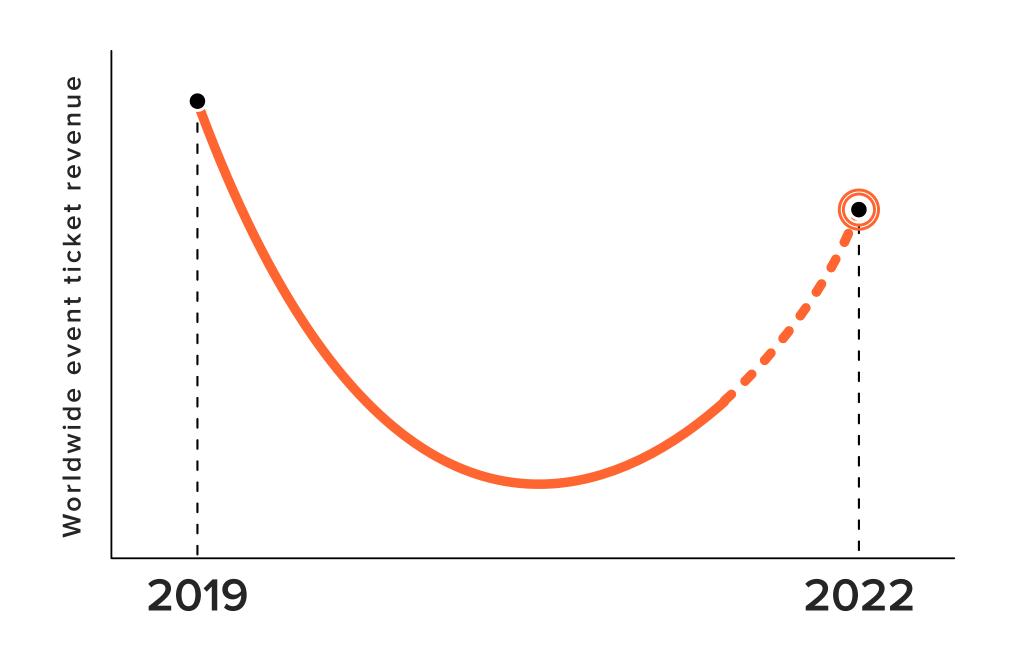
Total Available Market - Statista

New Revenue Stream for the organizers

\$15,2 Bn

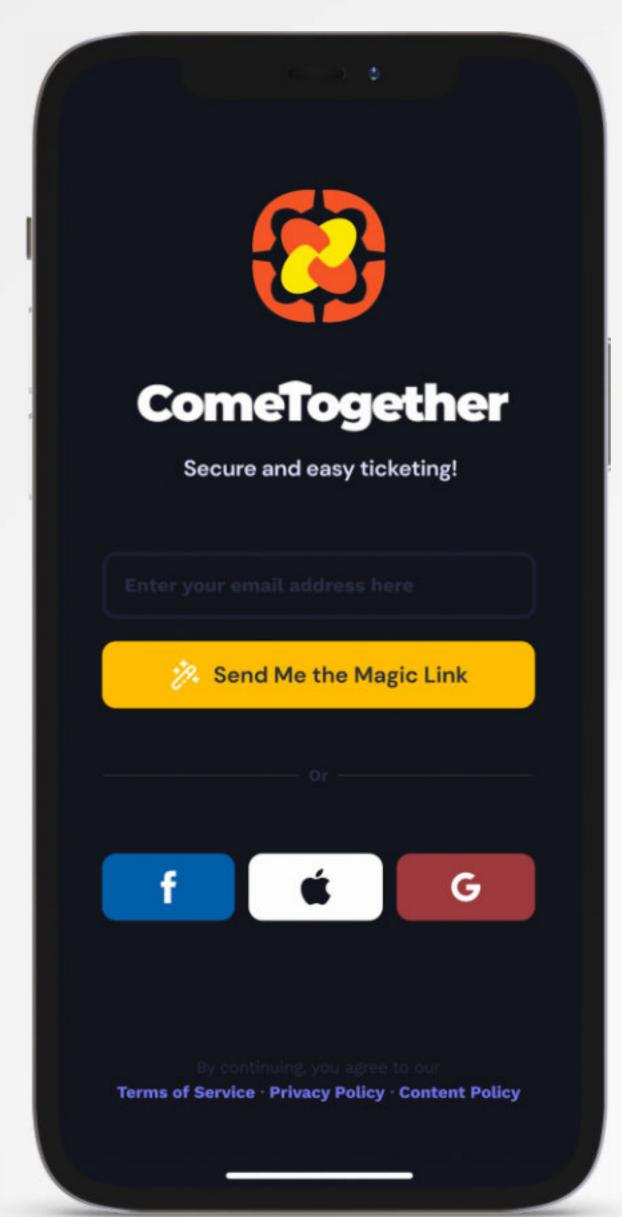
Secondary ticket resales (2019)

Serviceable Available Market - Forbes



2022 event tickets worldwide revenue is expected to reach 80% of that of 2019 (source Statista)





Beyond TicketingNFT Digital Collectibles

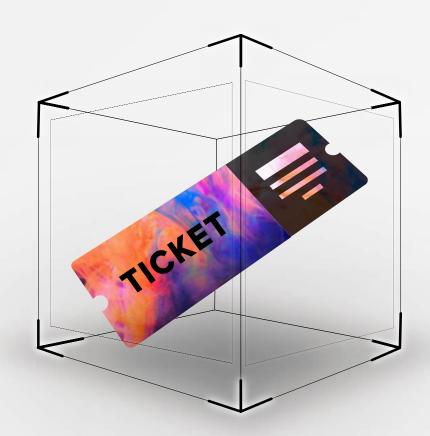
Watch the Demo







NFT TICKETS



WITH DIGITAL ART

AND DYNAMIC CONTENT

(score of a game, the setlist of a concert)

NFT COLLECTIBLES



VIDEO HIGHLIGHTS
of memories from
the event, like NBA
Topshots



FAN GENERATED
CONTENT
(Instagram Stories
from the event)



PLAYER OR
PERFORMER
COMMENTARY

NFT MEMBERSHIPS

For loyal fans (Music, Sports, Culture, Live events)



EXCLUSIVE CONTENT



UTILITY: access to exclusive live events or streams, discounts on merchandise, meet and greet, etc.



GAMIFICATION &
SHARE ON SOCIAL
MEDIA





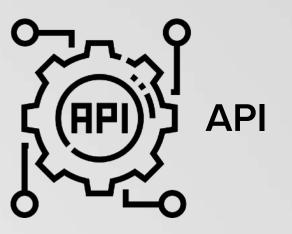


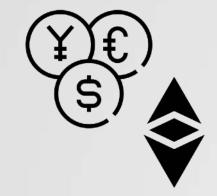






Creator's dashboard (set NFT offerings, price, resale rules, check analytics)

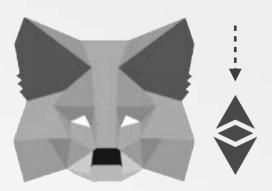




NFT transactions can take place in fiat (Euro, USD, etc) or crypto (ETH).



No gas fees for issuing, redeeming and exchanging NFTs within the app's marketplace (private EOSIO blockchain).



Users can connect their metamask and withdraw (mint) their NFTs on Ethereum (subject to gas fees), enabling interoperability with other NFT marketplaces.



Expand Withdraw NFT functionality to more public networks (eg. Solana, Avalanche, layer 2s)



Increase revenue for event organizers / NFT creators:



Further monetize their fan base, by upselling NFT collectibles for an extra charge.



Increase their sponsorship revenues, by adding sponsors to the NFT collectibles.

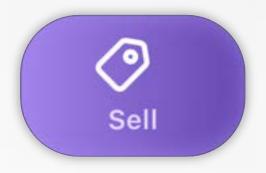


Royalties from every NFT resale. For event organizers - continued monetization even after the event is over.

Improve fan experience:



Ticket and other NFT collectibles on steroids vs boring plain qr code digital tickets.

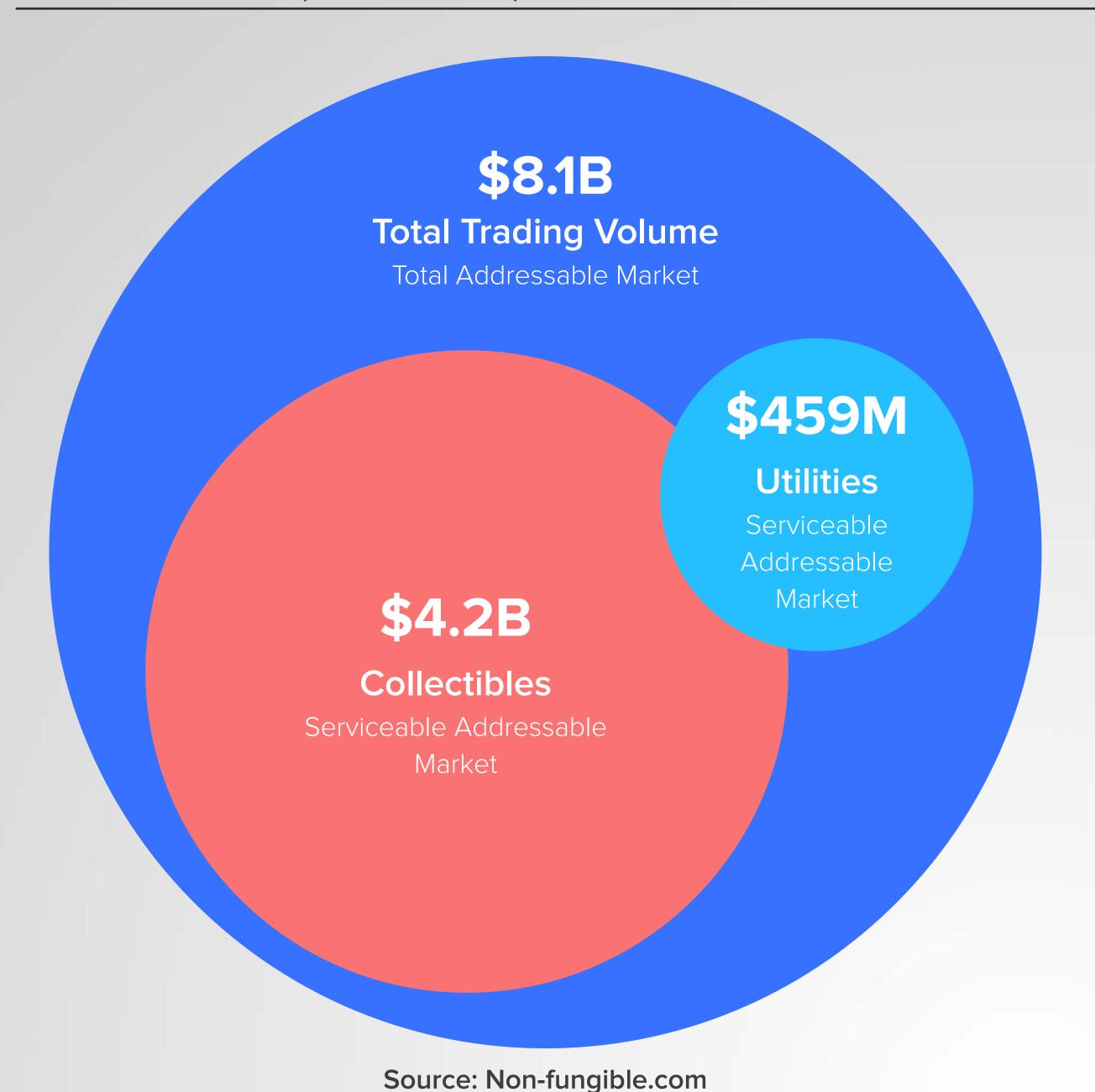


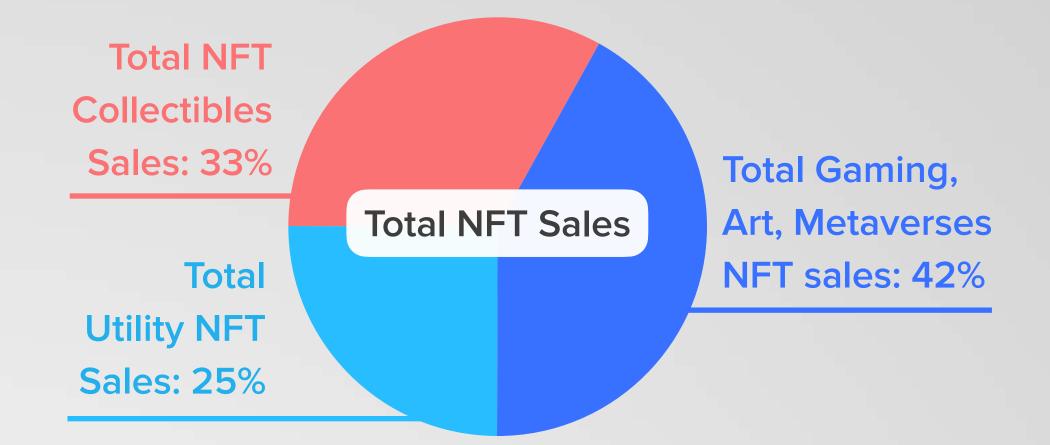
Monetize their event attendance and "fanship"/loyalty, by reselling their exclusive collectibles.



Personalised offers and/or rewards.







Utility NFT supply increased >41%

NFT utilities are a growing market for the year ahead.

The secondary market represents almost 80% of the total value in circulation.





Launched in October 2019

More than 150 live events so far, in Greece, UK & Spain.

Clients:



ActionΕστι

artists & events management



Hawk Greco

triple diamond artist (IFPI)





Unleash Your Energy

record label | music events



The Gathering

music festival



Synthetic

independent mobile party



Eightball

rock club and live stage



Otro Mundo

electronic music gathering



Solid Grace Music

record label | NFT agency



Business development partnerships:

Introduction to their customer base and networks

SportiveWays



















Acceleration:



March - June 2021. Under the thesis: Innovations for major international sports events in Qatar, such as the World Cup 2022. Introduction to the program's partners (eg. https://qatar2022.qa, https://qsl.qa).



The Visa Innovation Program is a fintech pilot-centered collaboration platform designed to help your startup scale, supercharge the value proposition and engage with Visa, its clients and partners.



HEMI is a business training programme that provides a framework for music business entrepreneurs to develop and create new projects, in collaboration with some of the top music industry experts in Europe.

Incubation:



Partners:

























Thought Leadership







Press





Industry Events











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€750,000

FUNDING SO FAR

€303,000

VC AND ANGEL INVESTMENTS

Tecs capital, Sportive Ways and 2 angels

€223,000

BOOTSTRAPPED

Blockchain development projects, founder investment, family & friends

€176,000

PUBLIC GRANTS

Block.IS, BlockStart, Blockchers, NGI explorers, Erasmus for young entrepreneurs, Elevate Greece

€48,000

ACCELERATORS

Qatar SportsTech, Visa Innovation Program