



S.E.T Protocol

**EventApe S.E.T Protocol - an Autonomous Interoperable
BlockChain system that aims to create transparent, secure and
efficient smart ticketing contracts
S.E.T. Protocol**

Analyse the key features of the S.E.T. Protocol

30/7/2020

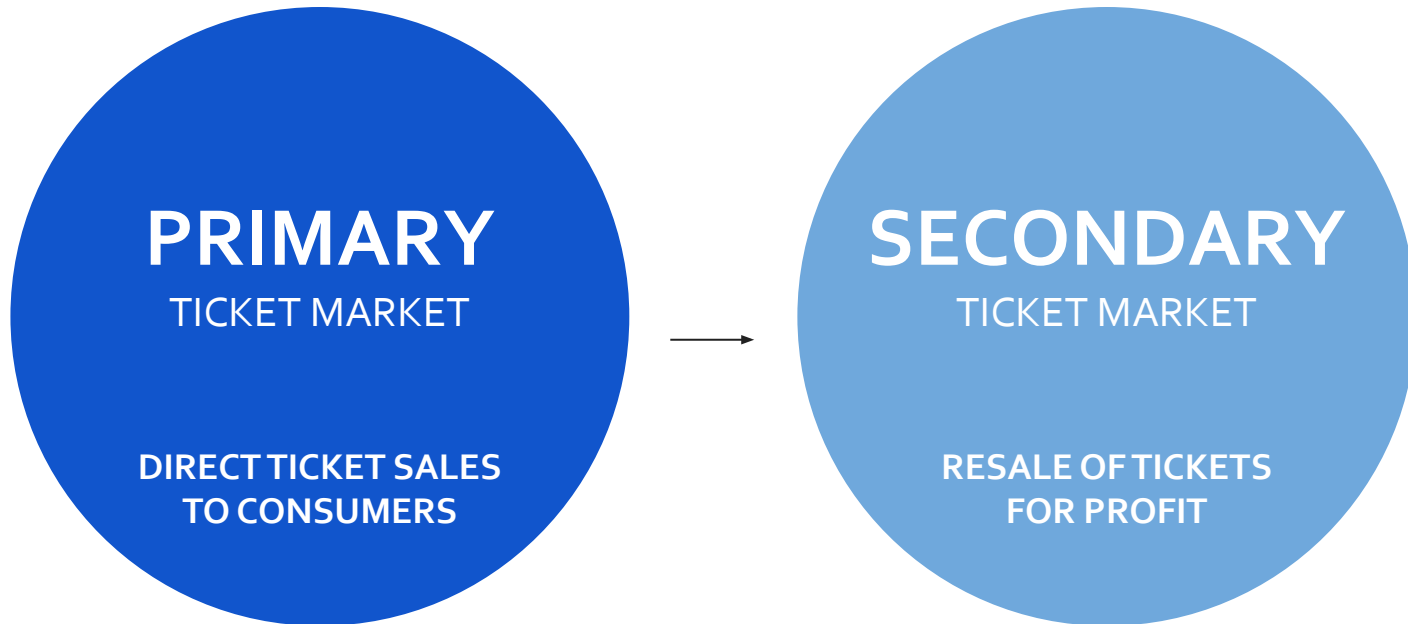
Nicosia, Cyprus

"The Project ENTERPRISES/0618/0019 is co-financed by the European Regional Development Fund and the Republic of Cyprus through the Research Promotion Foundation"

Basic Features of the SET Protocol

- Permanently regulate the complex global issue of scalping and secondary ticket market.
- Ensuring an easy, user-friendly experience for event attendees while guaranteeing fairer pricing and lower prices.
- Integrating all possible business-related aspects, to optimize time sequences and money for event organizers.

\$171BN GLOBAL MARKET SIZE
ESTIMATED IN 2021



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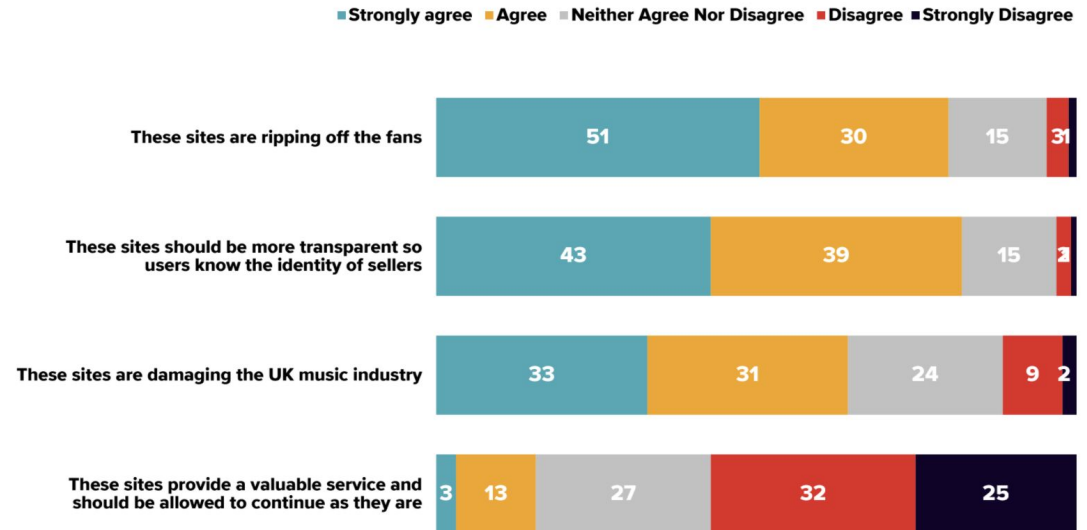
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Four fifths of UK consumers see secondary ticketing as a rip-off

80% of respondents agreed that the ‘big four’ secondary ticketing services – GetMeln, Seatwave, StubHub and Viagogo – are “ripping off the fans”, with just over half strongly agreeing with the statement.

The survey singled out the big four secondary ticketing services (Ticketmaster owns GetMeln and Seatwave, eBay owns StubHub and Viagogo is independent) as these are the main sites which allow sellers to list tickets at any price. Meanwhile, 64% agreed that the big four are “damaging the UK music industry”, while only 16% agreed that “they provide a valuable service and should be allowed to continue as they are”.

To what extent do you tend to agree or disagree with each of the following statements in relation to the “big four ticket resale sites”?



SOURCE: FANFAIR ALLIANCE REPORT: TICKED OFF: CONSUMER ATTITUDES TO SECONDARY TICKETING

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For Ticket Buyers / Event Attendees

- ✓ Get immediate access to the tickets of your favorite event via S.E.T. Protocol's website or mobile application.
- ✓ Get an equal opportunity to buy a ticket for an event with a limited number of tickets available – S.E.T. Protocol forbids the use of multiple devices simultaneously
- ✓ Secure & transparent payment transactions; cybercriminals can't link accounts to personal information, protecting buyers' identities.
- ✓ Fairer pricing, lower prices and discount deals as companies don't have to pay for third-party services; blockchain technology is cheaper than the alternatives.
- ✓ 100% guarantee that the ticket bought is genuine and not fake

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For Organizers

- ✓ Create, build and manage events and sell event tickets via a cloud-based blockchain ticketing platform.
- ✓ Full control of primary and secondary market ticket distribution.
- ✓ Eliminate fraud, know the identity of attendees and target buyers
- ✓ Track each ticket from the moment it's sold till the moment it's used for entry.
- ✓ Create rules for each ticket sold which include setting up passthrough percentages to the artists and promoters.
- ✓ Allow resale between ticket holders by setting up internal and external reselling rules.
- ✓ Prevent duplicate tickets from appearing.
- ✓ Get powerful and customized reports/analytics which can provide valuable insights, based on which the event planner can make critical decisions with regards to the event.
- ✓ Direct and Fast communication with event attendees using our email marketing and SMS campaigns tools

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Thank you



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