LIVE EVENTS
STAGING

EURO
entertainment

TICKETING

PR & MARKETING

ABOUT EURO ENTERTAINMENT

ABOUT COMPANY

Euro Entertainment GbmH (EEG) is a Swiss based event organizer and promoter and is the European arm of IBE (Ildar Bakeev Entertainment). It is organized in two business units: promoter's company and ticketing company. The first one carries out the full range of activities associated with event planning, preparation, staging and promotion. And the second one is responsible for all ticketing activities (distribution and sales).

Ildar Bakeev Entertainment was founded in 2003 by Ildar Bakeev, the creator of the largest ticket company in CIS - Kontramarka.ru which later became part of Eventim International. The main goal of the company was the organization of world-class shows for international pop, rock, jazz and classical artists, including those that other promoters hesitated to bring to CIS.

Over the course of the last 17 years, the group organized well over 150 events worldwide and sold tens of millions of tickets.
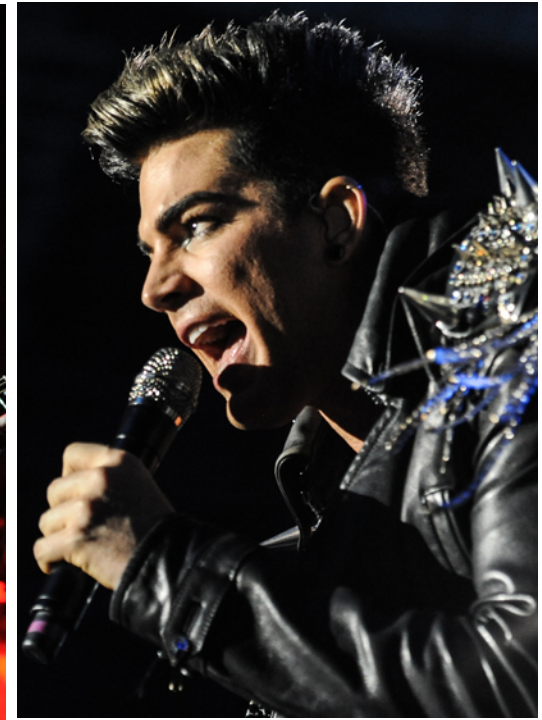
KEY AREAS OF EXPERTISE

★

STAGING AND PRODUCTION

Since 2003, EEG has staged more than 150 events of different levels of complexity in Europe and CIS.

★

PROMOTION

EEG uses a comprehensive approach to promoting artists and events, striving to provide the maximum reach of the target audiences.

★

TICKETING

EEG has an extensive experience in distributing tickets through its own ticketing company as well as through collaborating companies..

EVENTS HISTORY

We have huge experience in organizing mass events at the largest European venues. EEG has organized various concerts of world stars, classical and symphony concerts, as well as entertainment shows.

Below is a list of some of events we organized.

★ **STING**

Moscow, Olympic Arena, 2017

Moscow, Olympic Arena, 2012

Moscow, Olympic Arena, 2011

Moscow, Crocus City Hall, 2010

★ **QUEEN + ADAM LAMBERT**

Moscow, Olympic Arena, 2012

★ **MADONNA**

Moscow, Olympic Arena, 2012

★ **BRIAN MAY & KERRY ELLIS**

Moscow, Crocus City Hall, 2014

★ **MARILYN MANSON**

Moscow, Olympic Arena, 2005

★ **PATRICIA KAAS**

Moscow, Operetta Theatre 2012

Russian Tour 2013 (11 cities)

★ **NOTRE DAME DE PARIS LE CONCERT**

Moscow, Olympic Arena, 2010

★ **THE GODFATHER LIVE**

Moscow International House of Music, 2016, 2017, 2018

★ **TITANIC LIVE**

Moscow, Crocus City Hall, 2016

St. Petersburg, Oktyabrsky Hall, 2016

★ **NATIONAL ORCHESTRA OF FRANCE**

Conductor - Riccardo Muti

★ **ISRAEL PHILHARMONIC ORHECSTRA**

Conductor - Zubin Mehta 2019

★ **RADIO FRANCE PHILHARMONIC ORCHESTRA**

Conductor - Myung-Whun Chung

★ **ZHVANETSKY (Stand-up show)**

Moscow, various venues, 2003-2017

London, Shaftesbury Theatre, 2016-2017

Paris, Casino de Paris, 2016

★ **WALKING WITH DINOSAURS**

★ **SHANGHAI ACROBATIC SHOW «SWAN LAKE»**

★ **RIZOMA TIME ACROBATOC SHOW**

★ **THE EQUESTRIAN SHOW ORACLE**

AREAS OF ACTIVITY

AREAS OF ACTIVITY

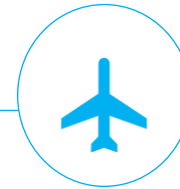Euro Entertainment operates in all areas of live events activities

BOOKING	VENUES	PRODUCTION	TRANSPORTATION

VISAS	HOTELS	CATERING	SECURITY

AREAS OF ACTIVITY

Euro Entertainment operates in all areas of live events activities

MARKETING	PR	AUDIO & VIDEO PRODUCTION	DESIGN
VIDEO RECORDING	TICKETING	INSURANCE	PAPERWORK
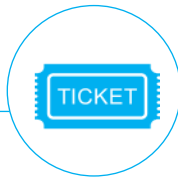
INTEGRATION OF BLOCKCHAIN

MAIN IDEA

The main idea of integration of Euro Entertainment with blockchain is to hold events with the participation of Western stars in Europe, Russia, the CIS using blockchain technology and tokens as a form of payments for the tickets and merchandize.

When using blockchain, the initial purchase is exactly the same as it is currently, with total freedom for the ticketing provider. Payment is also the same. The difference comes when the ticket is issued to the client.

	Sign up/in	Pay with credit card	Receive ticket or print e-ticket	Tickets are insecurely resold or transmitted	At the entrance ticket owner's name does not match with the holder's
BEFORE BLOCKCHAIN	REGISTER				
WITH BLOCKCHAIN	REGISTER				
	Sign up/in	Pay with credit card and provide information on one's wallet account	Receive a personal secure ticket key on your mobile wallet proving ticket ownership	Personal Secure Ticket Keys can be transmitted securely or resold on a regulated market	At the event entrance, display your ticket on your mobile wallet

MAIN IDEA

A client has to register their e-wallet. This simple registration process binds their phone to an e-wallet of the blockchain. The tickets are then seamlessly transferred to the blockchain.
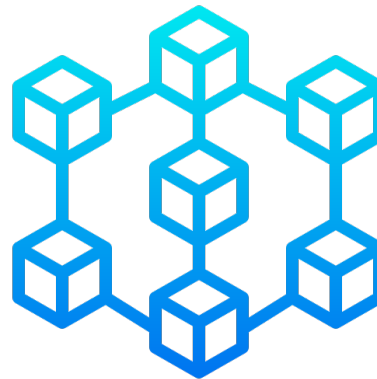
The e-wallet offers easy transfer and resale features, which are all governed securely by smart contract. This is much better than allowing the tickets to circulate printed on paper or as PDF files, beyond the control of the provider.

When the customer arrives at the event they use their smartphone and its e-wallet for passing the control.

The majority of customers, especially millennials, are already well versed in using their smartphones for transactions, and this is no different

There's no need to remember a physical ticket, and everyone already carries their smartphone everywhere. Blockchain does not change anything significant for the customer and they are totally unaware that there is an underlying blockchain.

But for the organizers, the benefits are great. With blockchain they can identify who holds a ticket, while also providing customers with the confidence that they can buy and resell valid tickets at a fair price.

The e-wallet offers easy transfer and resale features, which are all governed securely by smart contract.

NO MORE BARCODES

This 'ticket' is one hundred percent digital. The elimination of the barcode is the key to preventing customers from extracting the ticket out of the blockchain and then bypassing the security rules, auditability and traceability provided by the whole system.

MAIN IDEA

The lack of a barcode may cause venue operators concerns about access control. There are two ways to tackle this.

Blockchain aware access control

The venue can invest in reliable and fast 'blockchain aware' access control. These will directly interact with the e-wallet via Bluetooth or NFC (Near Field Communication) and check the validity of the ticket inside the blockchain.

The access control software integrates with the blockchain in a uniform and standard way regardless of which system originated the ticket, and regardless of whether the ticket was transferred or resold. The venue can manage this type of access control using either smartphones or tablets.

Two-step access control

If you already have barcode based access control software and several dozen existing turnstiles or mobile readers, it does not mean that you have to get rid of them.

The key advantage of the blockchain is that tickets cannot be counterfeited or copied.

There can be a «two-step access control» where the ticket is first extracted from the blockchain and materialized into a standard barcode, allowing use of the existing access control. This extra step can be smoothly added in the physical screening step, using very cheap devices. So you can enjoy all the advantages of blockchain tickets without incurring high setup costs.

«Activate» the blockchain ticket into a readable code

Use the code on legacy access control systems
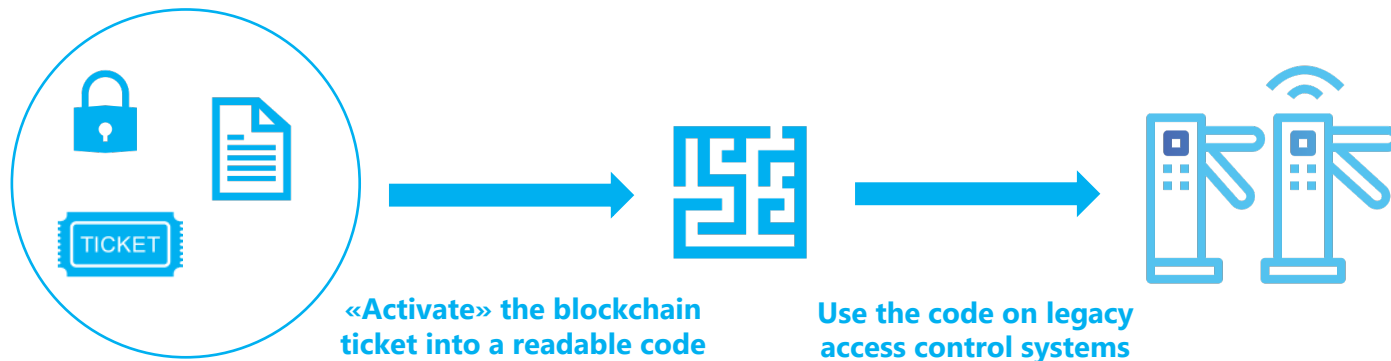
WHAT PROBLEMS CAN BLOCKCHAIN SOLVE

The black market problem

In 2015, there was a 55 percent rise in ticket fraud year-on-year, according to the City of London Police's National Fraud Intelligence Bureau and Get Safe Online. Fraud is creating a global loss of trust in the industry. It's not one or two organizations anymore, it's a worldwide problem.

Bots are the main drivers of fraud for highly sought after events. Bots disrupt the contact between event organizers and their final customers who are attending the events, thus breaking the relationship between the two, which is a real problem for the industry.

How blockchain can help

Thanks to a smart contract that is executed on any transfer of tickets, custom restrictions can be added during transfer.

For example:

- Set a maximum resale price
- Restrict transfers to a specific time period
- Prevent ticket resale but allow returns
- Comply with current and future government regulations e.g. tickets could be sold only to an e-wallet containing a passport number.

These restrictions will help regulate the market and will obviously reduce the ability of the black market to resell at uncontrolled prices.

Regulated marketplace

Rules for price ranges and exchange periods

Bots are the main drivers of fraud for highly sought after events.

WHAT PROBLEMS CAN BLOCKCHAIN SOLVE

Security problem

Given recent terrorist attacks, security is a top priority for operators of venues of any size, from 80,000 seater stadiums to smaller 2,000 standing venues. Customers expect that organizers will do bag checks on every person, but when tickets get resold and end up in the hands of a different person, this becomes a daunting task. Some venues are installing X-ray scanners or other types of physical screening, similar to airport security, which in turn takes away some of the enjoyment and ease of attending events.

How blockchain can help

Everything that happens in the blockchain is audited and impossible to modify afterwards. Therefore an event organizer will always know, at any time, which e-wallet owns a ticket. This means they can cancel the ticket or get in direct contact with the owner. It allows the application of KYC (Know Your Client) processes to identify and verify customers.

This technology can also be enhanced with secure or trusted e-wallets. In the UK, for example, YOTI lets you build a secure e-wallet bound to an individual's passport. If a ticket wallet is linked to this type of official wallet, and access control is augmented with some biometrics, you can then be one hundred percent sure of who is attending, helping to mitigate the security risks.

Enhanced Security

Transaction uniqueness and traceability

Everything that happens in the blockchain is audited and impossible to modify.

WHAT PROBLEMS CAN BLOCKCHAIN SOLVE

Customer trust problem

A big concern for those buying tickets is whether they have paid for a real one or a fake. Customers are being defrauded by fake ticket websites posing as legitimate authorized ticketing agents. This leads to massive disappointment, loss of money and increasing levels of mistrust of the ticketing industry.

Customers are also concerned with being able to resell their ticket safely and securely at a fair price, or to hand it over to a friend if they can't attend.

How blockchain can help

Blockchain enhances customer trust levels because they can be guaranteed they are buying a valid ticket and it puts a stop to duplicate sales.

If they want to switch the ticket to a friend, they can simply click on "send to a friend", add their identity details, and the data is updated in the blockchain when the recipient receives the tickets.

Greater User Trust

Certificate authority for origin, validity and price

All relationships between organizer and buyer are governed by smart contract, which excludes non-fulfillment of agreements by organizer and protects buyer.

USE CASE

NFT token

At the heart of the ticket will be non-fungible token (NFT) that allows to link this ticket to the blockchain.

NFT is a special type of cryptographic token which represents something unique; non-fungible tokens are thus not mutually interchangeable. This is in contrast to cryptocurrencies like bitcoin, and many network or utility tokens that are fungible in nature.

In such a direction as ticketing, each ticket must be unique and different from each other, since it contains different information about its owner (event location, time, seat). It is for this purpose that the NFT is used.

Examples of using

The most striking example of the use of NFT is CryptoKitties game.

The game users can breed NFT-cats and produce new NFT-cubs of varying degrees of rarity, which they keep or sell. In early September 2018, a two-week-old cat named Dragon was purchased for 600 ETH.

Another one well-known project using NFT is Decentraland.

This is an electronic world in which there is a limited number of land plots. Each land is an NFT token and can be traded through the embedded market at any time. The idea has no boundaries, any participant can build his own world, someone will model an exhibition of paintings in the Kremlin building, someone will open a seating yard in a moon-shaped building and etc.

CONCLUSIONS

KEY PROBLEMS WE ARE SOLVING BY USING BLOCKCHAIN IN TICKETING

★ Struggle against speculators and fraudsters on fake tickets and fraudulent sites

★ Creation of modern secure personalized access and control systems at the entrance of events

★ Organizing a civilized secondary ticket market

★ Development of protected and free copyright system

★ Selling merchandise for native tokens

★ Organizing a system for distributing charitable tickets for foundations and organizations

★ Creating a full virtual concert hall for holding global concerts stars in protected mode
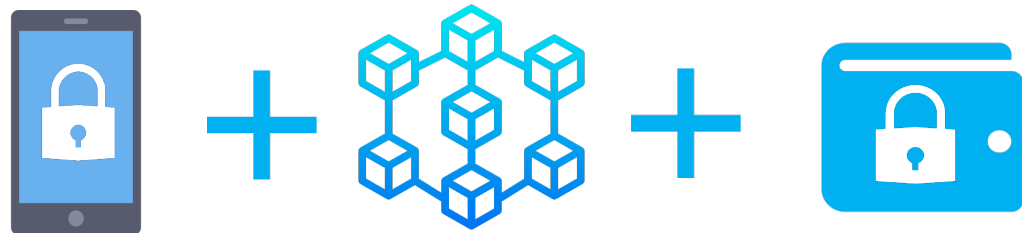
INTEGRATION WITH FREETON

Integration with ticketing system bakeevtickets using smart contracts, non-fungible tokens (NFT)

The first stage is the most important, as it makes it possible to radically change the entire entertainment market: concerts, performances, shows, exhibitions, movies, merchandise sales, etc.

Why

Tickets are very convenient digital commodity that sells very well online on mobile devices, which currently account for 80-95% of the tickets sold. We assume that the blockchain with NFT, in combination with KYC-measures that verify the identity of the user and the blockchain address, will quickly gain popularity among event organizers, artists and spectators.

The integration provides undeniable advantages: uniqueness of tickets, availability and ease of verification, impossibility of speculation, creating a civilized secondary market (currently amounting to $ 8-10 billion), increasing the profitability of show business, eliminating intermediaries, protecting tickets from counterfeiting and fraud, control and security of events, the ability to sell for digital currency FREETON crystal.

SECOND STAGE

Preparing and conducting events for ticket sales

Events with the stars of show business, theater, cinema, shows for the whole family, due to their popularity, uniqueness and mass character, will be the engine for the promotion of new technology.

Advertising of an event with a budget of hundreds of thousands of USD, a large PR company, digital marketing reaching millions of viewers, will be aimed at advertising the FREE TON technology, NFT and further on FREE TON Crystal.

From the experience of promoting in 2003 the latest technology for selling electronic tickets by Kontramarka.ru in Moscow for the concert of Elton John in the Kremlin, it increased ticket sales by an order of magnitude from hundreds of thousands to millions of USD.

New market

The two stages described above are aimed at creating a modern decentralized event market without intermediaries. This should lead to the creation of a market for global virtual events, allowing the creation of concerts, shows with fantastic plot, direction, and effects in a virtual hall for tens of millions of viewers from all countries where the Artist can communicate with any viewer, regardless of his location.

The sale of smart tickets for such events can amount to tens of millions of pieces in 1 hour, and the turnover can reach tens of billions of USD.

INTEGRATION DETAILS

FIRST STAGE – 10-12 WEEKS

★ Redesign for a global clients (halls, descriptions, separate repository, creation of smart contracts for tickets, merchandise, ordering flowers, ordering tables) – **4 weeks**

★ Integration with FREETON – **8 weeks**

★ Integration with a payment service to accepts Crystals and wallets that have Crystals – **2 weeks**

★ Integration with crypto currency broker (for example Bitcoinsuisse) – **4 weeks**

★ Event design – **1-2 weeks**

★ Budget – **50 000 TON Crystals**

SECOND STAGE – 8 MONTHS

★ Negotiations, signing contract – **3 months**

★ Budgeting – **2 weeks** (the financial model is currently under development)

★ Contracts with service providers (platform, production, advertising and etc.) – **4 months**

★ Marketing and advertising plan – **2-3 weeks**

★ Exhibition holding 16-20 weeks. Budget – **2 294 150 USD**

★ Total advertising budget: offline and digital –**191 250 USD**

★ Number of tickets **181 120** at an average price of **17 USD**

★ Required funds for the project **2 000 000 USD**

★ Duration of the second phase from March 2020 to October 2021

TEAM

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Managing Partner

★ **ILDAR BAKEEV**
Managing Partner

★ **TATYANA EGOROVA**
CFO

★ **OLEG KOBIZEV**
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