
BLĀST
Designed for music lovers, inspired by the underground and built on collaborations with artists and brands.
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Introduction

BLĀST is a mobile-first ticketing and RSVP solution with a simple, personalized purchase experience for exclusive events like secret shows, pop-up concerts, after-parties, VIP events, and release parties.

Unlike other products in the ticketing space, BLĀST delivers a culture-driven design aesthetic combined with innovative technology.

Our solution opens up new possibilities for event organizers to interact with their audience, increase event visibility, and boost ticket sales.

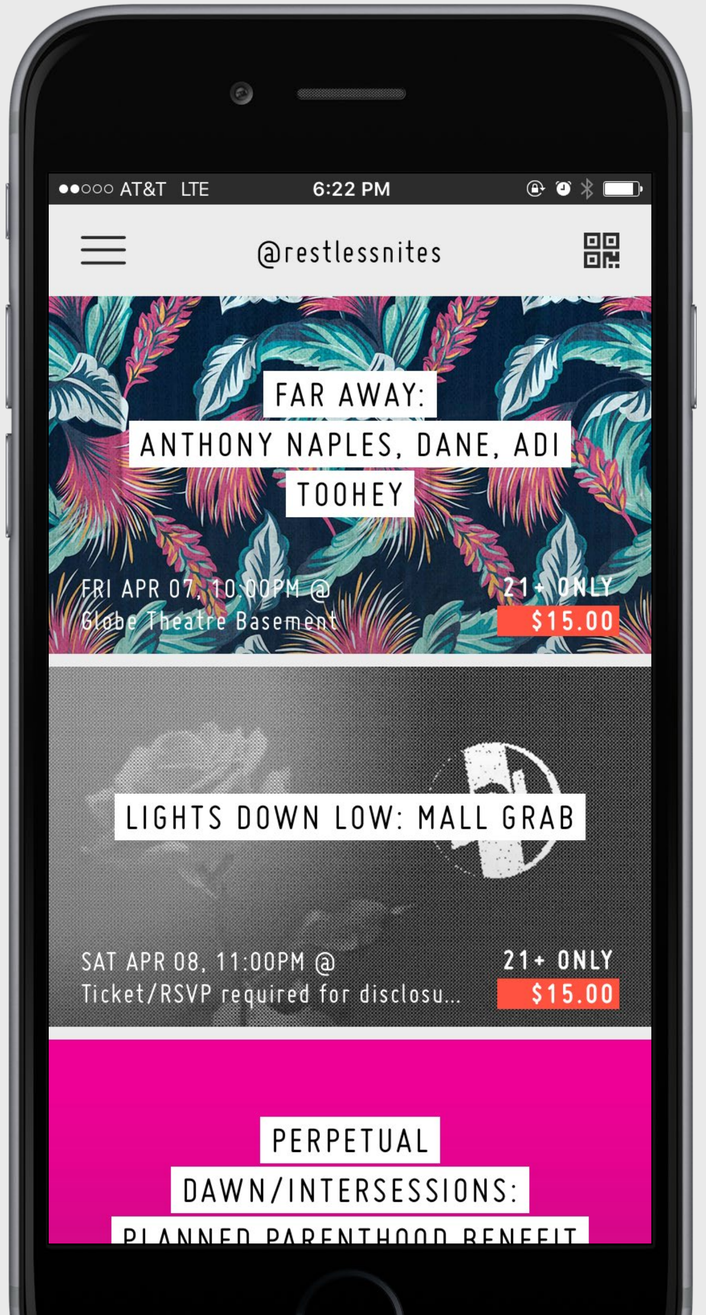
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Product Overview

With 81% of consumers on mobile phones, BLAST is built with the modern event attendee in mind, using a mobile-first approach across all major platforms (iOS, Android & Web).

Mobile App

Our mobile application features a clean and elegant interface that makes it easy for users to book tickets. With only 2 taps, a purchase is completed and a digital ticket is generated and stored within the app.

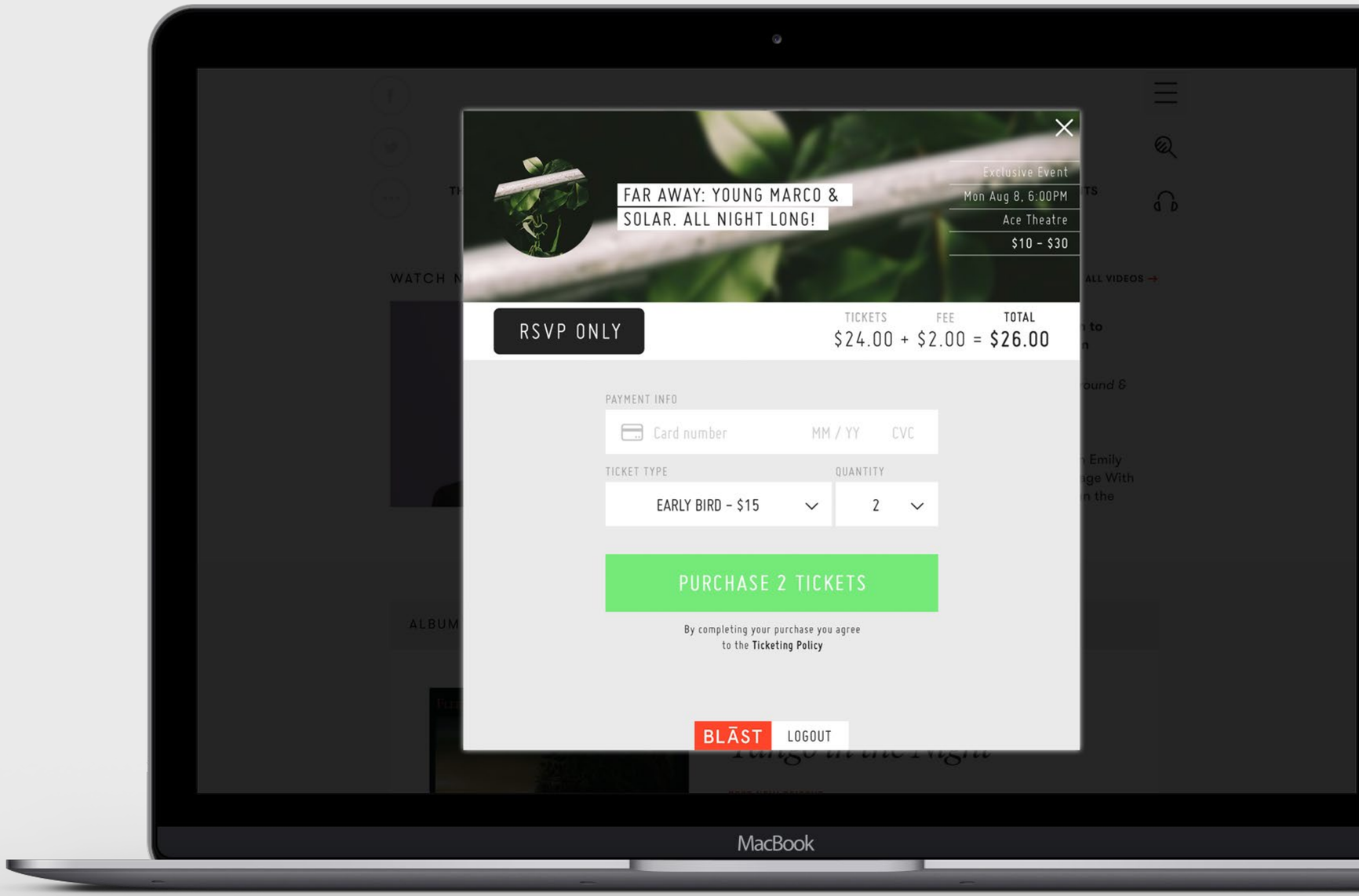


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Web Widget

Our Web Widget is a simplified version of the BLAST app that makes it easy to complete a purchase in a web browser.

Unlike other ticketing platforms, we don’t link users to a different site when it’s time to checkout. Instead, BLAST seamlessly integrates itself within the current domain as an overlay.



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Embed Everywhere

Similar to the FB Like Button, event organizers can simply embed a BLAST checkout button at any relevant location online (e.g. brand/artist website, influencer blog, etc.).

As a user clicks on the button, it will either fade in the web widget, or refer mobile users directly to the event on the BLAST app.

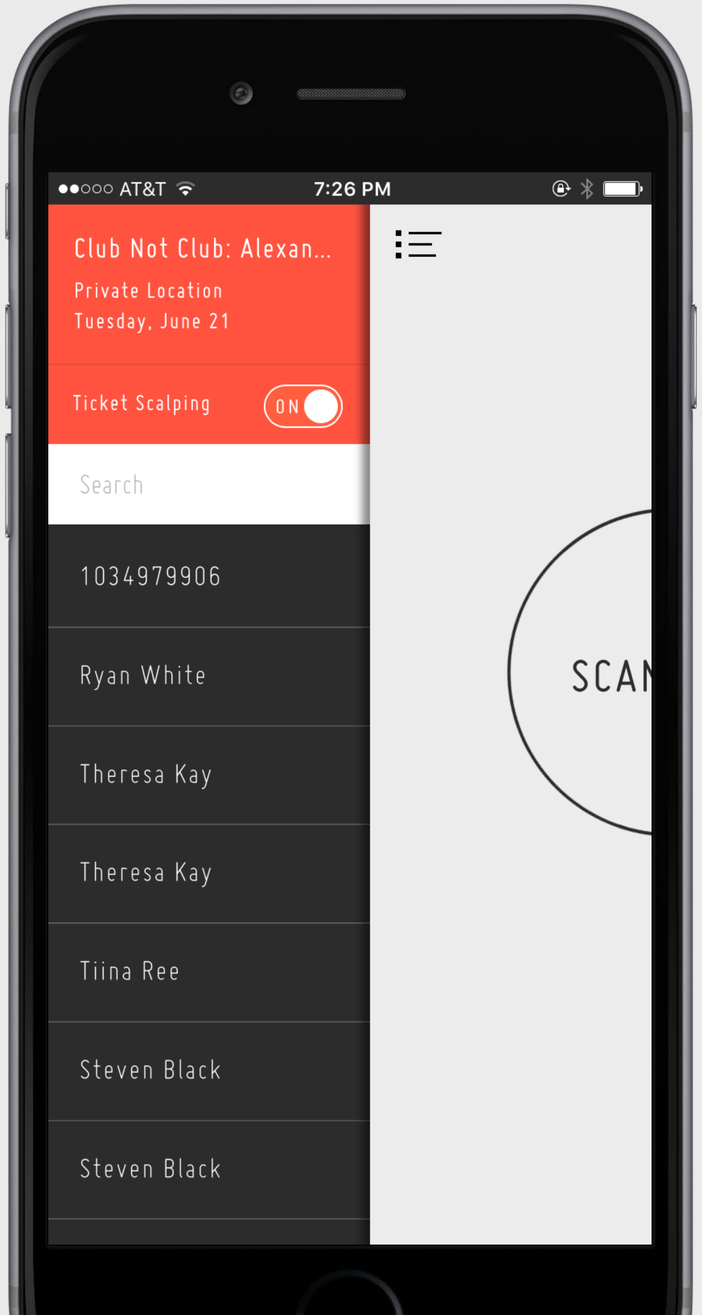


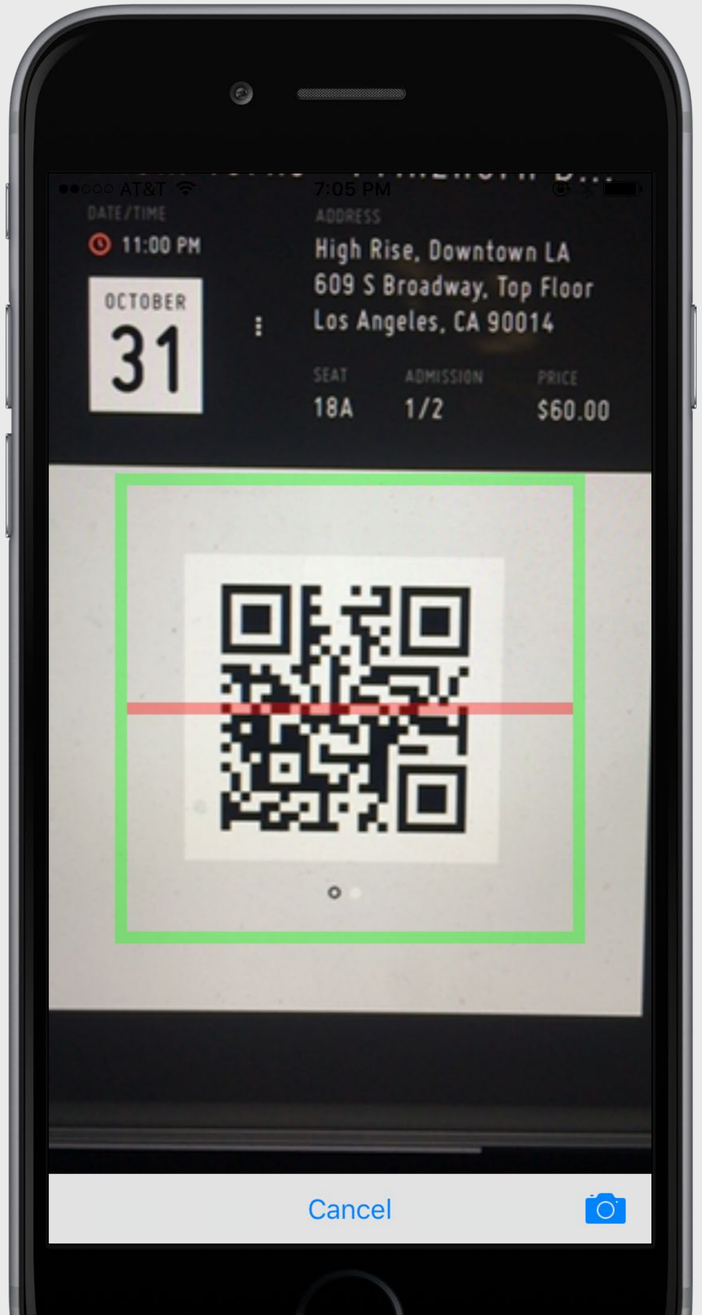
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Scanning App

The accompanying ticket scanning app makes it easy for anyone to validate tickets at the door, without the need for additional instructions.

It comes with an embedded digital guest list which auto-updates after each scan and accounts for manual validation, automatically syncing with our servers.







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Capabilities & Services

Instant Notifications

One of BLAST's core strengths is the ability to reach users instantly on their phones via push notifications. On average, about 70% of users subscribe to BLAST notifications, allowing us to notify thousands of people simultaneously about your exclusive event.

Push notifications can be utilized for:

- Location updates and disclosure
- Event updates (e.g. new artist announced)
- Personalized Direct Marketing
- Notify users about related events
- Last minute ticket deals, etc.

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Channels*

Similar to Slack, BLAST offers support for event organizers to create and manage their own brand channel on our platform.

This provides your events a dedicated space on the app, rather than being listed among irrelevant, competing content in a regular feed.

Event organizers have the ability to directly refer their audience to their channel, to which users can then subscribe to.

**The channel feature will be fully rolled out end of March / beginning of April.*

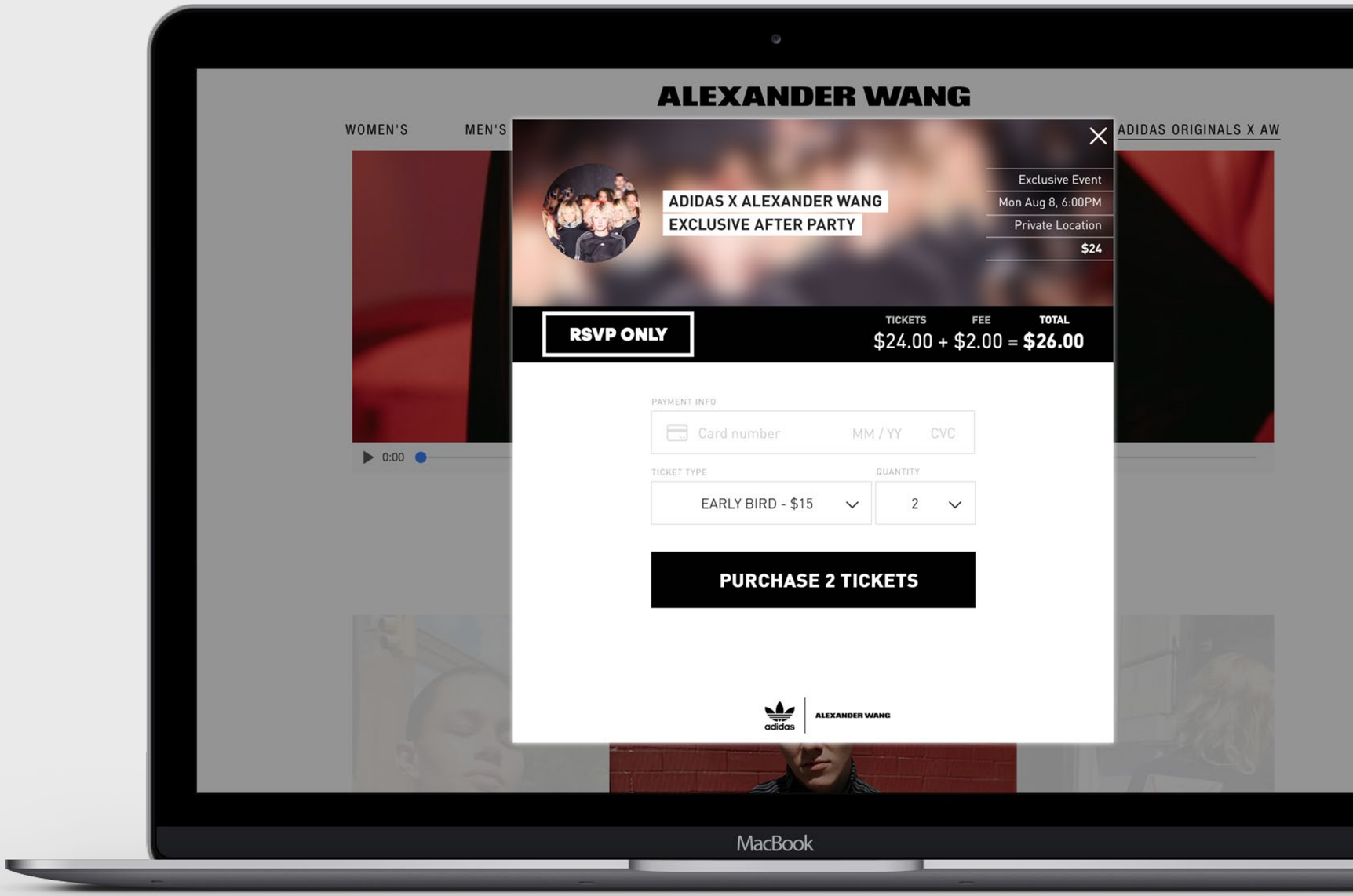


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White Labeling & Customization

Unlike other traditional, rigid platforms, we are happy to adapt to your needs. Where others see obstacles, we see opportunities.

Upon request, our design and technology team will work closely with your brand to specify and develop a fully-customized version of the web widget, or implement new ideas and features, specifically tailored to your use case.



BOOK · RSVP

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Sponsor integration & Detail Page

We give you the ability to integrate your logo alongside sponsors if so desired. Additionally, we reserve a customizable detail page for you to promote anything from branded content to additional event info to merchandise and more. We want you to have full freedom over what you want to communicate to your audience.

Event Versatility

Whether your event is a standard ticket event, invite-only (password), RSVP-only, private location, a combination of the above, or a unique affair altogether, we've got your back.

We are aware that each event is distinct and our technology scales at your convenience.

Insights

Our 360 solution enables us to compile insightful metrics that allow event organizers to incentivize any kind of promotional activations before, after, or during an event, including everything from giveaways to surprise backstage passes, or last-minute announcements of an afterparty.

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Case Study: War Dogs

Private Screening & Afterparties

In August 2016, CIVIC Entertainment Group — on behalf of Warner Brothers — organized a bicoastal private screening of the movie War Dogs at the Metrograph in NYC and Ace Theatre in DTLA, each followed by exclusive afterparties.

BLAST was utilized to handle RSVP's and VIP guestlists for these events, providing simple, paperless entry.

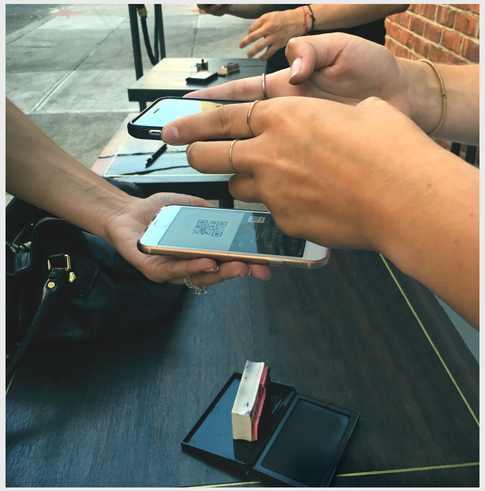












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Thank you

We look forward to the opportunity of working with you. Please feel free to reach out to us anytime, if you have any questions.

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