

# THE FAN ECONOMY PLATFORM



WHITE-LABELED UNDER YOUR BRAND · PATENT ZW26-001USP

**\$30B+**

U.S. LIVE MUSIC MARKET

**800M+**

ANNUAL EVENT ATTENDEES

**0**

WHITE-LABEL COMPETITORS

*Verified attendance. Real fan identity. Compounding commerce.*

PROBLEM

# Fan data is fragmented, siloed, and wasted.

Current tools: Instagram follows, barcode scanners, gut instinct. Nobody owns the fan relationship after the show.

64%

OF INDIE VENUES LOST MONEY IN 2024

The infrastructure billing them 6 to 8 platform fees earns regardless of whether the show makes money.

*NIVA State of Live, 2025*

\$0

EARNED BY ARTISTS ON THEIR OWN SHOW DATA

Resale, streaming, algorithmic targeting: all built on live event behavior. None of it flows back to artists.

*Token Events internal*

70%

PRIMARY TICKETING CONTROLLED BY ONE CO.

DOJ filed antitrust suit May 2024. Consent decree underway. The monopoly lock is being cut for the first time in 20 years.

*DOJ vs. Live Nation, 2024*

## THE SOLUTION

# Your brand. Our engine. Deployed in 90 days.

The complete revolution.fan stack, white-labeled under your domain, your brand, your contracts.

## WHAT LICENSEES RECEIVE

- Web app: custom domain, logo, color scheme
- Mobile app: iOS and Android under your brand
- Fan, Artist, and Venue management portals
- Fan loyalty token (\$FAN or custom symbol)
- Live streaming with paywall
- Fan data marketplace: 5-engine AI pipeline
- TypeScript SDK for your developer team
- Full REST API + Firebase Auth configuration

## DEPLOYED AS

DOMAIN	<b>fan.yourcompany.com</b>
BRAND	<b>Your logo, colors, name</b>
TOKEN	<b>YourToken or \$FAN</b>
DATA	<b>Your DB, your insights</b>
CONTRACTS	<b>Your vendor relationships</b>
TIMELINE	<b>~90 days to launch</b>

# Five-engine patent-protected fan data marketplace.

PATENT ZW26-001USP

## Attribute-Based Data Marketplace

Filed March 2026

01

### AI Classification Engine

Classifies fan behavior signals (attendance, purchases, streaming, engagement) into attribute profiles for every fan on the platform.

02

### Dynamic Pricing Engine

Real-time data pricing based on signal freshness, exclusivity, buyer context, and live marketplace demand.

03

### Entitlements + Query Engine

Permissioned data access: buyers query fan segments without ever seeing raw PII. GDPR-ready architecture, no PII exposure.

04

### Provisioned View Engine

Generates buyer-specific read-optimized data views. Bought data is provisioned as a snapshot: buyers own what they purchased.

05

### Live Subscription Maintenance

Keeps live subscriber lists fresh as fan behavior evolves. Push deltas, not full re-queries.

# Who this is built for.

Four verticals. All with the same problem: they have fans but no fan data infrastructure.

## REGIONAL PROMOTER CHAINS

*Regional affiliates, multi-venue independents*

They have the fans, events, and venues. What they lack is a real data layer. Every venue operates in isolation: no shared fan profiles across the portfolio.

## MINOR SPORTS LEAGUES

*MiLB, ECHL, G-League, regional franchises*

Fan loyalty is existential for minor leagues. White-label gives them first-party data ownership independent of their parent leagues.

## STREAMING & GENRE PLATFORMS

*Niche genre platforms, artist-direct streaming*

They have the audience. What they lack is monetization depth. The fan data marketplace gives them a revenue stream beyond subscriptions.

## EVENT TECH COMPANIES

*Box office platforms, venue management software*

They can resell revolution.fan as a white-label upgrade to their existing customer base. Strong channel partner opportunity.

PRICING

# Simple, scalable pricing. Annual contracts.

## STARTER

**\$5,000**

/ month

\$60K ACV

- Up to 50,000 MAU
- Web app: white-label domain
- Fan + Artist portals
- \$FAN loyalty system
- Basic analytics
- Email support

Annual contract · \$10K setup fee

## GROWTH

**\$15,000**

/ month

\$180K ACV

- Up to 250,000 MAU
- Web + Mobile apps
- All portals + data marketplace
- Custom token branding
- Live streaming + monetization
- Priority support + onboarding

Most popular · Annual contract · \$20K setup

## ENTERPRISE

**Custom**

\$360K+ ACV

- Unlimited MAU
- Full white-label stack
- Custom domain deployment
- Dedicated infrastructure
- SLA + dedicated CSM
- Custom integrations

Multi-year preferred

## THE STACK

# The complete stack. Delivered on day one.

FAN PORTAL	ARTIST PORTAL	VENUE PORTAL	INFRASTRUCTURE
Signal feed (ranked)	Signal composer	FANalytics dashboard	Next.js + Expo stack
Event discovery	Tour + booking	Sponsorship targeting	Flask API (89 endpoints)
\$FAN wallet	Direct fan commerce	NFE overlay	PostgreSQL + Redis
Ticket + NFE vault	Real-time earnings	Team management	Firebase Auth
Live stream viewer	Shoutout queue	Economic impact data	SKALE EVM: zero gas
Shoutouts, autographs	No label cut	Community revenue	Stripe Connect

## TIMING

# Four things that weren't true four years ago.

None of these were true four years ago. All of them are true today.

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01

ONGOING

**Live music economy is at all-time highs.**

Record-breaking attendance and spend post-COVID. Promoters are scaling fast and the digital infrastructure hasn't kept up.

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02

2024 DATA

**Gen-Z over-indexes on live, not streaming.**

Gen-Z attends live events 3x more than they stream. 63% attended a concert in 2024 (up from 41% in 2019). They want real identity, not follower counts.

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03

MAY 2024

**The DOJ is cutting the Ticketmaster lock.**

Antitrust consent decree underway. Mid-size venues are actively seeking alternatives to the extraction model for the first time in 20 years.

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04

ONGOING

**First-party data is the new imperative.**

Cookie deprecation, iOS tracking changes, and incoming privacy regulation mean brands must own their fan data. Our marketplace makes it monetizable.

*Demo available on request*

## COMPETITIVE MOAT

# Why they can't just build this.

	revolution.fan (White-Label)	Build In-House	Generic Platform
Fan data marketplace (patented)	✓ <b>Included</b>	18–36 months	✗ <b>Doesn't exist</b>
White-label branding + domain	✓ <b>Yes</b>	Build from scratch	✗ <b>Branded only</b>
Web3 / token loyalty	✓ <b>SKALE EVM</b>	2+ years	Partial
Live streaming + monetization	✓ <b>Mux wired</b>	12+ months	Fragmented
Time to launch	✓ <b>90 days</b>	24–36 months	3–6 months
3-year total cost	✓ <b>~\$500K</b>	\$3–8M+	\$800K–2M

# Land 3 anchor customers in Year 1.

Warm introductions, founder pricing, reference customer deals.

Q3 2026

## Productize

- Make SDK truly white-label (configurable baseUrl)
- Build live sandbox demo environment
- Finalize legal: MLA, DPA, AUP
- Produce vertical-specific one-pagers

Q4 2026

## Land Anchors

- Target: 2 regional promoter chains + 1 sports league
- Warm intros from TKN Events network
- Founder pricing: Starter rate locked 24 months
- Reference deal: discount for case study + referrals

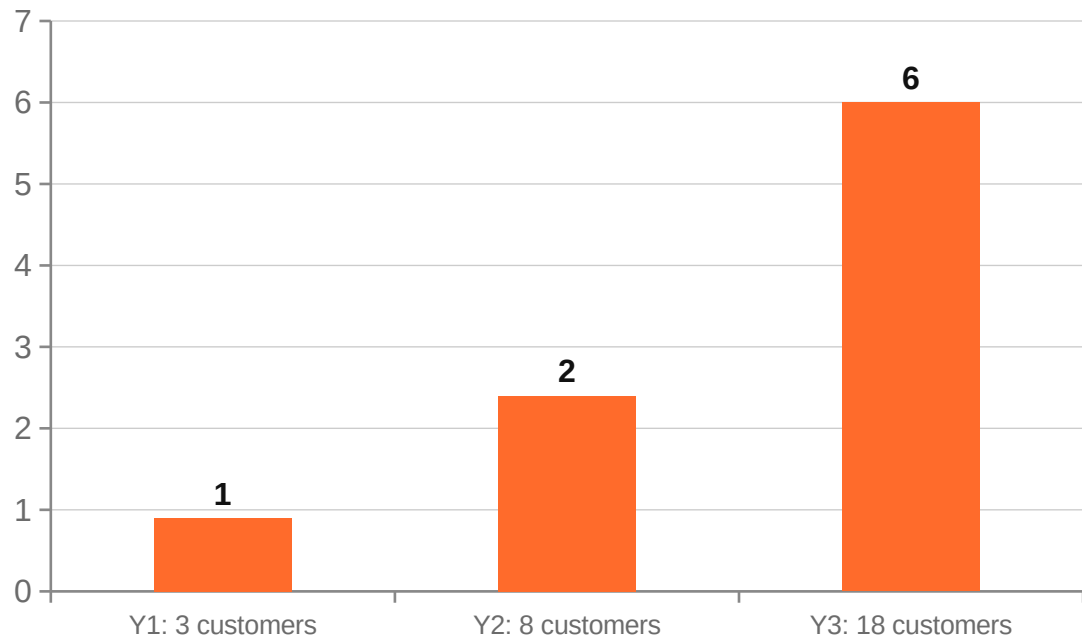
2027

## Scale

- Hire AE at \$4M ARR
- Launch channel partner program (event tech resellers)
- Add 2-5% marketplace transaction rev share
- Target: 8 customers, \$2.4M ARR

## REVENUE MODEL

# Platform licensing is a high-margin, recurring business.



Assumptions: Starter (\$60K ACV) + Growth (\$180K ACV) mix, 10% annual price growth year 3.

Licensing only. Excludes marketplace transaction rev share and setup fees.

	Year 1	Year 2	Year 3
Customers	3	8	18
Avg ACV	\$300K	\$300K	\$333K
ARR	\$0.9M	\$2.4M	\$6.0M
Gross Margin	~80%	~82%	~85%

# Built by event operators, for the event industry.

We built the platform we wished existed. We are Customer Zero.

PLATFORM	Live: api.revolution.fan + revolution-fan.vercel.app
PATENT	ZW26-001USP: Attribute-Based Data Marketplace
STACK	Next.js · Flask · Expo · SKALE EVM · Firebase
MARKETS	Chicago · Nashville · Appalachia · Bristol TN/VA
TESTS	187 automated tests, all passing
CONTACT	adam@tknevents.com

## WHY WE ARE QUALIFIED

- We operate real events. The platform is hardened against usage patterns that a custom build won't see until 12+ months in.
- Patent ZW26-001USP protects the five-engine pipeline. No competitor can replicate it without licensing or running into infringement exposure.
- SKALE EVM gas-free blockchain means zero transaction fees for fan loyalty. Unit economics no in-house build can match.
- We are Customer Zero. The problem we're solving is one we lived.

# Your brand. Our platform. 90 days to launch.

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## THREE WAYS TO GET STARTED

- 01 Request a live sandbox demo. See your brand on the platform in 30 minutes.
- 02 Review the SDK and API docs. Let your engineering team kick the tires.
- 03 Founder pricing conversation. Lock in Year 1 rate before we scale pricing.