



EXECUTIVE SUMMARY

The CrypTix team is intending to launch a user-friendly event management and ticketing platform to help event professionals all over the world increase guest attendance and create successful and unforgettable events. The CrypTix Blockchain Ticketing Platform (CBT) seeks to be the safest and most secure blockchain-based platform for selling fraud-proof, smart contract tickets for both B2B and B2C events. CrypTix and its Open API Infrastructure will help third-party event management and ticketing systems offer their users the benefits of purchasing tickets on CrypTix's platform.

Over the past 10 years, the event ticket marketplace has grown rapidly and made great progress at enabling consumers to instantly buy tickets online. But until now, ticket operators have been unable to solve many persistent issues affecting the event sale industry. In pioneering this new ticket sale model in the context of CBT, we will at long last make scalping, ticketing fees and frauds be eliminated forever. We will change how event planners, ticket buyers, and other ticket transactions procedures currently function in the process. Our revolutionary platform will be used to build and deliver the latest generation of fraud-proof event tickets.

These tickets will be executed through event smart contracts and purchased with CrypTix token, the CBT native token that ensures the secure execution of all operations. Event organizers will be able to create rules and limitations, track

ticket lifecycle events, and authorize refunds for buyers who resell their tickets on the secondary market. Finally, they'll be able to connect directly with the buyers of their tickets, thus providing full authority for buying and improving all sales.

Using Cryptix tokens to purchase tickets will ensure the security and the immediate execution of all transactions, including the permanent elimination of insane transaction fees, and “convenience fees.” By removing third-party operators who previously withheld payments for days or even weeks, event organizers will now suddenly experience instant, full payment. And ticket buyers will also see reduced costs that reflect the actual price of the event. Cryptix is already working on the development of a dedicated blockchain-based app: the CRYPTIX App. This application will be available on the web and mobile devices, enabling ticket buyers to interact with the CBT ecosystem. They will manage their ticket wallet, purchase tickets issued with CBT and resell them on the secondary market, and also store and use them at the event entry. Using the revolutionary blockchain foundation, we will also launch the innovative Cryptix Privacy Management Solution (PMS), compliant with each nation’s data and privacy regulations. Event organizers will be able to access event attendee personal data through the CBT platform and renew the personal data management authorization using Cryptix tokens as a form of incentive to ticket buyers. They will be able to access their personal data anytime, gaining benefit from the increased transparency and security provided by the CBT architecture. Our passion, professionalism, and certainty in the fundamental role of new blockchain applications will foster the project success in the years ahead.

DEFINITIONS

CRYPTIX: the existing, all-in-one event management system, enabling event organizers to configure events, send email messages, create registration pages, generate name badges, and many more functionalities.

CBT: the new decentralized blockchain-based platform, enabling organizations to sell fraud-proof tickets online and generate smart contracts to regulate ticket rules. **CBTKTS (CRYPTIX BLOCKCHAIN TICKETS):** the evolution of event tickets, generated within the blockchain environment through the CBT Platform and regulated by smart contracts.

CRYPTIX TOKEN: the internal digital currency for the CBT platform, which ensures the execution of all operations.

PMS: our Privacy Management Solution, the innovative solution to keep a trust-less audit trail for data interactions and manage access to user data.

ABOUT CRYPTIX

CrypTix is a new cloud-based event management system that will help event planners throughout the world in order to organize effective and fruitful events, Work more efficiently and effectively, and maximize returns on investment when managing events. The company was incorporated in March 2022 in Charlotte North Carolina, by Garrett Ford. CrypTix will offer a robust Web and Mobile Enterprise Cloud Platform sold as Software as a Service (SaaS) to manage the registration process for B2B and B2C events. The bold goal of starting this journey is to create a fully integrated, user-friendly platform what would enable event professionals to simplify all guest management complexities before, during and

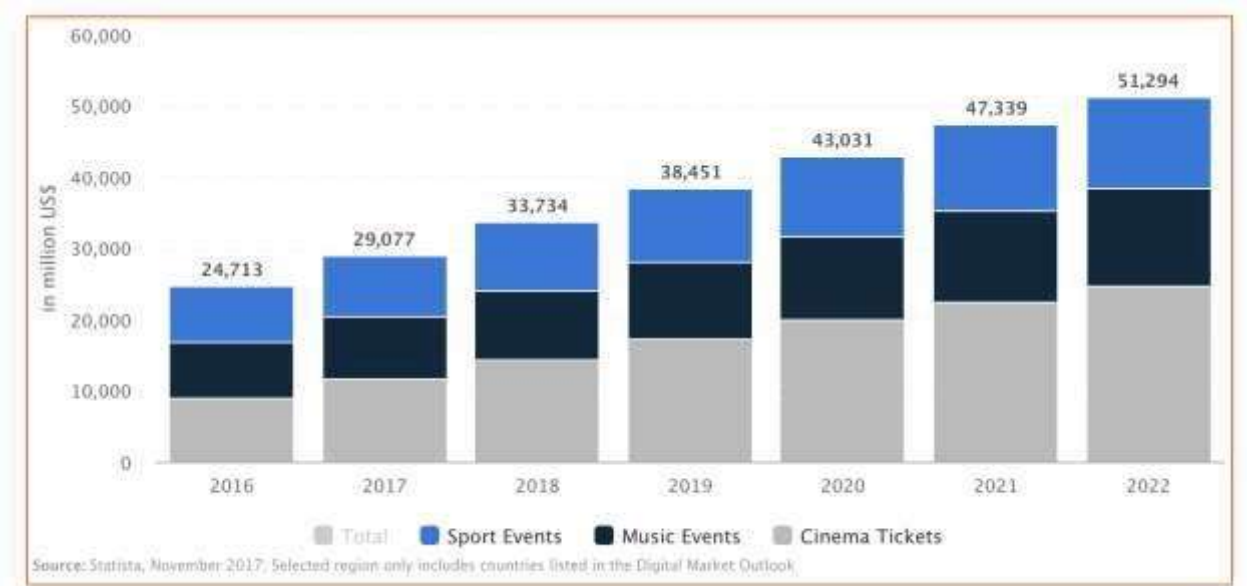
after any kind of event. The first online ticketing platforms (e.g. Ticketmaster, Eventbrite, etc.) reinvented the way consumers could buy tickets for events. But event organizers around the world were still managing events and registration with traditional tools (e.g. Excel spreadsheet, one by one email invitations, RSVP forms via pdf files, and paper lists to handle the check-in stage at the venues). CrypTix decided to create intuitive guest registration and attendance tools that would redefine the entire workflow of guest management.

Organizers can:

- Manage private and public events
- Manage the event's communication process by creating personalized email messages such as invitations, reminders, confirmations, save the date and many other types of messages
- Build beautiful and customized online event pages to collect guests' details, preferences, and registrations (via online customized forms)
- Use CrypTix's on-site printing technology to provide guests with customized name badges in different paper formats before or during the event
- Handle the check-in stage at the event with a dedicated app (iOS/Android) to scan QR/Barcode and search guests
- Manage post-event activities such as follow-up campaigns, "thank you" messages, surveys, analytics, reports, and much more.

EVENT TICKETING MARKET OVERVIEW

In the last 10 years, the event ticketing industry has grown enormously, accumulating over \$30 billion worth of transactions in 2017, with a forecasted increase of more than 76% in the period from 2018-2022.



These numbers refer to a variety of different types of events: sports, concerts, conferences, as well as business and charity events. Event planners all over the world rely on ticketing systems to organize their events, promote them, and sell tickets. The market acknowledges two kinds of ticketing platforms:

- Systems to promote events and sell tickets
- Event Management Systems (EMS) to manage the entire event workflow (manage registrations, send invitation messages as well as confirmations, reminders and post event follow-ups, create event ticketing websites, sell tickets online and on-site check-in). All these systems enable consumers to effortlessly buy tickets online, from anywhere in the world, using any desktop or mobile device.

CBT: A SOLUTION TO MANY OF THE INDUSTRY'S KEY ISSUES

• PRIMARY AND SECONDARY EVENT TICKET MARKET

In the primary event ticket market, event organizers define and control the initial ticket price, and tickets are sold through online ticketing platforms such as TicketMaster, Eventbrite, StubHub, and much more. In secondary market, tickets purchased on the primary market are resold with no control on both price and authenticity. Despite its unquestionable growth and expansion, the global ticket industry has failed to solve many crucial issues particularly related to the secondary event ticket market. Some of the common problems that CBT intends to solve:

- Fake tickets
- Speculation & Scalping
- Lack of transparency
- Tickets transaction fees
- Reputation issues

EVENT TICKET INDUSTRY MAIN ISSUES

▪ FAKE TICKETS

Counterfeit tickets are one of the biggest issues in the secondary market. Current technologies are unable to validate tickets authenticity, which is a problem for both event organizers and also buyers who want to use or resell their own tickets.

▪ SPECULATION & SCALPING

Scalpers significantly drive up the cost of tickets by purchasing large volumes, inflating the price, and then reselling them on the secondary market. This practice hurts both the event organizers and the ticket buyers: ticket buyers cannot afford

tickets due to the insane markup applied to the original pricing, while event organizers lose a significant percentage of their targeted audience and potential revenue from merchandise, long term loyalty, etc.

With the implementation of our blockchain technology:

- The CBT platform enables the event organizer to issue smart contract tickets, which cannot be counterfeited or sold to multiple customers.
- Proof of ownership can be verified through the blockchain, and ticket holders can prove the ownership of their tickets without revealing any information besides the fact the ticket is theirs.
- Tickets can maintain data in the form of smart contract code. Therefore, if a ticket is resold, the original ticket information is still embedded in the framework.
- To make matters worse, the majority of ticketing platforms provide full or partial refunds of unused tickets. This allows scalpers to pocket the profit from the secondary market without significant risk, while event organizers lose income and profit.

Our blockchain technology enables event organizers to:

- Decide whether tickets can be resold on the secondary market and set the maximum markup value.
- Add variants to the tickets and enable group ticket sale in both the primary and the secondary market.
- Augment tickets with smart contracts that manage the entire distribution chain and workflow.

▪ LACK OF TRANSPARENCY

The current technology is not able to provide high levels of transparency when managing tickets sale and transactions, especially in the secondary market. Indeed, when buyers resell their tickets, the event organizer loses track of that operation since eventual markups on the original ticket price cannot be determined, and the new ticket owner is unknown.

With the implementation of our blockchain technology:

- The transparency of all transactions and the ticket proof of ownership is ensured by smart contracts.
- Event organizers and all players involved have a full control of the ticket lifecycle and a secure access to all ticket operations.

▪ TRANSACTION FEES

Transaction fees unnecessarily eat into event profits, so organizers often add a “convenience fee” to recoup those costs and further increase the price for buyers. Furthermore, payment processors usually delay deposits into the organizers bank account for 2-5 days. Sometimes payment is even delayed until after the event, which prevents organizers from covering the costs of the event with the profit from ticket sales.

With the implementation of our blockchain technology:

- Inconvenient Transaction fees are eliminated, forever.
- Buyers can purchase tickets using Cryptix tokens and other supported cryptocurrencies.
- CBT will enable event organizer to transfer payments collected to their bank account instantly.

- **REPUTATION ISSUES**

The CBT platform will create a trust system that prevents fraudulent activity and allows ticket buyers to identify ticket operators with a bad reputation. Through blockchain technology and the execution of smart contracts, the CBT platform will create a built in reputation-based system to ensure the quality of events created and managed through the system.

With the implementation of our blockchain technology:

- The CBT platform will verify the identity of event planners, promoters, and other players involved in the ticketing sale process. They will be subjected to the Know Your Customer process (KYC) eliminating any risks of fraud.
- When a fake event is created on the system, CBT will notify the ticket buyer and shut the event down, ensuring the exclusion of the event from the platform and an automatic refund.

CURRENT PLAYERS CANNOT OFFER A CONCRETE SOLUTION

Many players are currently leading the event ticketing industry with their centralized platforms:

- **Ticketmaster**

Considered the main ticket sale platform, Ticketmaster enables event organizers to create and promote tickets for event. Organizers control the event while Ticketmaster sell the tickets acting as an agent.

- **Eventbrite**

Eventbrite is an online ticketing platform providing an event management platform to manage registrations and on-site check-in. With over 2 million events hosted every year, Eventbrite has recently become one of the most adopted ticketing platforms for conferences, seminars, business and charity events, and concerts.

- **Cvent**

Cvent is the most complete B2B event management platform providing event organizers with different solutions to manage registrations, travels, attendances, on-site registrations, and sell tickets online. Cvent is currently the most popular solution for large size corporations around the world.

- **StubHub**

Originally founded as a small platform to buy and sell tickets, the system owned by Ebay is now one of the largest ticketing platform operating in the secondary event sale market.

All leading companies have not been able to address the key problems affecting the event sales industry. The CBT platform, using blockchain technology and smart contracts, will provide solutions to these issues and enable secure and transparent peer-to-peer ticket transactions.

SOLUTIONS & PRODUCTS THE CBT PLATFORM (CrypTix Blockchain Ticketing Platform)

- **PLATFORM OVERVIEW**

Over the past ten years, new technologies and innovative internet applications have produced a profound impact on the global ticketing market. Cloud-based

event management systems and online ticketing solutions have rapidly changed the event sales industry. The experience and success gained in building one of the most flexible and powerful event management platform available on the market, led us to the idea of using blockchain technology for ticket sale, validation, and management. The CBT Platform will be a secure, efficient, decentralized platform that provides event organizers, corporations and third-party ticketing systems with solutions to the biggest challenges currently affecting the event ticketing industry. Our blockchain-based technology eliminates the limitations of existing centralized platforms, including counterfeit tickets, transaction fraud, and vulnerability to malicious attacks and single points of failure. Event organizers can use the CBT Platform in two ways:

- In a natively integrated mode with CrypTix to experience an all-in-one tool to manage the whole event workflow and the ticket lifecycle.
- Using our Open API Infrastructure to connect their current ticketing system with CBT.

Tickets will be configured on the third-party platform, but executed, validated and sold through the CrypTix Smart Contracts. Ticket buyers will use a high performing and user-friendly solution that will enable them to check and verify that the ticket purchased has been executed, validated, and secured in their wallet with no risk of fraud. We will implement a new generation of event tickets, called CBTKTS, which is a type of Non-Fungible Token (NFT) based on blockchain technology and regulated by event smart contracts. We firmly believe that the broad adaptability and high flexibility of the CBT platform are the key elements for predictable scalability and growth.

All operations within the CBT Ecosystem are executed with its internal virtual currency, the CrypTix token, which will be used to set up the event's smart

contracts and handle all the transactions. The transaction volume of CrypTix tokens will increase as a result of three key factors: the establishment of a stable customer base, the increase in events managed through the CBT platform, and the growth in the number of ticket transactions.

THE CRYPTIX BLOCKCHAIN TICKETING PLATFORM

The CrypTix Blockchain Ticketing Platform is the blockchain component that governs and controls the whole system. The CrypTix Open API Infrastructure is the key element of the new platform, representing the gateway to the advanced blockchain features. The CRYPTIX Open API will interface the standard functionalities provided by the CrypTix Platform with the advanced capabilities originated by smart contracts. Event organizers will continue using CrypTix to manage private and public events, communication towards guests, and post-event activities, but ticket sales and management will be powered and controlled by the advanced features of the breakthrough built-in blockchain infrastructure. Tickets will be created using smart contracts and managed by event planners independently through their Ethereum wallet. Ticket buyers will be able to purchase CBTKTS directly with their wallet using CRYPTIX tokens. This innovative configuration represents a unique example in the event management history. Event organizers will finally be able to transparently interact directly with ticket buyers without intermediaries. At the same time, third-party ticketing systems will be able to integrate with the CrypTix Open API in order to connect their platforms to CBT. They will be able to use CBT to manage and track ticket sales, run CrypTix Smart Contracts, and use the CRYPTIX Wallet with CRYPTIX. This will eliminate costs related to expensive installation or complex configurations.

CRYPTIX TICKETS: THE EVOLUTION OF TICKETS

The explosive growth of internet ecommerce and the ubiquity of smartphones, have made online electronic tickets (printed PDF or Bar/QR Codes on a phone) preferable over paper tickets. Digital tickets have provided strong benefits:

- Reduction in box office lines
- Instant, global purchasing of online tickets
- Easy storage and retrieval of tickets from the cloud on any device.

In this contest, CrypTix Blockchain Tickets (CBTKTS) will represent a further evolution of digital tickets. Tickets will be transformed into a secure digital asset, using blockchain and smart contracts controlled by the organizers, becoming the new standard for the event ticketing industry. Each CBTKT is unique and can be managed using rules and restrictions previously defined, in total transparency for all platform's users. Also, each CBTKT will be a Non-Fungible Token (NFT) on the Ethereum Blockchain: it can be managed and distributed to the CBT Ecosystem users' wallets according to predefined rules. Purchased CBTKTS will be securely stored in the CRYPTIX Digital Wallet, which will also enable buyers to resell and return the ticket. Ticket validation is ensured by CRYPTIX Smart Contracts, which allow event organizers to monitor the entire ticket sale lifecycle (from issuance through redemption), and the transparency of all operations. Also, with the adoption of the CBT Blockchain Technology, event organizers will be able to regulate ticket payments, fees, commissions and any other form of exchange and resale.

TOKEN IMPLEMENTATION

Blockchain technology is ideal for event ticket sale because it eliminates any form of unauthorized and unverified human activities in the ticket sales processes. The CBT Platform is the digital environment where all operations will be executed through its cryptocurrency: the CryptTix Token. Although end-users can pay with fiat currencies or other cryptocurrencies, the CBT Platform will foster the utilization of CryptTix tokens. All significant ticketing benefits (such as discounts, early bird, priority seating, etc.) will be available only for consumers using CRYPTIX.

CRYPTIX Tokens can be used for:

- Ticket purchase, resale, return or exchange.
- Payments to cover the event expenses such as vendors, sponsors, etc.
- Purchase CryptTix products and other services related to the event (i.e., event app, event insurance, etc.).
- Profit distribution among all players involved (event organizers, promoters, ticketing systems, etc).

THE CRYPTIX APP

The CryptTix App is a graphical user interface which allows ticket owners to interact with the CBT Ecosystem. It is a client application for web and mobile devices, and a server application able to manage data storage and interactions with the blockchain. The CryptTix App can handle:

- Ticket Wallet management, using Open API
- Ticket purchase
- Ticket storage

- Ticket exchange and transfer
- Ticket resale rules set by the event organizer
- Communication with other ticket holders
- Event entry (ticket QR code for the on-site check-in stage)

The CrypTix App represents an advanced interface for ticket buyers to simplify all procedures related to ticket purchase, resale, transfer, and redemption. All operations and transactions made with and through the CrypTix App are settled and authorized by CrypTix Smart Contracts (using the CRYPTIX Open API) following the rules established by the event organizer before the ticket issuance.

The CrypTix App allows the ticket buyer to operate transactions and purchase tickets in two different ways:

- Through CrypTix Tokens available in the Wallet (discounts apply when using CrypTix)
- By any fiat or cryptocurrency supported by the ticketing system

The CrypTix App allows buyers to search for event tickets, register a new account or login, and purchase the ticket using either CrypTix tokens or dCrypTixit/credit card.

HOW THE PLATFORM WORKS

1. Opening an account

The event organizer opens an account on the CrypTix platform with name and email through the CrypTix App/web, using CrypTix tokens or other crypto or fiat currencies (a discount applies when using CrypTix). In case of fiat or other supported cryptocurrencies, the order placed is automatically converted into

CrypTix tokens. For new accounts, the application will automatically generate an Ethereum Wallet through the CrypTix Open API.

When the account is active, the organizer will be able to interface with the CrypTix blockchain layer and use all available components provided by CrypTix. The CBT platform is natively integrated with CrypTix and enables the event organizer to configure events and sell tickets using the CBT blockchain technology and CrypTix Smart Contracts. If the event organizer is using a third-party event management or ticketing system, he can integrate his platform with CBT through the CrypTix Open API Infrastructure to execute smart contracts, sell tickets in CrypTix token, validate tickets transactions, and send them to the buyer's CrypTix Ticket Wallet. In other words, they will continue configuring and selling tickets on their current platforms, but they will use the CBT platform in a transparent made to benefit from the latest blockchain technology.

2. DEFINING AN EVENT

2.1. Creating and defining the event

The event planner can create an event using the CrypTix platform in its standard mode. In this phase, the organizer will be able to:

- Configure private and public events
- Manage the event's communication process creating personalized email messages such as invitations, reminders, confirmations, save the date and many more messages
- Build beautiful and customized online event pages to collect guests' details, preferences, and registrations (via online customized forms)

- Use the CrypTix on-site printing technology to print customized guest name badges in different paper formats before and during the event
- Manage the check-in stage at the event with a dedicated and strictly integrated tablet App (iOS/Android Tablets) to scan QR/Barcode and search guests by the last name
- Manage post-event activities such as follow-up campaign, “thank you” messages, surveys, analytics, reports, and much more.

2.2. Setting the EBTkts requirements

When the event is configured, the event planner will be able to define CBTKTS requirements. CBTKTS are generated through CrypTix Smart Contracts and deployed by the organizer through the CrypTix Open API Infrastructure.

During this phase, the event planner will be able to define the following CBTKTS features:

- Ticket description
- Ticket category (single buyer, multiple buyers, type of buyer, groups, variants, early bird, discounted, etc.)
- Amount of tickets
- Ticket fees (if any)
- Ticket resale policy
- Maximum ticket resale markup amount/percentage
- Ticket Resale fees or commissions
- Ticket return policy
- Ticket returns fees (if any)
- Ticket cancellation rules, including timing and fees (if any)

- Profit distribution among ticketing system, organizer, promoters and any other player involved.

Once rules and restrictions are set, the smart contract will generate CBTKTS to start the sales process on the EBT platform.

3. BUY OR SELL AN EVENT

The ticket buyer can search the event on the CrypTix App using different keywords (event name, location, event list, event price, artist, and much more). Once the user has chosen the desired event, they will use CBT to initiate a CrypTix Smart Contract to purchase an CBTKT. The CrypTix Smart Contract will check that all requirements are met (ticket availability, eventual availability of CrypTix token in the buyer's wallet, possibility to transfer the ticket, etc.) and transfer the CBTKTS to the buyer's wallet.

HOW IT WORKS

- Organizers set up the event on the CrypTix platform
- Organizers upload the invitee list for the event (or they use existing lists stored in the CrypTix platform)
- If a guest has already registered for an event promoted through CrypTix in the past, and he gave the consent to his data management, the registration process is instantaneous. Indeed, before finalizing the registration and the purchase, the guest can log in his data management dashboard (provided by CrypTix) and the registration form will be automatically populated with the guest personal details.
- If a guest registers for the first time, the CrypTix platform will enable him to create his data management account in few steps.

- Data will be stored and encrypted in a third-party event attendee data escrow server, and each operation will be registered and secured within the blockchain.
- Each time the attendee allows the event organizer to access his personal data, he gains a small amount of CrypTix set by the organizer and executed through the blockchain. The token(s) will be released and paid by the event organizer if the guest grants him access to his personal data until the end of data usage expiration date.
- If the attendee blocks the access to his personal data before the end of the period, the event organizer will be immediately notified (by email, message or with a CRM notification if any integration is in place), and the smart contract will take off the token the attendee previously received.
- At the end of the data period of validity, the organizer can use the CrypTix platform to request an update. The cost for the update service will be paid in CrypTix per User. Tokens will be distributed through smart contract to CrypTix and to the attendee to compensate the update of the data.

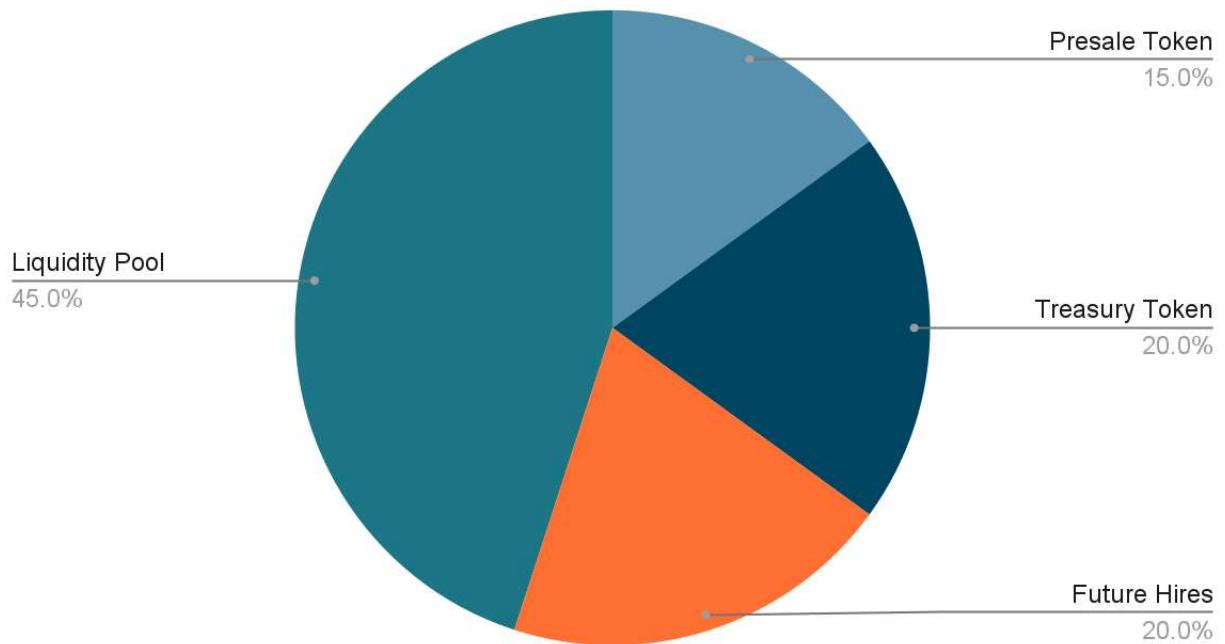
INITIAL TOKEN DISTRIBUTION

Total supply: 1 trillion

Deflationary Asset

- Presale Tokens 15%
- Treasury Tokens 20%
- Future Hires 20%
- Liquidity pool 45%

Token Distribution



Peer-2-Peer Transactions: (sending CrypTix token from 1 holder to another)

5% fee charged

- 2% redistributed to all holders of CrypTix token proportional to the amount of the CrypTix token that they hold
- 1% sent to the burn address
- 1% sent to CrypTix token Liquidity Pool
- 1% sent to the CrypTix research and development Wallet

Market Sales Transaction: (any buy or sell of the token)

10% fee charged

- 4% redistributed to all holders of Cryptix token proportional to the amount of the Cryptix token that they hold
- 2% sent to the burn address
- 2% sent to Cryptix token Liquidity Pool
- 2% sent to the Cryptix research and development Wallet

TOKEN TECHNICAL INFO

The Cryptix token will be an Ethereum-based token of value. The token is a digital asset, bearing value by itself based on its underlying assets, properties and/or associated rights. Ethereum-based tokens rely on a well-established Ethereum infrastructure, benefiting from several advantages:

- Security and predictability (as opposed to, for example, having to run an independent blockchain network).
- Use of robust and well-supported clients (Ethereum-based tokens can be managed with official Ethereum clients).
- High liquidity (interchangeable with other Ethereum-based tokens or Ether), easier listing on exchanges with infrastructure already in place.

Cryptix Ethereum-based token contract complies with the ERC20 standard. More detailed info about the ERC20 standard can be obtained from:

<https://github.com/ethereum/EIPs/issues/20>.

ROADMAP

- Marketing campaign
- Token ICO
- Marketplace Web App
- Marketplace Mobile App
- NFT Marketplace
- NFTs pegged to tickets and transferable across Ethereum network

TEAM

- **Garrett Ford**

Founder and CEO