

# festivalPass

The 1st live event subscription marketplace across music, film, food & wine +++

FESTIVALPASS.COM NEW YORK NEW YORK



CEO Ed Vincent has been a repeat entrepreneur for over 20 years with multiple exits. With a huge passion for live events and a deep expertise in consumer data in entertainment, Ed and team are on a mission to make attending live events seamless, affordable, social and accessible to all...profitably.

**Edward Vincent** Founder & CEO @ festivalPass

## Why you may want to support us...

- \$200B industry that we believe will come back strong after COVID-19 and rely on festivalPass.
- Members enjoy thousands of festivals and events locally and globally for one monthly fee.
- \$1.2MM of national/local digital and radio media ready to deploy from investor Town Square Media (TSM).
- TSM is 3rd largest US radio network with 327 stations and digital properties reaching over 60 million fans monthly.
- Data driven founder with extensive experience in consumer entertainment data. Data set for member acquisition of over 20MM US consumers.
- Investors include NHL Hockey Star Jacob Trouba, Entrepreneur Tom Chavez with \$1.2B in exits to Microsoft & Salesforce.
- Credit based gross margin positive business model on every transaction.
- Recurring revenue with expected \$500 Annual Recurring Revenue / Member.

## The founder

MAJOR ACCOMPLISHMENTS



**Edward Vincent**  
Founder & CEO

Founded Predict – a data-driven consultancy with clients incl. AMC Networks, Sundance, A&E Networks, MovieTickets.com, and more. Interim Head of Product & Data at MoviePass. Founded SimplyEngage, which sold in 2014. Created Maxim Bungalow Hotel.



## Downloads

festivalPass Overview WF April 2020.pdf

# We want to disrupt the \$200 billion event ticketing industry.

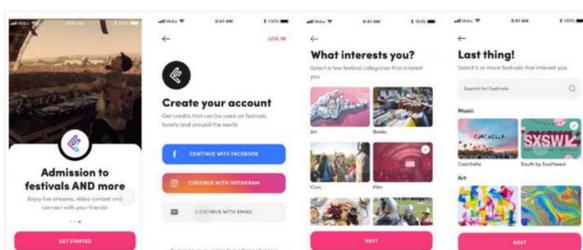
CEO Ed Vincent has been in the festival industry for over 10 years – and hated the ticket fees that came with every order. After tracking the success of subscription services, Ed felt the time was right to make live destination experiences more affordable to all.

<ul style="list-style-type: none"> <li><b>ClassPass</b> <ul style="list-style-type: none"> <li>1MM+ paying members</li> <li>AVG RPU - \$600+ per year</li> <li>Enterprise Value - \$1B+</li> <li>Valuation per user - \$1,000</li> </ul> </li> <li><b>Peloton</b> <ul style="list-style-type: none"> <li>500,000+ paying members</li> <li>1.2MM User accounts</li> <li>AVG RPU - \$1,164 (bike and sub)</li> <li>Enterprise Value - \$8B</li> <li>Valuation per paying user - \$14,000</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Spotify</b> <ul style="list-style-type: none"> <li>95 million paying subscribers</li> <li>AVG RPU - \$180 per year</li> <li>Enterprise Value - \$25B</li> <li>Valuation per user - \$265</li> </ul> </li> <li><b>Planet Fitness</b> <ul style="list-style-type: none"> <li>12 million paying subscribers</li> <li>AVG RPU - \$200 per year</li> <li>Enterprise Value - \$5.7B</li> <li>Valuation per user - \$475</li> </ul> </li> </ul>
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## We made it possible for you to enjoy hundreds of festivals locally and globally – for only one monthly fee.

festivalPass is the world's first festival subscription service across music, film, food & wine and more. Now, festival-goers from music, art, food & wine, film, and other interests can join millions of fans from around the world.



## Traction

### Featured Festival Pass partners

100+ Amazing Festivals in different categories

<p>Orange County Taco Festival Costa Mesa, CA Jun 20 - Jun 20</p>	<p>EDC Las Vegas May 10 - May 17</p>	<p>Atlanta Film Festival   44th Annual Atlanta, GA Apr 30 - May 10</p>	<p>Atlanta Food &amp; Wine Festival Atlanta, Georgia May 29 - May 31</p>	<p>COCO NYC Mar 08 -</p>
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## How we make money

We offer six different plans (see below).

### Available Plans

<p><b>\$0</b></p> <p>8 credits per month No bonus tickets 1x referral bonus</p>	<p><b>\$9</b></p> <p>8 credits per month Signup Bonus tickets 1x referral bonus</p>	<p><b>\$29</b></p> <p>22 credits per month Signup Bonus tickets 1x referral bonus</p>	<p><b>\$49</b></p> <p>38 credits per month Signup Bonus tickets 1.5x referral bonus</p>	<p><b>\$79</b></p> <p>70 credits per month Signup Bonus tickets 1.5x referral bonus</p>	<p><b>\$99</b></p> <p>100 credits per month Signup Bonus tickets 2x referral bonus</p>
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**Best Value**  
12-month Membership Save 15%

## Milestones

## Use of funds

## Invest now

# Investor Q&A

## What does your company do?

festivalPass is the world's first festival subscription service across music, film, food & wine and more. Enjoy hundreds of festivals locally and globally for one monthly fee.

## Where will your company be in 5 years?

In 5 years...

## Why did you choose this idea?

CEO Ed Vincent has been a repeat entrepreneur for over 20 years with multiple exits. With a huge passion for live events and a deep expertise in consumer data in entertainment, Ed and team are on a mission to make attending live events seamless, affordable, social and accessible to all...profitably.

## Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?

Live events is a \$200B industry with a few large players but mostly thousands of smaller event producers, owners and rights holders. festivalPass has created a unique credit best currency model to address the disparate types of live event inventory across all genres making it seamless for members to budget one monthly fee and attend all live events. Using data-driven reverse dynamic pricing models and a disciplined approach to aggregating membership pricing power, festivalPass is making the experience of discovering and attending live events a joy while providing event owners less risk on finding their audience and more data to understand who their audience is.

## How far along are you? What's your biggest obstacle?

So far...

## Who competes with you? What do you understand that they don't?

Our competitors are...

## How will you make money?

We plan on making money by offering six different subscriptions.

## What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?

Our biggest risks are...

Join **591,108** investors who funded **376** startups with over **\$134 million**

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### About us

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### Investors

Getting Started

Risks

Earning Returns

Funds

Get \$1000

### Founders

Raise Money

FAQ

Legal Primer

Deals

How to Raise Money

### Say Hello

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Instagram

San Francisco

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