# Event management Platform

## all-in-one, toolbox in the palm of your hand




Download on the App Store

GET IT ON Google Play

Investment proposal 2024

# Event management tools are a mess!

You need at least 5-7 separate platforms to manage the execution. Facing primitive tools and unexpected costs

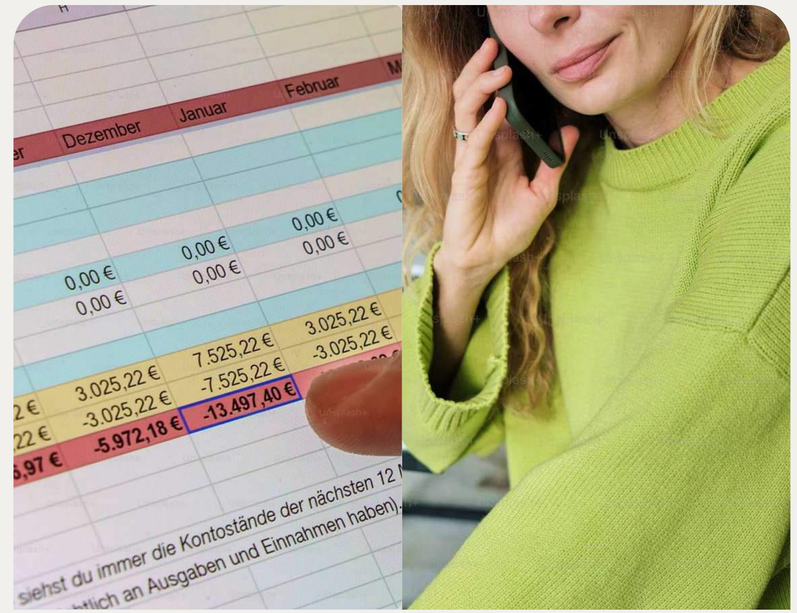
## Primitive tools
Current large-scale event management is outdated

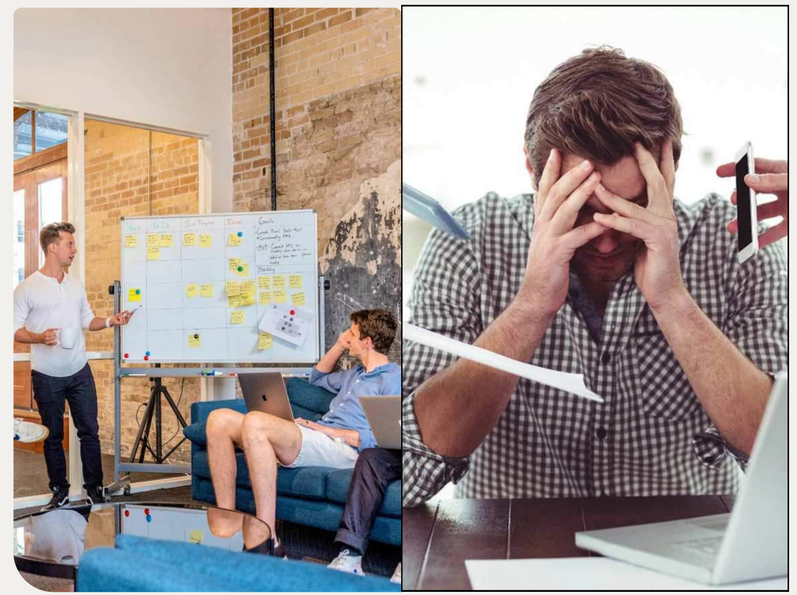
## No eco-efforts
Environmental efforts not tracked and followed up

## Single- service providers only
Juggling multiple platforms without a clear overview

## Allocating locations
Managing people and objects is tough on map apps

## Unexpected costs
Facing many avoidable and unforeseen expenses



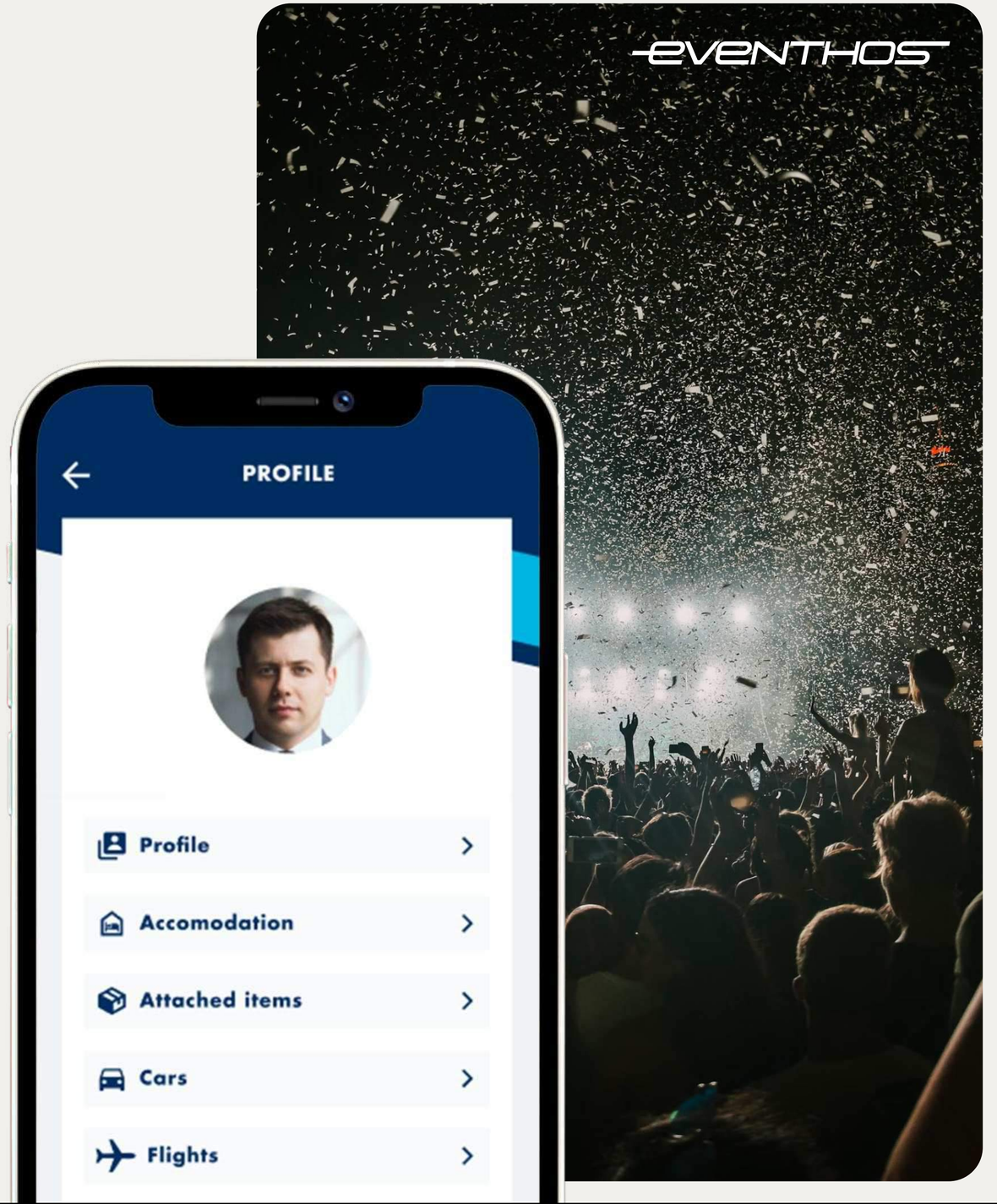
# EVENTHOS

## Plan, adapt and execute for seamless event management on single platform



# Planning and execution toolbox for event managers

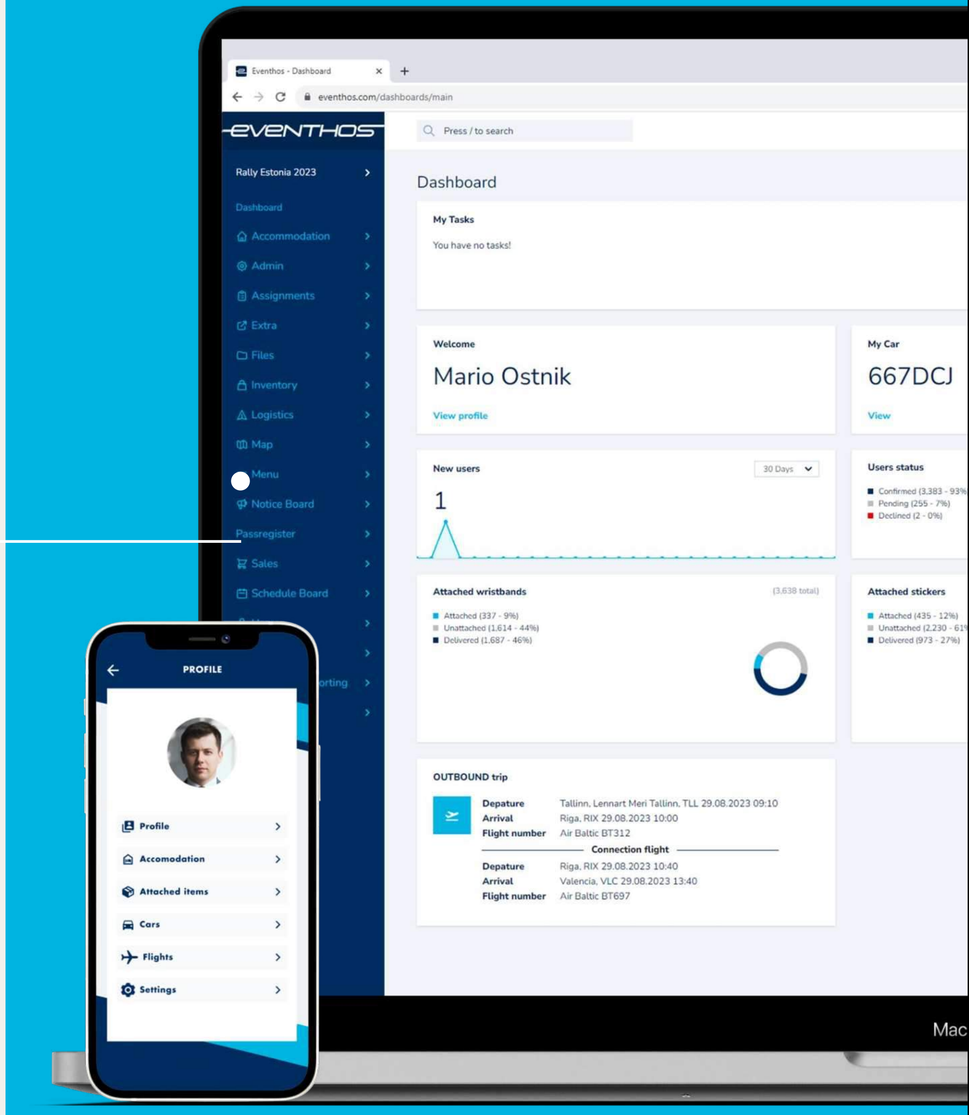
- Cost and time effective
- All-in-one & digitised toolbox
- Analytical insight
- Environmental monitoring tools
- Organiser with end user on the same platform



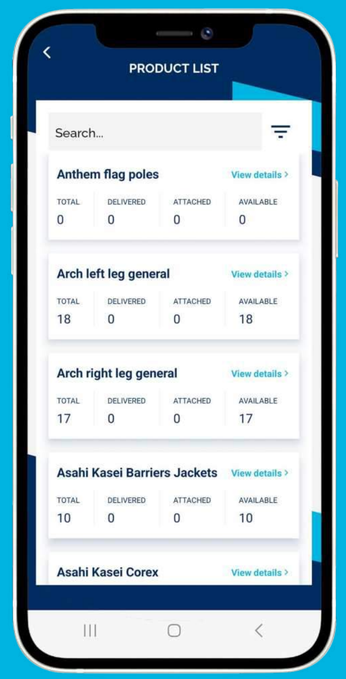
# all-in-one event management platform

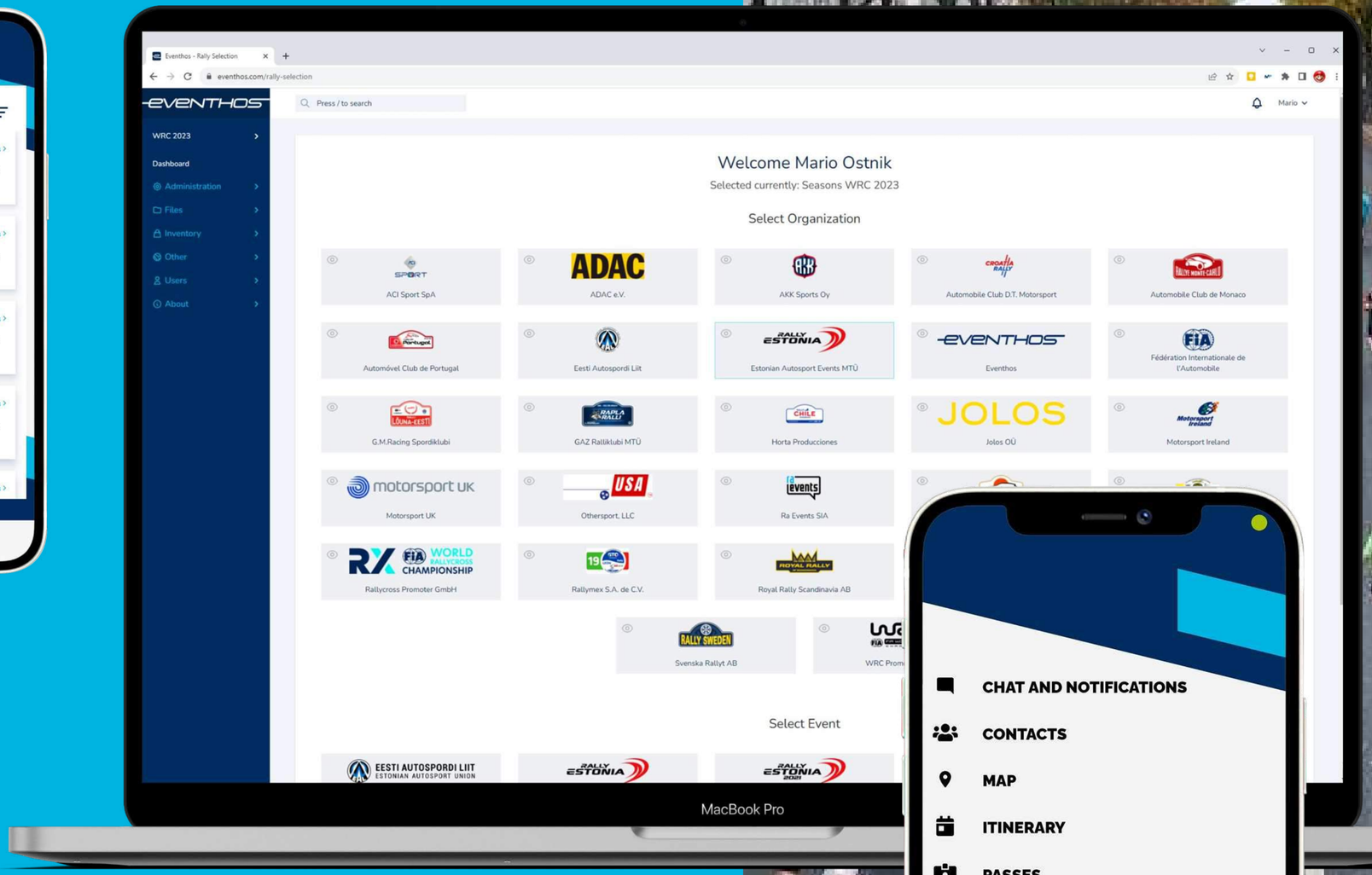
Real time data updates. Accessible through multiple devices. Plan the event on your laptop or manage it on the go on your smartphone.
Team, and single person friendly!

- Spectator / VIP services
- Inventory
- Event & map
- Ticket & validation
- Accreditation
- Organising team
- Marketing
- Media

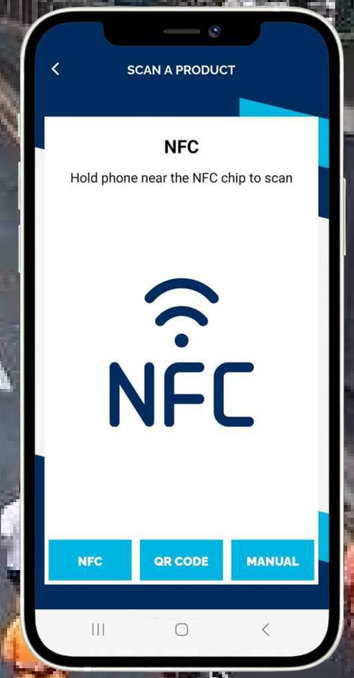


# App and web


PRODUCT LIST
Search...
Anthem flag poles
View details
TOTAL DELIVERED ATTACHED AVAILABLE
0 0 0 0
Arch left leg general
View details
TOTAL DELIVERED ATTACHED AVAILABLE
18 0 0 18
Arch right leg general
View details
TOTAL DELIVERED ATTACHED AVAILABLE
17 0 0 17
Asahi Kasei Barriers Jackets
View details
TOTAL DELIVERED ATTACHED AVAILABLE
10 0 0 10
Asahi Kasei Corex
View details


Eventhos - Rally Selection
eventhos.com/rally-selection
EVENTHOS
Press / to search
Mario
WRC 2023
Dashboard
Administration
Files
Inventory
Other
Users
About
Welcome Mario Ostnik
Selected currently: Seasons WRC 2023
Select Organization
ACI Sport SpA
ADAC e.V.
AKK Sports Oy
Automobile Club D.T. Motorsport
Automobile Club de Monaco
Automóvel Club de Portugal
Eesti Autospordi Liit
Estonian Autosport Events MTÜ
Eventhos
Fédération Internationale de l'Automobile
G.M.Racing Spordiklubi
GAZ Ralliklubi MTÜ
Horta Producciones
Jolos OÜ
Motorsport Ireland
Motorsport UK
Othersport, LLC
Ra Events SIA
Rallycross Promoter GmbH
Rallymex S.A. de C.V.
Royal Rally Scandinavia AB
Svenska Rallyt AB
Select Event
MacBook Pro


CHAT AND NOTIFICATIONS
CONTACTS
MAP
ITINERARY
PASSES
PRODUCTS
UPLOADS


SCAN A PRODUCT
NFC
Hold phone near the NFC chip to scan
NFC
NFC
QR CODE
MANUAL

Success story of

# Rally Estonia

**200 000**
spectators

**100 000 +**
pcs of inventory

**3 500**
organisers

**4 000 km2**
of event area

**1 200**
competitors / team members

**80**
spectator areas / venues

**750**
landowners

**150+**
partners

**271 000 €**
saved

2023 compared to 2020
within similar cost categories

**7,2%**

Cost reduction
achieved
with Eventhos



“The strong point of Eventhos is to have digitised the Safety Plans, which makes rally safety preparations much faster and easier while allowing updates at any time. This is a real benefit for the organisers who use it.”

Michèle Mouton

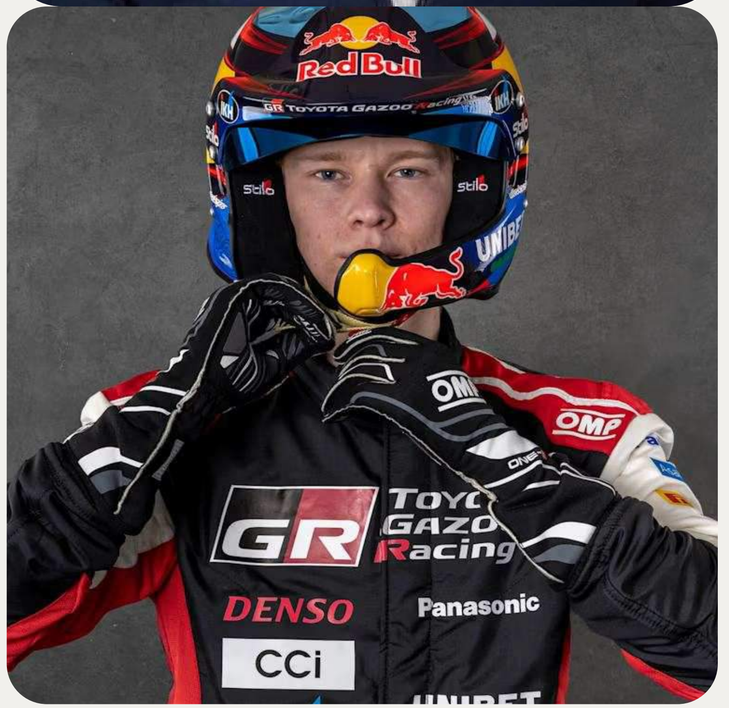
French rally legend



**“Rally Estonia is my favourite rally!”**

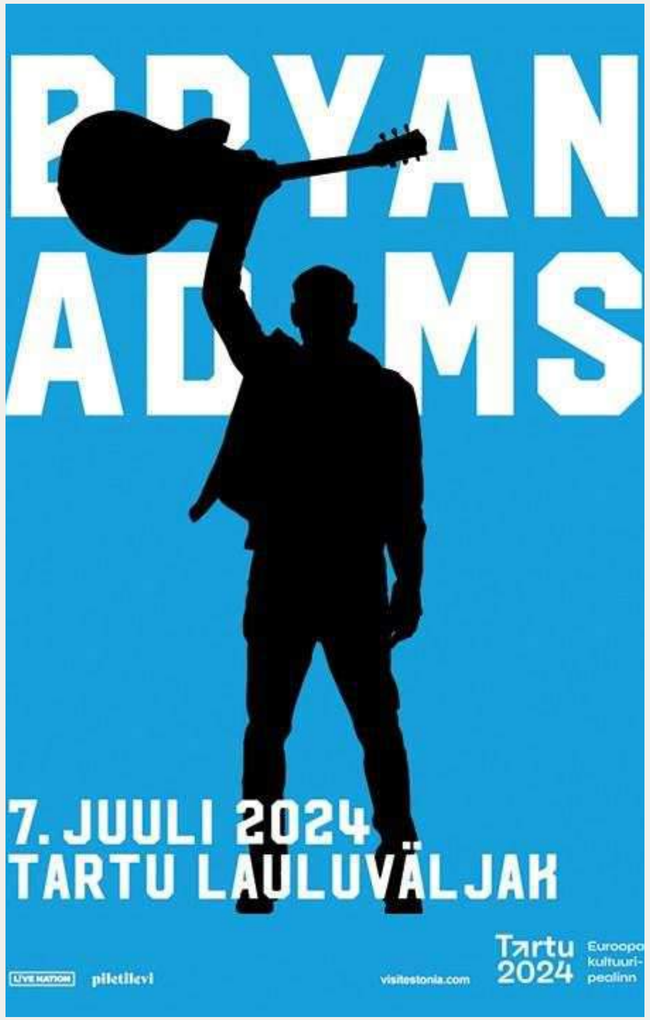
Kalle Rovanpera

2022/2023 WRC World Champion



# Groundbreaking deal




One of a kind partnership with LIVE NATION
Kicking of with Sting's and Bryan Adams' stadium concerts in Estonia

**LIVE NATION in numbers**

**€22,75B** Revenue

**1,44M** Spectators

**44,000** Events

# Business model

## Revenue streams

1. main

**Packages (3 available)**

**300 - 3500 €**
annual package

**2,400 €**

+

2. optional

**Modular add-ons (15 available)**

**50 – 1000 €**
annual fee

**300 € each = 900 €**

+

3. optional

**Validation Scans**

**0.05 – 0.2 €**
pay-per-use

**0.10 € each = 1,500 €**

Example user path

User chooses suitable package

User customises the package with max 3 add-ons

User validates 15 000 tickets

= **4,800 €**
**ARR**

### Main benefit for Eventhos

Diversified revenue streams help to stabilize income and provide multiple growth avenues.

### Main benefit for the user

A diverse selection of packages combined with modular add-ons and validation scans (if needed) makes scaling, based on the size and complexity of the event, simple and cost-effective.

# TOP customers

## Promoters

WRC FIA World Rally Championship

ERC FIA European Rally Championship

## Corporate events

JOLOS

LIVE NATION

## WRC Rallies

20 Rally Italia Sardegna 2004·2023

2023 Secto Rally Finland

Rally Estonia

Rallychile Biobío 28 Sept - 1 Oct 2023 Copec | Arauco

**150k+**

ARR 2023

**65**

events using Eventhos in 2023

**99%**

2024 achieving a 99% subscription renewal rate

# Market

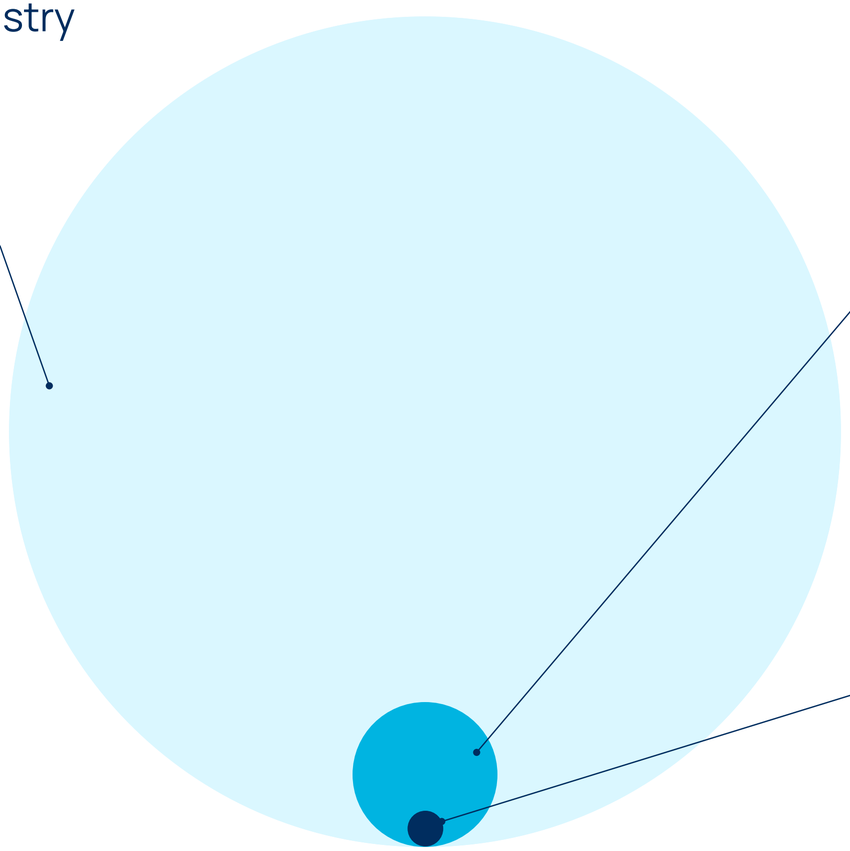
Eventhos is highly adaptable and can be used for variety of events regardless of the event size or industry

Total available market (TAM)

**€1,35T**

Events organised (worldwide)

| | |
|---|---|
| **€1,0T** | Corporate events & tradefairs, 74% of TAM |
| **€200B** | Sport events, 14.8 % of TAM |
| **€150B** | Concerts, 11 % of TAM |



Serviceable Market (SAM)

**40,5 B €**

Events organised with similar platforms

Target market share (SOM)

**€405M**

Events organised with Eventhos

# Eventhos main benefits

## Maintain quality and comfort

Avoiding the downgrade in service experience

## Financial Efficiency

Preventing unnecessary expenses and loss of money

## Unified event control

Ensuring single-system management

## Analytical insight

Retaining the ability for in-depth analysis and reporting

## Cost management

Benefiting from precise budgeting and reduced costs

## Spatial planning

Utilising advanced mapping tools for efficient space utilisation

## Sustainability targets

Achieving environmental goals with integrated sustainability features

## Inventory optimisation

Streamlining inventory management

## Year to Year continuity

Simplifying the replication of event information year over year

## Template accessibility

Accessing ready-made templates and frameworks

# Go to market plan

## Target segments

### Sport & Event Associations
Partnering for comprehensive event management solutions

### Promoters
Offering a unified platform for efficient event promotion and management

### Event Organisers
Tailoring solutions for sports events, concerts, seminars, etc., with customisable features

## Key value propositions

### Unified Platform
Streamlining event management processes from planning to execution

### Cost Efficiency
Reducing unforeseen expenses through precise planning tools

### Operational Excellence
Simplifying logistics and coordination for large attendee numbers and complex event landscapes

### Sustainability Focus
Integrating environmental targets into event planning to meet modern compliance and values

## Market entry tactics

### Strategic Partnerships
Aligning with leading associations and promoters for market penetration and credibility

### Direct Outreach
Engaging event organisers directly through targeted marketing and sales efforts

### Government Collaboration
Working with public sector entities to ensure regulatory compliance and gain endorsements

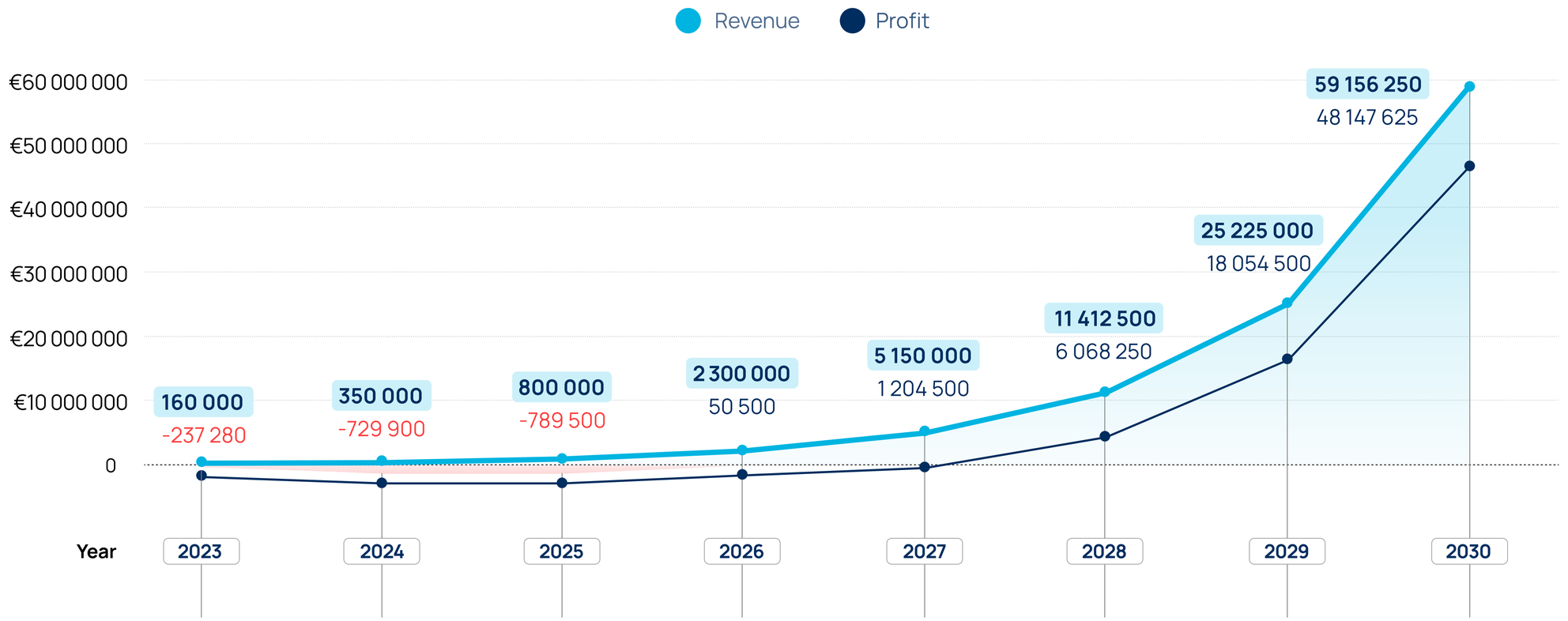
### Showcase Events
Demonstrating Eventhos' capabilities through pilot events or showcases to build trust and visibility

# Competitors

Full solution | Half solution | Basic solution

| | Eventhos | Sportity | Google | Microsoft | EventMobi | CoreGo | Accredit Solution | Cvent |
|---|---|---|---|---|---|---|---|---|
| Spectator management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Map tool | ✓ | | ✓ | | ✓ | | | |
| Accreditation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Inventory | ✓ | | ✓ | ✓ | | | | |
| Team coordination | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ |
| Media management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ |
| Ticket & validation | ✓ | ✓ | | | ✓ | ✓ | | ✓ |
| Marketing | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ |

# Growth 2023-2030




| | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|---|---|---|---|---|---|---|---|
| **Events** | 59 | 233 | 533 | 1533 | 3433 | 7608 | 16 817 | 39 438 |
| **Users** | 12 000 | 47 000 | 107 000 | 309 000 | 693 000 | 1 536 000 | 3 397 000 | 7 966 000 |
| **Spectators** | | 582 500 | 1 332 000 | 3 832 000 | 8 582 000 | 19 020 000 | 42 042 000 | 98 595 000 |

# Timeline

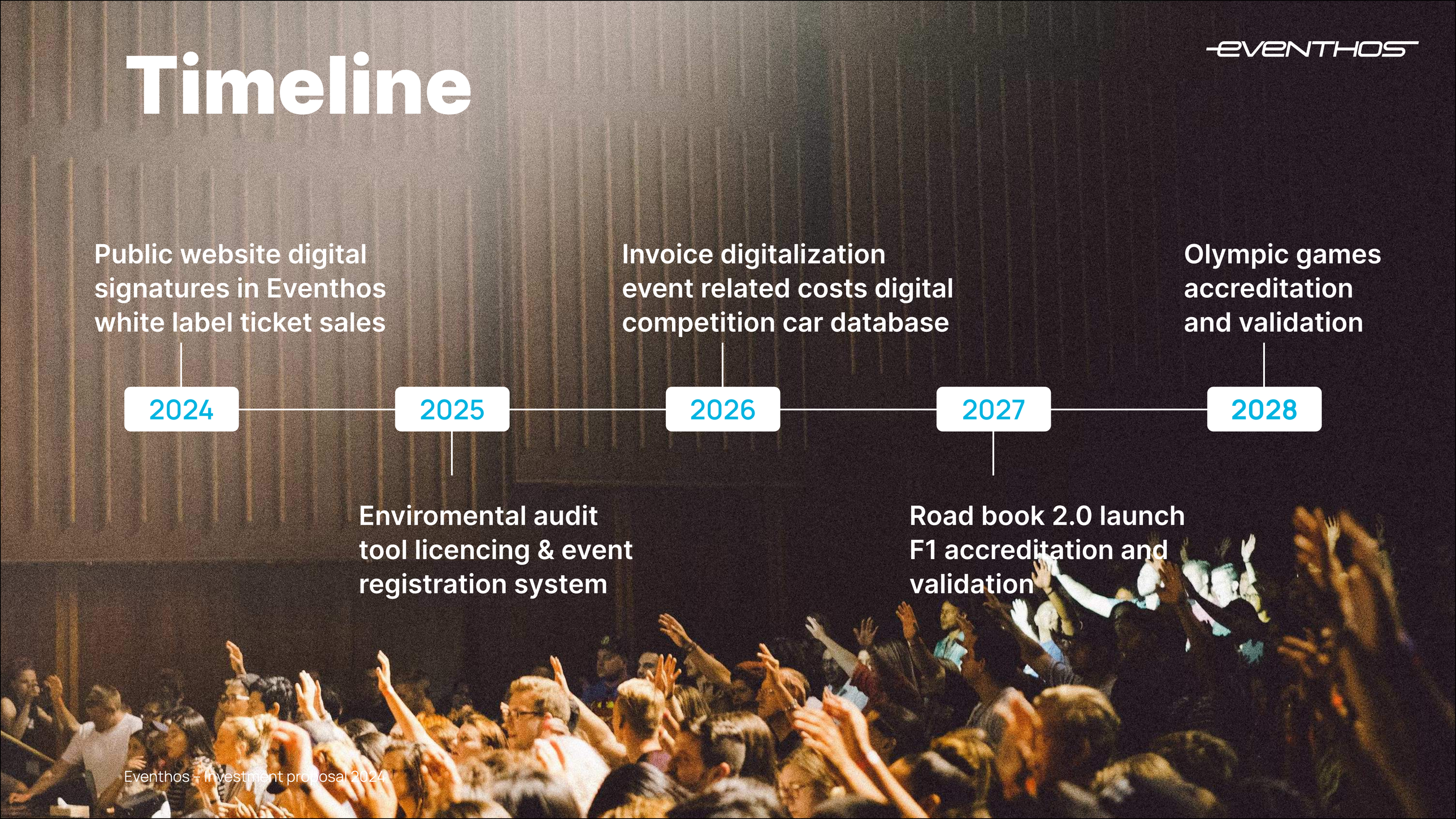
**2024**
Public website digital signatures in Eventhos white label ticket sales

**2025**
Enviromental audit tool licencing & event registration system

**2026**
Invoice digitalization event related costs digital competition car database

**2027**
Road book 2.0 launch F1 accreditation and validation

**2028**
Olympic games accreditation and validation



# Team



## Silver Kütt

**Founder & CEO**

Former co-driver

Rally Estonia founder & sport director / 14 events with 25-50K spectators

Member of FIA rally and WRC commission



## Mario Ostnik

**Founder & CTO**

Saku Arena ICT manager

Rally Estonia ICT manager

Eventhos ICT manager

Has been leading IT teams



## Urmo Aava

**Founder & Sales, PA**

Former WRC rally driver.

Founder and CEO of Rally Estonia
14 events with 25-50K spectators

Member of ASN council



## Tarmo Hõbe

**Founder & CMO, PR**

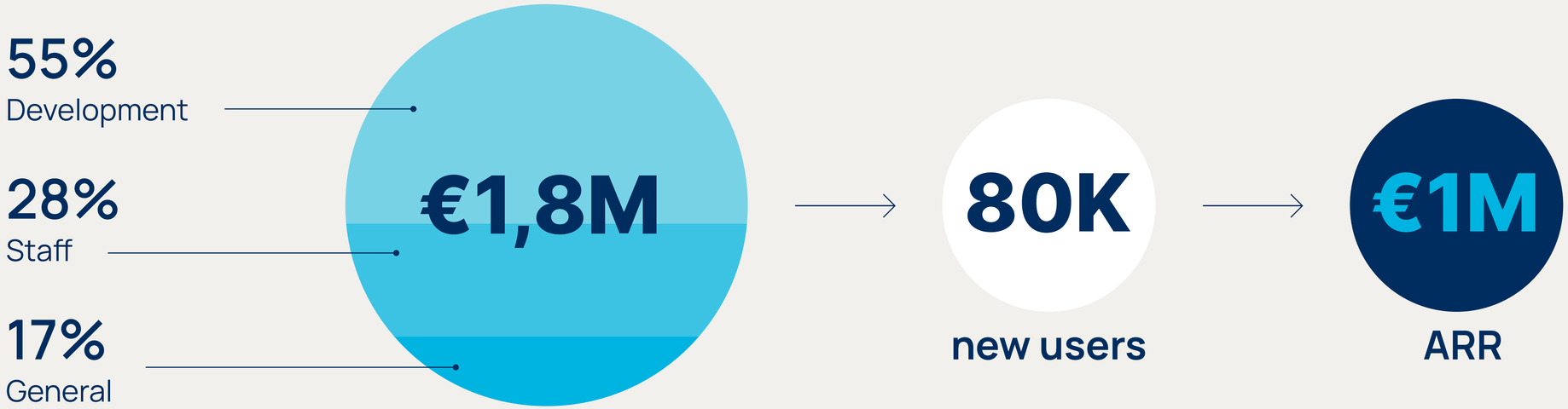
Marketing specialist

Founder and marketing director of Rally Estonia

CEO of Unibet Arena (previous Saku Arena)

CEO of T1 Tallinn

# The ask




## Timeline

**July**
Non-binding offers

**August**
Binding offers

**September**
Final decision

**October**
Contract signing

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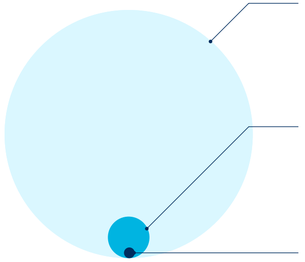
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# Executive summary

## Market

Huge global market of more than 30M events per year.



Total available market (TAM)

**1,35 T €**

Events organised (worldwide)

Target market share (SOM)

**405 M €**

Events organised with Eventhos

Serviceable Market (SAM)

**40,5 B €**

Events organised with similar platforms

## Platform content

One platform to cover all event organizer needs.

- Spectator / VIP management
- Event & map
- Accreditation
- Marketing
- Inventory
- Ticket & validation
- Organising team
- Media

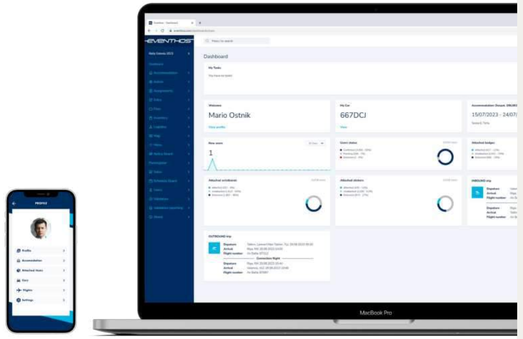
## Business model

Diversified revenue streams help to stabilize income and provide multiple growth avenues.

1. main — Packages
2. optional — Modular add-ons
3. optional — Validation scans

## Technology

Desktop & APP software.



## Extensive experience

Promoters

Corporate events

JOLOS

Concerts

LIVE NATION

WRC Rallies

## Go to market

### Sport & Event Associations

Partnering for comprehensive event management solutions

### Promoters

Offering a unified platform for efficient event promotion and management

### Event Organisers

Tailoring solutions for sports events, concerts, seminars, etc., with customisable features

## Financial profile

| Year | Revenue MIO/€ | Profit estimation MIO/€ |
|---|---|---|
| 2023 | 0.16 | -0.20 |
| 2024 | 0.35 | -0.73 |
| 2025 | 0.80 | -0.79 |
| 2026 | 2.30 | +0.05 |
| 2027 | 5.10 | +1.20 |
| 2028 | 11.4 | +6.06 |
| 2029 | 25.2 | +18.05 |
| 2030 | 59.1 | +48.14 |

## Team



**Silver Kütt**
CEO/Partner



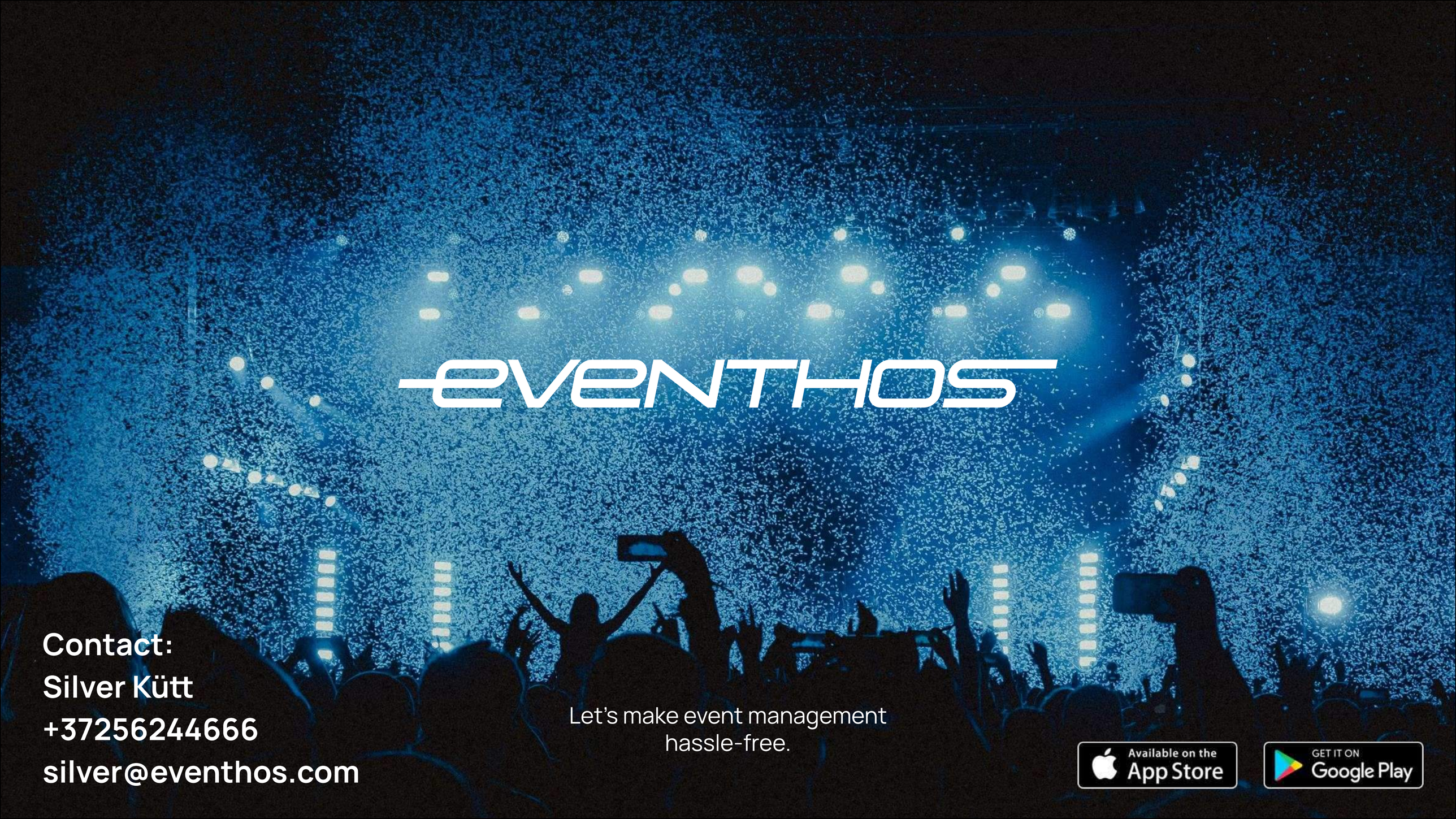
**Mario Ostnik**
CTO/Partner



**Urmo Aava**
Governmental relations/Partner



**Tarmo Hõbe**
Public relations & marketing/Partner




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**silver@eventhos.com**

Let's make event management hassle-free.

Available on the App Store

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