

## White Paper: The Business Case for VITE v2.0

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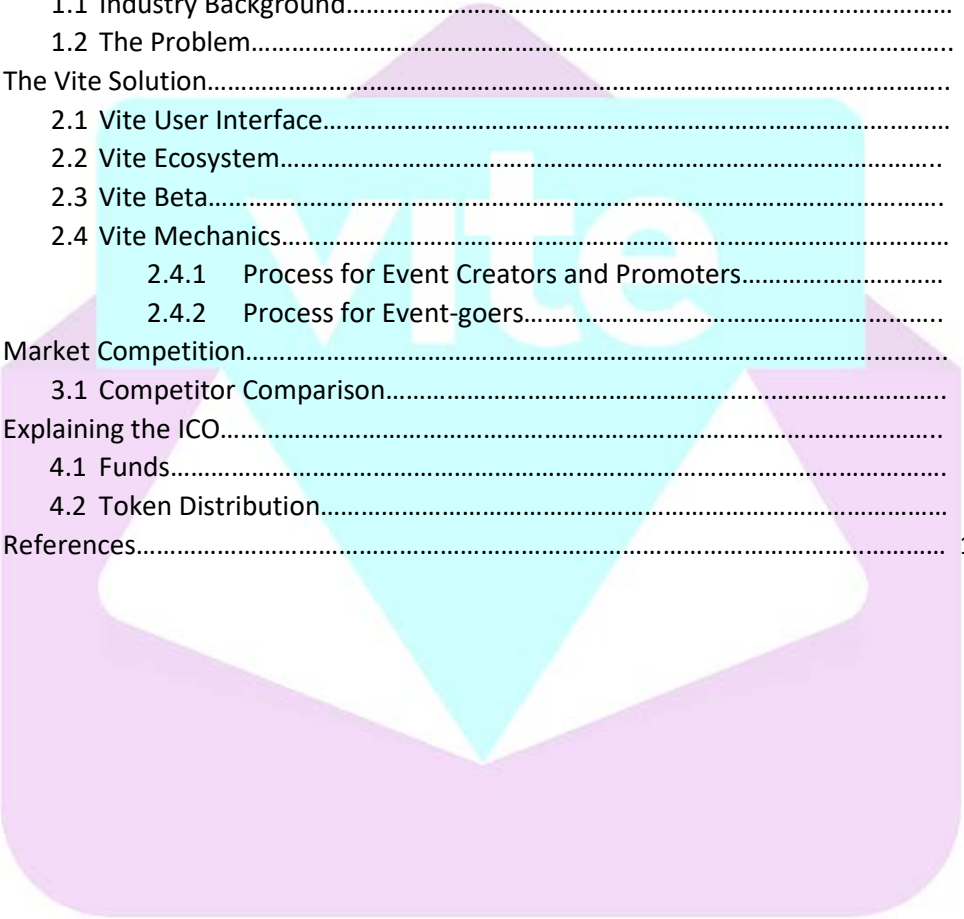
"I think about Phillip and the elite level he's played at in sports, and for him to come into a program like this, to learn coding and to reinvent himself. It takes a lot of dedication and courage to do that, because you've already reached such great heights." -- Johanna Mikkola, co-founder of Wyncode

"There are no limits. There are only plateaus, and you must not stay there, you must go beyond them." -- Bruce Lee

## Abstract

Vite is a decentralized platform for event creation, promotion, and ticket sales. Vite events and tickets are verified through smart contracts on the Ethereum blockchain decreasing promotion costs as well as the prevalence of counterfeit tickets. Vite is unique in that allows event planners to select exactly who receives an invite to events, show real-time footage of events, and to share events on the app from other social media platforms. This is ideal for all events and significantly decreases the cost of hosting private events, corporate events, and even pop-up shops. It is the most efficient way to create, market, and promote events and is designed to save event promoters money and time.

# Table of Contents



1. Introduction.....	5
1.1 Industry Background.....	5
1.2 The Problem.....	5
2. The Vite Solution.....	6
2.1 Vite User Interface.....	6
2.2 Vite Ecosystem.....	7
2.3 Vite Beta.....	7
2.4 Vite Mechanics.....	8
2.4.1 Process for Event Creators and Promoters.....	8
2.4.2 Process for Event-goers.....	8
3. Market Competition.....	9
3.1 Competitor Comparison.....	9
4. Explaining the ICO.....	9
4.1 Funds.....	9
4.2 Token Distribution.....	9
5. References.....	11

# 1. Introduction

Vite is an innovative platform created with event-goers and promoters in mind. Vite appeals to the masses because of its simple to use interface, its unique ability to streamline event planning, promotion, ticket sales, and its social media interoperability. Currently, there exists no other application with the look, feel, and capabilities of Vite.

Utilizing the Ethereum blockchain, Vite can provide a decentralized event hosting and ticket distribution network. Companies and individuals can create events, buy, and sell tickets through unforgeable cryptographic VITE tokens. By decentralizing event promotion, Vite significantly decreases the cost associated with event marketing and promotion as well as the buying and selling of tickets.

## 1.1 Background

According to the 2017 IBISWorld report, Concert and Event Promotion in the US earned revenues of \$28 billion while employing 242,000 individuals through 71,000 firms. Other reports indicate that the American meetings and events industry directly and indirectly employs 6.3 million jobs and generates almost \$1 trillion a year in spending. Promising industry performance over the past decade led thousands of new promoters to enter the industry as a rise in ticket prices reflects greater demand from consumers for major shows. The largest players are expected to turn to mergers and acquisitions to boost market share.

CNBC reports that approximately 5 million consumers each year receive counterfeit concert, sporting event, and theme park tickets. In addition to counterfeit tickets, market inefficiencies are also introduced by ticket scalpers and second-hand markets. In many cases, event-goers only have the option of getting tickets second hand at costs significantly higher than the face value.

In addition to these market inefficiencies, event planning costs are driven in large part by print and design work, advertisements, invitations, event planner fees, part-time and temporary employees, office supplies, and communication costs. The Vite app will also serve to alleviate many of these costs.

## 1.2 The Problem

Primary market platforms (such as Ticketmaster) earn a portion of revenue from each ticket sale, and the ticket price in the primary market is fixed by the event organizer. These platforms maximize their revenue by maximizing the number of tickets sold. Hence, they are positively incentivized to not prevent the use of bots to bulk-purchase tickets. In general, event organizers aim to underprice tickets to maximize fan attendance, increase customer loyalty, and earn more revenue from in-event sales.

Additionally, promoters must advertise events on a variety of platforms to fill the venue. The advertising costs of an event can regularly exceed 30% of the total event budget. Combined with the added cost of ticket fraud and counterfeiting losses of over \$1 billion per year, there is an apparent need for trusted third party intermediaries. These intermediaries charge an additional 20%-25% of the transferred value.

Consequently, large economic potential exists for the formation of secondary markets, with resellers being able to make a profit by pricing tickets at closer to their 'real' market-value. When resellers bulk-purchase tickets, they very often list the same ticket on numerous secondary market platforms. Once the ticket is sold on one platform and the reseller does not remove it

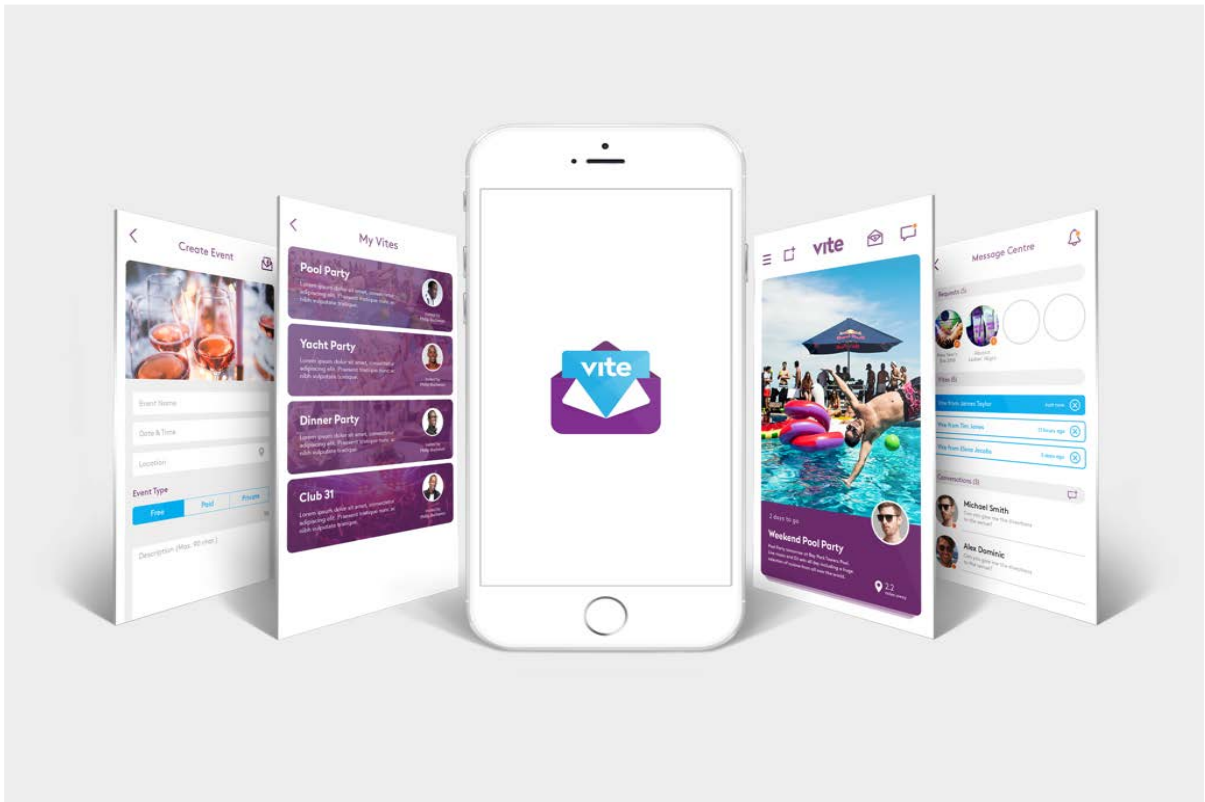
from the other platforms, whether intentionally or not, it ends up selling again (as a counterfeit) on those other platforms.

In addition to market inefficiencies and counterfeit tickets, promoters will often claim to have sold out a release in record time. Promoters have an incentive to make it seem as though the event is in high demand as it drives their own value (and income). However, there are often unsold tickets and these unsold tickets will be repackaged into other releases or even sold directly to the secondary market to make some profit off of them. Vite provides a solution to each of the problems presented.

## 2. The Vite Solution

Vite will provide a mobile and quickly accessible solution to event planners, promoters, and event-goers through an easy to use interface. Vite utilizes features that users are already accustomed to (eg. swipe to invite Vite users to events), allowing for the simple creation and promotion of memorable events. Vite allows users to interact with other social media platforms to create events and links to users Uber accounts to allow safe transportation to and from the event. Vite will be accessible to all event-creators, promoters, and attendees through an easy to use smart phone interface.

### 2.1 Vite User Interface



In order to alleviate many of the issues in the event creation and promotion industry, Vite offers solutions that are as easy as the swipe of an image. By allowing tickets to be created, purchased,

and sold on the blockchain, counterfeit tickets and overpriced secondary market tickets can no longer exist. Instead of incentivizing inefficient markets, Vite will directly reward event creators and Vite participants.

## 2.2 Vite Ecosystem

In order to create an event on Vite, event creators will pay using VITE tokens. The cost of the event and number of tokens used will increase with the amount of tickets created for the event as well as the length of time the event creator wants the event advertised on the Vite platform. See the formula below:

$$1) Vc = (d * 0.5) + (Vt * .01)$$

where  $Vc$  is VITE tokens to create an event,  $d$  is the number of days the event is promoted, and  $Vt$  is the amount of tickets created. The cost of the event would vary depending upon the exchange rate of VITE tokens to Ethereum.

The cost to purchase event tickets on Vite would be set by event creator and/or promoter. Paid members on the Vite app would have access to special benefits as well as discounted ticket prices. An example of a paid membership on the Vite platform would be as follows:

$$2) Vm = (Vs * 12) + VpVt * (1 - Vmd)$$

where  $Vm$  is the amount of VITE tokens spent monthly,  $Vs$  is the monthly Vite subscription cost,  $Vp$  is the ticket price set by the promoter,  $Vt$  is the amount of tickets purchased, and  $Vmd$  is the Vite member discount rate.

Individuals that verify authentic events and tickets on the blockchain will be compensated at a rate of  $x$  Vite tokens per transaction:

$$3) Va = x * (Vs + Vt + Vc)$$

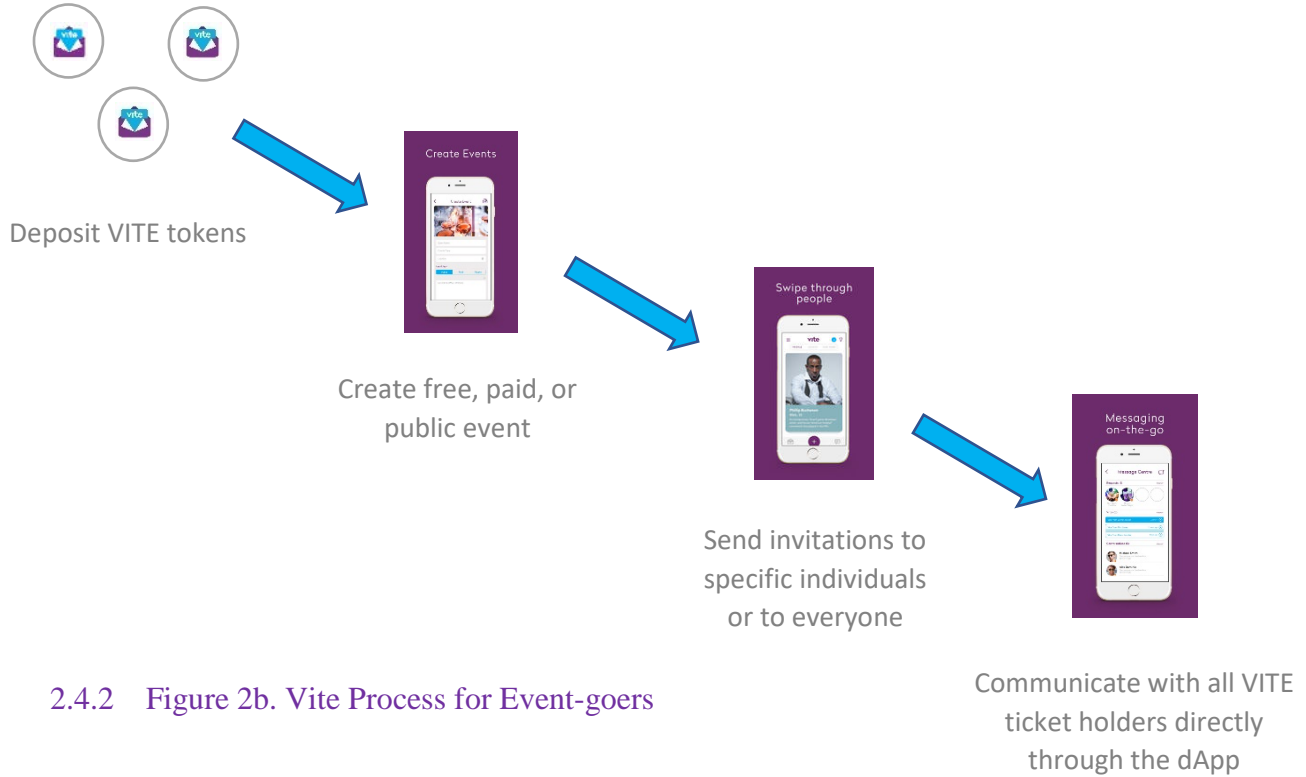
where  $Va$  is the amount of VITE tokens paid for authenticating transactions on the Vite app.

## 2.3 Vite Beta

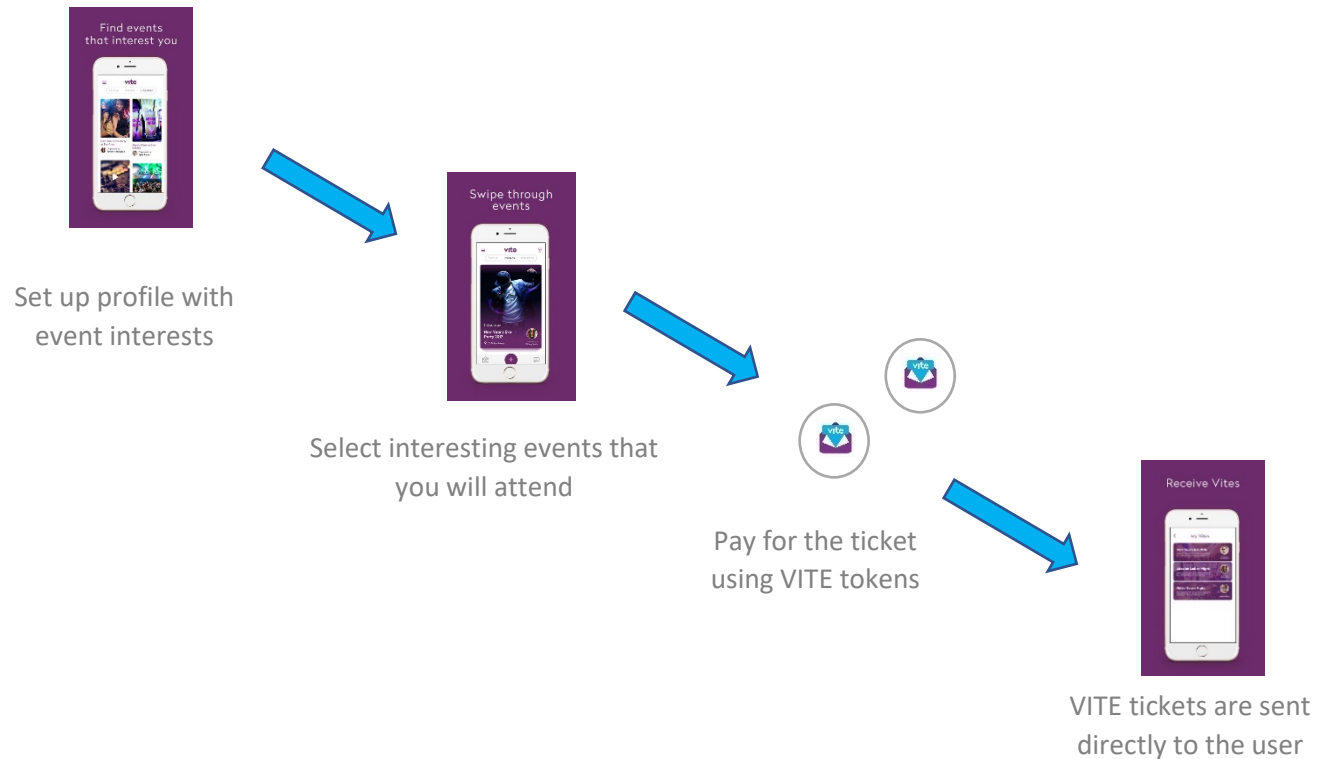
The beta version of the Vite app is already available. You can find the iOS version [here](#) and the Android version [here](#). You can read more about the origins of the founder and the Vite app in this [Inc.](#) article.

## 2.4 Vite Mechanics

### 2.4.1 Figure 2a. Vite Process for Event Creators and Promoters



### 2.4.2 Figure 2b. Vite Process for Event-goers





### 3. Market Competition - Why is Vite Better?

While Eventbrite and Ticketmaster are current leaders in the event creation market, neither offers the array of features offered by the Vite app. Not only is it cheaper to create events on the Vite app but the Vite ecosystem rewards users for verifying authentic tickets and events on the blockchain. Vite also provides more convenient features and is a better alternative to free applications like Meetup.

3.1 Table 1. Competitor Comparison

FEATURES	Vite	EventBrite	Ticketmaster	Meetup
Create Paid Events	✓	✓	✓	✗
Create Free Events	✓	✓	✗	✓
Screen Invites to Private Events	✓	✗	✗	✓
Create Live Event Feeds	✓	✗	✗	✗
Link to Uber Ridesharing Service	✓	✗	✗	✗
Direct Message Event Ticket Holders	✓	✗	✗	✓
Link to Social Media Platforms	✓	✓	✓	✓
Counterfeit Proof	✓	✗	✗	✗
Compensates Authenticators	✓	✗	✗	✗
Administrative Service Fees	✗	✓	✓	✗

### 4. Explaining the ICO

#### 4.1 Funds

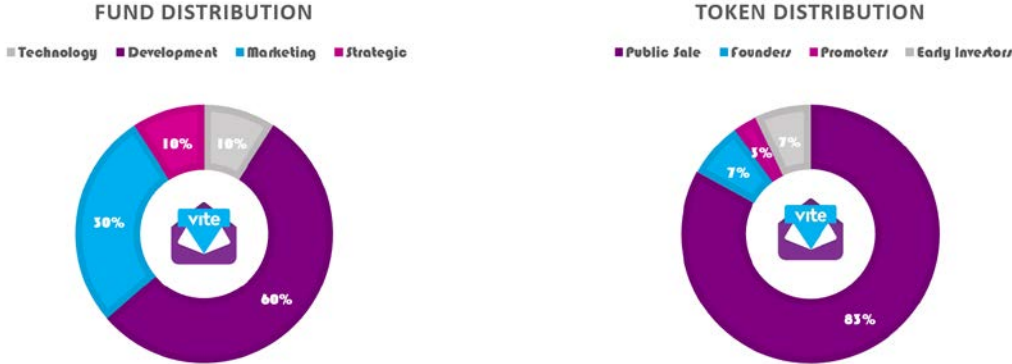
Vite will reward all ICO participants with VITE tokens in exchange for the Ethereum they source to Vite. Vite has already received private funding of \$3 million dollars and is looking to raise an additional 32,000 Ethereum, an equivalent of ~USD \$13,000,000. Tokens will be available in 3 tiers and the distribution will be as follows: Pre-ICO) first 10,667 Ether received, participants will receive 3,042 VITE tokens plus a 58% bonus for each Ether (4,807 VITE/Ether); Tier-2) the next 10,667 Ether received, participants will receive 2,372 VITE tokens plus a 31% bonus for each Ether (3,107 VITE/Ether); Tier-3) the final 10,667 Ether will yield participants 1,226 VITE tokens per Ether.

#### 4.2 VITE Token Distribution

A total of 150,000,000 VITE tokens will be created, of which 83% (125,000,000 VITE) will be sold during the ICO. The remaining 25,000,000 tokens will be accredited to early investors, founders, and promotions/promoters. Anyone that owns VITE tokens is a token holder and can participate in the Vite

ecosystem. For example, VITE token holders will receive a reward for verifying events. The initial reward will be the VITE that is used to fund the event. Any unpurchased VITE tokens will be burned.

Figure 3. Fund and Token Distribution



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