



NFT  
CKIT

**we sell tickets.** that's it.

We connect people  
to experiences, with  
transparency  
and confidence  
on the sales journey



# On The Secondary Market, It's Buyer Beware When Tickets Are Sold Twice



FEBRUARY 10, 2020 / 10:33 PM / CBS CHICAGO

**Incidents of ticket theft in Porto Alegre reveal desperation in trying to get World Cup tickets**



**GRAHAM WATSON**  
Thu, Jun 26, 2014



## "How is this legal?"

**LEGIONS OF FANS SAY THE SECONDARY TICKET MARKET IS RIGGED AGAINST THEM**

By [Byard Duncan](#) | March 8, 2021

MONEY

## About 12 percent of people buying concert tickets get scammed

Published Fri, Sep 14 2018•8:45 AM EDT • Updated Fri, Sep 14 2018•8:45 AM EDT

# 20%

of tickets purchased on  
the secondary market are  
invalid or counterfeit

Source:

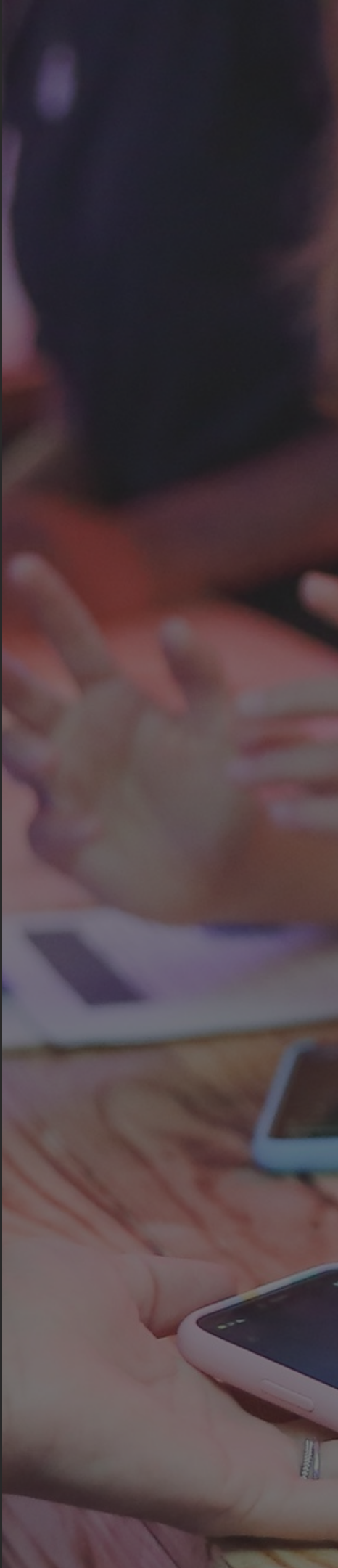
New York State Attorney General's Office. (2018). "Study Finds One in Five Tickets Bought on Secondary Market Are Invalid or Counterfeit"

CBS News [<https://www.cbsnews.com/chicago/news/on-the-secondary-market-its-buyer-beware-when-tickets-are-sold-twice/>]

Yahoo Sports [<https://sports.yahoo.com/blogs/soccer-dirty-tackle/incidents-of-ticket-theft-in-porto-alegre-reveal-desperation-in-trying-to-get-world-cup-tickets-214236977.html>]

RevealNews [<https://revealnews.org/article/how-is-this-legal/>]

The consumer  
is unprotected  
against ticket scalpers



The event is losing  
the relationship with  
their real customer





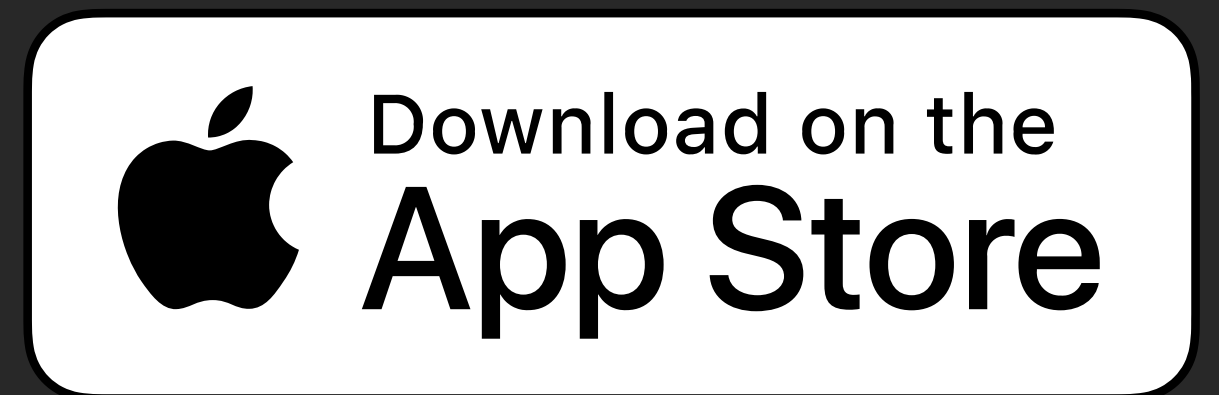
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Our ecosystem guarantee

**trustability**

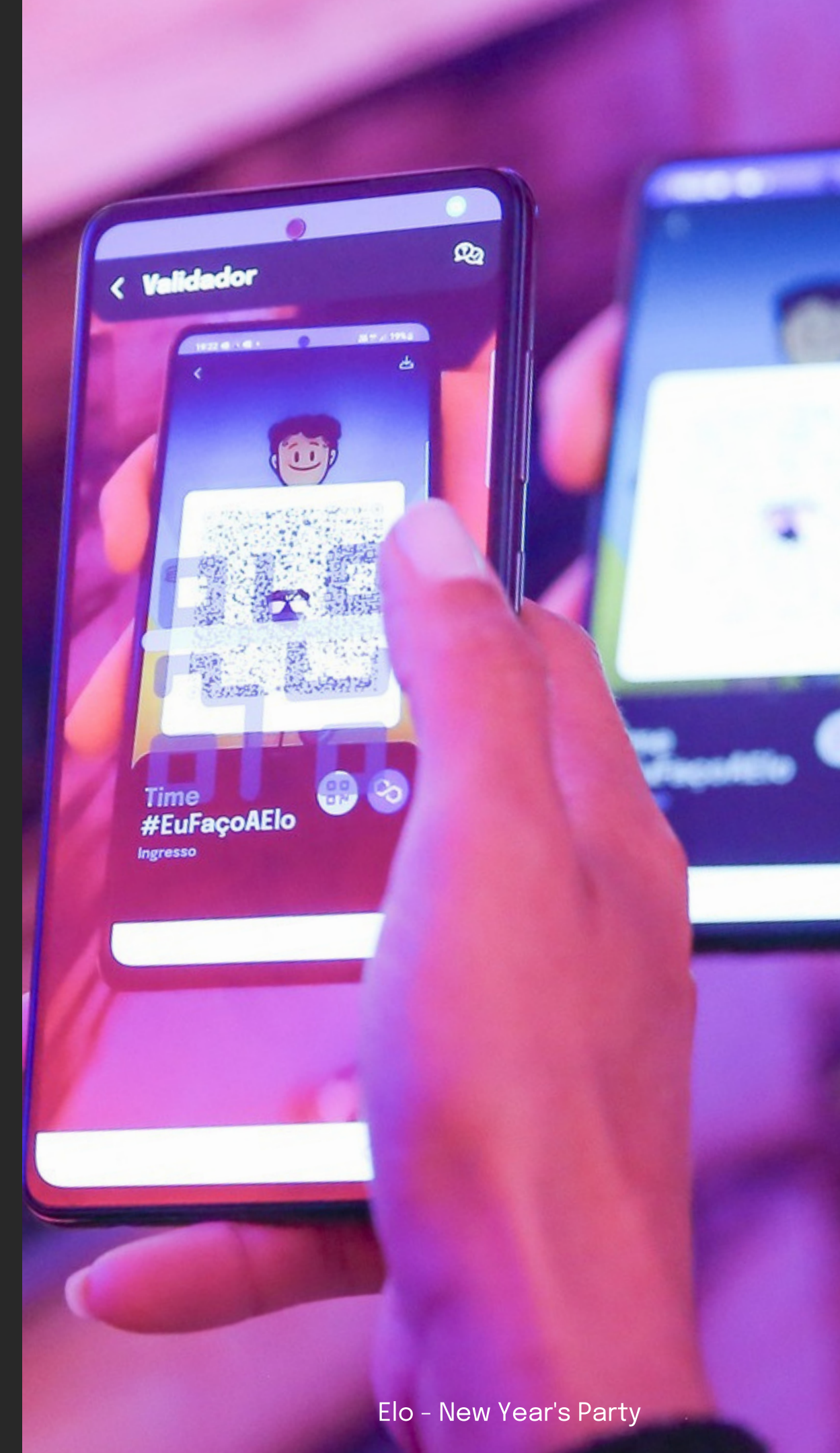
no more ticket fraud at events

# Available on mobile



Using top banking security checks to fight ticket bots

# Using blockchain and proprietary technology



We can track  
and secure  
the ticket road  
for customers



# No knowledge of blockchain or crypto required

Automatically creates non-custodial wallets

## Social authentication



Continue with Google



Continue with Apple



Continue with e-mail

## Web3 authentication



Continue with MetaMask



Continue with Trust Wallet

# Publicly known means of payments: PIX and Credit Card



PIX is available [only in Brazil](#);  
Also, we plan to use [Real Digital](#);

Collectible tickets  
for the users  
New revenues  
for the event





Some **press**  
about our  
solution



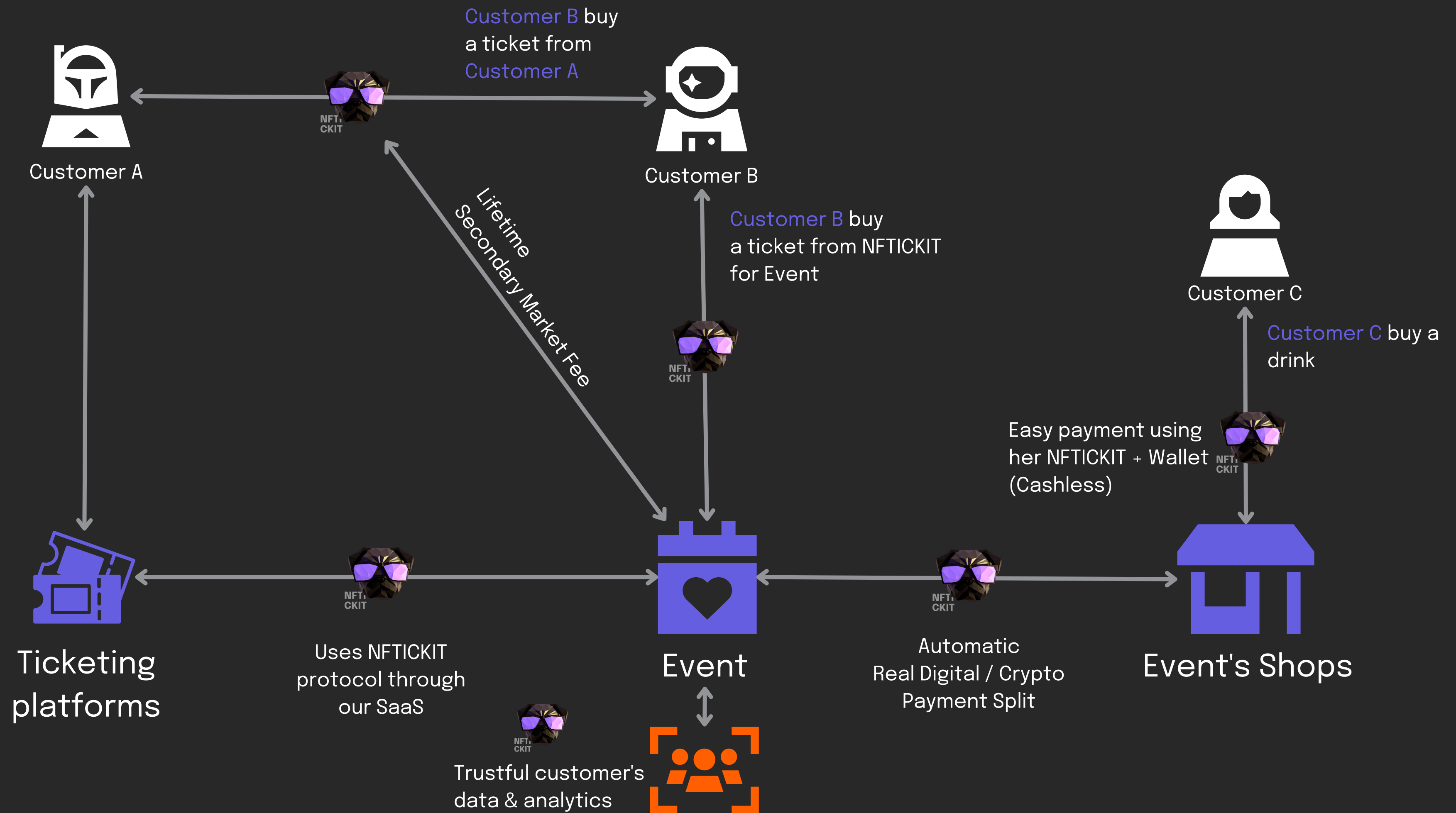


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0xCAB81  
45BE7B0  
AC0E565  
F79ABEF  
2334A38

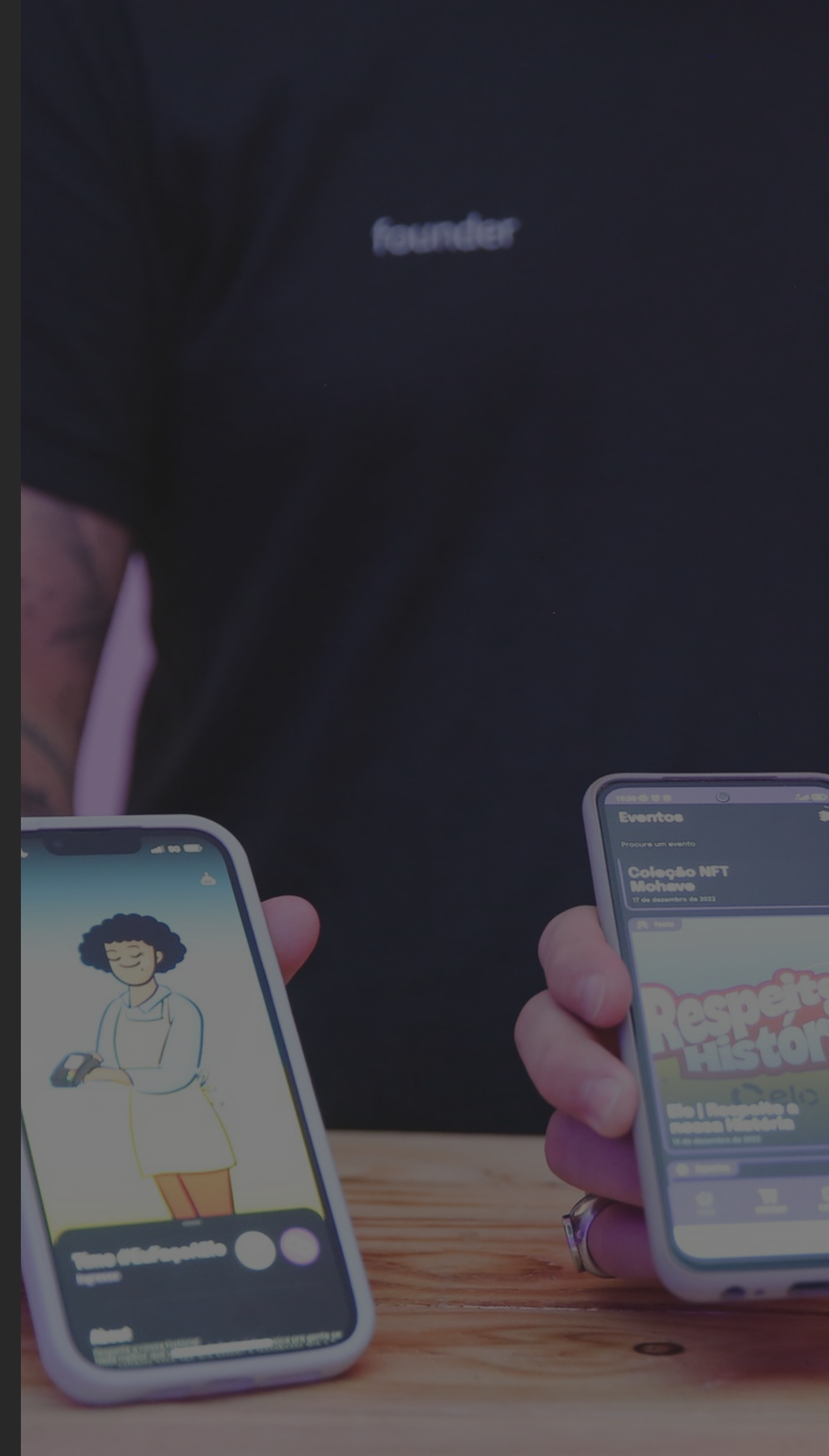


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# The customer generates lifetime value for the event

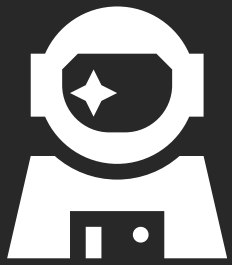
For each resell, on secondary market



# The event can bring value to old tickets with marketing

Even after the event happen





## Users

10% fee on secondary market sale

# Revenue



## Events

Monthly plans from \$9.99 to \$79.99 | Monthly plans for Analytics & Insights



## Events' shops

Split fee | Monthly plans to be defined



## Ticketing Platforms

Monthly plans from \$1,399.00 to \$23,999.99 | Monthly plans for Analytics & Insights



## Enterprise

Monthly plans to be defined | White-label ticketing system



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...a...di...n...v...



**Entertainment & media**

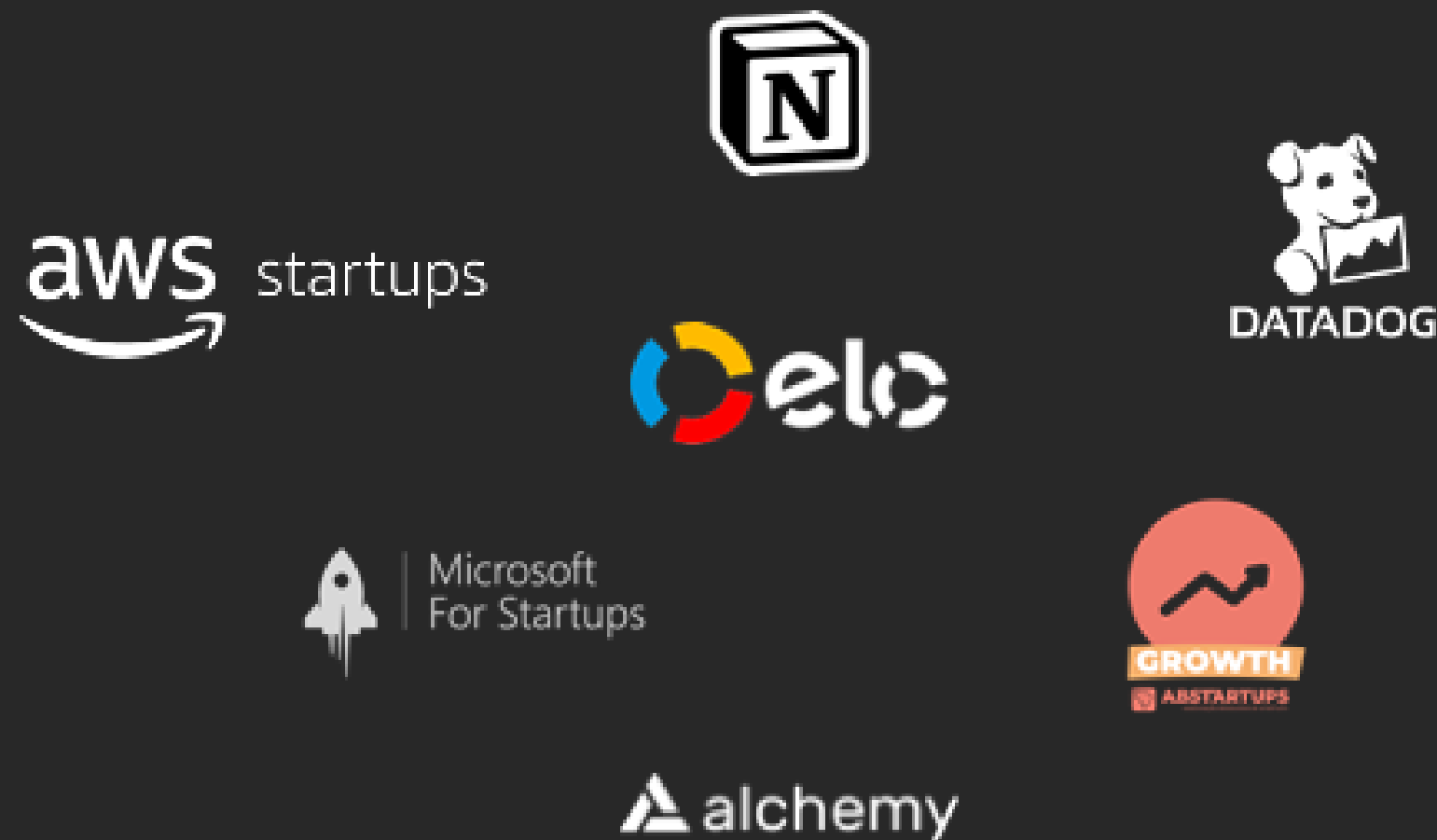
**A219 ALPHA**

**NFTickit**  
We sell tickets. Securing both users and events with blockchain. Adding scalper's percentage to your revenue and lifetime resale taxes.



**NFTICKIT**

# We've been approved for some startup credits programs



We finished Elo's accelerator program\*  
becoming a **preferential partner** for future events  
organized or sponsored by them.

\* equity-free

we studied the  
market, and we've  
improved our  
solution with  
users' insights



+

we  
me

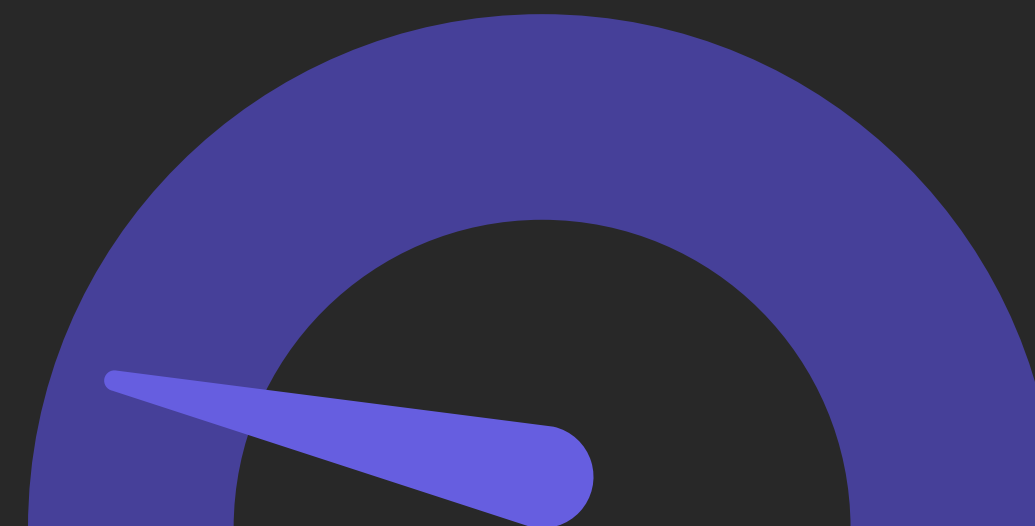
20  events  
joined

1.1K  users  
registered

1.3K  tickets  
issued



App review on stores



low cash-burn rate

Cold emails

No single sponsored ad paid  
we love them, but it isn't time

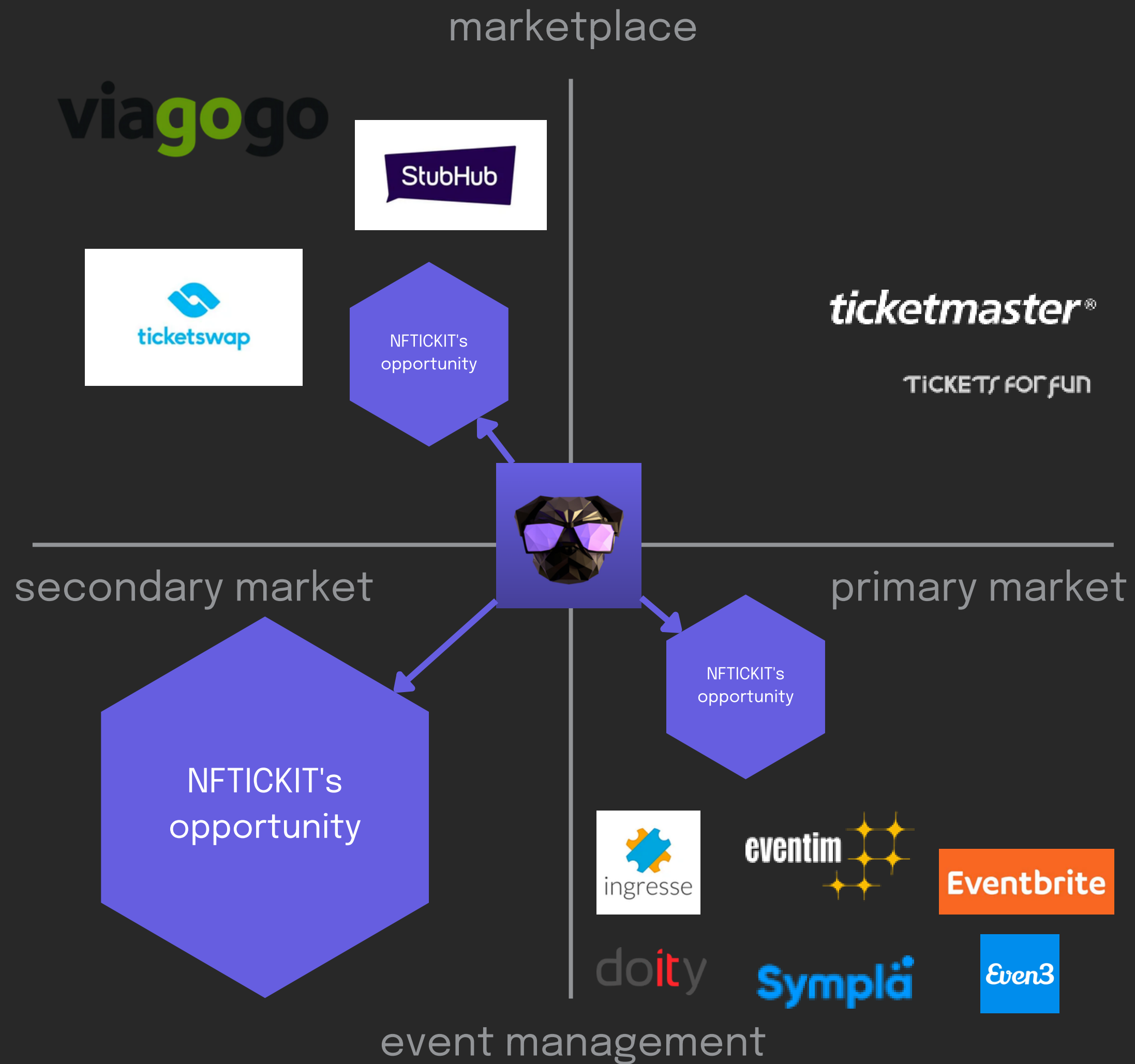
LinkedIn

Organic growth

Tech events presence

Our/Advisor's network

Partnerships



The primary market is  
saturated

The secondary market can't  
validate ticket  
ownership and trustability

# NFTICKIT is able to create opportunities for both users and events

Creating new business models for the secondary market like:

- ticket ownership benefits
- rewards programs
- discounts on next event tickets

**TAM**  
**\$71Bn**

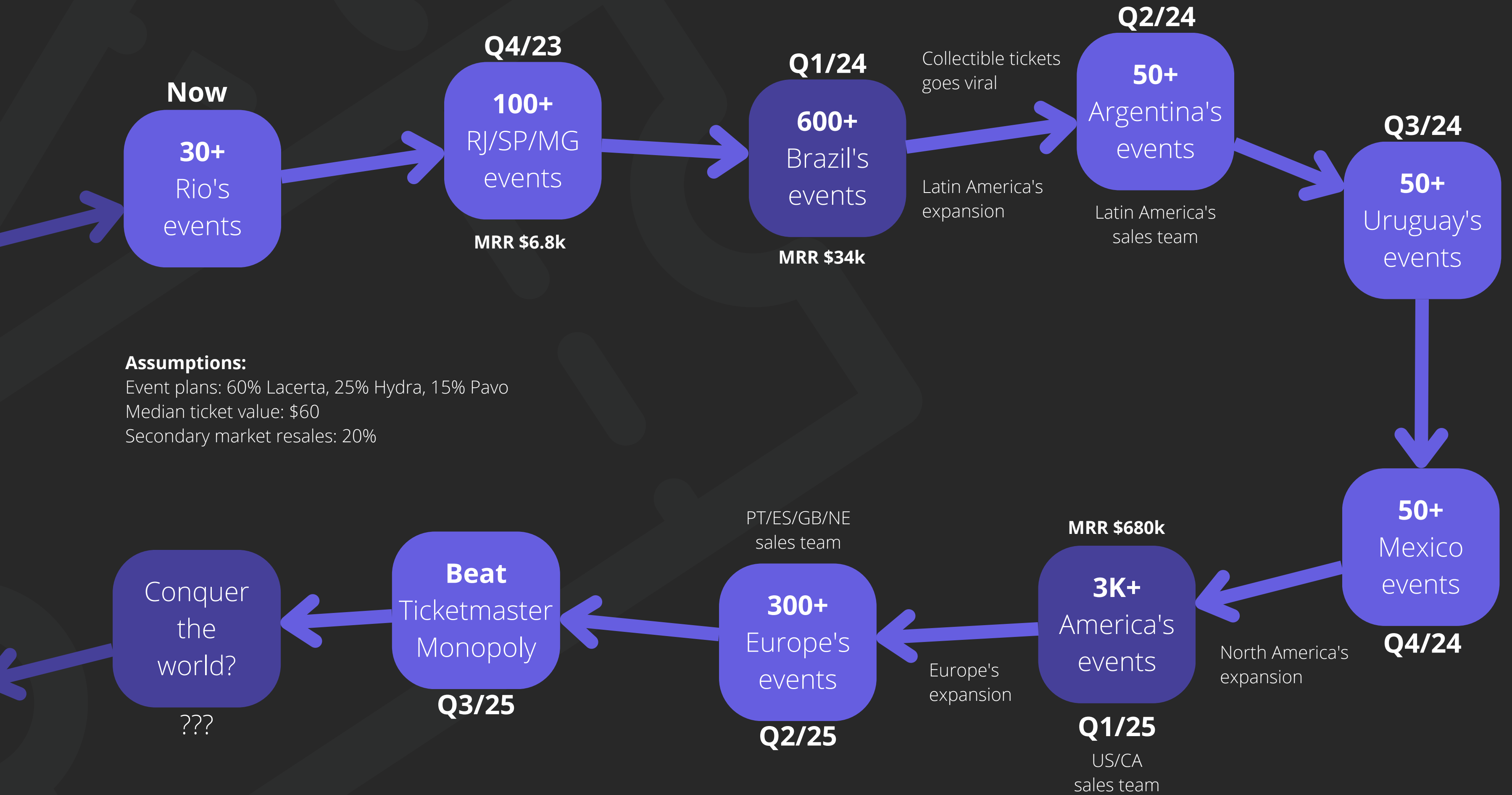
**2023**  
Worldwide's  
revenue in  
the  
event tickets

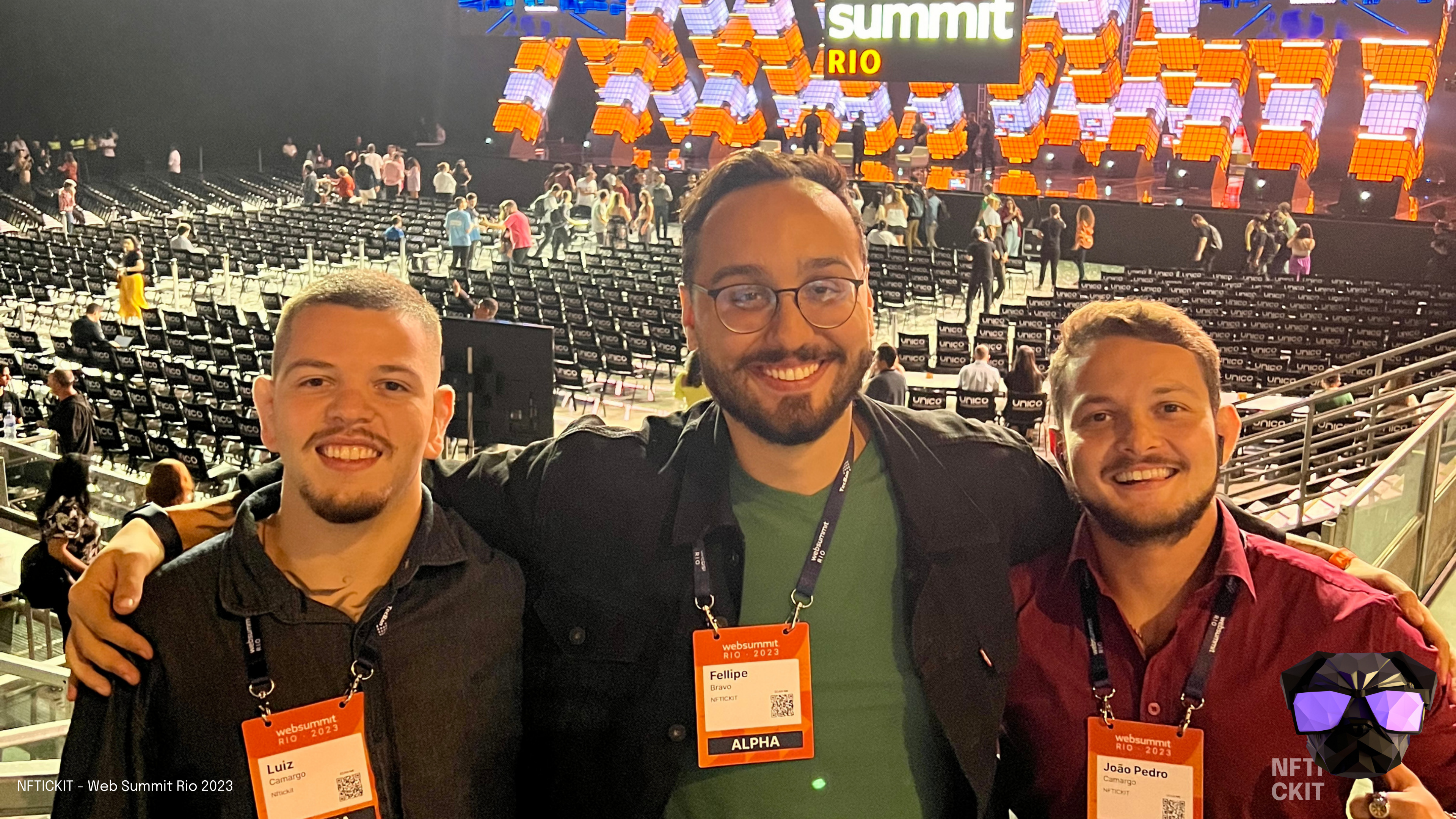
**SAM**  
**\$30Bn**

**2024**  
Americas'  
revenue in the  
event tickets

**SOM**  
**\$898m**

**2024**  
Brazil's  
revenue in the  
event tickets





summit  
RIO

websummit  
RIO - 2023  
Luiz  
Camargo  
NFTICKIT

websummit  
RIO - 2023  
Fellipe  
Bravo  
NFTICKIT  
ALPHA

websummit  
RIO - 2023  
João Pedro  
Camargo  
NFTICKIT



NFTICKIT



**Felipe Bravo**  
CEO/CTO

- Started a Brazilian bank SmartBank (Bank as a Service / Bank as a Platform);
- Team leadership on Santander and DELL;
- Background on Americanas S.A and MOSS.EARTH;
- Crypto/blockchain lover;
- Our hands-on tech guy.



**João Camargo**  
COO/Sales

- Serial entrepreneur;
- Crypto enthusiastic;
- Real-estate background with its own company;
- Also has his own jiu-jitsu academy and he's a professor of jiu-jitsu; (Black belt, of course)



**Luiz Camargo**  
Product/Design/Arts

- Crypto enthusiastic;
- Has its own company of arts;
- Background in retail, where he sold his own branded clothes (E-commerce);
- Our connection to the scene and events.



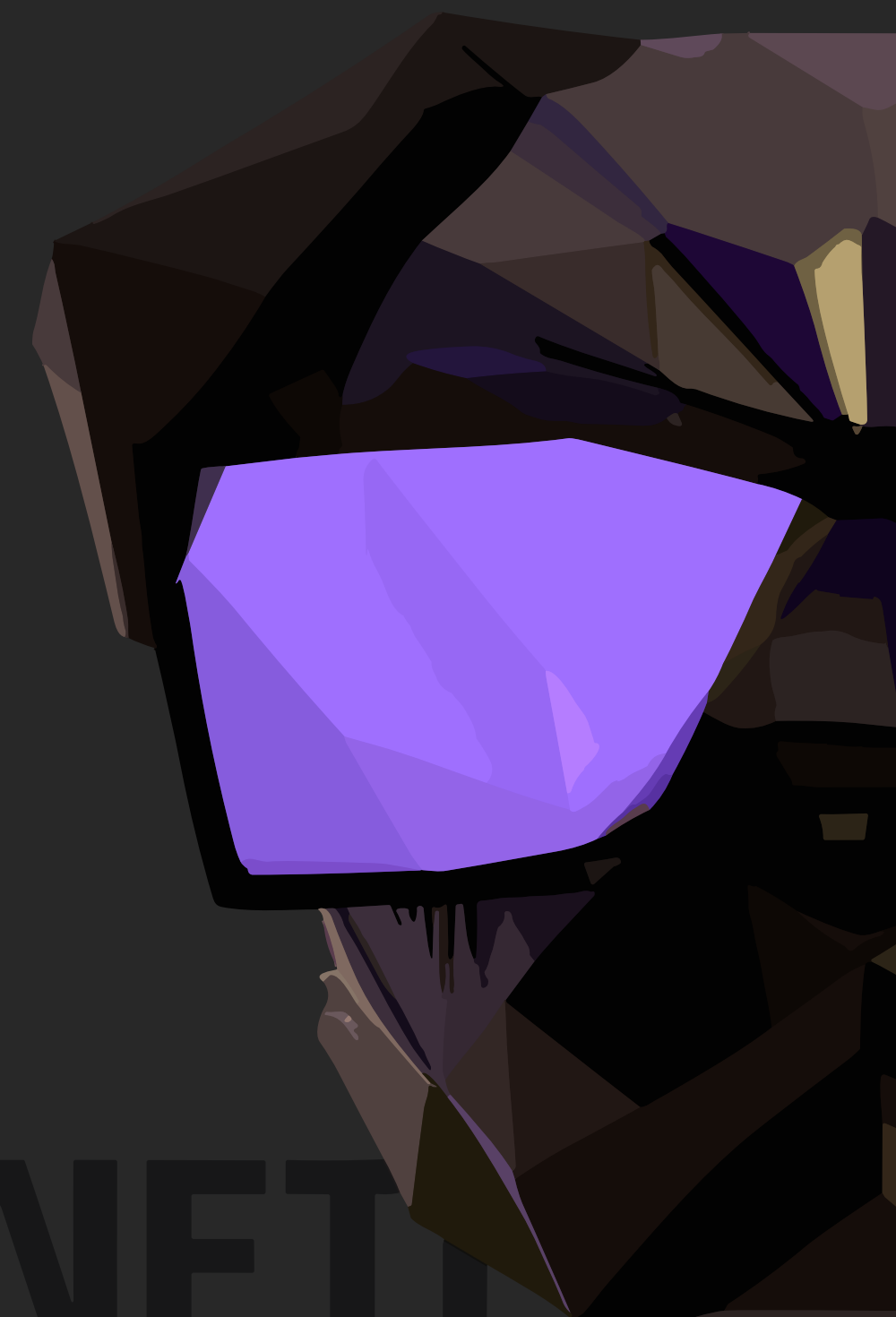
**Carlos Leoni**  
Advisor

- Financial background in payment means and banks like Unibanco, Safra, and Semear;
- Co-founder of SmartBank (Letsbank);
- Director of payment means and Innovation at Via Varejo S.A;

thank **you**  
for this opportunity

Fellipe Bravo

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