



Tikevent

“The fastest and smartest platform for
reselling event tickets”



تيك ايفينت
Tikevent

About the project:

Tikevent is a smart Saudi event ticket resale platform that enables individuals to buy and sell tickets easily and securely, while offering the fastest transaction fees and lowest commission rates in the market.

We're rebuilding trust in the ticket return market, making events more accessible to audiences, and enabling sellers to make quick profits without the hassle.

The problem

A clear gap in the ticket resale market

Despite the rapid growth of the events sector in the Kingdom, audiences still face significant difficulties when trying to resell their tickets:

Difficulty of reselling:

There is no reliable platform that facilitates the reselling process for individuals.

Unused tickets are often wasted.

Lack of trust:

The seller does not guarantee that he will get his money back.

The purchaser does not guarantee the validity of the ticket or its validity for entry.

High commissions:

Traditional platforms charge commissions of up to 20% or more.

These commissions reduce the seller's profit margin and frustrate users.

Delay in dues:

Current platforms take days or even weeks to transfer sellers' earnings, which hinders smooth ticket trading.



the solution

Tech Event redefines the ticket resale experience.



Fast and secure transfer:

- Transfer vendor payments within 30 minutes to 24 hours after the event ends.
- An automated financial system reduces errors and provides immediate convenience to the seller.

Lowest commission in the market:

- Flexible commission structure, significantly lower than competitors.
- Our goal: to enable the user to profit, not to drain him.

Real human support:

- Interactive technical support team available daily.
- We deal in a friendly and professional manner, not through incomprehensible robots.

Legal and secure platform:

- All transactions are conducted through a licensed platform that protects both the seller and the buyer.
- Integrates with official ticketing systems to confirm ticket authenticity.

Smooth user experience:

- Modern design, easy to use on mobile and web.
- Fast, simple interface, customized for Saudi and Gulf users.



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Business model

?How do we generate income



1 Commission on each sale

A fixed percentage is collected from each ticket sold on the platform.
The commission is designed to be the lowest in the market, while maintaining sustainable profitability.

2 Partnerships with event organizers

Providing official resale services in coordination with regulatory authorities.
Collaborative contracts open exclusive sales channels and increase user confidence.

3 Future additional services

Specialized sub-platforms
Event organization and management
Ticket export service
B2B solutions

Market size and opportunity

A huge market growing rapidly supported by Vision 2030:

- The Kingdom hosts more than 10,000 events annually (concerts, sports, exhibitions, conferences, etc.).
- Accelerated growth in spending on entertainment and events, directly supported by programs from the General Entertainment Authority and the Ministry of Tourism.
- Events such as Formula 1, WWE, the Club World Cup, Riyadh Season, and others attract millions of attendees annually.

Online ticket market in Saudi Arabia:

- The size of the e-ticketing market in Saudi Arabia is estimated at more than 2 billion riyals annually.
- A large percentage of tickets are sold and then resold for various reasons (change of plans, investment sale, high demand...).
- The absence of a dedicated resale platform creates a gap estimated at hundreds of millions of riyals annually.

Demand for resale solutions:

- Increased number of users searching for "sold out" or better priced tickets.
- Increase in the number of spam accounts trying to resell through unreliable means.

Golden opportunity:

Tikevent is ideally positioned to lead the online ticket resale market in the Kingdom and the Gulf, benefiting from:

- High demand.
- Technical and legal gap in the market.
- No direct competitors with a specialized and secure platform.



Competition

Despite the presence of players in the market, the ticket resale experience still suffers from poor organization, low trust, and high costs.

1. Traditional platforms

Such as: Golden Ticket and some major event apps.

Advantages:

Legal and reliable platforms with a good reputation and wide spread.

Disadvantages:

You suffer from high commissions that can reach up to 65%, slow and unresponsive technical support, and a complex user experience that doesn't focus on the needs of the individual seller.

2. Individual social media accounts

Such as: Twitter, Snapchat, WhatsApp, etc.

Advantages:

Ease and speed of communication between seller and buyer, and wide spread.

Disadvantages:

Complete lack of guarantees, frequent fraud, no legal or technical protection for either party, and a chaotic and random user experience.

Competitors	Tikevent	Feature
✗ or partially	✓ (Available)	Legal and safe platform
✗ (Delay of days or unreliable)	✓ (From 30 minutes to 24 hours)	Fastest payout processing
✗ (Up to 20% in some cases)	✓ (Available)	Lowest commission in the market
✗ (Automated or unresponsive)	✓ (Available daily)	Active and human customer support
✗ (Traditional or confusing experiences)	✓ (Available)	Modern user experience
✗ (General or non-specific)	✓ (Built specifically for this task)	Custom design for reselling

Team & Founders



Dhafi Ali Al-Qarni – CFO

Strategic financial expert with over 9 years of experience in corporate finance, budgeting, and investment planning. He ensures financial sustainability and supports the company’s expansion through sound financial strategies.



Saleh Muhannad Al-Zoubi – CEO

Visionary leader and operational expert specializing in the ticketing industry, with hands-on experience since 2017. He combines business development and strategic management skills to drive the company’s overall direction, operational excellence, and sustainable growth.



Abdullah Ibrahim Alansary – CMO

Visionary leader and operational expert specializing in the ticketing industry, with hands-on experience since 2015. He combines business development and strategic management skills to drive the company’s overall direction, operational excellence, and sustainable growth.

Technical Support Department

Provides reliable solutions and ensures smooth operations to enhance customer satisfaction and system efficiency.

Finance Department

Manages budgeting, financial planning, and investment strategies to ensure sustainable growth and profitability.

Marketing Department

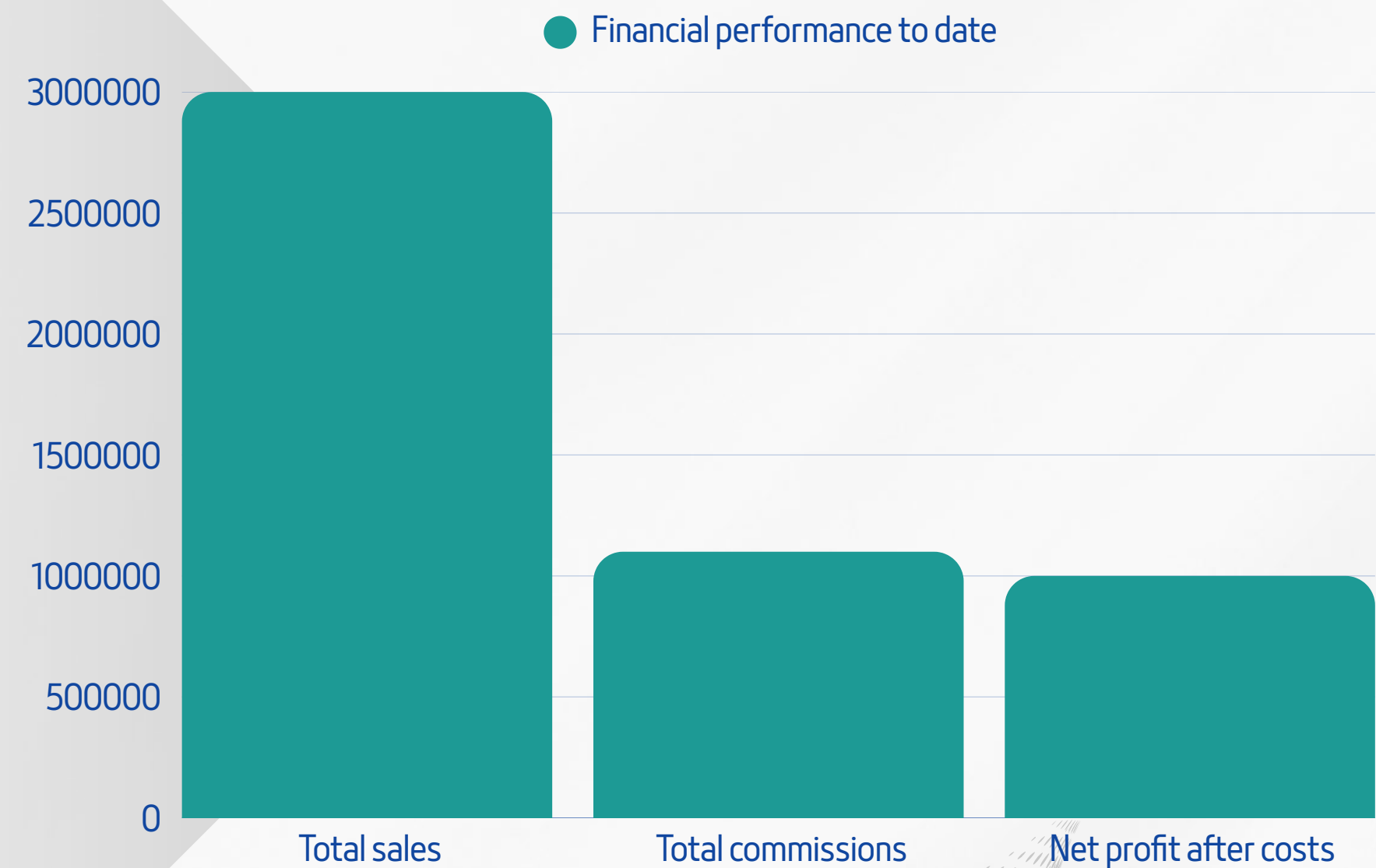
Responsible for brand building, customer acquisition, and driving growth through innovative campaigns.



Financial analysis



Financial Analysis – Current Performance and Growth Readiness



Performance so far

Total sales value through the platform: 3,010,387 Saudi riyals

Total commissions collected: 1.100.305,riyals

Net profit after operating costs: 1.005.605 riyals

These results were achieved during the pre-funding period, with limited resources.

Growth indicators:

The platform is experiencing steady organic growth with limited organic and marketing efforts.
Based on current performance, income is expected to double to quadruple within 6 months after investment support.
Demand for the platform is growing as the number of events in the Kingdom and the Gulf increases.

Financial Analysis - Investment Application

Details of the required investment:

Required amount: 1,800,000 Saudi riyals in exchange for: 25% of the company's shares. Pre-investment valuation: 7,000,000 riyals.

Distribution of required funding:

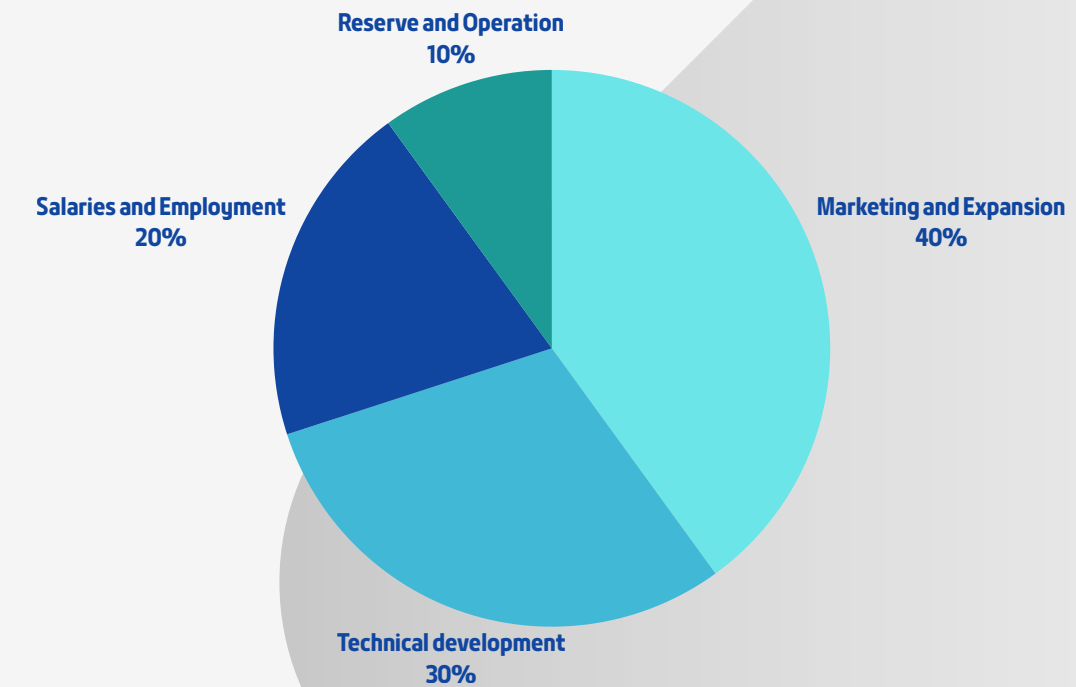
An amount of 1,800,000 Saudi Riyals will be invested according to the following plan:

40% for marketing and expansion in the local and Gulf markets.

30% for technical development of the platform and improvement of user experience.

20% for hiring specialized staff in technical support, marketing, and design.

10% is allocated to the operating reserve and to cover fixed costs.



Exit Strategy:

- Strategic acquisition: Sale of all or part of the company to a major platform in the ticketing or events sector within 3-5 years.
- Subsequent investment round: Selling the existing investor's stake to new investors at a higher valuation.
- Dividend Distribution: Start paying periodic dividends when operating profitability is achieved.
- Share buyback: An option to buy back an investor's share within a specified period at a profitable return.

Expansion plan

From a local platform to a regional leader

1. Strengthening local presence:

- Expansion in the Gulf (UAE - Qatar - Kuwait), Europe and Britain
- Establish direct partnerships with local event organizers and government agencies.
- Launch digital and field marketing campaigns to increase user numbers and establish the brand.

2. Entering the Gulf markets:

- Launch Tikevent in select GCC markets (Kuwait, Bahrain, Oman) within the first 12 months after funding.
- Adapting the platform legally and technically to suit each market.
- Collaborating with local partners to facilitate entry and activation of the platform.

3. Expanding the scope of services:

- Launching specialized sub-platforms based on the type of event (sports, music, cultural, etc.).
- Providing ticket export service to all parts of the world.
- Providing customized solutions for businesses (B2B) to purchase and distribute tickets in bulk.

4. Transforming into an integrated platform:

- Entering the field of organizing events in cooperation with official and private entities.
- Develop data analysis tools and smart recommendations for users.
- Launching custom mobile apps to improve accessibility and user experience.



Why invest in Tikevent?

Expert team and practical implementation

- A team with extensive experience in the ticketing market and digital marketing.
- Existing operations and partnerships under implementation, including a contract with the Ministry of Tourism worth 800,000 riyals.
- Operational and technical readiness to move to the next stage immediately.



Promising market and rare opportunity

- The events and ticketing market in Saudi Arabia is witnessing tremendous growth, supported by Vision 2030.
- There is no legal and professional resale platform in the Kingdom.
- Tikevent is ideally positioned to lead the way in this field both locally and in the Gulf.



Ready-made and superior product

- A modern platform built with the highest standards of technology and security.
- Fastest receivables transfer and lowest commission in the market.
- Daily human technical support provides an exceptional user experience.



Proven financial performance

- Sales exceeded 3 million riyals so far.
- Net commissions after costs exceed 738 thousand riyals.
- Double growth rate in just 6 months after funding.



Risk analysis

Proactive vision and professional solutions



New competitors enter at a lower cost:

Risk: The emergence of competing platforms that imitate the model and offer low commissions.

Process: Tikevent has the advantage of early launch, a growing user base, and a superior user experience, along with human technical support that other platforms do not offer.



Relying on seasonal events:

Risk: Sales fluctuation during recessions or between seasons.

Process: Diversify income sources through additional services (B2B, ticket exports, specialized platforms), and expand the user base outside the Kingdom.



Legal and regulatory challenges:

Risk: Changes in regulations or new requirements that may affect resale activity.

Process: Working within a legal framework from the outset, with regular legal consultations, and cooperating with official bodies to increase reliability and sustainability.



Relying on a limited team:

Risk: Stress on existing team as processes and users increase.

Treatment: Phased expansion of employment, particularly in support and technology, as part of the post-funding growth plan.



Be part of our success story – contact us now

Tikevent is not just a ticket resale platform... it's the smart gateway to the world of events

We are excited to have you as part of this accelerated growth.



Name: [Saleh Muhannad Al-Zoubi]



Email: [info@tikevent.com]



Mobile: [+966534216342]



Website: www.tikevent.com



Location: Kingdom of Saudi Arabia



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