

# AVENTI

IRL Experiences Recommendation Engine & Discovery/Distribution Platform

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## Executive Summary

Aventi is an IRL experiences recommendation engine and event discovery platform that aggregates every event type — nightlife, concerts, festivals, fitness, food, and culture — into a single TikTok-style swipe interface. The platform serves both consumers seeking experiences and event creators needing distribution, generating revenue across five streams: affiliate ticket commissions, B2C premium subscriptions, creator subscriptions, interstitial advertising, and merchandise commissions.

Early validation demonstrates exceptional unit economics: **\$220 CAD spent on Meta ads acquired 70 monthly active users** with a basic prototype and zero marketing expertise — a **\$3.14 CAC per MAU** that is 6–11× more efficient than industry benchmarks[1][2]. This proof point, achieved under worst-case conditions, validates strong organic demand for better event discovery.

Aventi launches in Toronto — the third-largest concert market globally — before expanding to New York City (#1) and Los Angeles (#3). The combined three-city addressable market represents **3.46 million experience-seekers**. The business reaches **profitability at Month 12** with 50,000 MAU in Toronto, scaling to **\$10.8M ARR by Year 3** across three cities with **91% net margins**.

### Capital requirements:

- Phase 1 (Build): \$75,000–\$90,000
  - Phase 2 (Pre-Seed): \$150,000–\$250,000
  - Phase 3 (Seed): \$1,500,000–\$2,500,000
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# Market Opportunity

## A Trillion-Dollar Industry With No Mobile-Native Incumbent

The global events industry reached **\$1.48 trillion in 2025** and is projected to hit **\$3.47 trillion by 2033** at 11.2% CAGR[3]. Canada's live music sector alone contributes \$10.92 billion annually to GDP and supports over 100,000 jobs[4][5]. Toronto is the disproportionate beneficiary — concert show counts have doubled since 2019, and the city sits alongside New York and Los Angeles as one of the three largest live music markets globally[6][7].

The competitive landscape presents a rare open window:

- **Eventbrite** was sold to Bending Spoons for just \$500M in December 2025 (down from a \$1.8B IPO valuation) and is being taken private for restructuring[8][9].
- **Fever** (\$3.6B valuation, \$509M raised) has no meaningful Toronto presence and focuses on proprietary experiences, not open discovery[10][11].
- **Posh** (\$31M raised) has 2M registered users but only approximately 300,000 recurring bookers — roughly 15% activation rate — and operates U.S.-only with no international footprint[12][13].

No incumbent offers mobile-native, platform-neutral event discovery across all event types and ticketing platforms. The market infrastructure exists — events, venues, ticketing systems — but the discovery layer is broken.

## Target Markets: Three Premier Event Cities

Aventi targets the three highest-volume live events markets in North America:

Market	Population	18–34 Pop.	Social-Active	Experience-Seekers
Toronto (GTA)	6,700,000	1,876,000	1,595,000	<b>877,000</b>
New York City	8,260,000	2,230,000	1,896,000	<b>1,043,000</b>
Los Angeles Metro	13,200,000	3,300,000	2,805,000	<b>1,543,000</b>
<b>Combined</b>	—	—	—	<b>3,463,000</b>

Table 1: Total Addressable Market Across Three Cities

**Toronto** hosts the third-largest concert market globally with \$850M in annual concert revenue and doubled event counts since 2019[6][7]. **New York City** leads all U.S. markets in total event volume with 610+ nighttime events tracked in a single reporting period — nearly double the runner-up[14]. **Los Angeles** ranks #1 for live entertainment infrastructure overall, with 8× more performing arts companies per capita than the national average[15].

TikTok penetration among Canadian 18–34 year-olds exceeds 60%, and over 90% of Canadians under 34 use social media regularly — confirming the vertical-swipe UX is native behaviour for this demographic[16][17].

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# Product Architecture

## Four Core Functions

### 1. Discovery Engine

AI-powered, personalized swipe-based feed that surfaces events and experiences tailored to each user's tastes, location, social graph, and past behaviour. The algorithm learns from every swipe, tap, save, and share to continuously improve recommendations.

### 2. Recommendation & Activation

Converts passive browsing into action through social features and one-tap functions: ticket purchases, RSVPs, group plan creation, calendar integration, and venue navigation. Users move from "what's happening?" to "I'm going" in two taps.

### 3. Distribution Platform

When event creators list on Aventi, the platform automatically syndicates those events to Eventbrite, Facebook Events, Google Events, and other external channels. This multi-platform distribution from a single listing is a value proposition no existing platform offers — because no existing platform is platform-neutral.

### 4. Marketplace

Ticket affiliate sales, in-app merchandise, sponsored placements, and premium creator tools all monetize through the same discovery layer. Every swipe is an opportunity to connect users with experiences and creators with audiences.

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# Revenue Model

## Five Diversified Revenue Streams

### Stream 1: Affiliate Ticket Commissions (7.5%)

Aventi earns a 7.5% commission on every ticket sold through the platform via affiliate partnerships with ticketing platforms. At 15% monthly ticket purchase rate across MAU and a \$40 average ticket, this stream anchors early revenue and scales linearly with MAU.

### Stream 2: B2C Premium Subscription (\$9.99/month)

Free users experience the full swipe interface with interstitial ads inserted naturally into the feed. Premium subscribers unlock:

- Ad-free experience (removes all interstitial video ads)
- Travel Mode (discover events in any city, not just home market)
- Prize draws (opt-in to ticket giveaways and merch draws)

- Priority notifications for trending and selling-out events

Freemium-to-paid conversion for consumer apps averages 2–5%, with top performers reaching 6–8%<sup>[18][19]</sup>. The model conservatively starts at 2% conversion at launch and grows to 4% as the product matures and premium features expand.

### Stream 3: Creator Premium Subscription

Event creators who list on Aveni receive basic listing features for free. Premium creator subscriptions unlock multi-platform distribution and advanced tools:

Tier	Features
Creator Pro (\$19.99/mo)	Easy event creation, analytics dashboard, distribution to 3 platforms (Eventbrite, Facebook Events, Google Events)
Creator Business (\$49.99/mo)	Unlimited distribution channels, priority placement in swipe feed, advanced analytics, custom event branding, promotional tools

Table 2: Creator Subscription Tiers

This pricing positions competitively against Eventbrite's \$15–\$100/month plans (which offer only email marketing, plus 10–14% per-ticket fees)<sup>[20][21]</sup>, while delivering something Eventbrite cannot: automatic cross-platform distribution to competing channels. Platform neutrality is the core value proposition.

### Stream 4: Interstitial Advertising

Free users see one full-screen video ad card every 10 swipes, inserted naturally into the feed exactly like TikTok's in-feed ad experience. This follows Google's policy of no more than one ad between every two user actions and best-practice guidance of 1 interstitial per 8–12 content views<sup>[22][23]</sup>.

Conservative modeling assumes \$8 CAD eCPM (industry range: \$5–\$15 USD for mobile interstitials in North America)<sup>[24][25]</sup>. At 30 swipes per session × 12 sessions per month, each free user generates 36 ad impressions monthly. Premium subscribers are excluded from ad inventory.

### Stream 5: Merchandise Commission (15%)

23% of concert-goers now purchase merchandise, up from 11% in 2019, spending an average of \$64 per purchase in 2025<sup>[26][27]</sup>. The model conservatively assumes 20% of ticket buyers purchase merch at \$55 average spend, with Aveni taking a 15% marketplace commission — consistent with standard marketplace rates of 15–25%<sup>[28][29]</sup>.

# Revenue Diversification

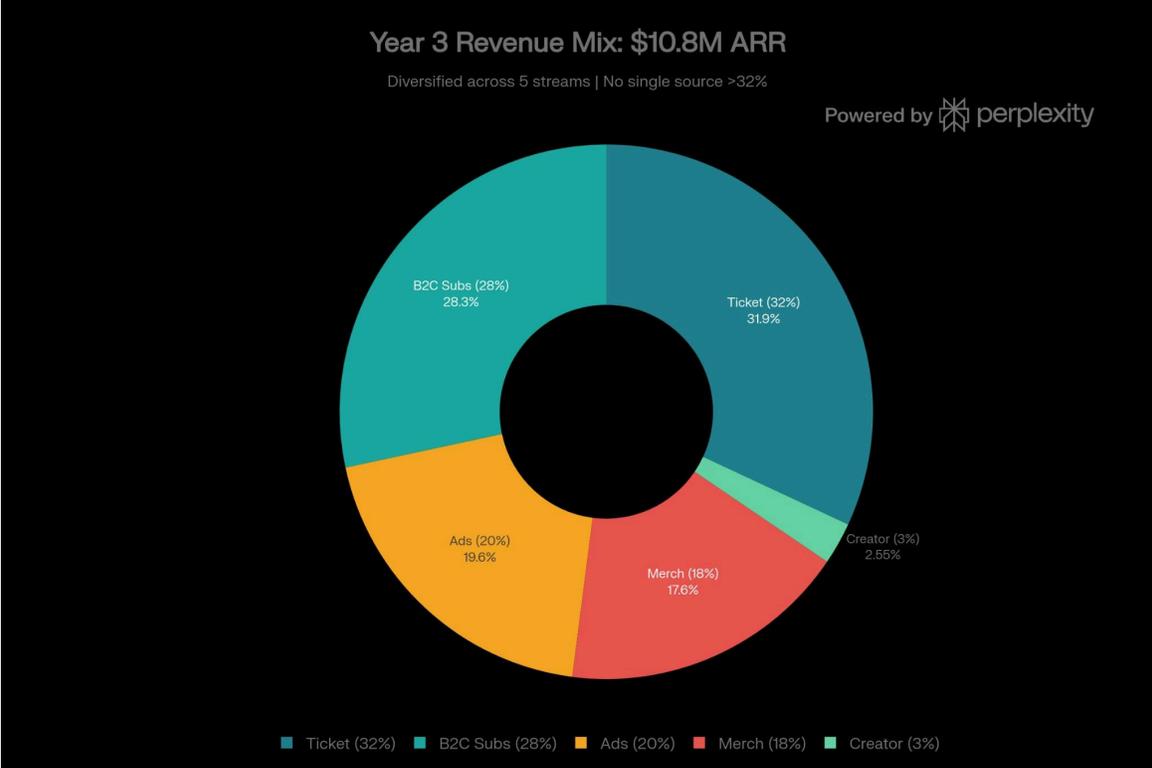


Figure 1: Year 3 Revenue Mix: No single stream exceeds 32% of total revenue

By Year 3, no single revenue stream exceeds 32% of total revenue. This diversification eliminates single-point-of-failure risk — even if any one stream underperforms by 50%, the other four carry the business to profitability.

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# Financial Projections

## Revenue Scaling by Milestone

<b>Stream</b>	<b>Month 3</b> (2.5k MAU)	<b>Month 6</b> (10k MAU)	<b>Month 12</b> (50k MAU)	<b>Year 2</b> (150k MAU)	<b>Year 3</b> (641k MAU)
Ticket Commission	\$1,125	\$4,500	\$22,500	\$67,500	\$288,450
B2C Subscriptions	\$500	\$2,498	\$14,985	\$52,448	\$256,144
Creator Subs	\$30	\$192	\$1,200	\$4,319	\$23,068
Interstitial Ads	\$706	\$2,808	\$13,968	\$41,688	\$177,224
Merch Commission	\$619	\$2,475	\$12,375	\$37,125	\$158,648
<b>Total Monthly</b>	<b>\$2,979</b>	<b>\$12,472</b>	<b>\$65,028</b>	<b>\$203,079</b>	<b>\$903,533</b>
<b>ARR</b>	<b>\$35,746</b>	<b>\$149,669</b>	<b>\$780,331</b>	<b>\$2,436,949</b>	<b>\$10,842,397</b>

Table 3: Monthly Revenue by Stream at Key Milestones

Figure 2: Revenue streams scale from \$3k to \$904k monthly revenue



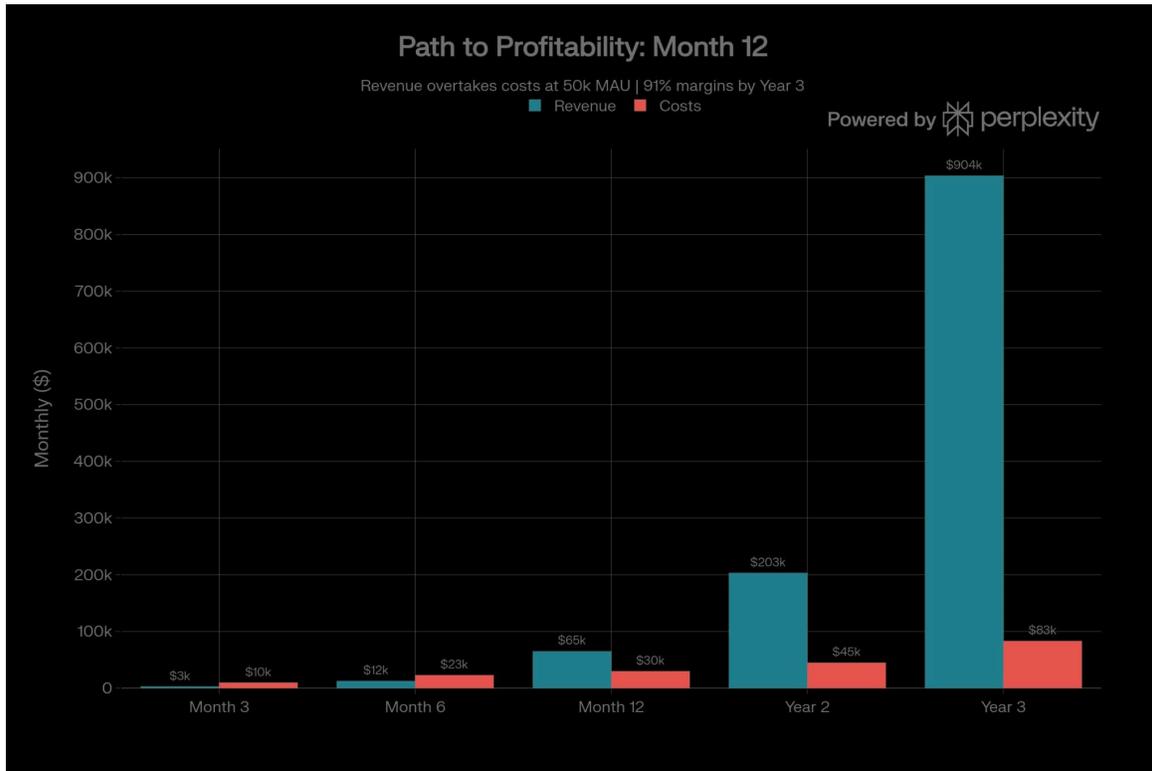
## Cost Structure & Path to Profitability

Cost Category	Month 3	Month 6	Month 12	Year 2	Year 3
Infrastructure	\$1,000	\$1,000	\$1,000	\$2,000	\$3,000
Founder Stipend	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Marketing	\$3,733	\$8,900	\$15,983	\$12,717	\$30,117
Team	\$0	\$8,000	\$8,000	\$25,000	\$45,000
<b>Total Monthly</b>	<b>\$9,733</b>	<b>\$22,900</b>	<b>\$29,983</b>	<b>\$44,717</b>	<b>\$83,117</b>
<b>Net Monthly</b>	<b>-\$6,754</b>	<b>-\$10,428</b>	<b>+\$35,044</b>	<b>+\$158,362</b>	<b>+\$820,416</b>
<b>Net Margin</b>	<b>—</b>	<b>—</b>	<b>54%</b>	<b>78%</b>	<b>91%</b>

Table 4: Monthly Cost Structure and Profitability

Aventi reaches **monthly profitability at Month 12** with 50,000 MAU and \$65,028 in monthly revenue against \$29,983 in costs — a 54% net margin. By Year 3, margins expand to 91% as the cost base grows linearly while revenue scales exponentially with MAU.

Figure 3: Revenue overtakes costs at Month 12; margins expand to 91% by Year 3



Infrastructure costs remain remarkably low at \$500–\$1,500 per city per month. The operational cost base stays flat while revenue scales exponentially with MAU — creating the margin expansion from 54% at Month 12 to 91% at Year 3.

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# Capital Requirements

## Phase 1: Build (Months 1–3) — \$75,000–\$90,000

The production app will be built in 2–3 months for core product functionality, followed by 2–3 months of testing, optimization, and refinement.

Role	Monthly Rate	Duration	Total
UI/UX Designer (1)	\$4,500	3 months	\$13,500
Full-Stack Developers (3)	\$5,500 each	3 months	\$49,500
Project Manager (1)	\$4,000	3 months	\$12,000
<b>Engineering Total</b>			<b>\$75,000</b>
Founder Stipend	\$5,000/mo	3 months	\$15,000
<b>Phase 1 Total</b>			<b>\$90,000</b>

Table 5: Phase 1 Engineering Budget

The founder receives a \$5,000/month stipend to direct the project and contribute at every level — product vision, growth strategy, creator partnerships, and hands-on testing.

**Funding source:** Bootstrapped, grant (e.g., IRAP, Futurpreneur, Innovate BC), or angel investment. This is the minimum capital to go from concept to production app.

## Phase 2: Pre-Seed (Months 4–18) — \$150,000–\$250,000

**Objective:** Launch in Toronto, reach 50,000–114,000 MAU, prove unit economics, approach viral threshold (16–20% of 877,000 GTA TAM).

Item	Duration	Total
Marketing (paid + organic)	15 months	\$133,800
Founder stipend	15 months	\$75,000
Infrastructure	15 months	\$15,000
Dev team (maintenance + iteration)	12 months	\$96,000
<b>Gross Total</b>		<b>\$319,800</b>
Revenue earned during phase		-\$45,000
<b>Net Capital Required</b>		<b>\$274,800</b>

Table 6: Phase 2 Pre-Seed Capital Requirements

**Recommended raise: \$150,000–\$250,000.** The lower end (\$150k) reaches approximately 68,000 MAU (7.8% GTA penetration) with strong product-market fit signals. The upper end (\$250k) pushes to approximately 114,000 MAU (13% penetration), positioning the seed raise on much stronger footing.

Consumer apps with network effects typically hit viral inflection — where organic word-of-mouth overtakes paid acquisition — at 16–20% penetration of a local user cluster[30]. At \$250k pre-seed, Aventi reaches 13% GTA penetration, just below the viral threshold. This is the ideal position from which to raise a seed round: strong enough to demonstrate clear product-market fit, retention, and unit economics, while giving seed investors the opportunity to fund the final push to virality.

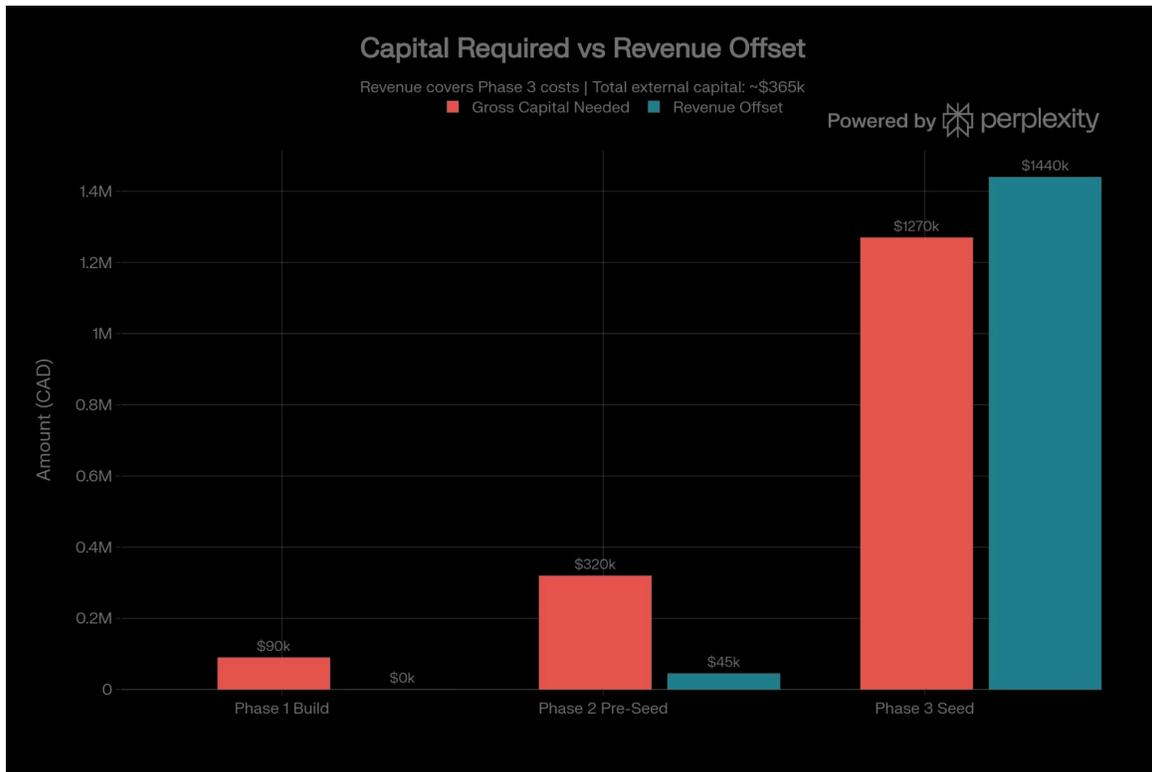
### **Phase 3: Seed (Months 18–36) — \$1,500,000–\$2,500,000**

**Objective:** Push Toronto past viral threshold, launch NYC and LA, reach 641,000 MAU across three cities (18% penetration in each), and hit \$10.8M ARR.

<b>Item</b>	<b>Monthly Avg</b>	<b>Duration</b>	<b>Total</b>
Marketing (3 cities)	\$29,000	18 months	\$514,000
Founder stipend	\$5,000	18 months	\$90,000
Infrastructure (2-3 cities)	\$2,000	18 months	\$36,000
Team (growing)	\$35,000	18 months	\$630,000
<b>Gross Total</b>			<b>\$1,270,000</b>
Revenue earned during phase			-\$1,440,000
<b>Net Capital Required</b>			<b>Revenue-positive</b>

Table 7: Phase 3 Seed Capital Requirements

Figure 4: By Phase 3, revenue covers operational costs; seed funds acceleration



By Phase 3, revenue is generating \$65,000–\$903,000/month. The seed raise provides **runway and acceleration capital**, not survival capital. The business is self-sustaining from Month 12 forward – the seed funds faster market expansion, not existence.

**Recommended raise: \$1.5M–\$2.5M** to provide maximum acceleration headroom and hire aggressively for the NYC/LA launches, even though the model shows revenue covering costs.

## Total External Capital: \$1,700,000–\$2,840,000

Phase	Raise	Outcome
Phase 1	\$75k–\$90k	Functional production app ready for market
Phase 2	\$150k–\$250k	50k–114k MAU, product-market fit proven, profitable
Phase 3	\$1.5M–\$2.5M	641k MAU across 3 cities, \$10.8M ARR, 91% margins

Table 8: Capital Requirements and Outcomes by Phase

# Go-to-Market Strategy

## Channel Mix by Priority

### Tier 1: Core Paid Acquisition (80–100% of early budget)

Channel	Strategy
Meta Ads (IG/Facebook)	Local-radius targeting around Toronto neighbourhoods and venue clusters. Strongest for high-intent users searching "things to do tonight." 50–60% of the early budget.
TikTok Ads (In-Feed & Spark)	Vertical video for cheaper reach and high engagement. Spark Ads (whitelisting creator UGC) prioritized — historically outperform polished brand ads for app installs. 30–40% of early budget.

Table 9: Tier 1 Acquisition Channels

### Tier 2: Search & App-Install (High-Intent Capture)

- **Google App Campaigns (UAC):** Promotes Aventi across Search, YouTube, Display, and Play Store targeting keywords like "events in Toronto."
- **Apple Search Ads (ASA):** Targets high-intent iOS users searching "concert tickets" and "things to do." Tightly themed keyword groups for cost efficiency.
- **Standard Google Search:** Bids on long-tail keywords (e.g., "Toronto nightlife this weekend") directing to web landing page with app download CTA.

### Tier 3: Niche Ecosystems & Secondary Tests

Once core channels are optimized, 10–20% test budget focuses on highly relevant, category-specific platforms:

- **Eventbrite/Ticket Platforms:** Co-marketing and paid placements to tap existing event-hungry user bases.
- **Reddit:** Promoted posts in r/toronto and r/TorontoEvents to drive discovery of Aventi's swipe UI.
- **Snapchat Ads:** Proximity targeting around downtown and university campus areas.

## Organic & Retention Layer

A sustained, low-cost organic presence amplifies paid spend and reduces long-term CAC:

- **Vertical Video Content (TikTok & IG Reels):** Daily organic content — event montages, "hidden gems this weekend," people using the Aventi app — all geotagged to Toronto.
- **Community Building:** Email/SMS/newsletter for weekly roundups ("Handpicked for you this week in Toronto") to deepen retention and drive repeat ticket clicks.

- **Influencer/Creator Partnerships:** Focused partnerships with Toronto-based micro-creators in nightlife, dating, and event niches to integrate the app into native content.

The organic/viral share of new MAU is modelled to grow from 15% at Month 3 to 70% by Year 3, progressively reducing paid acquisition dependency and improving unit economics.

## Unit Economics

### LTV/CAC Trajectory

The model's most critical investor metric — LTV/CAC ratio — improves steadily as organic growth overtakes paid acquisition and retention compounds.

**LTV calculation:** At an average user lifetime of 8 months, 15% monthly ticket purchase rate, \$40 average ticket, and 7.5% commission, **LTV = \$3.60 per user** on affiliate revenue alone.

**Effective CAC** drops from \$4.59 at Month 3 (mostly paid) to **\$0.99 by Year 3** as organic/viral users make up 70% of new MAU.

**LTV/CAC crosses the 3× fundable threshold** between Year 2 and Year 3 — on affiliate-only revenue, before ads, subscriptions, or direct ticketing are factored in.

This is a conservative floor. Adding even one additional revenue stream (sponsored placements, premium listings, or direct ticketing at 3–5% take rate) would push LTV above \$7–\$10 per user and place LTV/CAC well above 5× at scale.

## Virality Mechanics & Market Expansion

### The 16–20% Threshold

Consumer apps with network effects typically hit viral inflection at 16–20% penetration of a local user cluster[30]. At this threshold, word-of-mouth and social sharing overtake paid acquisition as the primary growth driver.

Applied to each target market:

City	TAM	16% Floor	18% Target
Toronto (GTA)	877,000	140,300 MAU	157,900 MAU
New York City	1,043,000	166,800 MAU	187,700 MAU
Los Angeles Metro	1,543,000	246,800 MAU	277,700 MAU

Table 10: Virality Thresholds by Market

## Three-City Expansion Timeline

Phase	Timeline	MAU	Markets	ARR
Today	—	70	Toronto (prototype)	—
Pre-Seed Close	Month 0	70	Toronto	—
Month 3	Month 3	2,500	Toronto	\$13,500
Month 6	Month 6	10,000	Toronto	\$54,000
Month 12	Month 12	50,000	Toronto	\$270,000
Month 18	Month 18	75k–114k	Toronto (near-viral)	\$405k–\$615k
Seed Deployment	Month 15–18	—	Toronto + NYC + LA	—
Month 30	Month 30	~400,000	3 cities growing	\$2,160,000
Month 36	Month 36	<b>641,000</b>	<b>All 3 viral</b>	<b>\$10,842,397</b>

Table 11: Full Timeline: Pre-Seed Through Three-City Virality

NYC and LA carry higher CACs (\$5.00–\$5.50 vs Toronto's \$3.00–\$3.50) because these are more competitive paid-media markets. However, the playbook is proven in Toronto: the swipe UX, creator-driven content, and hyper-local targeting transfer directly, and Toronto's retention and viral mechanics de-risk execution.

LA Metro's TAM (1.54M) is 48% larger than NYC's (1.04M), requiring more MAU to reach the same penetration percentage. Additionally, LA is the most competitive digital advertising market in North America, with higher CPMs across Meta and TikTok. The larger budget reflects a larger prize — LA Metro at virality alone would represent 278,000 MAU.

## Why This Model Works

### The \$3.14 CAC Proof Point

Every number in this model traces back to a real, proven data point: \$220 spent, 70 MAU acquired, zero optimization. Achieved with a basic functional prototype and zero marketing expertise, this validates strong organic demand before any product refinement, creative testing, or audience optimization[1][2].

The model assumes CAC *worsens* in new markets (\$5.00–\$5.50 in NYC/LA vs \$3.14 in Toronto), providing conservative built-in margin.

### Five Revenue Streams Eliminate Single-Point-of-Failure Risk

Even if any one stream underperforms by 50%, the other four carry the business to profitability. By Year 3, no single stream exceeds 32% of total revenue — a diversification profile most consumer startups don't achieve until Series B.

## **Profitability at Month 12 Means Seed Buys Acceleration, Not Survival**

Investors aren't funding hope — they're funding a profitable, proven Toronto business into two additional top-3 concert markets. By the time seed deploys, Toronto has proven the entire playbook: swipe UX, creator GTM, Meta/TikTok channel mix, retention mechanics, affiliate integrations. NYC and LA are execution of a proven model, not experiments.

## **Infrastructure Costs Are Negligible**

At \$500–\$1,500/month per city, the operational cost base stays flat while revenue scales exponentially with MAU — creating the margin expansion from 54% at Month 12 to 91% at Year 3.

## **The Competitive Window Is Open**

Eventbrite was sold for \$500M and is being restructured[8][9]. Fever (\$3.6B) has no Toronto presence[10]. Posh has a 15% activation rate[12]. Three of the largest live events markets in the world have no mobile-native discovery incumbent.

Toronto hosts the third-largest concert market globally with \$850M in annual concert revenue and doubled event counts since 2019[6][7]. NYC leads all U.S. markets in total event volume with 610+ nighttime events tracked in a single reporting period[14]. LA ranks #1 for live entertainment infrastructure overall[15].

The demand is proven. The economics work. The market is open.

## **Platform Neutrality Is the Moat**

Aventi's platform-neutral, creator-friendly model enters all three markets without threatening any existing player — it helps them sell more tickets. When creators list events on Aventi, those events are automatically syndicated to Eventbrite, Facebook Events, Google Events, and other external channels. No other platform offers this because no other platform is platform-neutral.

This creates a defensible moat: creators come to Aventi because we amplify their reach across all channels. Users come to Aventi because we aggregate all events across all platforms. Neither side can be disintermediated by a single-platform incumbent.

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## **Conclusion**

Aventi addresses a \$1.48 trillion global market with no mobile-native incumbent, proven unit economics, and a clear path to profitability within 12 months. The business model spans five

diversified revenue streams, reaches 91% net margins by Year 3, and scales to \$10.8M ARR across three premier North American event markets.

The \$3.14 CAC — achieved under worst-case conditions — validates strong organic demand. The infrastructure is already built (events, venues, ticketing systems) — Aventi provides the missing discovery layer. The competitive window is open as Eventbrite dismantles, Fever ignores Toronto, and Posh remains U.S.-only with weak activation.

With \$1.7M–\$2.8M in total external capital across three phases, Aventi becomes the definitive IRL experiences recommendation engine for North America's top event markets.

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