

## COMPANY DECK

**The Favourse App**, a pioneering project by PT Favourse Technology Inc., is at the forefront of transforming the event management landscape. Our mission centers on leveraging advanced blockchain technology to develop a state-of-the-art web application. This application is uniquely designed to redefine the creation, management, and experience of events. At the core of our innovation lies a commitment to building a seamless and robust platform, ensuring the highest standards of security and efficiency.

## Event E-nabler Platform

ENABLER



Speakers & Creators  
Marketplace



Events /  
Event Organizer



Sponsors  
Marketplace

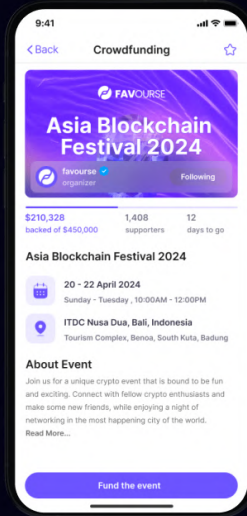
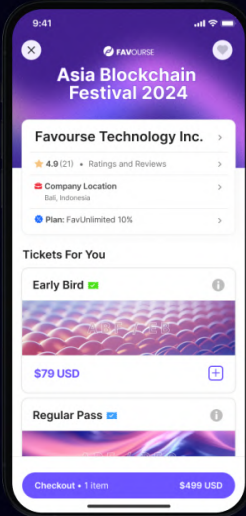
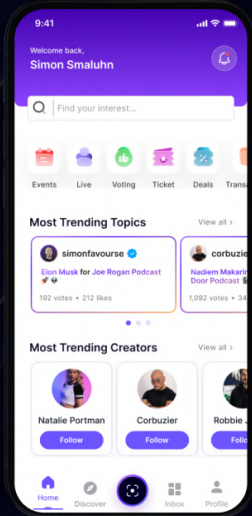


Venues



Participants

Favourse facilitates events, enabling idols to connect with fans, attracting sponsors, and assisting people in organizing and creating the right event at a matching venue.



## Event Success Platform

The cutting-edge platform-app ensures effortless event success.



## Fan-Engagement Suite

With fan-engagement tools, creators and events can be effectively marketed.

# Problems & Solutions

Favourse encountered significant challenges in the event management industry, primarily stemming from prevalent issues such as ticket fraud, high operational costs, and the unpredictability of event demand. These challenges were further compounded by traditional event management methods, which often lacked the necessary levels of security and efficiency.

The strategic solutions implemented by Favourse effectively address these key challenges in event management. They represent a shift towards more innovative and reliable approaches, ensuring a secure, efficient, and profitable ecosystem for all stakeholders in the event industry.





## FavTickets

Event Ticketing  
Create event pages easily with advanced management.



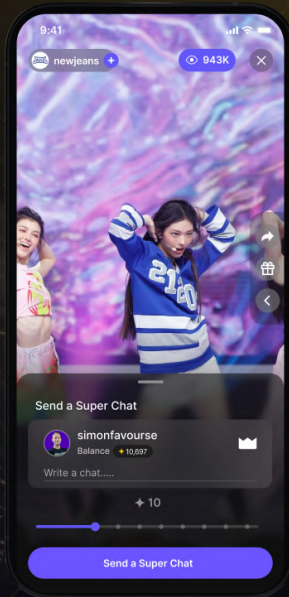
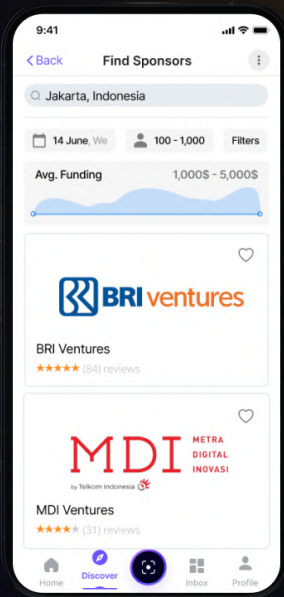
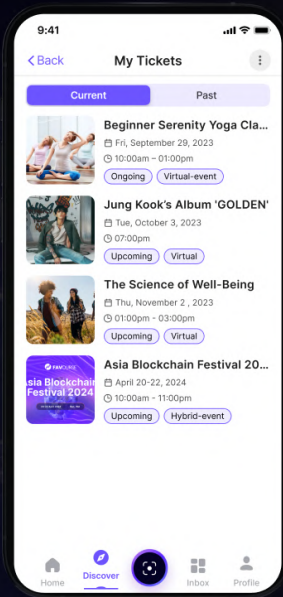
## FavPartners

Find Event Partners  
Find event partners like venues, influencers, and sponsors.



## FavStream

Live-Streaming  
Seamless integration of live-streaming technology through our partner Popin.



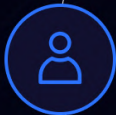
## FavInvite

Fan-Powered Creator Lineup  
Users suggest+vote for desired speakers/creators at specific events/locations. ("Invite your idol to your hometown")



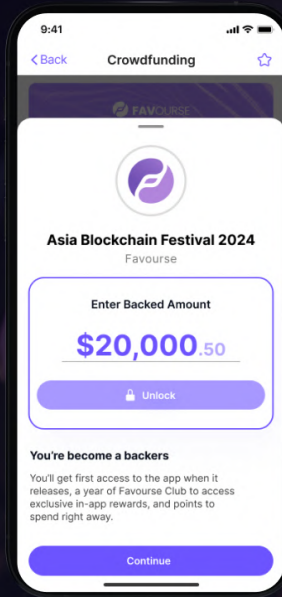
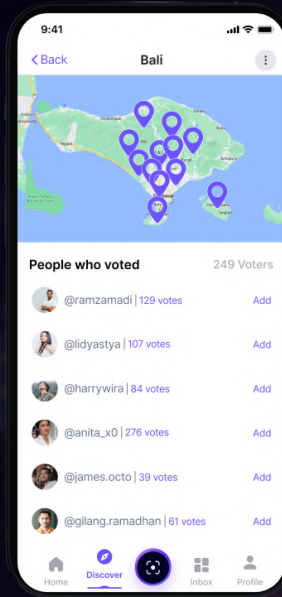
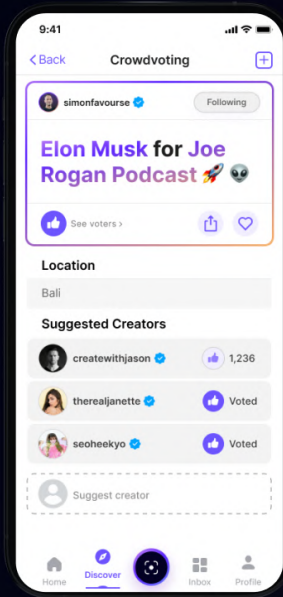
## FavEngage

Engaging Event Interaction  
Users suggest+vote on topics/questions for in-person/live-stream events.



## FavCrowdfund

Presell and Market  
Asses demand for an event by offering pre-sales with perks.





## FavGiveaways

Exciting Giveaways  
Creators/Brands utilize co-created giveaways to enhance event/product promotions.



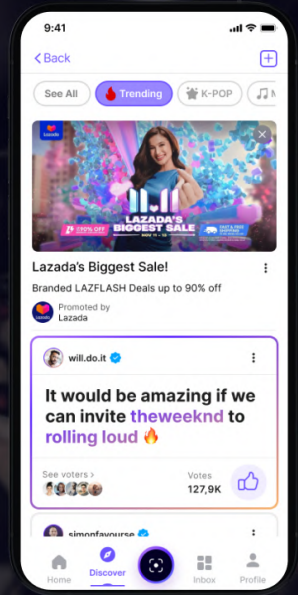
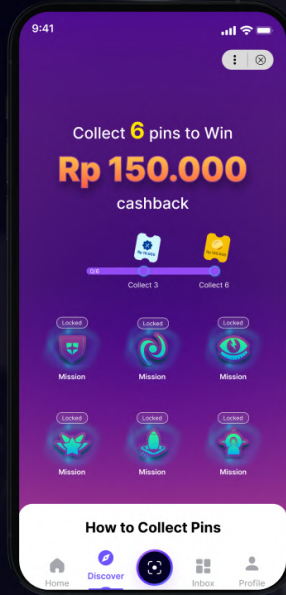
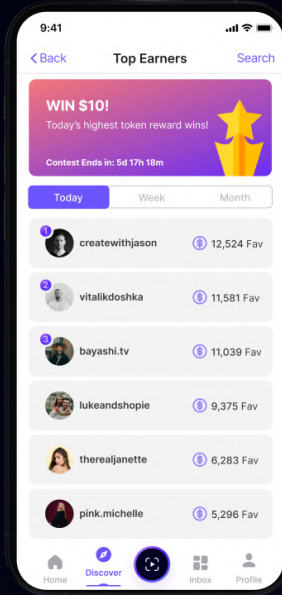
## FavRewards

Referral Rewards  
Users earn incentives (like event ticket or discounts) for referring friends to Favourse.



## FavAds

Platform Advertisement  
Creators/Brands gain exposure through Favourse advertisements.







## Secure NFT-Ticketing

Transparent and secure NFT-based ticketing solution.



## NFT Market Integration

Token-based marketplace for trading NFT tickets/assets.



## Token-Gated Access

Exclusive access to events, livestreams, VIP experiences.



## Seamless Event Payment

Facilitating token-based payments for event services and products.



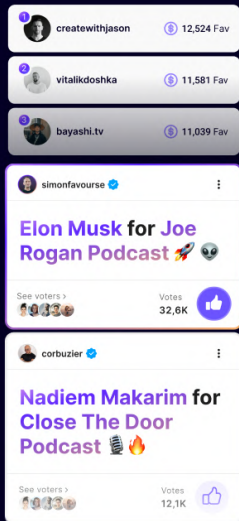
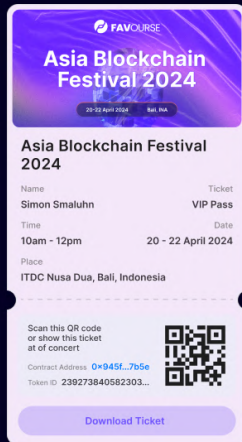
## Engaged NFT-Giveaways

Incentivizing community engagement with unique NFTs.



## Blockchain-Based Crowdfunding

Enabling the community to fund events and support creators.



# Artificial Intelligence (AI)



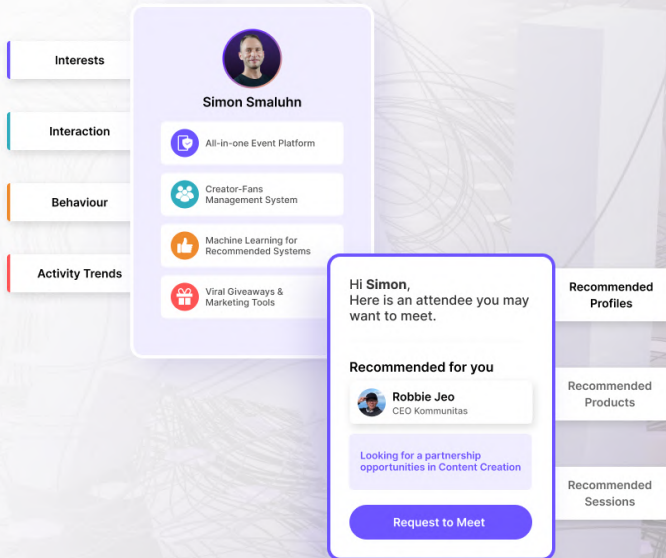
## People to People

The effectiveness of discussions and connections among event attendees greatly depends on the facilitation of relevant face-to-face interactions. Favourse AI partners with event organizers to gradually comprehend and foster rapport by offering valuable suggestions. Let's reveal opportunities for authentic, reliable, and significant engagement among audiences.

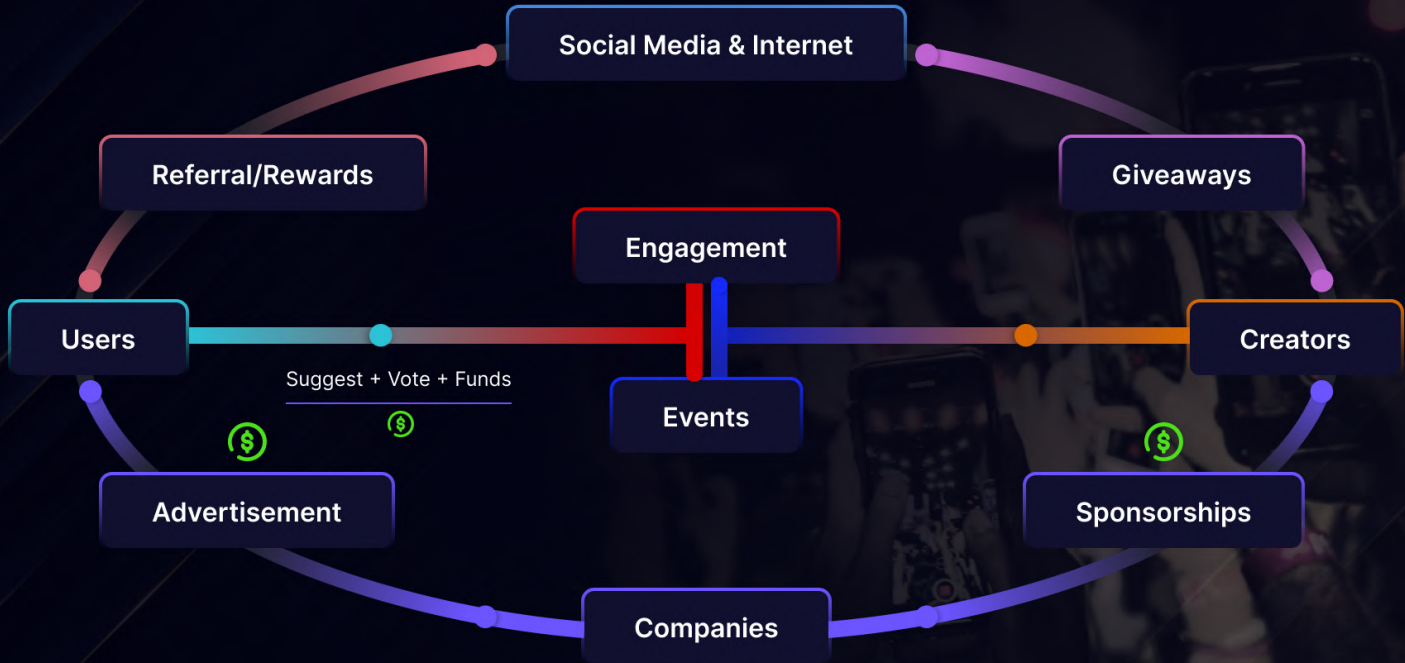


## Content to People

Possessing top-tier event content is invaluable. Favourse AI enhances targeted content exploration by effectively linking relevant event programs, speakers, and creators with the appropriate audience.



# How it Works?



# Target Audience



AGE

13 - 45



LOCATION

Urban Areas



INTERESTS: MUSIC, SOCIAL  
MEDIA, GAMING, BUSINESS,  
ENTREPRENEURSHIP,  
TECHNOLOGY

Proven Profitability:

## Diverse Income from Engaged Stakeholders



### User

#### Participants & Fans

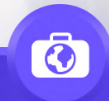
Users can consume free and paid content and events and engage directly with creators and the community.



### Partner

#### Creators & Agencies

The Partner-Dashboard allows doing events, manage revenue streams, and engage with users.



### Enterprise

#### Brands & Event Organizers

The Enterprise-Dashboard allows finding the most cost-effective ways to do events and sponsor creators and ads for the Favourse platform.

Favourse employs a seamless **B2B2C business model** that integrates **Creators, Companies, Fans, and Event Organizers**.



## Events

(In-person & Online)



Ticketing Fees



Crowdfunding Fees



Boost Fees



Sponsorships



Live Stream



Paid Memberships



## Advertisements

(Global & Regional)



Global Ad Slider



Regional Ad Slider



Global Push Notifications



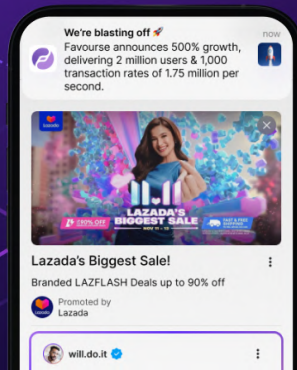
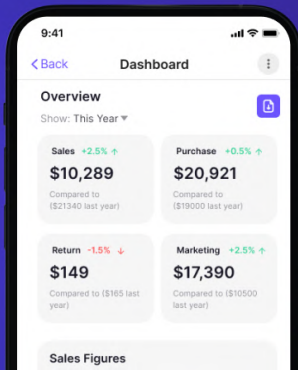
Regional Push Notifications

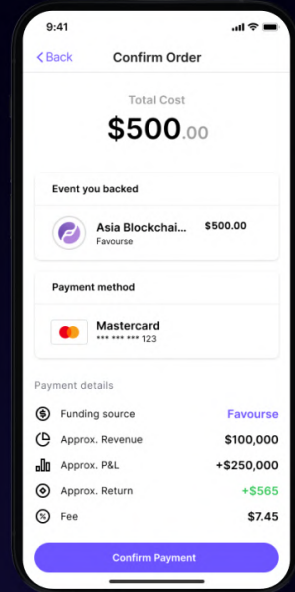
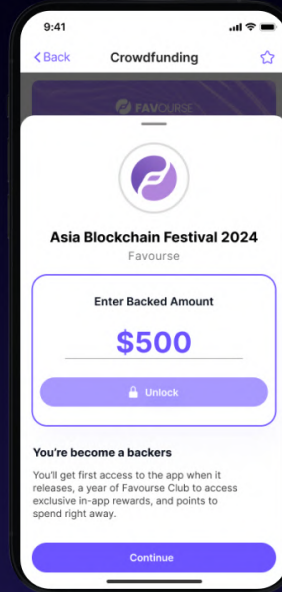
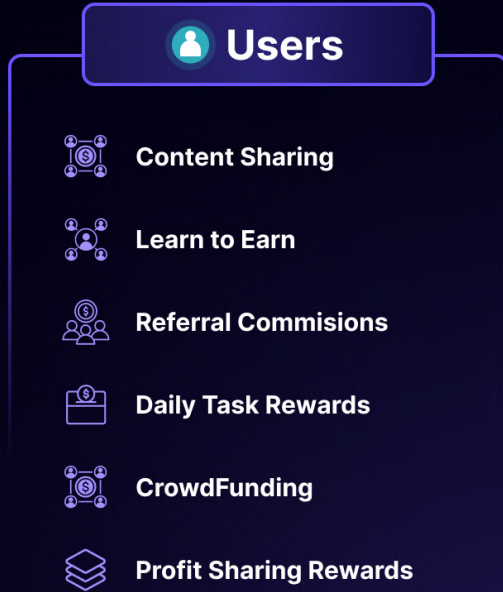


Global E-mail Blast



Regional E-mail Blast







## Creators/Organizers



CrowdFunding



CrowdVoting



Sponsors / Advertisers



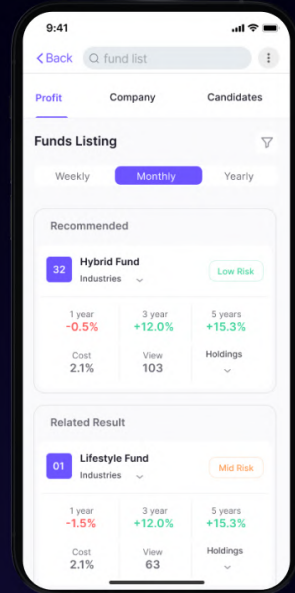
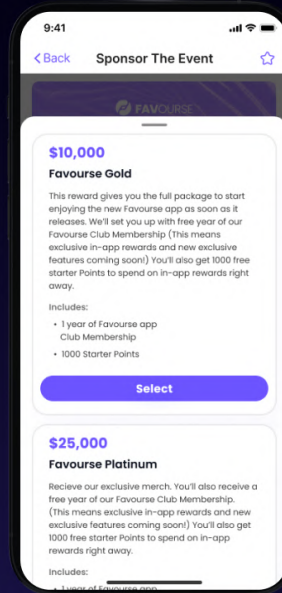
Donations from Users



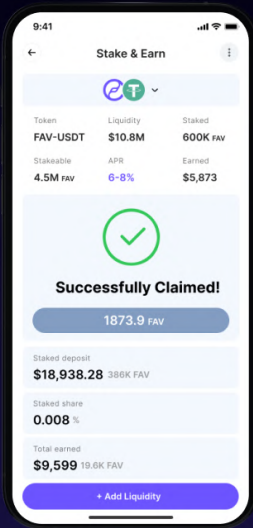
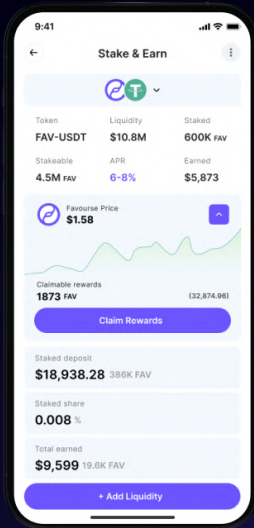
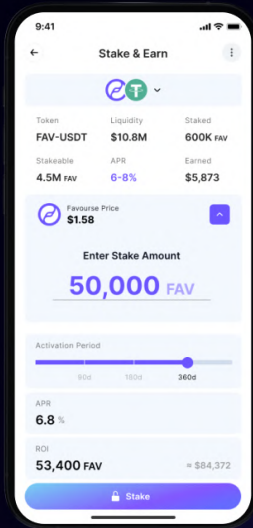
Referral Commissions



Profit Sharing Rewards







## Dividend Payments

A fixed percentage of our profits is distributed as dividends among token holders, proportionate to the number of tokens they hold.



## Market Appreciation

As the platform grows, we anticipate an increase in the demand for our tokens, potentially enhancing their market value and benefitting holders who may wish to sell at a profit.



## Exclusive Access

Token holders gain access to special services, discounts, or events, adding non-monetary value to their investment.



## Buyback and Burn

Periodically, the platform may use profits to buy back and 'burn' tokens, reducing the overall supply and increasing the value of the remaining tokens.



## Discounted Creator-Fees

FavCoin holders enjoy a 20% reduction in commission fees.



## Cashback for Users

Users paying with FavCoin receive a 10% cashback on services, products, and events.



## Direct Donations

Users can donate FavCoin directly to creators, events, and more, fostering community support.



## Profit Sharing Rewards

Locking FavCoin on the platform yields rewards from platform user transaction and commission fees.



## CreatorCoins for Innovators

Introducing unique tokens for creators to reward their fans through promoting, creating and selling their events, products, and services, powered by FavCoin.



## Super Voting

"SuperVote" feature allows users to amplify their suggestions for events, products, and services.



## Recognition Awards

Users can use FavCoin to recognize creators and contributors for their exceptional contributions.



## Premium Benefits & NFT Drops

Stake FavCoin for early access to exclusive NFT drops and premium perks for members.



## Favourse Premium Membership

For 100 FavCoin per year, which will be burned, users enjoy exclusive premium benefits and rewards

## Outshining Competitors Unrivalled Innovation and Enhanced Features

Features	FAVOURSE	eventbrite	Unlock	mintplex	Jublia	luma*
NFT Ticketing	✓	✗	✓	✓	✗	✗
API & Whitelabel Integrations	✓	✗	✓	✗	✗	✓
Finding Event Partners	✓	✗	✗	✗	✓	✗
Pre-Selling Tickets	✓	✗	✗	✗	✗	✗
In-Event Purchases	✓	✓	✗	✓	✗	✗
Referral Rewards	✓	✗	✗	✗	✗	✓
Event Sponsorship Hub	✓	✗	✗	✗	✓	✗
Loyalty Membership Program	✓	✗	✓	✗	✗	✗

## Creator Economy + Event ticketing

TAM  
**\$327.5B**

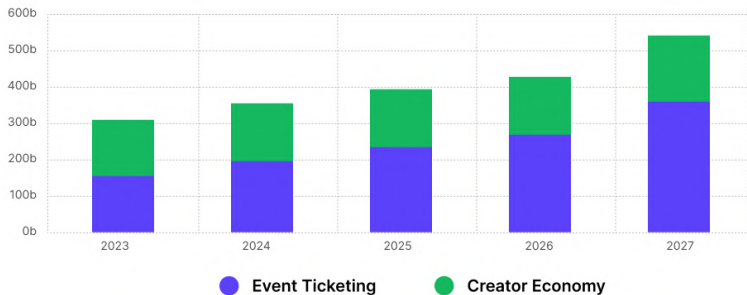
SAM (1% of TAM)  
**\$3.275B**

SOM (3% of SAM)  
**\$98.25M**

**↑ 20.8%**  
**CAGR**

Average CAGR next 4 years

## Growth Projection



**User Spending:** Worldwide average annual user spending on Event & Creator Apps is \$10.80.

## Our Share

Favourse aims to capture 0.03% of the creator economy & event ticketing industries in the next 5 years, equivalent to USD 100 million revenue, based on 10 million users averaging \$10.8 in annual app spending in our market.

**Source:** <https://deck.favourse.com/sources/>

# Revenue Projection



## Number of Users and User Acquisition Cost



**1,000,000 Users**

Total Active Users in 2024



**\$500,000 USD**

Revenue from: Tickets, Premium Features, etc.



ARPU per year: \$12.80



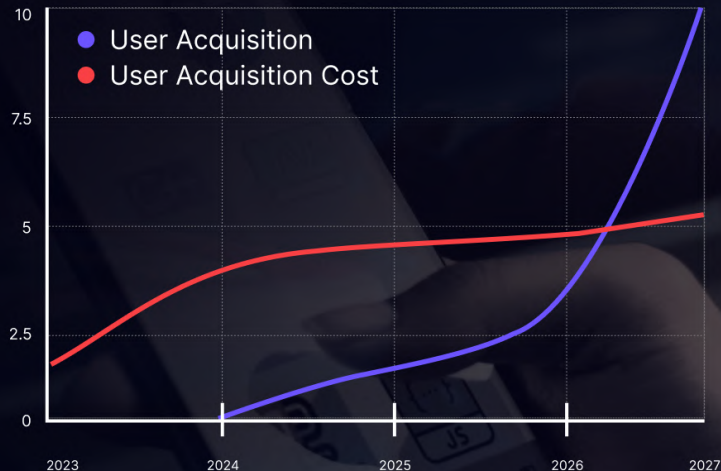
CAC: \$4.5



Lifetime  $\varnothing$ : 3.2 years



LVT: \$41.06



# Milestones and Roadmap

## 2022-2023

Achieved Milestones

### Technology

Basic Ticket Management, Basic Match Making, Live Streaming.

### Event Organizer

20+ Events, 5000+ Participants, 1000+ C-level Connections, 200+ Partnerships, 50+ media Partners, 40+ Sponsors.

### SeminarDesk Integration

Integrating Favourse with SeminarDesk for Advanced Event Management and B2B Features.

## Q3+Q4 2023

### ICP Incubator Program

Our participation in the ICP Incubator Program reflects our commitment to leading the way in NFT ticketing.

## 2024

- 🕒 1 Million Users
- 🕒 3,000 Creators
- 🕒 10 Events

## 2025

- 🕒 2.5 Million Users
- 🕒 7,500 Creators
- 🕒 20 Favourse Events

## 2026

- 🕒 5 Million Users
- 🕒 15,000 Creators
- 🕒 30 Favourse Events

## 2027

- 🕒 10 Million Users
- 🕒 20,000 Partners  
(Creators, EOs, Brands)
- 🕒 40 Favourse Events

## Leaders with Proven Track Records

# Building A Pioneering Platform



**Simon Smaluhn**

Founder & CEO

Simon's strong background in event organization and affiliate marketing, combined with his role as a co-founder of SeminarDesk, makes him the driving force behind Favourse's mission to transform the event planning landscape using technology.



**Ranjithkumar R.**

COO & CFO

With two decades of finance experience spanning multinational organizations, Ranjith brings a wealth of financial management expertise essential for the fiscal health and operational efficiency of Favourse.



**Jan Tammen**

CTO & Product Owner

Jan's 25 years of experience in full stack development and his role in co-founding SeminarDesk are instrumental in the creation and maintenance of robust, scalable platforms for Favourse.



**Moritz Drews**

CMO & Growth Hacker

Moritz's extensive B2C and B2B SaaS marketing experience, coupled with his status as a Google Certified Marketing Expert, provides Favourse with strategic growth hacking and marketing prowess.



# Seed Investors & Advisors

 seminardesk

 **INDODAX**  
INDONESIA BITCOIN AND CRYPTO EXCHANGE

 ID-Opentech

 Pendulum

 SatoshiPay



William Sutanto

Blockchain & Web3

**Co-Founder & CTO**

**INDODAX**, The #1 and Biggest Crypto Exchange in Indonesia.

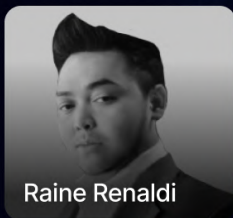


Adrian Zakhary

Creative & Event

**Founder & CEO**

**MAJA Labs**, The Biggest Web3 Ecosystem Enabler in Indonesia.



Raine Renaldi

Event & Creator  
Blockchain & Crypto

**President**

**ID-OPENTECH Group**, business group; FinTech, News & Media, E-Tainment and Lifestyle.

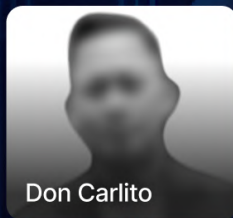


Meinhard Benn

Blockchain & Crypto

**Founder & Chairman**

**Pendulum Chain**, Open-source DeFi Blockchain.



Don Carlito

Crypto Community

**Founder & CEO**

**CORE**, The Biggest Crypto Community in Indonesia.

Ticker: **\$FAV**

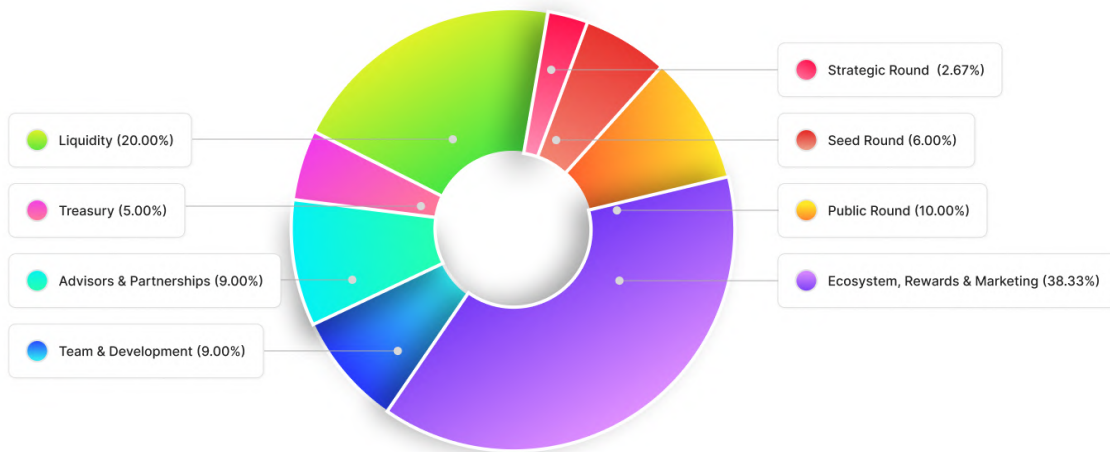
Total Supply : **250,000,000**

Fully Diluted Market Cap : **\$10,000,000**

Initial Token Supply: **7,458,333**

Initial Market Cap: **\$298,333**

#	Allocation	Distribution (%)	Number of Tokens	TGE Unlock	Token Price (\$)	Total Raise (USD)	Valuation	Unlock Schedule
1	Seed Round	6.00%	15,000,000	0%	\$0.020	\$300,000	\$5,000,000	After TGE: Cliff 3 months, 6 months linear vesting
2	Strategic Round	2.67%	6,666,667	20%	\$0.030	\$200,000	\$7,500,000	After TGE: 4 months linear vesting
5	Public Round	10.00%	25,000,000	20%	\$0.040	\$1,000,000	\$10,000,000	After TGE: 5 months linear vesting
6	Ecosystem, Rewards & Marketing	38.33%	95,833,333	0%				After TGE: Cliff 3 weeks, 36 months linear vesting
7	Team & Development	9.00%	22,500,000	0%				After TGE: 1 year cliff, 24 months linear vesting
8	Advisors & Partnerships	9.00%	22,500,000	5.00%				After TGE: 20 months linear vesting
9	Treasury	5.00%	12,500,000	0%				After TGE: 6 months cliff, 24 months linear vesting
10	Liquidity	20.00%	50,000,000					







Thank you 🙌

# Let's get in touch



## Contact us

**Simon Smaluhn**

+49 177 777 97 49

simon@favourse.com

---

**Ranjithkumar Ramamurthy**

+62 813 389 702 01

ranjith@favourse.com

---