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Empowering Community-Driven
Events & Relevant Networking

Favourse is more than just an app – it's a movement towards more **community-driven**, **participant-centric** events. By combining **crowdfunding**, **ticketing**, **marketing**, and **networking** into one platform, we're transforming how people connect and collaborate.

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The Problem

The events industry faces challenges:

Organizers

High risk organizing events, expensive marketing.

Attendees

Difficulty finding relevant events & making meaningful connections.

Sponsors

Limited engagement & exposure.

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The Solution

Favourse is an all-in-one platform revolutionizing the event experience.

Community-Driven Events

Crowdfunding mitigates risk for organizers & ensures demand.

Targeted Networking

Participants connect based on shared interests, maximizing their time.

Enhanced Sponsor Value

Interactive sponsor booths & in-app features drive engagement & exposure.

How Favourse Works

Empowering Event Success: Crowdfunding, Networking, and Sponsorship Solutions

Community-Driven Event Creation

Secure Funding: Crowdfund events with both fiat and crypto, proving demand while reducing financial risk.

Build Excitement: Engage your community early by generating buzz with rewards and referral bonuses.

Powerful Event Networking

Effortless Connections: Connect with the right people and unlock business opportunities without wasting time on irrelevant contacts.

Plan Ahead: Tailored to your goals, discover must-attend events and forge meaningful connections with key individuals.

Engaging Sponsorship Opportunities

Maximize Engagement: Boost user interaction through side-quests and interactive networking booths.

Lead Generation: Connect with qualified leads before, during, and after the event through the app.

Market Size

Growth and Market Share Projections

TAM (Global Market)

$1.5 - 1.7 trillion

SAM (Target Market)

$25 - 60 billion

SOM (Obtainable Market)

$500 million - $1 billion

Expected Market Share

0.3% to 0.5% of SOM

Revenue

$60K - $10M

Net Revenue

$1.5M - $6.5M

ROI

> 15x

Competitor Analysis

Competitor Analysis	Ticketing	Payments	Crowdfunding Events	Match Making	Referral Rewards	Funding	Revenue	Users
Eventbrite	Yes	Fiat	No	No	No	**$330 million**	**$260 million**	**4-5 million**
Brella	Yes	Fiat	No	Yes (in-event)	No	**$5.7 million**	**$10-15 million**	**100,000-200,000**
Kickstarter	No	Fiat	Projects only	No	No	**$10 million**	**$45 million**	**20 million**
Luma	Yes	Fiat	No	No	No	**$3 million**	**$1-2 million**	**50,000-100,000**
Moongate	Yes	Fiat, Crypto	No	No	No	-	-	-
ThrilldLabs	No	No	No	Yes (in-event)	No	-	-	-
Favourse	Yes	Fiat, Crypto, Points	Yes	Yes (in-event & global)	Yes	**$120k**		

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Traction & Achievements

- ✓ **17,000+ events were managed through 1st Startup SeminarDesk.com**

- ✓ **Developed & live: Event Ticketing, Event Crowdfunding, 8 Payment Methods**

- ✓ **25+ Web3 events organized, reaching 5,000+ participants**

- ✓ **200+ media & community partners, 30+ sponsors**

- ✓ **2nd Place, ICP Disruptives Hackathon Indonesia**

- ✓ **Strong relationships with government institutions and influential figures**
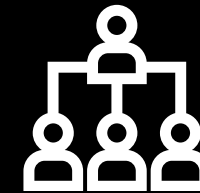
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Revenue Streams
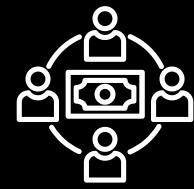
Crowdfunding Campaign & Ticketing Fees

Fees from paid events and crowdfunding campaigns.

Premium Event Organizer Subscription

Advanced analytics and marketing features, priority access to sponsors, and event boost options.

Premium Event Networking Subscription

Access to premium events, enhanced networking opportunities, skip queues, access to unlisted exclusive events, and direct access to key individuals.
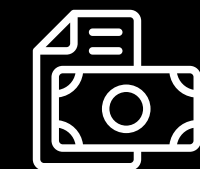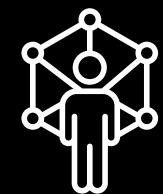
Enhanced Sponsorship Value

Sponsors pay for in-app ads, access to qualified leads, and branded networking booths to connect with organizers and maximize engagement.
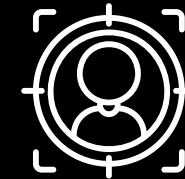
Go-To-Market

Strategic Partnerships

Collaborate with Web2 and Web3 event organizers to drive ticketing and crowdfunding events on Favourse.

Brand Activation Events

Host large-scale, brand-driven events with interactive campaigns and giveaways to attract and engage a wide audience.

Web3 Community Onboarding

Leverage existing Web3 community partners to quickly onboard app users and expand our network.

Exclusive Speaker & Sponsor Rewards

Speakers and sponsors provide rewards to event organizers for promotions and giveaways, motivating attendees to refer others and promote the event.

$FAV Token: Fueling the Ecosystem

Staking Rewards

Earn rewards from platform revenue, events, and creator success by staking $FAV.

Reduced Fees

Use $FAV to pay for events and subscriptions, and enjoy reduced platform fees and subscription costs.

Exclusive Benefits

Stake $FAV to unlock exclusive rewards, and gain early and priority access to events and opportunities.

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Tokenomics

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%	10,000,000	0%	$0.020	$200,000	$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 & Partherships	9.00%	22,500,000	5.00%				After TGE: 20 months linear vesting
9	Treasury	7.00%	17,500,000	0%				After TGE: 6 months cliff, 24 months linear vesting
10	Liquidity	20.00%	50,000,000					

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$FAV Token Distribution

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Number of Users & User Acquisition Cost

1,000,000 Users
Total active users in the end of 2027

$12,800,000 USD

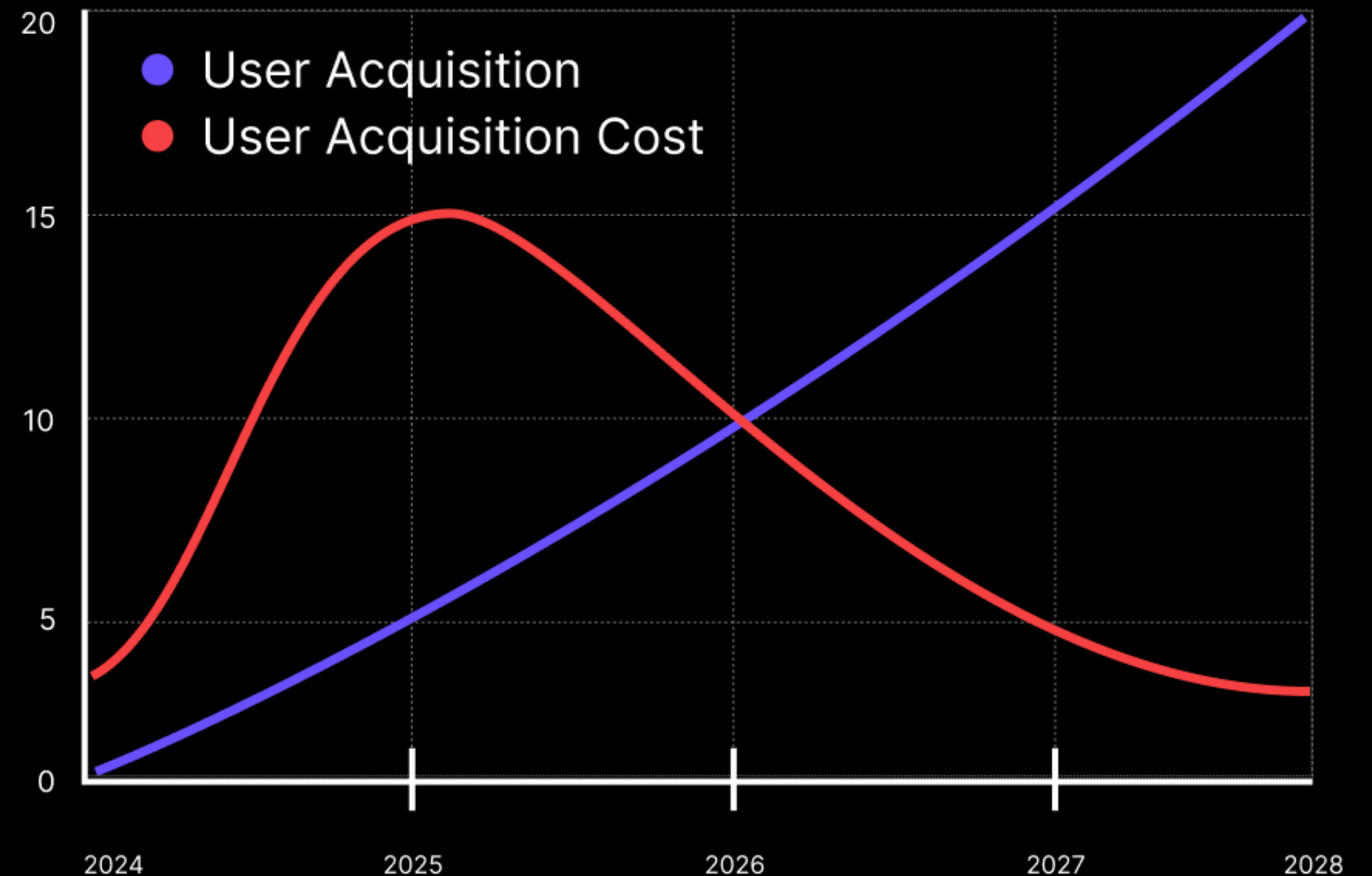Revenue from tickets, premium features, etc.

ARPU per year: $12.80

Avg. CAC: $8.5

Lifetime ø: 3.2 years

LTV: $384 with 10% churn rate

User Acquisition
User Acquisition Cost

2024   2025   2026   2027   2028

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Revenue Projection

End of	2024	2025	2026	2027
Users	5,000	100,000	300,000	1,000,000
CAC ($/user)	$15.00	$10.00	$5.00	$3.00
Revenue	$64,000.00	$1,280,000.00	$3,840,000.00	$12,800,000.00

Net Profit Projection

End of	2024	2025	2026	2027
Revenue	$64,000	$1,280,000	$3,840,000	$12,800,000
CAC	$75,000	$950,000	$1,000,000	$2,100,000
Operating Costs	$25,600 (40%)	$470,400 (33.6%)	$1,050,000 (25%)	$2,400,000 (20%)
Net Profit	-$36,600 (Net Loss)	-$20,400 (Net Loss)	$2,150,000 (Net Profit)	$7,500,000 (Net Profit)

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Our Team & Experience

Simon Smaluhn
Founder and 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.

Jan Tammen
CTO

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.

Andrey Logunov
Blockchain Developer, CTO attarius.com, Founder at AdaptiveStone

Faizah Khoiroh H
Legal Consultant & Administrative Assistant

Mashudi Rahman
Senior Developer

Gede Baruna
Brand & UI/UX Designer

Yuli Eko
Front End Developer

Kevin Ryan
Back End Developer

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Roadmap

October 2024

Onboarding Partners

- Launched MVP. ✅
- Onboarded first group of users for testing. ✅
- Launch Event Networking App v1 (Telegram Mini App). ⌛
- Integrate crypto payments. ⌛

November 2024

User Acquisition Strategy

- App v2 with referral rewards. ⌛
- 2,000 users from 2 events:
  - Indonesia Blockchain Week 2024 with USDT-Payment ⌛
  - Bali Collective Events for Crowdfunding Events. ⌛

December 2024

Full Platform Launch

- Telegram-Wallet integration. ⌛
- $FAV testnet launch. ⌛
- 5,000 users. ⌛
- KOL Round. ⌛

Q1 2025

Features Update

- $FAV staking & voting. ⌛
- AI matchmaking. ⌛
- 25,000 users. ⌛
- "Invite-Me" campaigns. ⌛
- $FAV airdrop & exchange listing. ⌛

Q2 2025

Ecosystem Expansion

- Expand $FAV utility. ⌛
- New features. ⌛
- Target bigger organizers and creators. ⌛
- Leverage podcasts/vlogger. ⌛

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$FAV Token Opportunity

- **Seed Round** $

  ○ Price: $0.02

  ○ Allocation: $120,000 of $200,000 fulfilled by Angel Investors

  ○ Deadline: 31.10.2024

- **Listing** 🚀

  ○ Listing Price: $0.04

  ○ Vesting: 3 months cliff, 6 months linear

  ○ Listing Date: 15.04.2025

- **Advisors & Investors**

William Sutanto
Co-Founder & CTO
Indodax

INDODAX
INDONESIA BITCOIN AND CRYPTO EXCHANGE

Adrian Zakhary
Founder & CEO
MAJA Labs

MAJA LABS.

Meinhard Benn
Founder & Chairman
Pendulum Chain

Pendulum

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Exclusive Perks for KOLs, Speakers, EOs, Sponsors as Investors
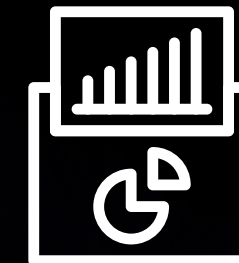
$5k Minimum Token Participation

Trailblazer Status

Showcase your early support with a prominent badge.
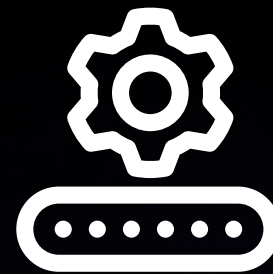
Prime Visibility

Get featured in-app for 12 months for maximum exposure.

Demand-Driven Bookings

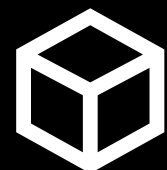Use "Invite-Me" to plan successful events based on audience interest.

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Why Now?

Community-Driven Web

The web is becoming more community-focused, with users seeking platforms that prioritize engagement and collaboration.

Booming Market

The event and social space is exploding as people increasingly seek shared experiences and in-person interactions.
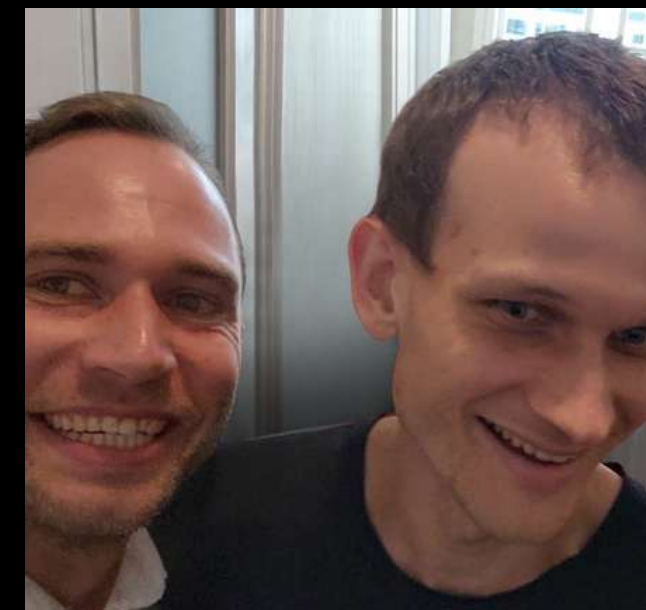
Utilizing AI & TMA

We leverage AI technology and the rising popularity of Telegram Mini Apps for seamless and effortless user engagement.

Perfect Timing

The market is primed for a solution that utilizes existing social platforms and channels to foster meaningful connections.

Photos

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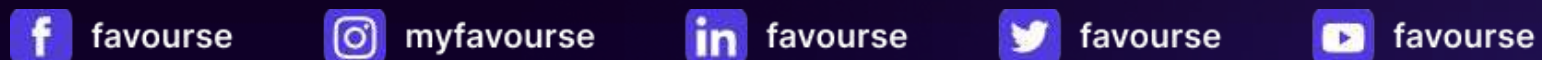# Partners & Sponsors

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Contact

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simon@favourse.com

Join the Favourse movement as an early investor securing tokens at a lower price and shaping the future of authentic human connection in the digital age.

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Links

Website

Click the link here

FavourseTelegram Mini App Prototype

Click the link here

Video: Crowdfunding Events

Click the link here