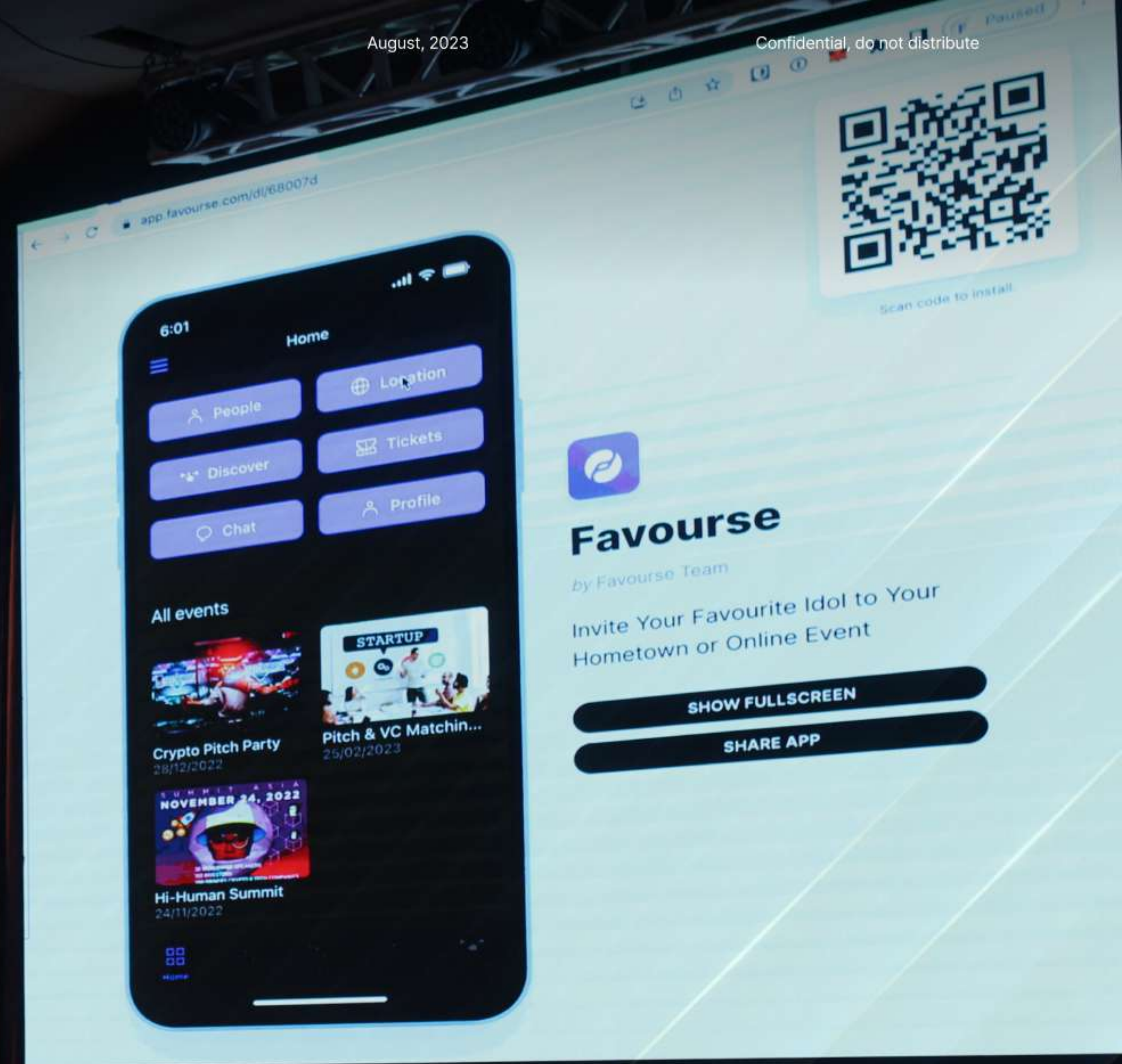


FAVOURSE PITCH DECK



Favourse's Foundation & Growth

Favourse is an established an event organizer, hosting numerous successful events with widespread industry connections and support from partners and sponsors.

Popin: Streamlined K-Pop Connection

An entertainment ticket management ad-powered live-streaming solution provides us with technology and direct contact to creators, agencies, and associations in the K-Pop industry

SeminarDesk: Seamless Event & Venue Management

All-in-1 event and venue management solution, provides us with technology, expertise, and seasoned developers from the event and service industry



Becoming a Greater Entity

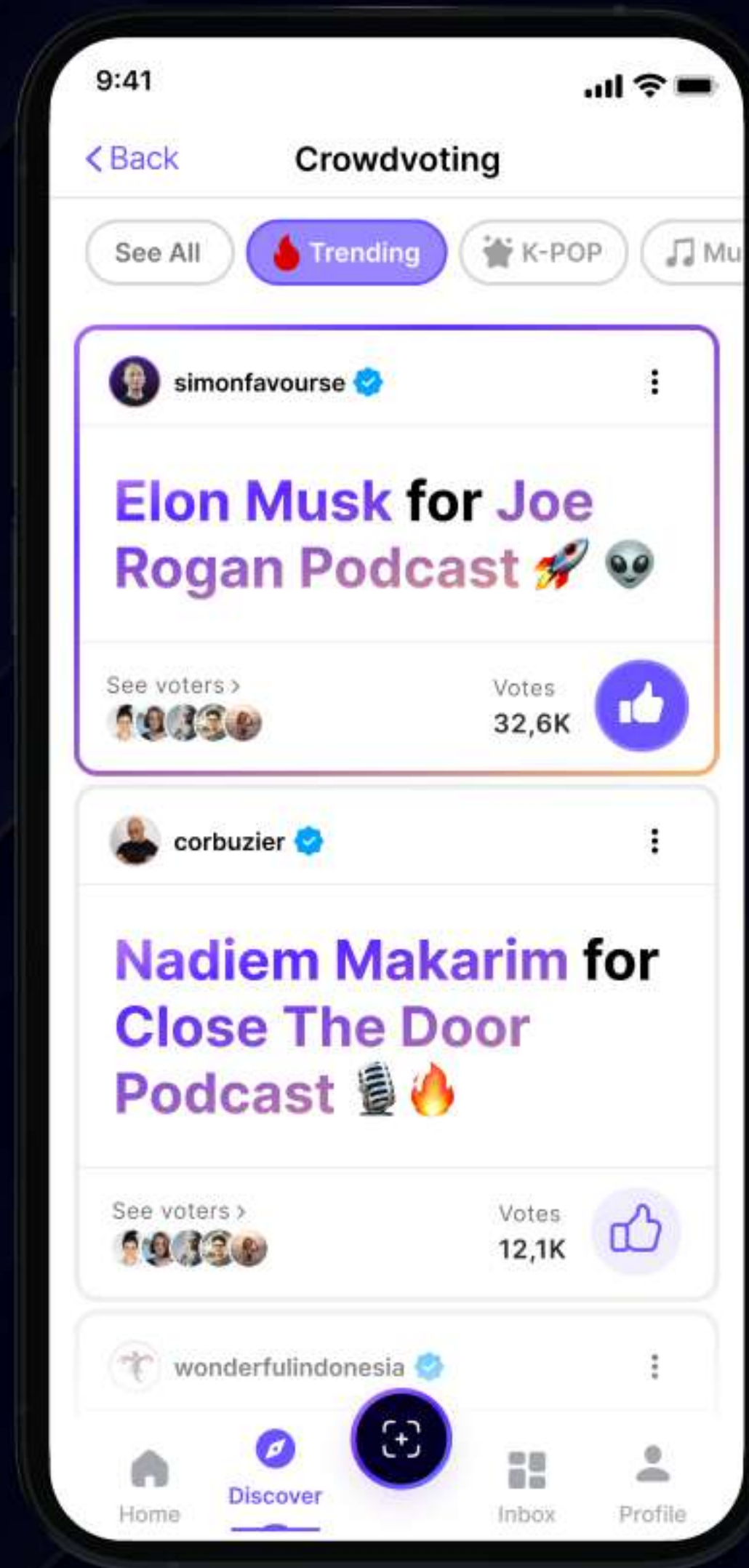
Favourse transforms into a dynamic entity, offering comprehensive event solutions, e-tainment, live-streaming, voting competitions, and advanced management.




Co-Founder Unification

Popin and SeminarDesk merge seamlessly with Favourse, with founders becoming co-founders, pooling expertise and technologies.

Recognition of Synergies

Favourse recognizes the potential of Popin and SeminarDesk, seeing an opportunity to integrate their offerings.



1		createwithjason	\$ 12,524 Fav
2		vitalikdoshka	\$ 11,581 Fav
3		bayashi.tv	\$ 11,039 Fav



Event Success Platform

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



Revenue Streams for Creators

The platform offers lucrative revenue streams for creators and event organizers.



Data-Driven Insights

The platform offers valuable trend insights and unlocks business opportunities.



Fan-Engagement Suite

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

EventEngage

Seamlessly manage ticketing & events in one place



FavEvents



FavPartners



FavPayments



FavManage



FavNetwork



FavStream

TrendTracker

Gain market insights & identify demand



FavInvite



FavWiki



FavLocal



FavEngage



FavDevelop



FavDeals

BuzzBuilder

Supercharge your social marketing & engage fans



FavMarketing



FavGiveaways



FavAds

RevenueRocket

Accelerate revenue growth for creators & events



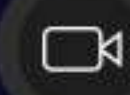
FavChat



FavMeet



FavAnswers



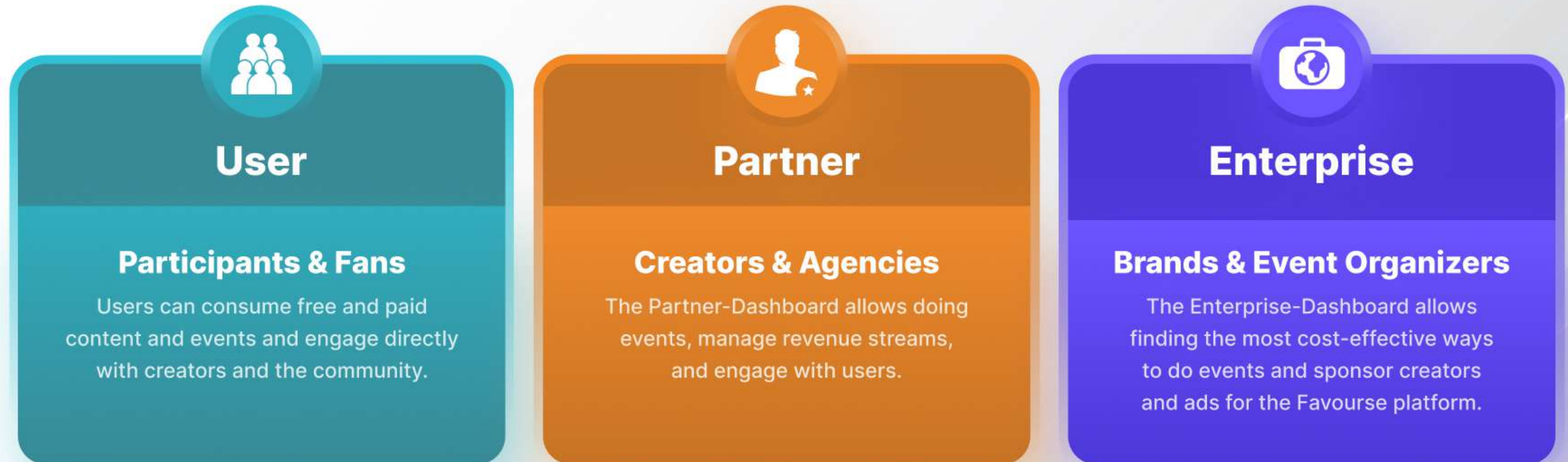
FavVideos



FavShop

Proven Profitability:

Diverse Income from Engaged Stakeholders



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

Revenue is generated through transaction fees for events, sales and sponsorship commissions, and rates for advertisements



Events

(In-person/Online)

- 2.5% transaction fees
- Ticketing, Live-Streaming, In-Event Purchases



Sales-Commissions

(Digital/Physical)

- 15-25% commission
- Paid Appointments, Chat, Answers, Personalized Videos, Live-Shopping & Ecommerce, Deals



Advertisements

(Global/Local)

- Companies, Brands, and Creators advertise on the Favourse App
- In-App Display Ads, Sponsored Challenges or Giveaways, Targeted Notifications



Sponsorships

(Digital/Physical)

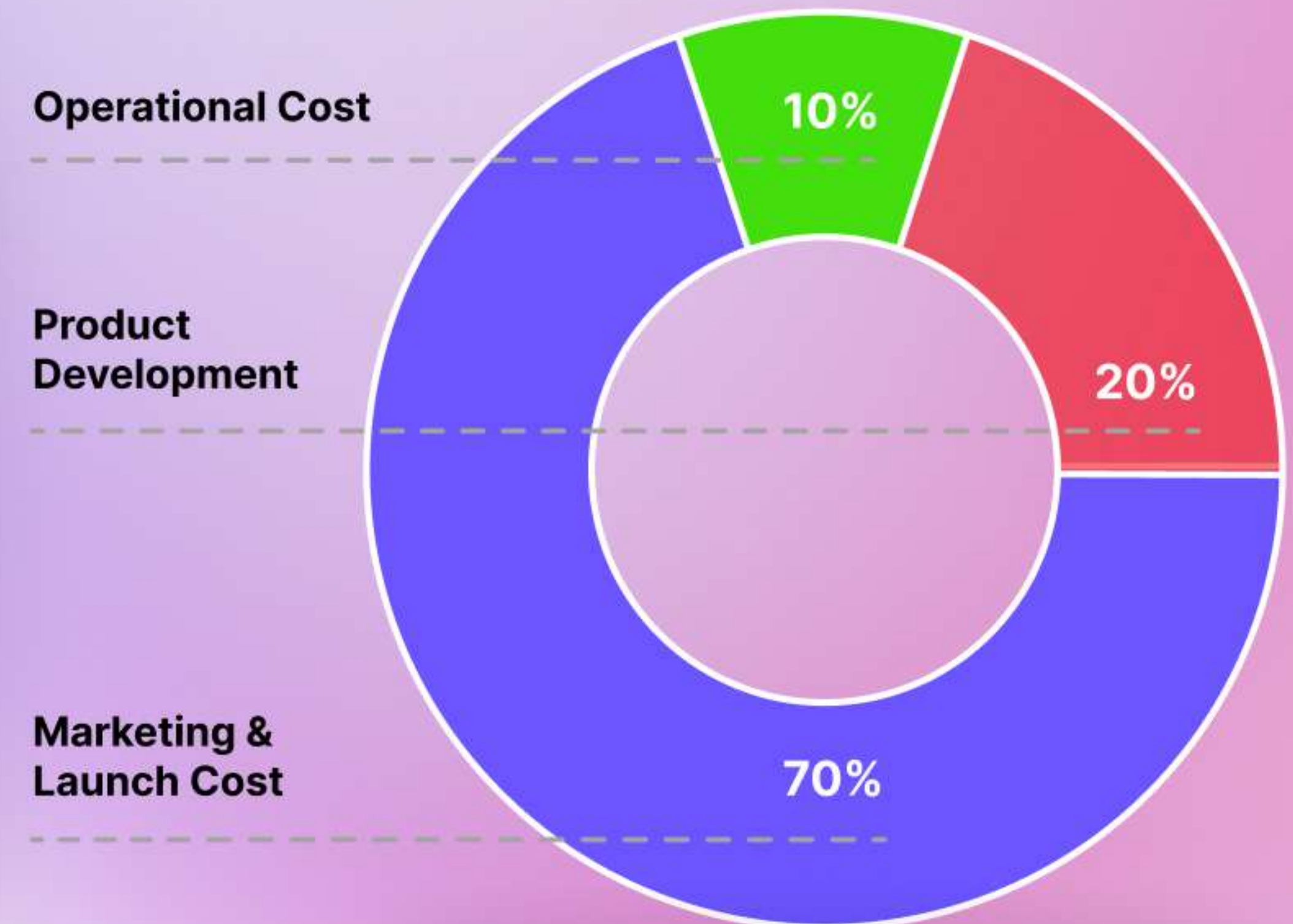
- 8% commission, Companies and Brands sponsor online and in-person Events and Creators
- Influencer Partnerships, Sponsored Events and Content

How we spend the \$9,000,000 USD

No.	Particulars	2023	2024	2025	2026	2027
	Opening balance		\$100,000	\$2,000,000	\$37,000,000	\$32,000,000
1	Investment	\$300,000	\$9,000,000	\$30,000,000		
2	Revenue	\$100,000	\$2,500,000	\$15,000,000	\$35,000,000	\$105,000,000
	Total Income	\$400,000	\$11,600,000	\$47,000,000	\$72,000,000	\$137,000,000
	Expenditures					
3	Product Development Cost	\$60,000	\$2,000,000	\$2,000,000	\$8,000,000	\$9,000,000
4	Marketing & Launch Cost	\$210,000	\$6,600,000	\$7,000,000	\$28,000,000	\$15,000,000
5	Operational Cost	\$30,000	\$1,000,000	\$1,000,000	\$4,000,000	\$5,000,000
	Total Expenditures	\$300,000	\$9,600,000	\$10,000,000	\$40,000,000	\$29,000,000
	Closing Balance	\$100,000	\$2,000,000	\$37,000,000	\$32,000,000	\$108,000,000

Note: The provided revenue figures are contingent upon specific assumptions.

Budget Distribution



Market Size in 2023:

\$327.5B

**Creator Economy +
Event Ticketing**

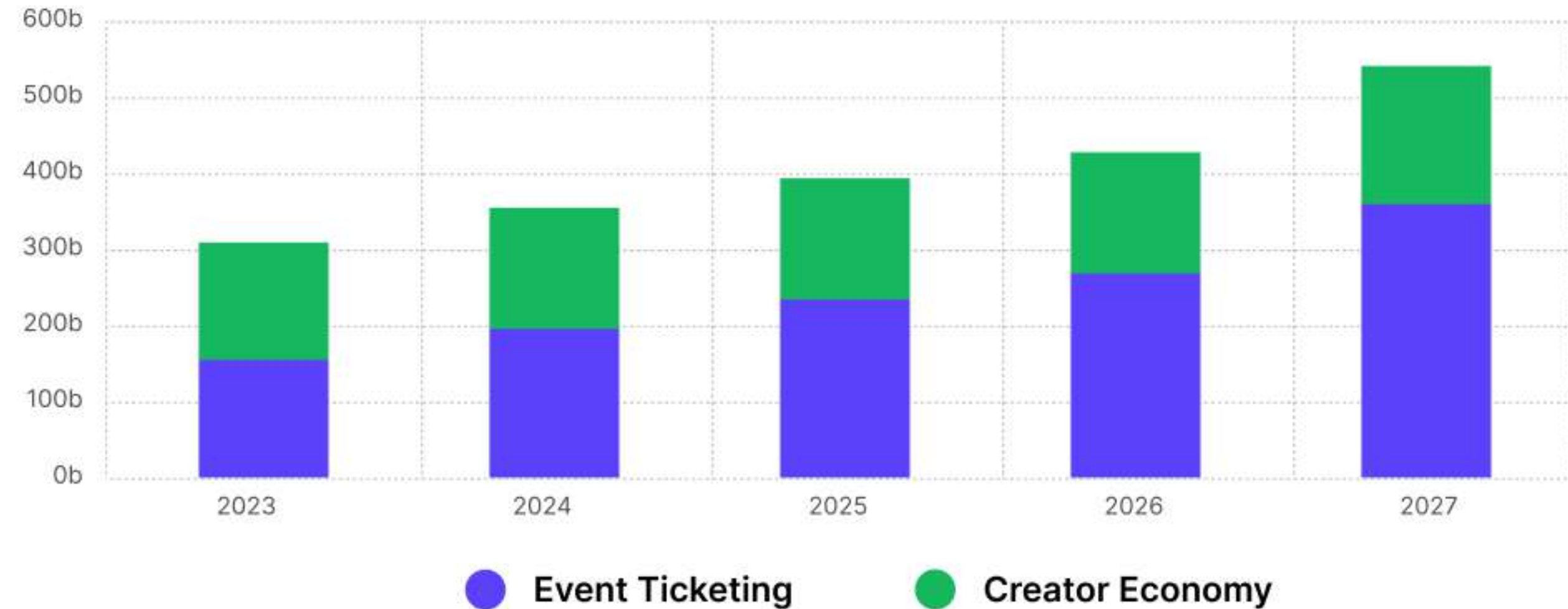
Worldwide

Growth Rate:

**↑ 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/>

Leaders with Proven Track Records

Building A Pioneering Platform



Simon Smaluhn

Founder & CEO

- 20 years in event management & marketing and IT Consulting
- Extensive experience in building and marketing internet platforms since 1997
- Co-Founder of SeminarDesk



Ranjithkumar R.

COO & CFO

- One year full-time with Favourse for finance and administration
- Over 16 years of problem-solving experience for a 15,000+ people organization
- 20 years of finance experience with 100+ organizations
- M.Com/MBA in Madras & Pondicherry University



Jan Tammen

CTO & Product Owner

- Working together: 10+ years; founded 2 startups together (1 success, 1 fail); time-limited engagement with Favourse since the beginning
- 25 years of full-stack development experience
- Developed custom solutions for Congstar (subsidiary of Deutsche Telekom)
- Co-Founder of SeminarDesk



Raine Renaldi

President, Business & Strategy

- Advisor for Favourse for about a year; brought Popin and Lodi to Favourse
- President of ID-OPENTECH Group
- CHIEF of Economy & Digital Asset Committee at KADIN
- Investment access for more than 500 startups
- Expertise in FinTech, Tech Tourism, and E-Tainment



Moritz Drews

CMO & Growth Hacker

- Working together: 20+ years; did several internet marketing projects together; advising Favourse since the beginning
- Drives revenue growth through online marketing for leading German ecommerce shops
- Certified Google Marketing Expert
- 15+ years of B2C and B2B SaaS marketing experience, with a focus on data-driven strategies, customer satisfaction, and operational performance improvement

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, Serial
Entrepreneur, BSE & EECS
from Princeton.



Meinhard Benn

Blockchain & Crypto

Founder & Chairman

Pendulum Chain, Open-source
DeFi Blockchain.



Lars Graf

Event & Technology

Founder & CEO

EventGnosis, Serial
Entrepreneur, BSE & EECS
from Princeton.

● Investment Opportunity

We will be raising \$9 Million through our 350+ strong Business Group & VC-Network of which we have already 4 good names with soft commitments.

As a preparation for our \$9M raise, we have opened our Seed-Round



\$300,000 USD

Seed



To achieve 100,000 Users



To be ready for \$9M Raise



30.09.2023

Closing

Raising

\$9M

We are raising \$9M for our Favourse App and to acquire 2.5M users



Thank you 🙌

Let's get in touch



Contact us

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