



staxe

A marketplace for crowdfunding sustainable events via blockchain technology

Zug, Switzerland

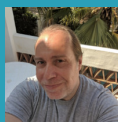
Pre-seed company established in 2019

vivetix
Spain

Team making Staxe great



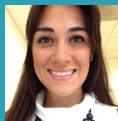
Luis Martinez (Founder)



Martin Liebrich (Co-Founder)



Thomas Hug



Daniela Travesi

Teaser of the company

Staxe guarantees successful events and minimizes the risk for organizers to produce them by changing completely the way people buy tickets to an event. Staxe kills the pain for organizers to secure the funds required to launch an event production prior to ticket sales through pioneer blockchain technology, which is also capable of crowdsourcing support for co-promoting the event from attendees. In parallel, we offer ticket buyers the opportunity to become co-investors in their favorite events, unlocking exclusive access, benefits and earnings (ROI) generated from the event's success. Staxe's technology allows an event's potential ticket buyer to invest in an event rather than buying tickets. This serves to event organizer SME's as a new source of financing, closing the solvency gap between booking a venue and/or other advance payments required for an event production and the recovery of these funds from securing ticket sales.

Blockchers Use Case Scenario

Staxe will implement the following use case scenario

End User SME

Integrating a pre-financing mechanism to a ticketing solution will allow ViveTix to offer advance payments to the event organizing businesses it services, aimed to increase in ViveTix's supply-side (organizer) event sales.

In addition, Staxe's technology serves as an escrow system to ViveTix's supply-side users (organizers), allowing them to crowdfund an event and measure their event's demand with the capability of refunding their pre-sales in an automated, decentralized, and frictionless environment governed by Smart Contracts.

Lastly, Staxe will enable ViveTix to offer to its organizer users a new tool for promoting events and boosting their ticket sales by incentivizing their audiences to co-promote the event. This is achieved by rewarding specific tasks performed by users, such as sharing or inviting friends to social media events. Given that the more tickets are sold, the more economic benefit these co-investor users receive, Staxe's technology will organically incentivize users under an automated framework, a feature not easily achievable using traditional ticket sales.



This project has received funding from the European Union's Horizon 2020 research and innovation framework programme through Grant Agreement no. 828840