



Start-Up Enhances Ticketing System Through Blockchain for Entertainment and Sports



Profile

Size: < 1,000

Vertical: Entertainment and Sports Ticketing

Operations: Global

New BlockApps Blockchain Benefits

- Single source of truth for tickets
- Improved analytic and customer data
- Highly secure data storage
- Tokenization for on-ticket revenue and communication opportunities
- Real-time ticket transfer capabilities

Overview

UPGRADED is an enhanced smart ticketing solution which allows interoperability with legacy systems. The team at UPGRADED knew they wanted a blockchain underpinning for their revolutionary product's technology, but didn't have the enterprise-capable tools at hand to build a scalable business using blockchain with existing open source and private platforms. Partnering with BlockApps gave UPGRADED the ability to create a working prototype using the Microsoft Azure cloud, and scale it into production with increasing market demand.

Challenge

Mobile ticketing is an increasingly popular method for customers of entertainment and sporting events to conveniently purchase and manage access to events. However, tickets are a scarce digital asset with a double-spending problem. There is a growing problem of counterfeit and fraudulent secondary-market ticket sales to unknowing consumers. The result is a fragmented and inefficient market for both buyers and sellers.

Solution

BlockApps enabled UPGRADED to create a smart ticketing system which leverages the power of Ethereum's smart contract functionality. BlockApps

STRATO REST API also offers enterprise grade interoperability with existing systems. Enhanced analytics features from BlockApps' Cirrus, gives UPGRADED crucial insights into customer and market behavior. UPGRADED has since completed pilot programs with various MLB and NBA teams and was the sole ticket provider for the [Dream Bowl](#) in 2017.

"UPGRADED provided a turnkey mobile ticket solution for our events that surpassed anything else we have seen in the marketplace," said Neil Malvone, the founder and CEO of Cutting Edge Sports Management which creates, organizes and hosts the annual HBCU-Dream Bowl Weekend that presents two college football all-star games each year. "UPGRADED's Smart Ticket technology enabled us to prevent ticket fraud while giving our spectators an easy and seamless way to access and transfer their mobile tickets without the need to download an app or go through a cumbersome registration process."

To learn more about how you can build, develop and deploy a highly scalable blockchain application for your business, please contact BlockApps.