



Start-Up Revamps Sports and Entertainment Ticketing System Through Blockchain App

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 integrates with traditional legacy systems. The team at UPGRADED knew they needed a blockchain foundation for their revolutionary product, but didn't have the resources to build an enterprise-capable tool that could scale.

Partnering with BlockApps gave UPGRADED the ability to create a working prototype using the Microsoft Azure cloud and scale it into production as market.

Challenge

Mobile ticketing is the most popular purchasing method for sports and entertainment events, with customers spending over \$10.6 million in 2017. However **there is a growing problem of counterfeit and fraudulent secondary-market ticket sales** on unknowing consumers.

Solution

BlockApps enabled UPGRADED to create a smart ticketing system which utilizes the power of Ethereum's smart contract functionality. BlockApps STRATO REST API also offers enterprise-grade integration 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'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 ticket without the need to download an app or go through a cumbersome registration process."

-Neil Malvone,
founder and CEO of Cutting Edge Sports Management, organizers of the annual HBCU Dream Bowl.

To learn how your business can build, develop, and deploy highly scalable blockchain applications, contact BlockApps at sales@blockapps.net