



Goodbye, paper tickets. Hello, MogoTix.

MogoTix offers simple and affordable **mobile ticketing** for events of any size. Whether it's a party, fundraiser, or conference, MogoTix makes it easy for organizers to publish custom event websites and immediately sell and distribute mobile tickets to their attendees.

Problem: the pain of paper tickets

Most attendees of small and medium-sized events simply don't print and bring their paper tickets. As a result, events must maintain fully staffed registration desks to manually check in attendees, which creates frustrating entrance lines and diverts labor from other critical event duties.

Solution: MogoTix mobile ticketing

After signing up on mogotix.com, event organizers can publish custom event websites from which attendees purchase tickets. Two hours before the event, MogoTix sends tickets directly to attendees' cell phones via SMS, ensuring that attendees arrive with their tickets.

With the free MogoTix app, event organizers use their iPhones to scan tickets quickly and easily at the event site. Since attendees may sometimes forget their cell phones, the app also contains attendee lists so that guests can be manually verified.



MogoTix for iPhone is available free on the iTunes Store at <http://bit.ly/mogotix-app>.

A solid and scalable business model

MogoTix offers mobile ticketing and event management in exchange for 2.5% of ticket value plus \$0.99 per ticket sold.

Market trends provide tailwind

IE Market Research projects a 143% CAGR for mobile ticketing transaction value in North America from 2009 to 2013. Additionally, the percentage of U.S. cellphone subscribers who own smartphones jumped to 17% in 2009, up from 11% in 2008 and 7% in 2007, according to Forrester Research.

An enthusiastic and committed team

Scott Thorpe, CEO, brings more than a decade of web startup experience, and most recently founded and operated Fynspire, a successful web development company.

Joshua Merrill, COO, founded and sold WebPathway, an Internet services provider, prior to a five-year career at The Aerospace Corporation.

MogoTix is headquartered in San Francisco, CA. The company's investors include Dave McClure (500 Startups), Paige Craig, John Frankel, and Tom McInerney.

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