**II. Executive Summary**

Theatre KIOSK or THEosk is a corporation that innovates the ticketing process, improving the theatre-going experience for audience members while increasing efficiency and creating a new revenue stream for theatre organizations and producers. Inspired by the effective Check-In KIOSKs of the airline industry, THEosk eliminates the hectic pre-show rush of latecomers lined up at the box office by allowing audiences to print their tickets with a matter of taps on the screen on a series of installed Theatre Kiosks (THEosks). Additionally, THEosk gives customers an option to upgrade their tickets for a reduced fee, allowing them to have a more pleasurable experience while the theatre makes a larger profit.According to an article on the effects of dynamic pricing in the airline industry, “arts organizations can use factors that affect demand to set a range of different prices,” and continued onto explain that “embracing complexity” in pricing can increase theatre revenue *and* accessibility. THEosk aims to take full advantage of this opportunity.

THEosk’s primary target market includes professional theatres and performing arts companies with large audience bases and tiered seating levels. THEosk will attract such organizations by offering them the opportunity to increase profit and improve audience experience at their locations. The company hopes to continue to expand to performing arts hubs all across the country, from L.A. to Broadway. With THEosk’s momentum, the company could be in nearly one thousand performing arts venues nationwide in the next ten years. Additionally, THEosk aims to reach and maintain relationships with ticketing software organizations and individual audience members indirectly, as secondary and tertiary sources of revenue.

THEosk is the first of its exact nature in combining KIOSK technology with the performing arts ticketing process. However, similar competitors in the industry include TKTS, Tessitura, and Ticketmaster. These companies all have different niches in the ticketing industry that could actually complement THEosk as opposed to compete with it. According to the Competitive Profile Matrix (Section IV), however, of these businesses THEosk proved most efficient and among the most cost effective.

THEosk is patented and has already built relationships with a variety of ticketing software companies and regional theatres. The company’s relationship with KIOSK has also been an invaluable asset in building THEosk’s reputation. THEosk has been able to maintain and grow due to these connections and the unique nature of our business model. Not only does THEosk draw inspiration from an already successful airline industry product, but it also has a wide range of revenue sources, from the initial sale of the hardware to theatres and performing arts venues, to service fees and cuts of ticket sales, THEosk has great potential to grow and maintain financial stability. The company’s long term mission is to place THEosks all across the country and beyond, from Broadway to concert venues to educational theatres.

This goal of expansion will be the focus of THEosk’s Vice President of Theatre Relations, designed to oversee THEosk’s relationships with theatres and maintain a connection with customers. As the company expands, the VP of Theatre Relations will work closely with the Vice President of Development and Technology to allow THEosk to produce at higher rates and across a wider geographic range. This position also handles interactions with the various ticketing software companies that work with us. These two positions are specifically integral to meeting the demands of THEosk’s unique nature. These two Vice Presidents are just a part of a wonderful group of experienced professionals that make up the THEosk team.

THEosk currently calls a 30,000 sq ft warehouse in Louisville, Colorado home. This space is attached to our corporate headquarters, with a series of offices and common spaces. This close proximity allows management to work closely with all Team members, from Vice Presidents to entry-level employees. This allows THEosk to cultivate a positive and equalizing company culture. As the company grows, THEosk will begin exploring regional locations nationwide, as well as the appointment of a series of Regional Managers.

THEosk is also a financially efficient product. Because the company purchases the hardware itself from an outside distributor, expenses remain fairly low aside from the product price, employees salaries, rent expenses, and other petty expenses like delivery and advertising. Each KIOSK costs around $3,000 per unit (at its highest price range). After reprogramming the product for each specific arts venue, THEosk will sell it at a retail value of $10,000 per unit, including installation and delivery. Other revenue sources come from credit card fees, service fees,  and an advertising opportunity on THEosk screens. Revenues and expenses are mainly product based, diminishing the need for a great deal of outside investors. This keeps paid out dividends and Stockholders Equity values low. Overall, THEosk has the a high profit potential, as it is singular in the arts’ ticket purchasing field, and it has a low cost to produce. As demand increases, the product can maintain a premium price because it is the only one of its kind. This will increase our net income each year at a very high rate.

THEosk brings a truly innovative, unique product to the market. Not only has it had proven success in another industry, but the opportunities it grants to audiences specifically will increase the quality of the theatre-going experience exponentially. There has never been a better time to go digital. The traditional Will Call experience does not reflect the ever-evolving arts industry. The performing arts have larger, more diverse audiences, and the efficiency and convenience THEosk offers accommodates this growth. THEosk is also of great value to arts organizations nationwide, as it adds an additional stream of revenue, and smooths their ticketing procedures. THEosk will result in fuller houses, happier audiences, and more successful theatres. THEosk: Theatre at your fingertips.