



Strategic Partner

By Vasta & Associates, Inc.



EventQueue™

Digital solutions for Smart Cities

CONFIDENTIAL
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VALUE PROPOSITION

EventQueue (EQ) Solves a Need, Tackles City Pain Points, and Creates Opportunities

The Problem

- **The \$800B Events Industry is Antiquated**
- **Huge Gaps Exist within Events and between Cities and their Events**

Events and mass gatherings come with unique challenges, frequent inconveniences, and many unknowns!

Crowd control, traffic, safety, lost data opportunities, inefficiencies, and waste are common problems.

How to solve the “What if’s” and the “What next”?



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VALUE PROPOSITION 2

- 1.) Engage crowds and traffic flow (by vehicle or foot) sooner and longer than ever before, contributing to a safer, more efficient, and better event(s) experience.
- 2.) New resource for attendees, organizers, and municipalities.
- 3.) Empowers citizens/fans to make decisions that are unique to their own schedule, their own pathway, and their own desires.
- 4.) The Social Side – Why the Vice President of Sales & Marketing wants this? For fan experience, new revenue streams, justify ticket prices, and fill seats.
- 5.) The Proprietary Side – Why the Vice President of Operations wants this? Efficiency, security, command & control, mission critical, and community relations.



EventQueue™

Next Generation Suite of Event Planning Services and Digital Simulation Platform

EventQueue encodes decades of human expertise and experience and leverages new technologies including:

- Artificial Intelligence (AI)
- Expert Systems
- Machine Learning (ML)
- Big Data
- Story Mapping
- Predictive & Prescriptive Analytics
- Augmented and Virtual Reality (AR/VR)
- Data Visualization, and Full Simulation.

The Solutions

3-Part Platform

- Part 1: Simulation model with Artificial Intelligence (AI)
- Part 2: Features & functions for fans/non-fans and visitors/residents
- Part 3: Back-end functions for organizers, officials, and public safety with digital evacuation plans in real time
- BONUS: Massive open data portal that pulls/pushes data from vehicles, pedestrian, ushers, security personnel, organizers, fans, and citizens... event after event and with daily uses



EventQueue™

PLATFORM as a SERVICE (PaaS) SOFTWARE as a SERVICE (SaaS) with Unique Subject Matter Expertise

Layman's Terms

EQ uses data to improve efficiencies, safety, and citizen experience through a technology platform that streamlines many city pain points such as traffic, navigation, parking, crowd control, and security for any organized mass gathering.

Digital Evacuation Plans and More!



CUSTOMER SEGMENTS BILLION \$ INDUSTRIES

Initial Primary Research

Rough Industry Values:

- Sports, Global Market Opps. & Strategies \$614B by 2022 (CAGR)
- Smart Stadium Market \$12.5B by 2023
- Convention & Meetings \$330B
- Universities Security & Transport Budgets (TBD)
- Smart Cities \$237.6B by 2025
- Shopping Malls (TBD)

Worldwide Targets (Market):

- Stadiums & Arenas (>700 each) / x (4%)
- Exhibition & Convention Halls (>800)
- Universities (>1500)
- Large Municipalities (800 w. >500m ppl in population)
- Mid Size Municipalities (TBD)
- Shopping Malls, enclosed (>1300)
- Other Organized Mass Gatherings (TBD)



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CUSTOMER TARGETS B2B and B2G (Govt.)

1. Cities (big and small)
2. Sports & Entertainment (venues & events)
3. Conventions & Festivals (planners and facilities)

Contact with Departments of:

Transportation, Public Safety, Events, Innovation,
Geographic Information Services (GIS), Production Co's,
Engineering Firms, and other 3rd Party Vendors



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HOW TO SCALE

Target clients in multiples:

- Target sports leagues, NFL, MLB, NBA, NHL, MLS...
- Partnership with Systems Integrators (tech & engineering companies)

For example: Xingtera is the S.I. for Qualcomm (Agreement in place 9/19)

- RFP subcontracts

For example: Stanley Group, engineering company with govt leads

- City RFP's and budgets in public safety, transp., events, IoT, smart cities, and more
- Assist cities with corporate sponsors... to pay licensing fees
- Set up for North America and Europe as soon as possible



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COMPETITION

1. IoT Focused Tech Co's (top down)
2. Sports & Entertainment Co's (inside-out)
3. Public Safety Co's
4. Engineering Firm's
5. Big Platforms Co's (Facebook, Google, IBM)

DIFFERENTIATION

- Strategy and tech plan that compliments 25 yrs. of industry experience
- Unique skill sets
- Combo of open source tech and custom algorithms
- Proven processes, strategies, and techniques for building out better venues, facilities, event sites, and smart cities



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COMPETITIVE ADVANTAGE

1. Model of B2B / B2G also opens the opportunity for our clients in B2C
2. Unique subject matter expertise and data in an industry ripe for change
3. Experience in multiple markets requiring merge of physical & digital environments
4. Compelling Solutions: Deep understanding of a big problem and we offer a refined set of solutions and engineered approach
5. Benefits all user sides: Citizens (fans & non-fans), organizers, and officials
6. Benefits all bottom-line sides: Efficiency, experience, safety, and new revenue
7. Experienced leadership and advisory team
8. Distribution Channels: Existing clients, competitor clients, contacts & relationships
9. Early adoption & validation: Louisville, KY and Ponte Vedra, FL



CUSTOMER ENGAGEMENT

1. Existing Contacts and Customers
2. Professional Sports Leagues
3. Parts or Whole of Subscription Model
4. The WAS Strategy:
Widget, API, or SDK that Enhances

OPERATIONS, HOW WE GOT HERE

25 years and hundreds of global events, including:

- 7 – Olympic Games (+ Chicago 2016 Olympic Bid)
- 3 – World Cups (+ WC Bids 2018, 2022, 2026)
- 6 – Super Bowls
- 7 – Auto Racing and Formula 1 Events
- 28 – All-Star Games between NBA & MLB
- 3 – Presidential Inaugurations
- 13 – Breeders' Cups & Kentucky Derby's
- 20 – U.S. Conference of Mayors Conventions
- 8 – U.S. Government Events (NATO, G7, GES)
- 13 – Golf Majors





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MANAGEMENT TEAM OPERATIONS TO SOFTWARE



Lou Vasta, CEO, Vasta & Assoc., Inc., Chicago, IL

Former engineer and current President of Vasta & Associates, Inc. Vasta has over 25 years of experience in event operations and transportation for world class events such as Presidential Inaugurations, Olympics, World Cups, Super Bowls, National Conventions, Breeders' Cups, All-Star Games, NASCAR, and Formula 1 Grand Prix.



Terrence M. Ryan, Board of Director, Chicago, IL

Ryan has over 25 years experience in technology, leveraging mass data, Cloud technology, and Software as a Service (SaaS). Ryan started and sold his first company, Knightsbridge, to Hewlett Packard in 2006 and has his current company, LaunchPoint, on the "Inc 500" Fastest Growing Companies List."

PoweredByEQ.com
Vasta.com



EventQueue™

PROGRESS TO DATE

Complete ✓

In Motion ✓

- EventQueue, 4 years in the making ✓
- Development and Working Features ✓
- Validation and Pilot Ready ✓
- Initial Friends & Family Round and Vasta, \$900k ✓
- Seeking Strategic Partner(s) ✓
- Seeking Cities, Venues, and Universities to Pilot ✓
- Seeking \$3M Investment ✓