LIT

Events Hub

Putting the "Social" back into Social Media
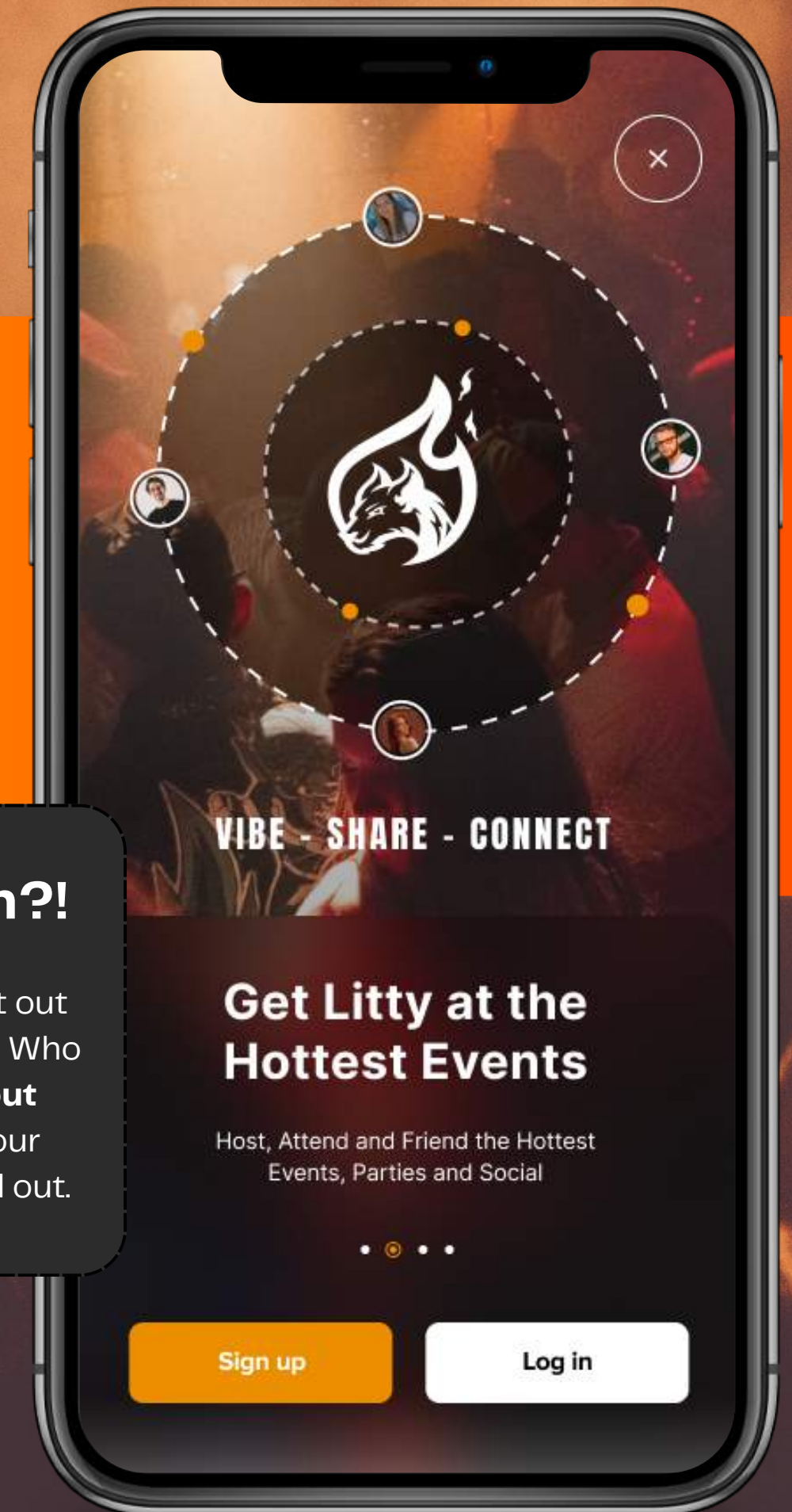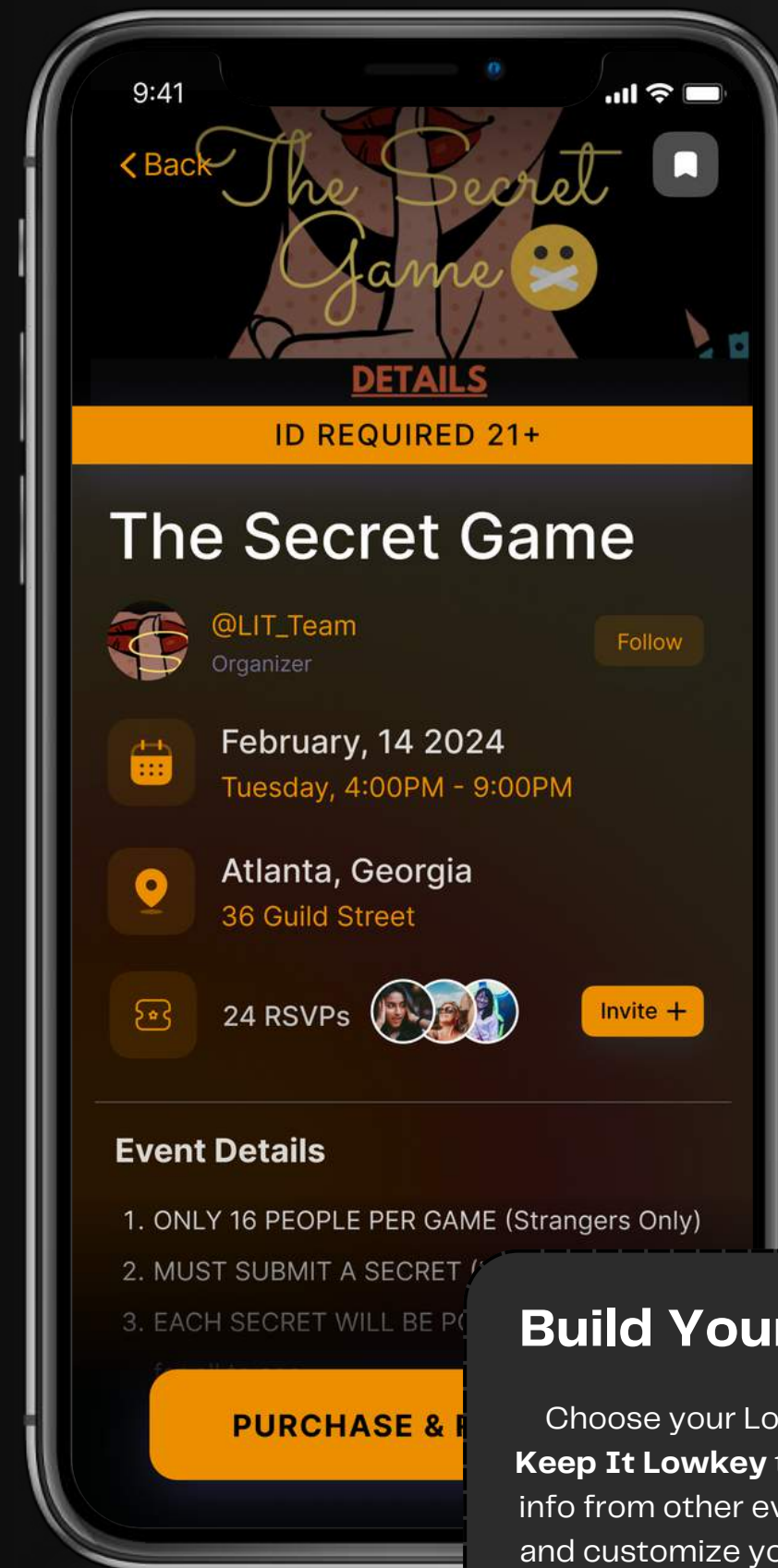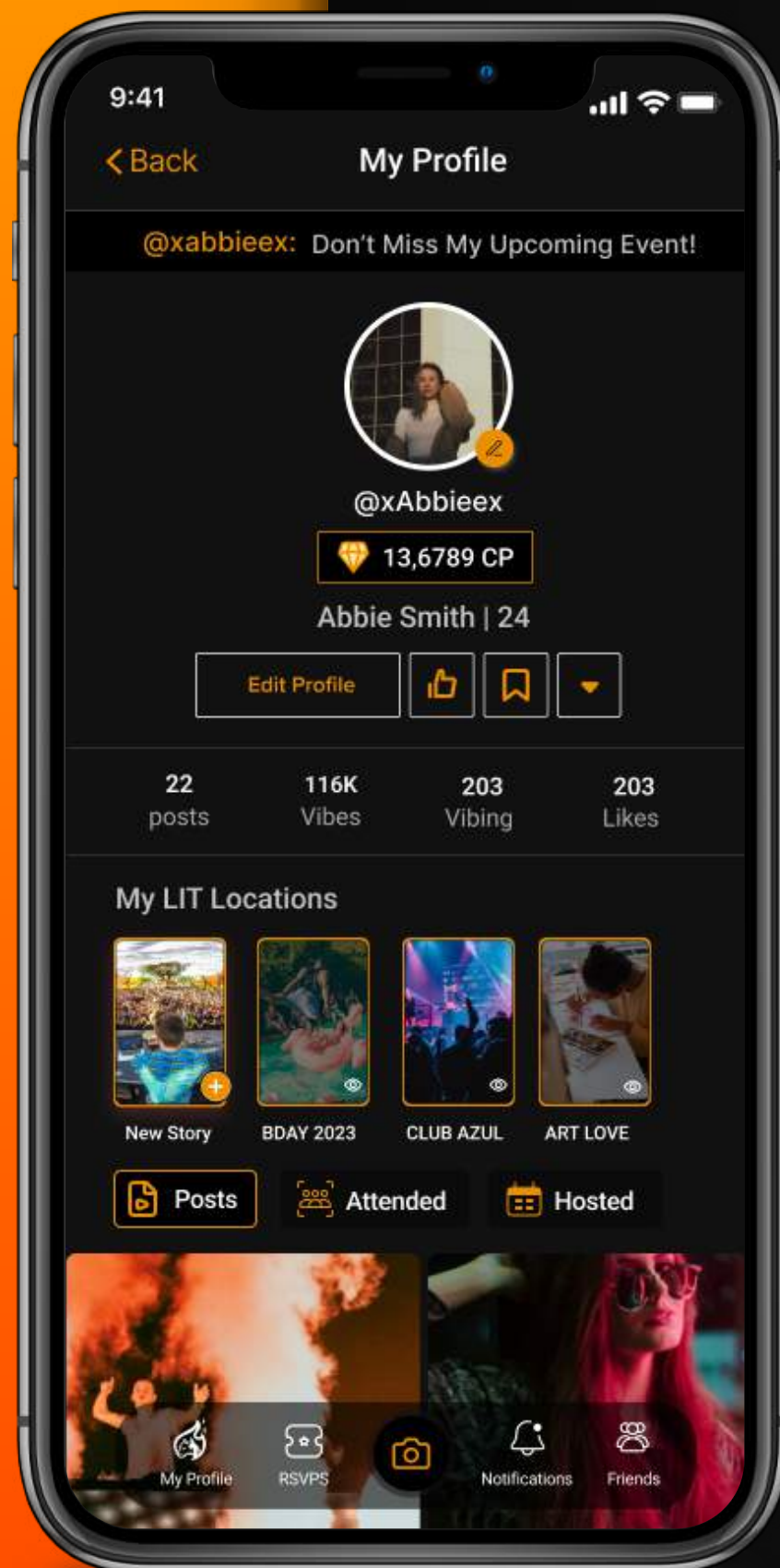
Key Components

Social Community + Curation
Event Vending + Reselling
Event Hosting + Management

Where's the Lituation?!

Who's Event is **The Littest**? Battle it out LIVE and find out who is **Clout King.** Who do you **Vibe** with? How many **Clout Points** can you rack up? Explore our immersive active community to find out.

VIBE - SHARE - CONNECT

Get Litty at the Hottest Events

Host, Attend and Friend the Hottest Events, Parties and Social

Sign up   Log in

9:41

< Back **My Profile**

@xabbieex: Don't Miss My Upcoming Event!

@xAbbieex

💎 13,6789 CP

Abbie Smith | 24

Edit Profile 👍 🔖 ▾

| 22 posts | 116K Vibes | 203 Vibing | 203 Likes |

My LIT Locations

New Story BDAY 2023 CLUB AZUL ART LOVE

▶ Posts   Attended   📅 Hosted

My Profile   RSVPS   📷   Notifications   Friends

9:41

< Back *The Secret Game* ☠

DETAILS

ID REQUIRED 21+

The Secret Game

@LIT_Team
Organizer   Follow

📅 **February, 14 2024**
Tuesday, 4:00PM - 9:00PM

📍 **Atlanta, Georgia**
36 Guild Street

🎟 24 RSVPs   Invite +

Event Details

1. ONLY 16 PEOPLE PER GAME (Strangers Only)
2. MUST SUBMIT A SECRET
3. EACH SECRET WILL BE PO

PURCHASE & R

Build Your Tribe

Choose your Location (or
Keep It Lowkey to hide your
info from other event-goers)
and customize your filters to
find your vibe.

INNOVATING THE EVENTS MARKET

The Human Factor

Social events provide a sense of connection and belonging and contribute to human well-being. Celebrations and social events have been an integral part of human history and nature.

The demand for social events and "finding your tribe" has increased sharply post-pandemic. By providing a social platform for our users to organize and attend various types of events, LIT can help bring like-minded people together and keep them connected

THE FACTS.

The global events industry market was approximately **USD 1.1B in 2023**, and it is projected to grow at a **CAGR of 5.1% between 2024 and 2032**, reaching a value of around **USD 2.1B by 2032.** Another report states that the global events industry market was valued at **1.1T in 2019** and is projected to reach **$2.1T by 2032**, growing at a **CAGR of 6.4% from 2023 to 2032.**

Music Events →

Digital Events →

Community Events →

Furthermore, a report by **Statista** on the global music events market forecasted that the market revenue would reach **$30.14 billion in 2023**, with an annual growth rate of **4.31%** between **2023 to 2028**

The digital events market is also rapidly growing, with a projected CAGR of 23.2% from 2021 to 2028, and around 80% of event organizers plan to integrate virtual elements into their in-person events even after the pandemic.

Mobile ticket sales are also growing, with a 73% increase in mobile ticket buyers reported between 2019 and 2021. According to Eventbrite, on average, events with online ticketing sell 4 times more tickets than those without

A Missing Market

Eventbrite has facilitated over **5M events globally** and processed over **$10B in gross ticket sales**. However, there are common pain points for users of these third-party event ticket vendors including:

1. **high service fees**
2. **limited payment options**
3. **hidden charges**
4. **the inability to transfer/resell tickets easily**
5. **inaccurate or insufficient event information.**

Our app **addresses all of these pain points!** As the majority of existing event platforms primarily focus on larger-scale or industry-specific events, there is **a gap in the market for a dedicated local and community event planning solution. This is where LIT comes in.**

Putting the "Social" back in Social Media

In 2023, an estimated 4.9 billion people use social media worldwide, representing a record number of users. Social media has become an integral part of the events industry, with event organizers and attendees using platforms like Instagram and TikTok to share experiences, promote events, and engage with attendees.

LIT taps into existing social behaviors, leverages interface familiarity, and allows users to customize their preferences and profiles specifically for events. Users retain the ability to find their communities by adding other party goers they "vibe" and connect to expanding their social network within their local community and niches. As a hybrid events and social platform, LIT enhances engagement and creates a vibrant ecosystem within the app.

→

THE SOLUTION: LIT

App Overview

LIT creates a space that **encourages connections both in person and in app.** It helps hosts and attendees enjoy their events and the hosting and service process. All user types are able to manage and customize their personal and event information easily with no hassle through a familiar interface.

01 Social Community + Personalization

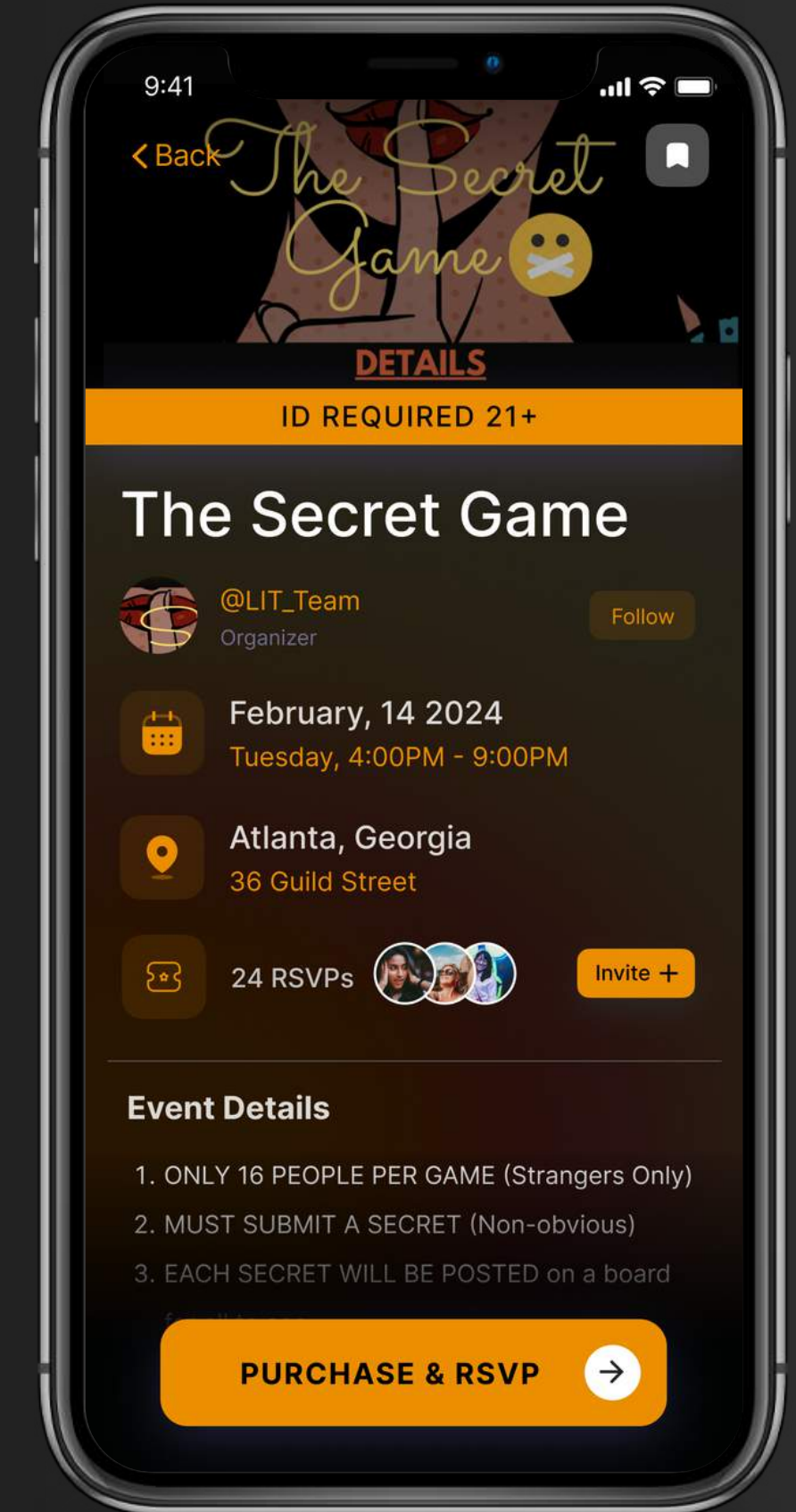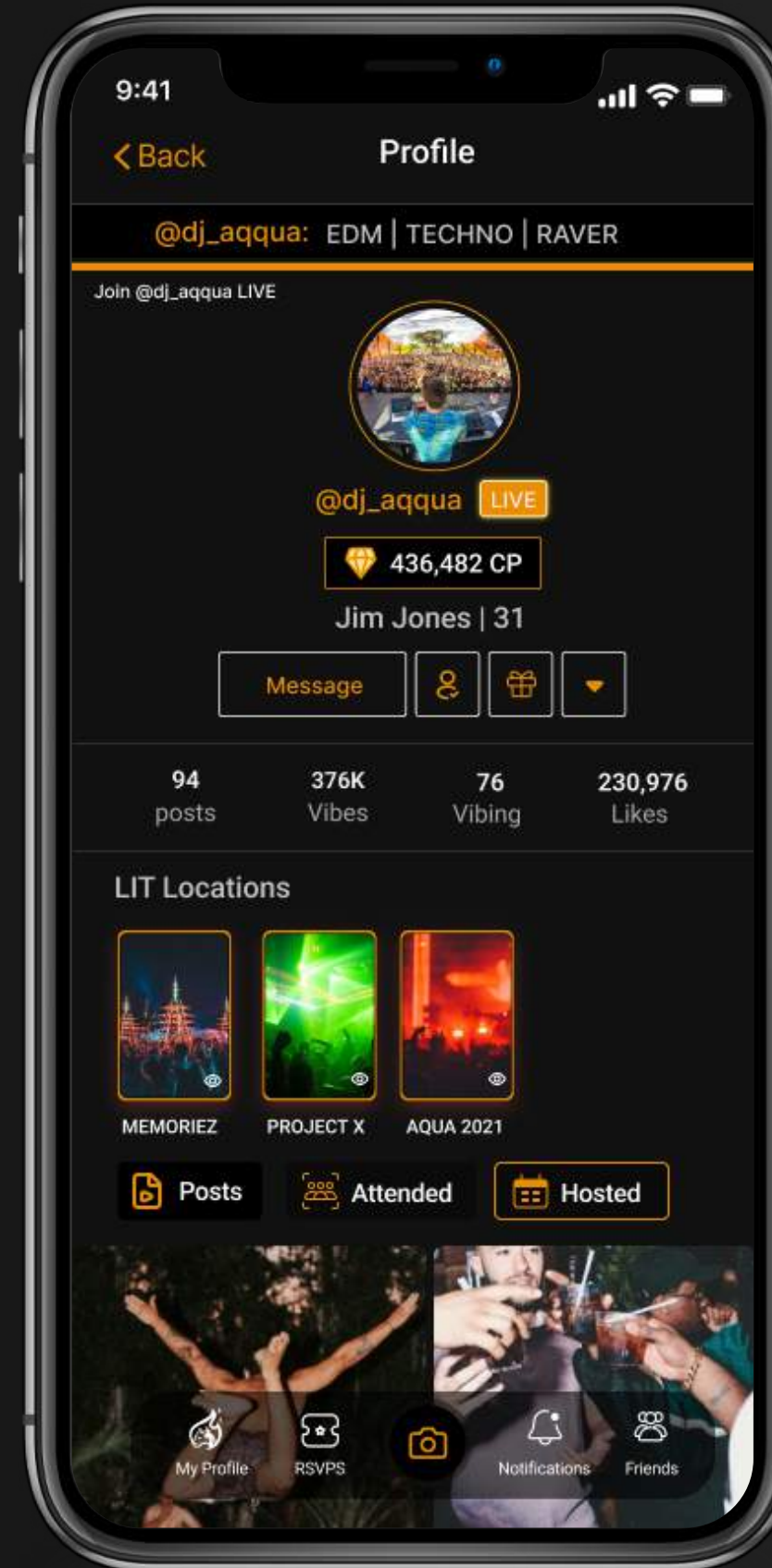**02** Event Vending + Reselling

03 Event Hosting + Management

Social
Profile + Followers
Messaging + Group chats
Badges + Battles
Privacy Control
Preference Customization

Vending
Easy Reselling
Integrated Payments
Custom Refund Policies

Management
Event Creation
Event Communication
Event Editing
Event Moderation

www.litapp.com

Social Community

Battle for the Title of Clout King and flex on your city via the Leadership Board

Post your event experiences and watch others videos LIVE or relive past events via the Explore Page, while Clout Battles foster competition between attendees and hosts alike to crown the Clout King

Join Your Event's Pregame and meet Attendees and catch Event Host updates and Plan with others

Users can begin to interact with other party goers once their ticket has been purchased via the Event's Pregame Chat. The Host can pin rules and announcements, while users are free to create subgroups to vibe with specific users, such as Carpooling or Girls Only.
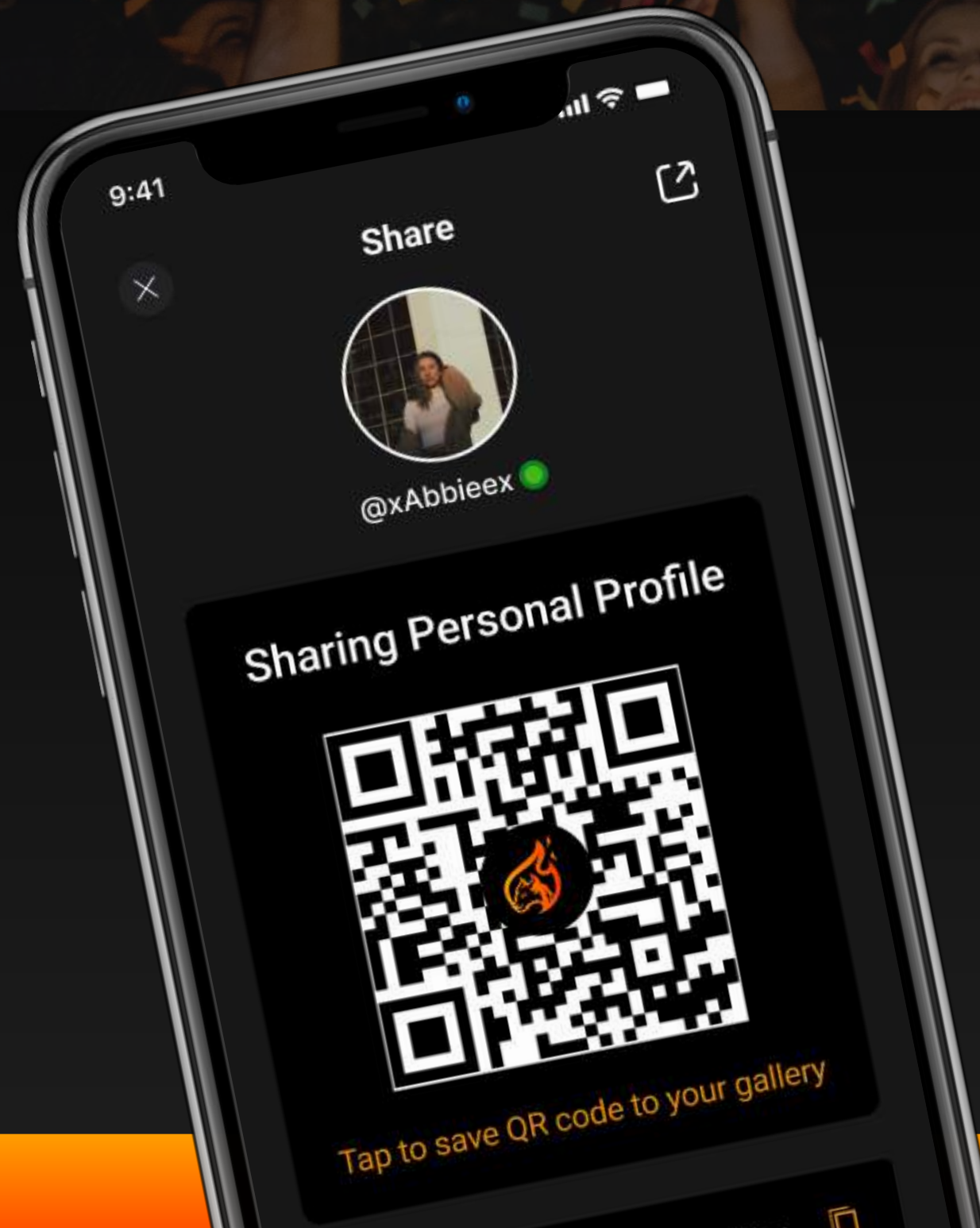
YOUR EVENTS, YOUR WAY
Complete Personalization

USERS

Manage Your Displayable Personal Information, Profile and Clout Leaderboard Visibility

Save Your Location, Favorite LIT Badges and Filters

Geo-check in to the event to unlock exclusive LIT Features during your event

EVENT HOSTS

Manage all Event Details, RSVPS, Refunds and policies through your Event Hub

Add restrictions to Your Event including Age, Gender, and minimum Clout Rank

Announce Event updates and communicate with RSVP'd guests via your Event Chat

9:41

Share

@xAbbieex

Sharing Personal Profile

Tap to save QR code to your gallery

EVENTS HUB

Visit the Explore Page or Events Hub to find events based off your selected filters, like Location and "Hot". As an attendee, keep all your tickets and saved events in once place and easily access the Pregame Chats

RESELL HUB

Gain extra Clout Points by buying resold tickets from LIT users and get possible discounts to sold out events!
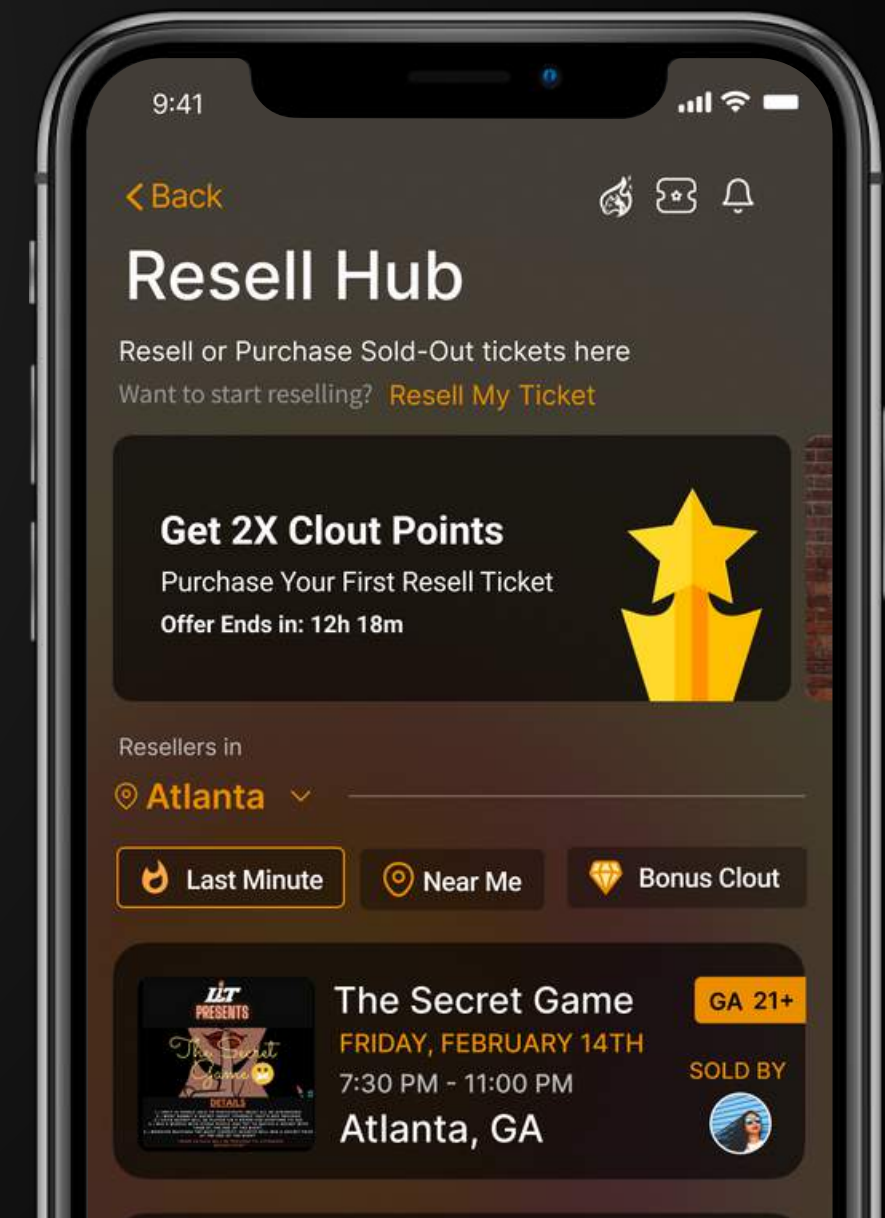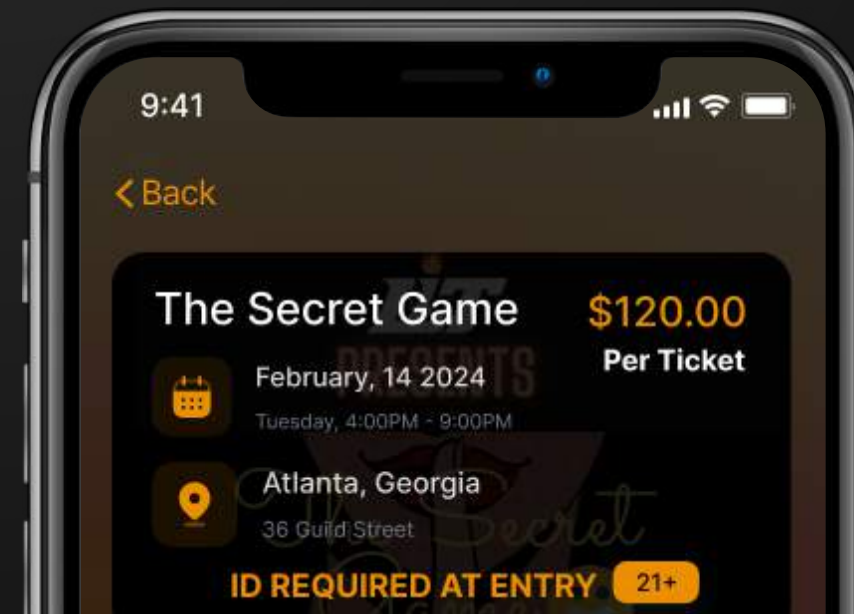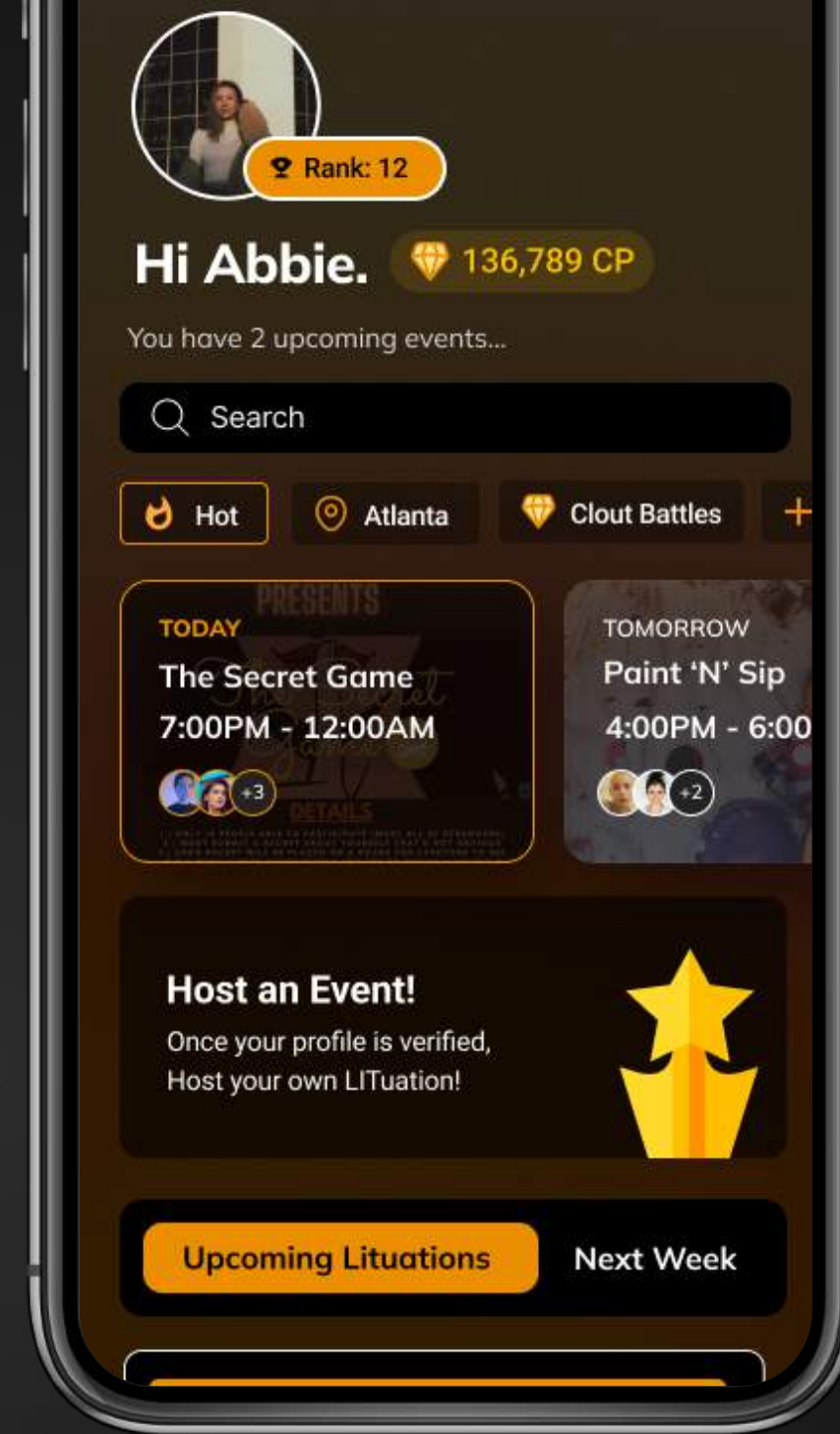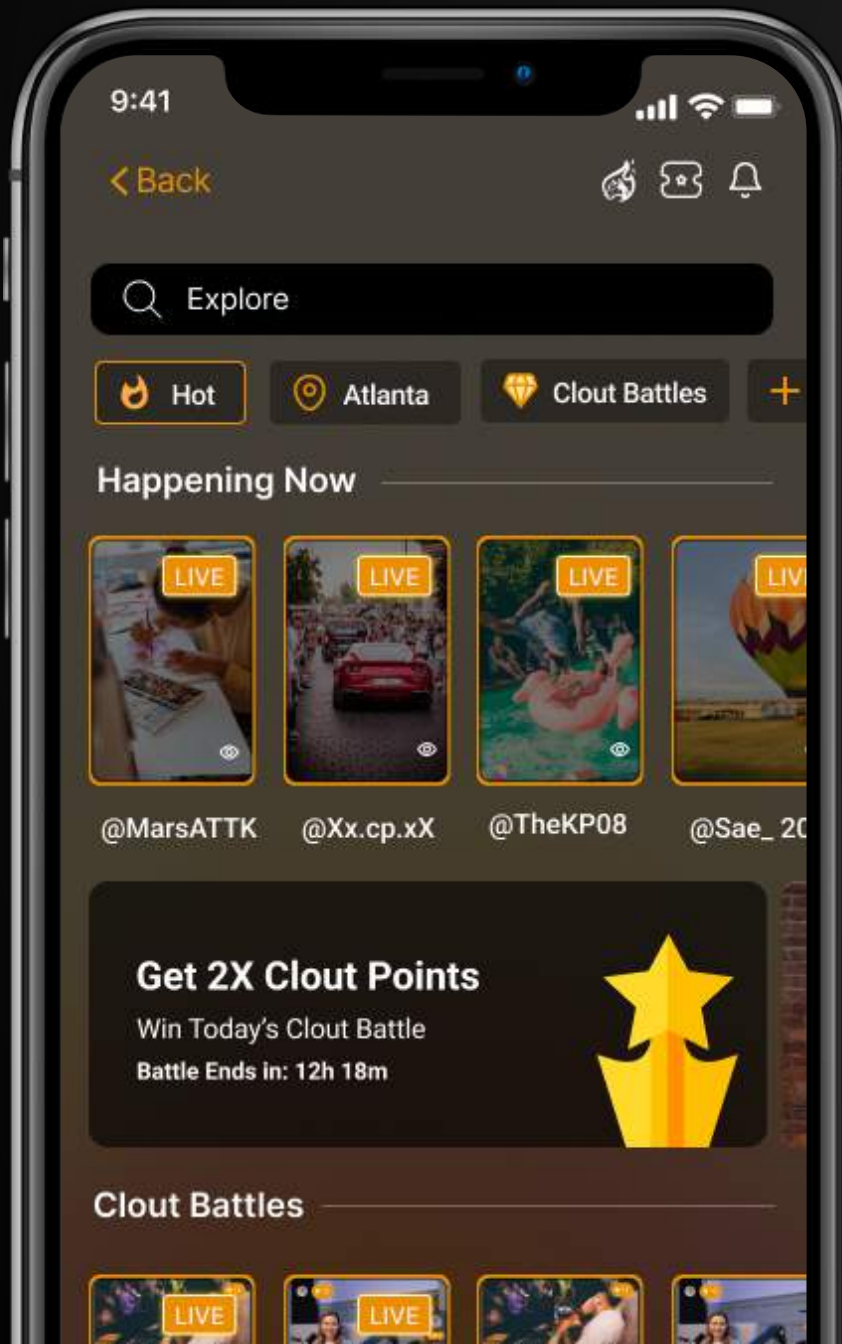
FLEXIBILITY

Check into your event to receive extra clout points for attending and connect with others via your QR ticket and add fellow users at the event via your shareable profile.

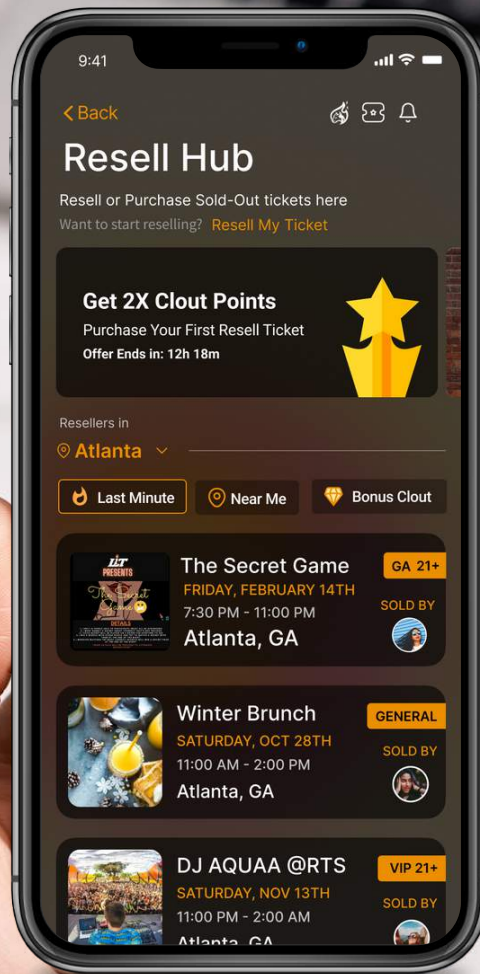Create, Manage and Edit your ticket / rsvps and your events easily

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🏆 Rank: 12

Hi Abbie. 💎 136,789 CP

You have 2 upcoming events...

🔍 Search

🔥 Hot   📍 Atlanta   💎 Clout Battles   +

TODAY
The Secret Game
7:00PM - 12:00AM
+3

TOMORROW
Paint 'N' Sip
4:00PM - 6:00
+2

Host an Event!
Once your profile is verified, Host your own LITuation!

Upcoming Lituations | Next Week

9:41

< Back   🔥 🎟 🔔

🔍 Explore

🔥 Hot   📍 Atlanta   💎 Clout Battles   +

Happening Now

LIVE | LIVE | LIVE | LIV

@MarsATTK   @Xx.cp.xX   @TheKP08   @Sae_2C

Get 2X Clout Points
Win Today's Clout Battle
Battle Ends in: 12h 18m

Clout Battles

LIVE | LIVE | LIVE

9:41

< Back

The Secret Game $120.00
Per Ticket

📅 February, 14 2024
Tuesday, 4:00PM - 9:00PM

📍 Atlanta, Georgia
36 Guild Street

ID REQUIRED AT ENTRY   21+

9:41

< Back   🔥 🎟 🔔

Resell Hub

Resell or Purchase Sold-Out tickets here
Want to start reselling? Resell My Ticket

Get 2X Clout Points
Purchase Your First Resell Ticket
Offer Ends in: 12h 18m

Resellers in
📍 Atlanta ∨

🔥 Last Minute   📍 Near Me   💎 Bonus Clout

The Secret Game   GA 21+
FRIDAY, FEBRUARY 14TH
7:30 PM - 11:00 PM   SOLD BY
Atlanta, GA

Vending

We offer flexible payment methods for both hosts and users, such as Apple Pay. Each payment method selection varies per Event and Host payment capacity

Resell Hub

To prevent **scalping**, the unethical practice of buying and reselling tickets for an extreme price, users can only sell at purchase price or less

Can't Attend an Event Last Minute?

The LIT Community comes in clutch! Resell your ticket within the LIT app easily, simply agree to the terms and your ticket will be added to the Resale Hub

VENDING +REFUNDS +RESELLING

Refund Policy Flexibility

Each individual host retains the right to upload their own refund policy or opt-in for our open refund policy up until 24 hours before the event.

POST-EVENT

SHARE YOUR EXPERIENCE
If you didn't stream LIVE during the event, post after to gain badges for your profile such as Lit Fit, Lurker and Clout King

RATE THE VIBE AND HOST
Answer a few questions after your event to get clout points and give future attendees an idea of the vibe
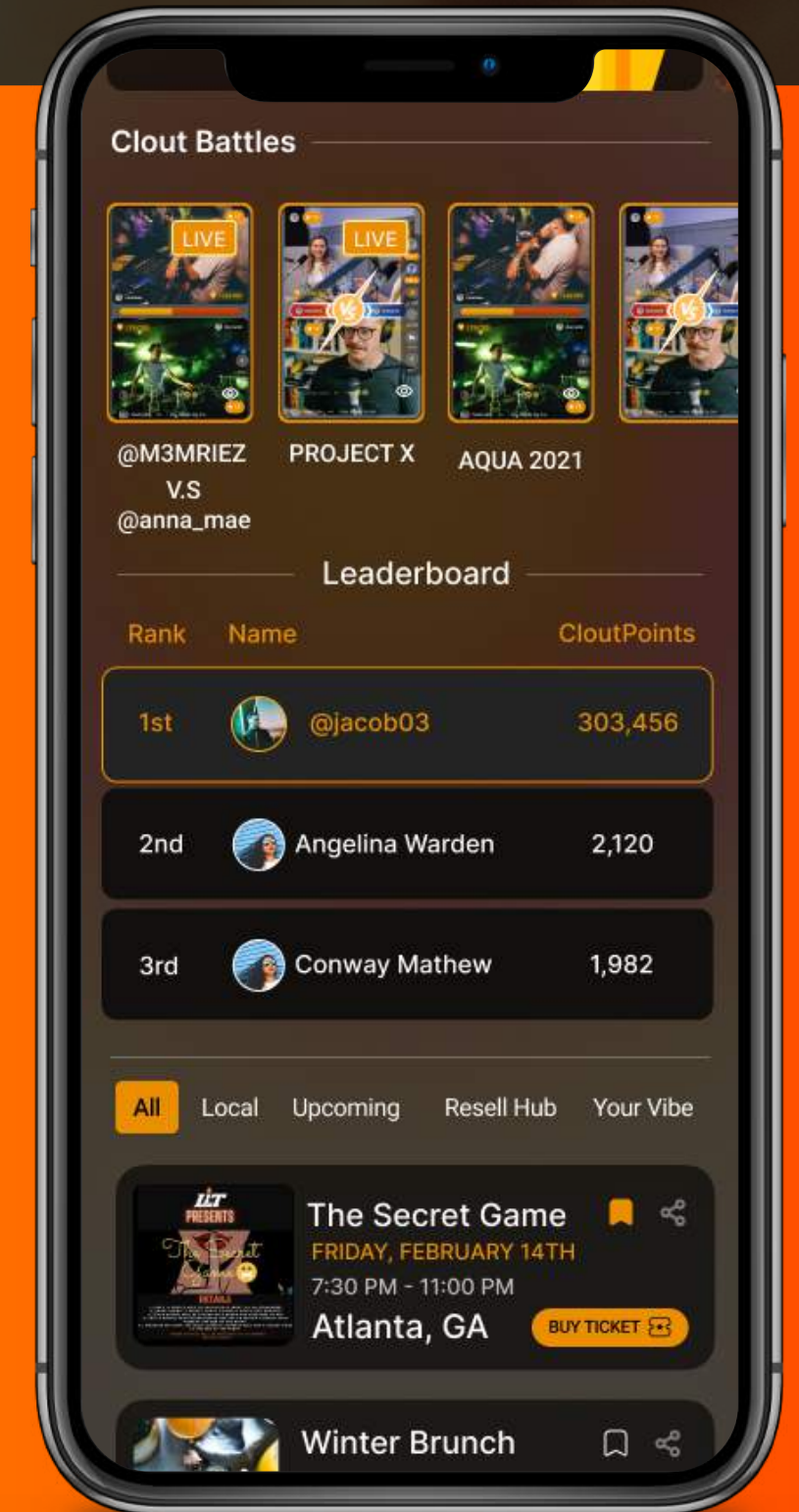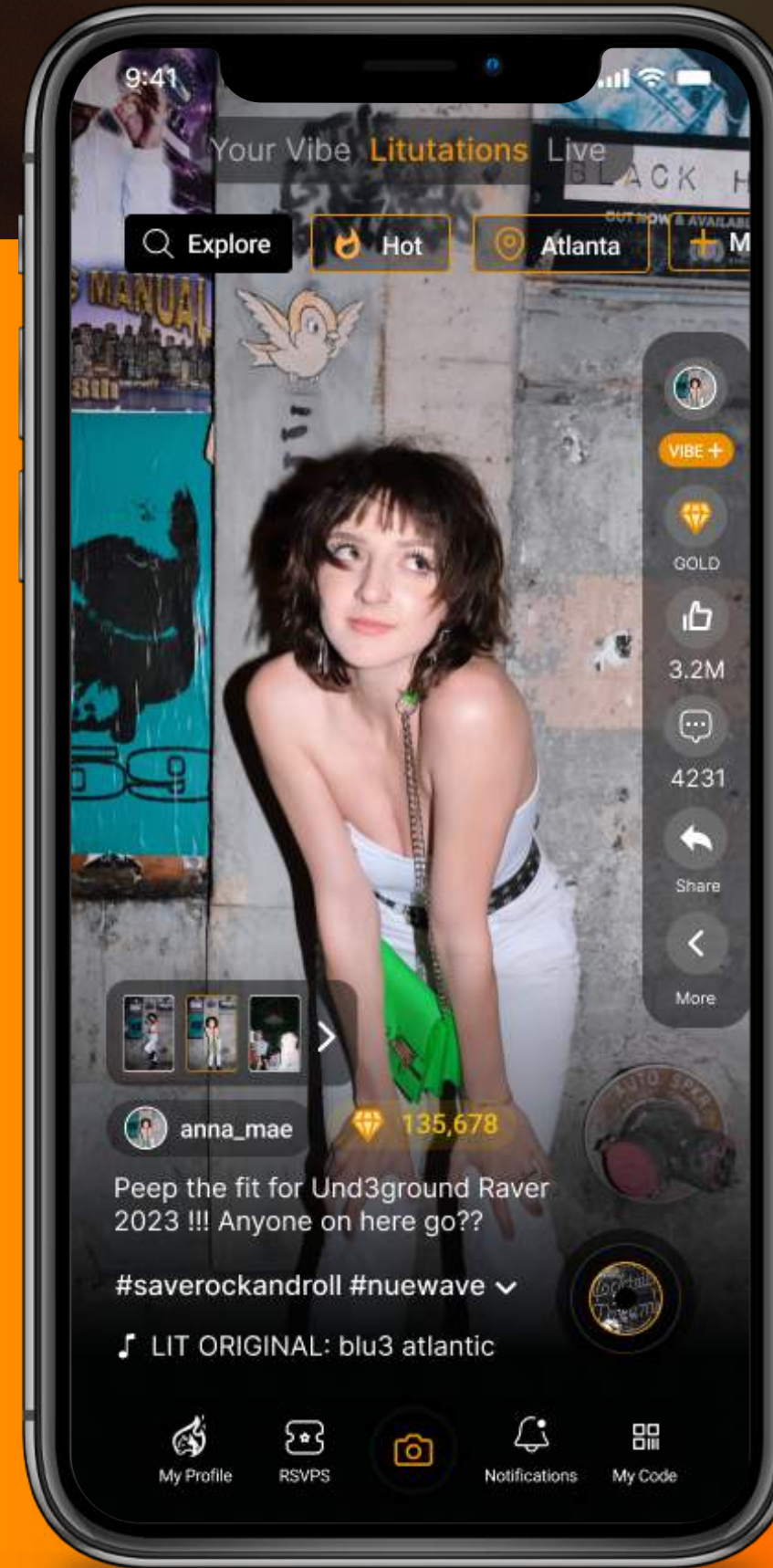
NEVER MISS THE NEXT MOVE
Turn on and customize your notifications and never miss out an update, post or event .

ALL-IN-ONE EVENTS SOLUTION

It's Lit!

The events industry is a dynamic and growing market, and LIT aims to leverage the popularity of hosting and attending events while incorporating social media and interactive features to help foster a sense of community and facilitate seamless communication between event organizers, hosts, and attendees. This truly creates a vibrant community of individuals who love to experience various events with new groups of people

LIT

Thank You.

Contact

We Look Forward to Working With You!

litsocialnetwork0@gmail.com

Socials

f @Litsocials

⃝ @Litsocials