

# FlowCast

## AI-Powered Crowd Flow Intelligence for Event Promoters

FlowCast helps event promoters optimise layouts and prove sponsorship value using AI crowd-flow simulation.

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Entrepreneurship, Innovation & Technology Transfer · MEEC · IST



# The Problem

## Event promoters are flying blind.

### No Pre-Event Data

Sponsorship placements, stand positions, and entrance layouts are chosen based on habit and gut feeling — not evidence.

### Day-Of Surprises

Layout mistakes are discovered during the event, when fixing anything is expensive, stressful, or impossible.

### Revenue Left on the Table

Promoters cannot prove placement value to sponsors, so they underprice — or miss the deal entirely.

### Reactive, Not Preventive

Real-time crowd problems are discovered only when they've already become incidents.

Promoters leave sponsorship revenue on the table and carry avoidable operational risk.

# Market Opportunity

Focused beachhead: medium-to-large festival and temporary events

**TAM** ~€25B

Global live events & venue management software (market sizing based on live events, venue management software, and mid-to-large European event operations budgets)

**SAM** ~€4B

Events & venues with operational tech budgets

**SOM** ~€400M

Near-term beachhead — 100 target events  
× €15k avg = €1.5M serviceable opportunity

## Primary Customers:

- Event promoters and production companies
- Festivals, concerts, and large temporary events
- Events with sponsorship, food, merchandise, stands, or brand activations

## Main Buyers:

- Commercial / sponsorship directors
- Operations / event directors

## Expansion Path:

- **Phase 1:** festivals and temporary events
- **Phase 2:** permanent venues and stadium operators
- **Possible Future Expansion:** museums, municipalities & cultural institutions

# Our Solution

FlowCast predicts where crowds will go before the event happens

## 01 Before the Event

- Upload venue layout and expected attendance
- Simulate crowd movement
- Identify high-traffic zones, bottlenecks and underused zones
- Test alternative “what-if” scenario layouts
- Data-backed recommendation sponsor and stand pricing and placement

## 02 During the Event

- Use existing CCTV infrastructure
- Monitor real-time crowd flow visibility
- Alert early density buildup
- Operations teams act preventively
- Shift from reactive to proactive

## 03 After the Event

- Compare predicted vs actual crowd movement
- Produce sponsor-zone performance reports
- Improve future pricing, layout, and operations with data collected
- Prove ROI to clients & sponsors

**No facial recognition · No new hardware · GDPR compliant**

# Value Proposition

From crowd data to sponsorship pricing power

## FlowCast helps promoters:

- Price sponsor and stand locations using predicted footfall
- Prove sponsor exposure with post-event performance data
- Optimize layout before physical setup costs are committed
- Reduce bottlenecks and crowd-density risk
- Improve future events with venue-specific learning
- Build stronger renewal conversations with sponsors

**Core Value:** Promoters can sell premium locations with evidence instead of guesswork.

# Business Model

## Revenue Streams

### Per-Event Licensing

Scaled by event size & complexity.

### Paid Pilot at Reduced Scope

Credited against full deployment if converted.

### Annual SaaS Subscription

For large fixed venues (stadiums, arenas). Predictable revenue, easier internal approval at scale.

### Sponsor Performance Reports

Sold to promoters as premium add-ons. Used to prove sponsor exposure, renew contracts, and upsell premium placements.

### Future Revenue Stream: White-Label Partnerships

Possible after successful deployments and venue-tech partner validation. Not an active revenue stream in Year 1–2.

## Cost Structure

### Human Capital (Dominant)

Model dev, venue calibration, onboarding & post-event reviews. Exceeds infrastructure costs by 3x in Year 1.

### Cloud Computing

AI inference scales with simultaneous deployments. Margin management critical at growth stage.

### Sales & BD

Direct B2B outreach, conferences, client development. Long 60–120 day enterprise sales cycles.

### Specialist Talent

CV and ML engineers become dominant cost driver as team scales.

# Business Model

## Package Structure

**Package 1:** Simulation Only (Pre-event layout and sponsor-placement optimization)

**Package 2:** Simulation + Monitoring (Simulation plus real-time crowd visibility and alerts)

**Package 3:** Commercial Intelligence Package (Simulation, monitoring, post-event report, and sponsor performance analytics)

## Payment Structure

- Upfront simulation fee
- Technical setup and event activation fee before the event
- Final post-event reporting fee

# Marketing & Sales

The events industry buys through trust and peer recommendation — not funnels

01

## Direct B2B Outreach

Primary channel. Event promoters and operations directors contacted directly. The decision-maker is identifiable and reachable.

02

## Pilot as Sales Process

Paid pilot at reduced scope, credited against full deployment if converted. Produces a post-event report that becomes the primary sales asset for every future client conversation.

03

## Venue Partnerships

One venue partnership = access to every promoter in that venue's calendar. Venue's incentive: events run better in their space.

04

## Industry Conferences & Live Demos

Medium-term channel. A live simulation on a real venue layout is the most powerful sales tool available once a case study exists.

*Referrals are the long-term engine — one successful festival deployment generates inbound without any sales effort*

# Competitive Landscape

Most tools observe crowds. FlowCast predicts commercial value before the event.

Capability	Footfall Counters	Real-Time Dashboards	Generic Analytics	FlowCast ✓
Pre-event simulation	X	X	X	✓
What-if scenario testing	X	X	X	✓
Real-time crowd visibility	Partial	✓	X	✓
Post-event analysis	Basic	X	✓	✓
Sponsor performance data	X	X	Partial	✓
No new hardware required	X	Varies	✓	✓
GDPR compliant (no faces)	✓	Varies	✓	✓

# Validation

52 interviews · 42 hypotheses · 42 experiments · 51 insights · 25 validated · 6 invalidated

## Key Validated Hypotheses

VALIDATED

Event layout decisions still rely heavily on informal methods

VALIDATED

Real-time crowd visibility would change operational decisions

VALIDATED

Promoters need a clear ROI case before adoption

VALIDATED

Hands-on onboarding is necessary due to low AI-tool familiarity

VALIDATED

Event promoters prefer per-event pricing before annual commitments

VALIDATED

Post-event reports help justify renewal and continued use

VALIDATED

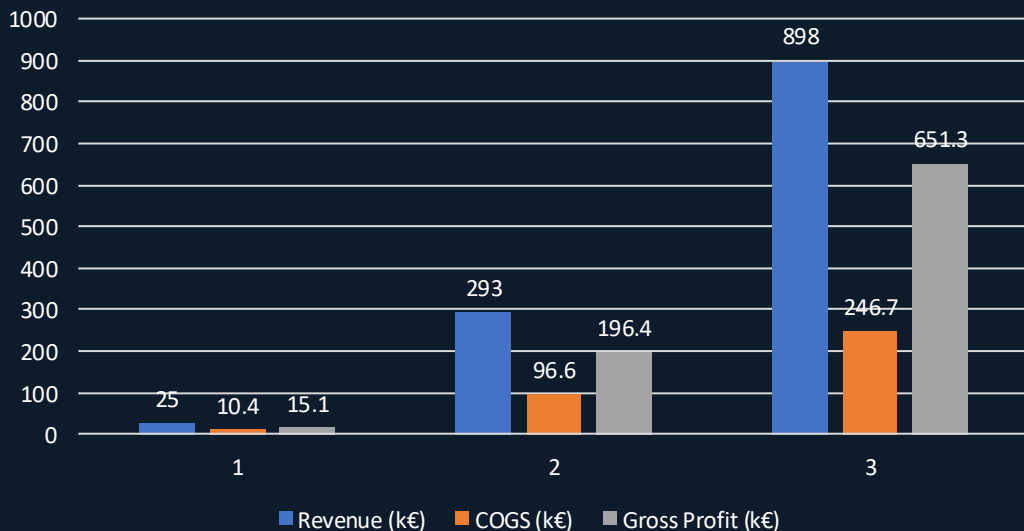
Human capital is the dominant early-stage cost

VALIDATED

Partner-led camera setup is necessary for scalability

# Financial Projections

Conservative assumptions grounded in validated pricing signals and enterprise sales cycle reality



## Key Assumptions

### Year 1: MVP, validation, first paid pilots

3–5 paying pilots

Revenue: €25.5k

EBITDA: -€114.5k (validation phase)

### Year 2: Commercial traction and venue partnerships

30–35 clients

Revenue: €293k

EBITDA: -€141.9k (commercial traction)

### Year 3: Path to profitability

90 clients

Revenue: €898k

EBITDA: +€221.6k (path to profitability)

# Milestones & The Ask

## Months 1-6

- Complete MVP simulation engine
- Deliver first paid pilot
- Certify first CCTV / venue-tech partner
- Build first proprietary crowd flow dataset

## Months 7-18

- Reach to 10–15 paying clients
- Launch venue partnership program
- Annual SaaS tier for large venues
- Expand sponsor performance reporting

## Months 19-36

- 40+ client portfolio
- White-label partnership live
- Safety consultancy endorsements

## The Ask

**€200,000 Seed Round**

18 months runway · MVP to first 10 paying clients · Dataset foundation

## Use of Funds:

45% Engineering & ML talent

25% Sales & business development

20% Cloud infrastructure & tools

10% Legal, compliance & operations

# FlowCast

The crowd saw it coming.  
Now the promoter can too.

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- Problem confirmed across festivals, arenas, stadiums, and municipalities.

- No direct competitor identified combines pre-event simulation, real-time monitoring, and sponsor performance analytics for event promoters.

- Every deployment makes the model — and the moat — stronger.