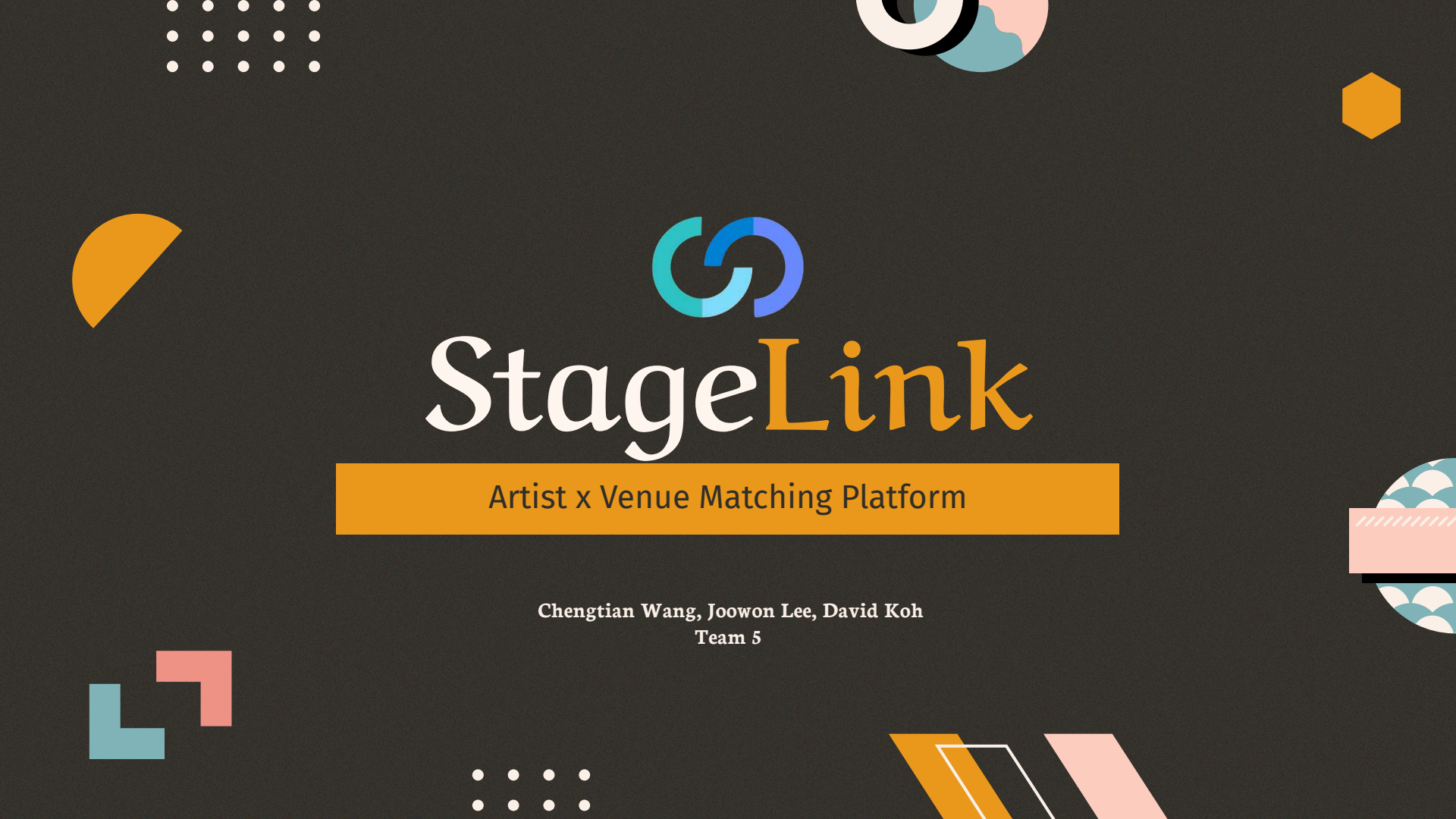




StageLink

Artist x Venue Matching Platform

Chengtian Wang, Joowon Lee, David Koh
Team 5

Our Team



Chengtian Wang

Founder of Saizhui Culture,
focusing on PR strategy and
artist growth in the
Entertainment business.



Joowon Lee

Interned at A Round
Entertainment + SM C&C



David Koh

Intern at Sungate Records
Bassist





\$34.84B

\$34.84B (2024) → \$62.59B (2034) | CAGR ≈ 8.78%



Genesis Story



① Artists' Income Problem

Artists typically net just \$8 profit from a \$100 ticket



② Touring Inefficiency



③ Booking Mismatch

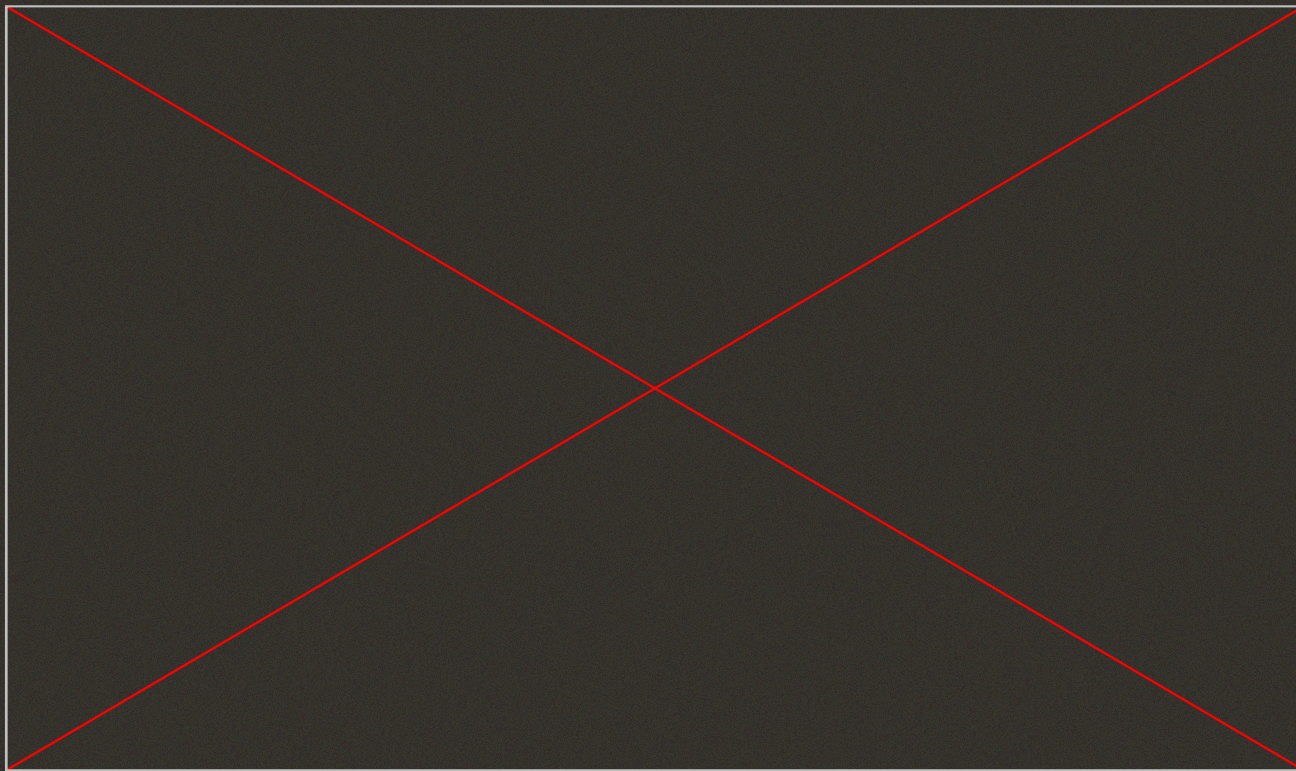


④ Venue-first Insight

Mission Statement

StageLink aims to create a data-driven platform that matches artists and venues more intelligently. By integrating data from various analytics, we can assess artist performance, audience demographics, and geographic reach to recommend stronger Artist-Venue pairings.

Demo



Customer Profiles



Independent Artist:
Aaron Cole



Venue:
Brickhouse Live

Value Proposition



For Independent Artists

- Smart Venue Matching
- Transparent Venue Insights
- Data-backed Pitch
- Reduced Booking Friction



✨ StageLink
Matching
Engine

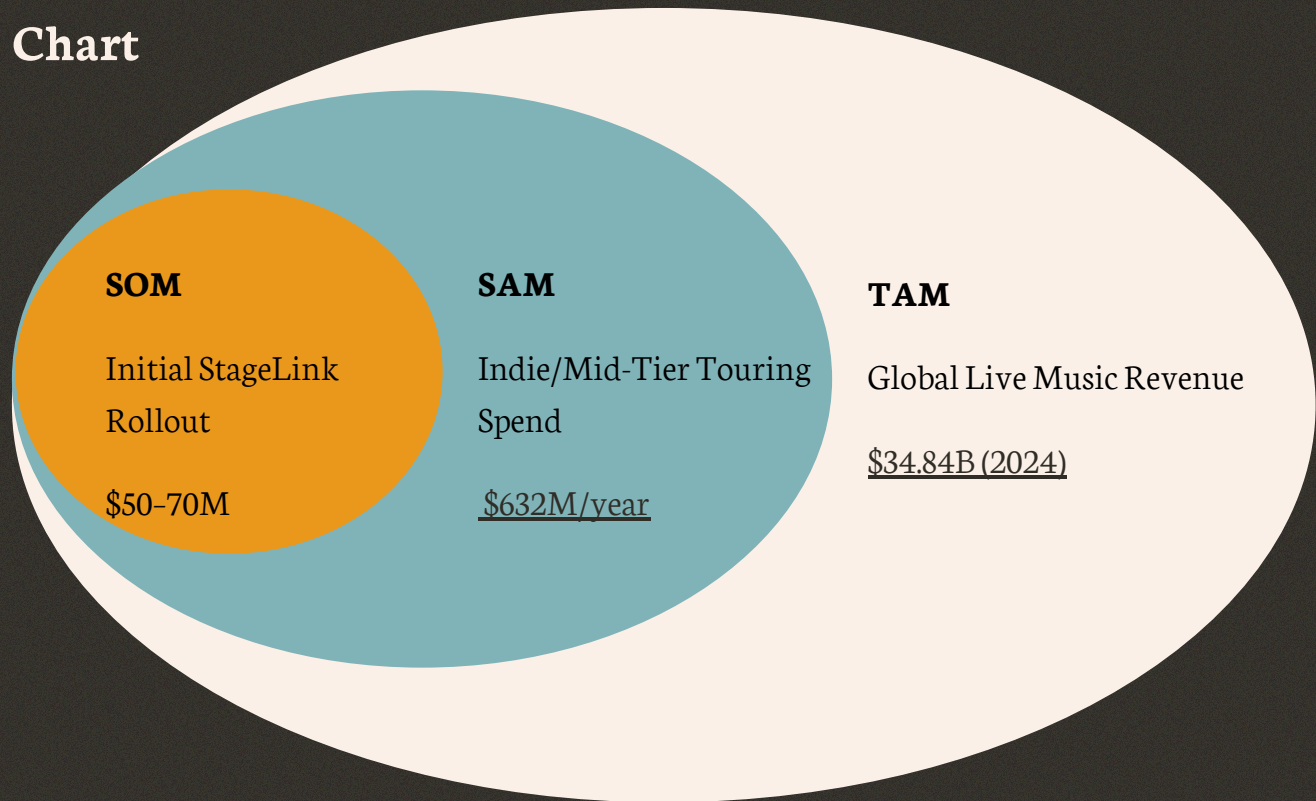


For Venues

- Vetted Artist Pipeline
- Audience-Fit Predictions
- Reliable Communication
- Lower Booking Risk



Total Market Chart



Petal Diagram

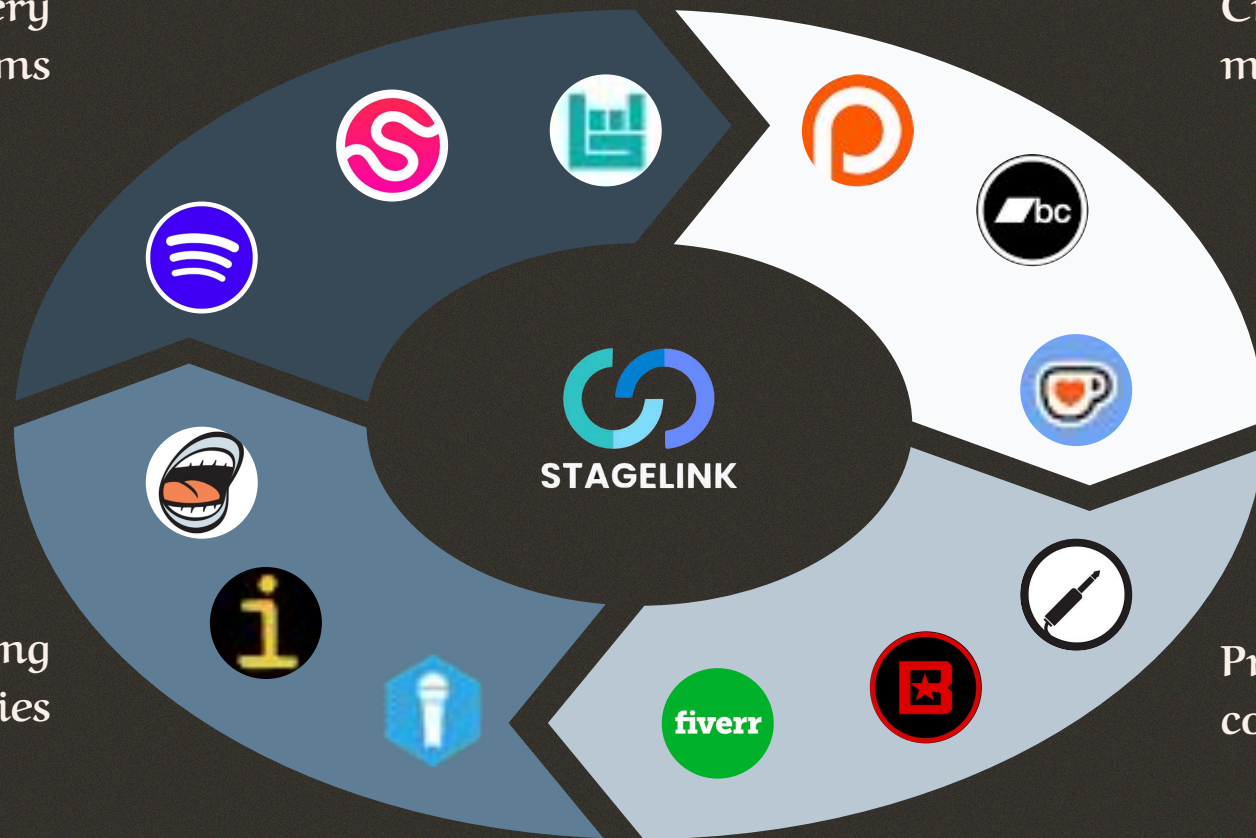


Discovery
platforms

Creator
monetization

Booking
directories

Production &
collaboration



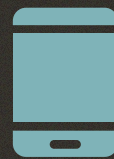
How StageLink will be Distributed



Web Platform

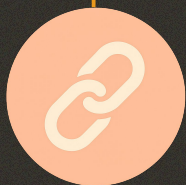


Venue Dashboard



Mobile Web

Core Delivery Channels



Embed
Widget



Streaming/Social
Integrations



University
Music Programs



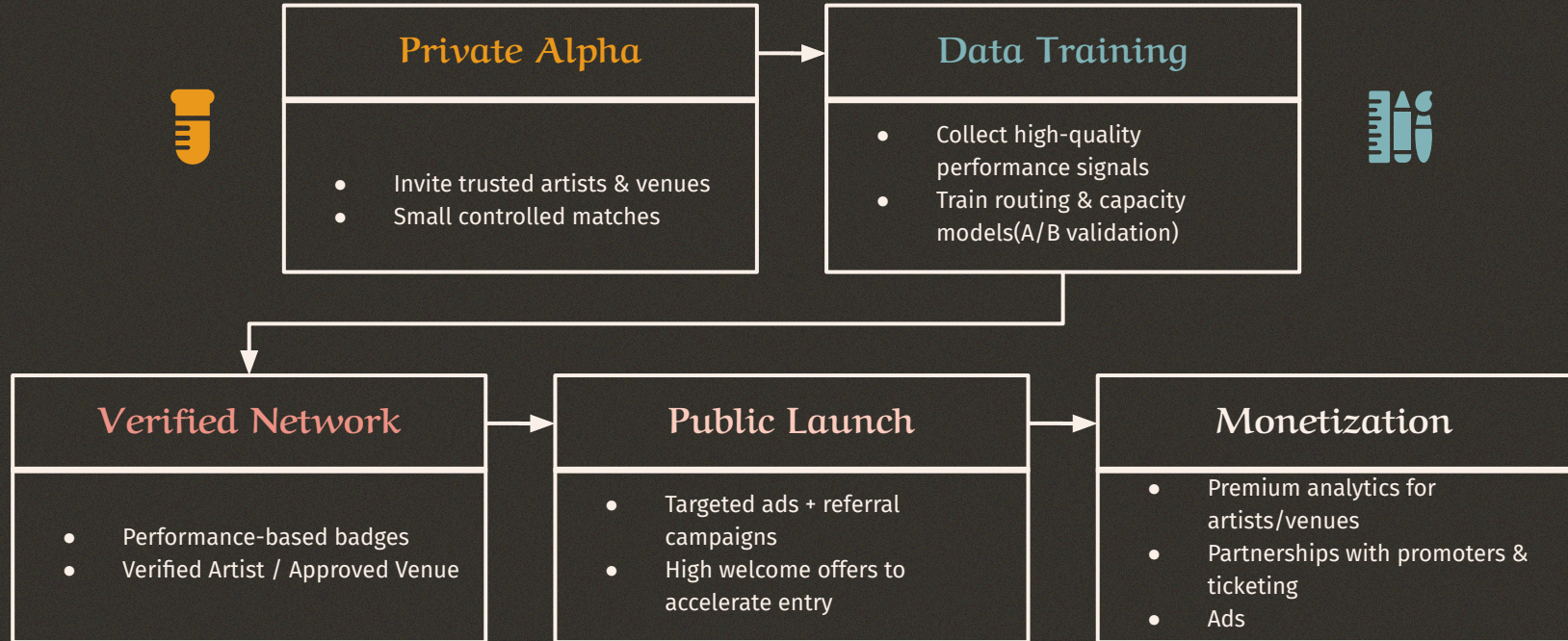
Referral
System



Email
Delivery



Go-To-Market plan



Revenue Model



Free Tier

COMMUNITY & DATA FLYWHEEL

- Profiles & basic access
- Community participation
- Aggregated data improves AI matching



Premium

Premium Artist

SMART BOOKING & GROWTH

- AI Smart Matching
- Audience draw forecasting
- Routing optimization
- Verified profile badge



Advertising

PLATFORM MONETIZATION

- Sponsored visibility
- Ticketing/logistics partnerships
- Integrated promotions



Premium

Premium Venue

OPERATIONAL EFFICIENCY & REVENUE

- AI Smart Matching
- Revenue potential analytics
- Demand forecasts
- Verified venue tier prioritization



Reflections + Key Takeaways



1. Narrowed broad ideas into a focused, user-centered solution.
2. User interviews refined our direction and validated data-driven matching, revealed unexpected needs and pain points.
3. Using AI prototyping tool helped us rapidly generate new ideas and explore fresh possibilities.





StageLink

Artist x Venue Matching Platform

Special thanks:

Prof. Rob Weitzner – Entrepreneurship

Ali Bogdonoff – Mentor

Our classmates – Insight & Feedback

All interviewees

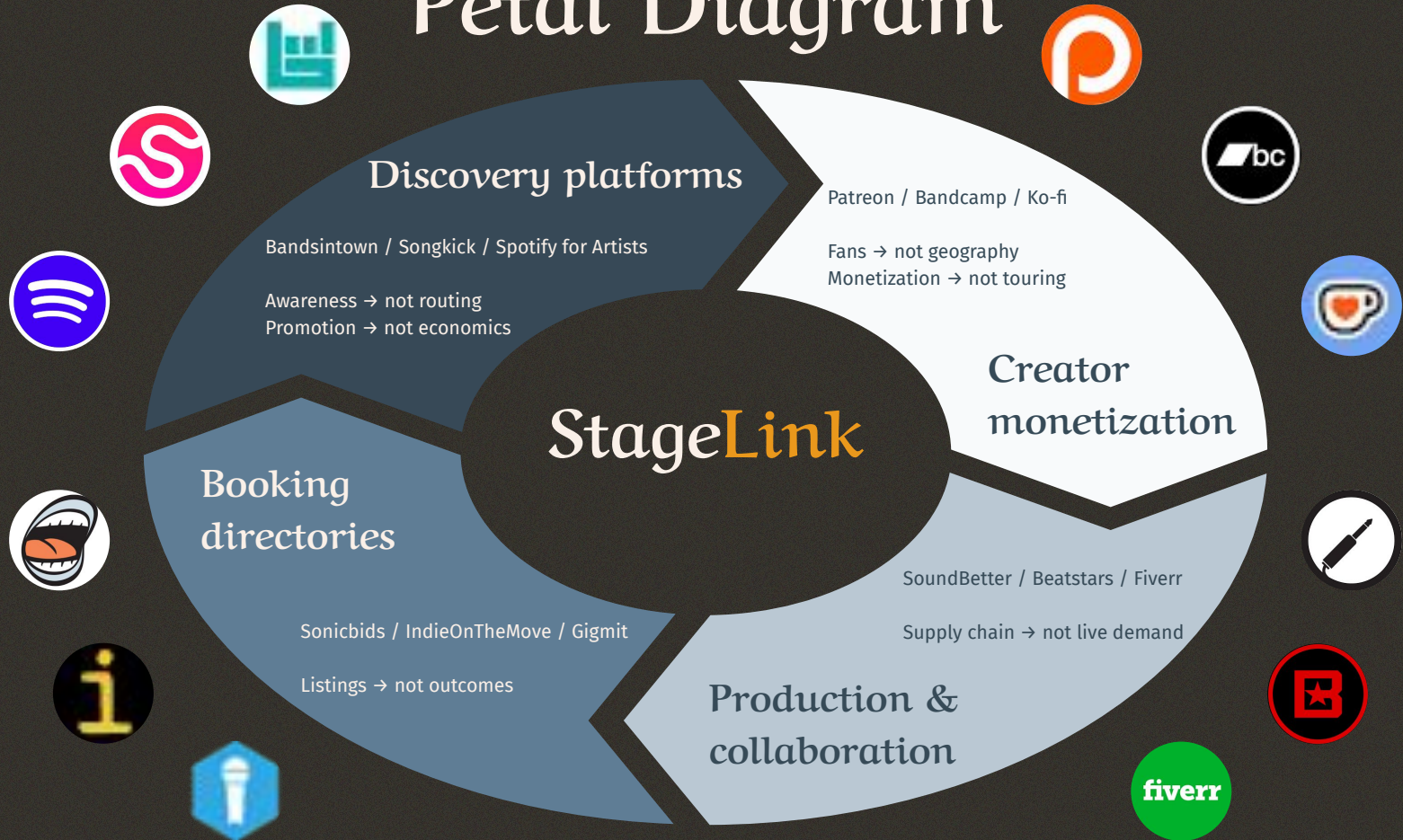


Chengtian Wang
Joowon Lee
David Koh

The background is a dark charcoal gray. It is decorated with several abstract geometric elements: a 4x4 grid of white dots in the top-left corner; a semi-circle in the top-right corner divided into three segments of white, teal, and light pink; a solid orange hexagon in the upper right; a solid orange semi-circle in the middle-left; a teal and light pink L-shaped corner piece in the bottom-left; a 3x3 grid of white dots in the bottom-center; a circular pattern with teal and white scalloped edges on the right edge, partially covered by a horizontal light pink bar with diagonal white lines; and several overlapping parallelograms in orange, white, and light pink in the bottom-right corner.

Q&A

Petal Diagram



Revenue Model



Free Tier

DATA FLYWHEEL

- Free access for new users
- Users supply performance data from shows
- Improves routing & venue matching



Subscription

PREMIUM FEATURES

- Ad-free experience
- AI routing & price optimization
- Priority venue placement
- Advanced analytics / scene insights



Advertising

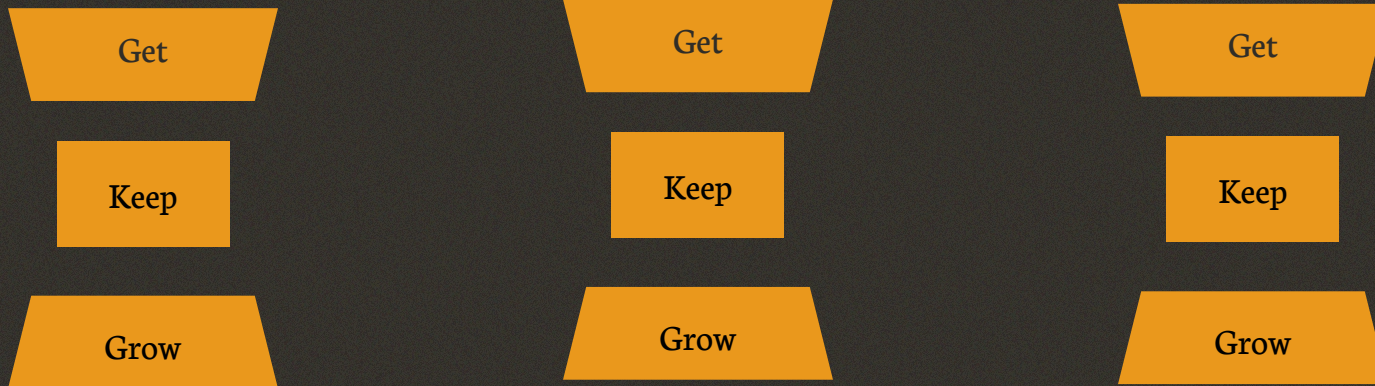
& INTEGRATIONS

- Sponsored artist or venue placements
- Platform entry partnerships
- Ticketing / logistics / merch add-ons

Free → Data → Better Matches → Premium Conversion



Get / Keep / Grow Funnel



GET:

- Verified onboarding
- Artist discovery tools

KEEP:

- Performance analytics

GET:

- Discover reliable, data-proven artists

KEEP:

- Booking insights
- Communication dashboard

