

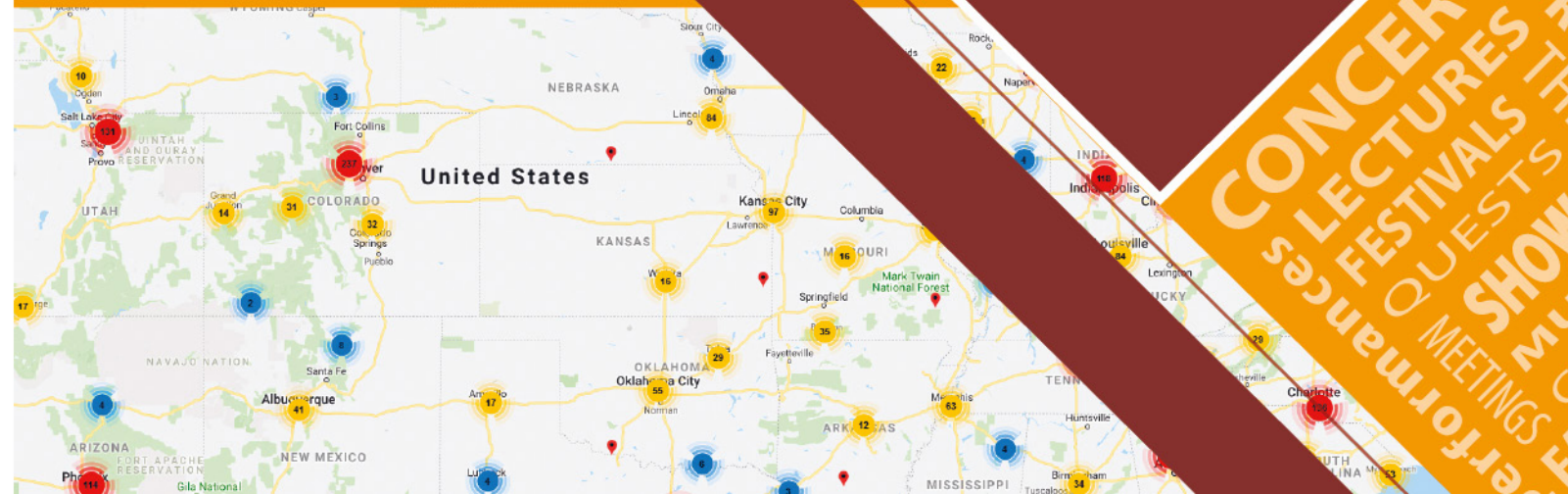
EVENTS-MAP-CALENDAR



CONCEPT PRESENTATION  
OF THE PROJECT

**iXYt.info**

Plan and attend  
**any EVENT**  
anywhere  
in the world



CONCERTS  
LECTURES  
FESTIVALS  
QUESTS  
SHOWS  
PERFORMANCES  
MEETINGS

HOW to ENTERTAIN yourself  
or what to DO  
TONIGHT?  
TOMORROW?  
IN a MONTH?

NEAR your home?  
ON A VACATION,  
ON A BUSINESS TRIP?

IN ANOTHER CITY,  
in a FOREIGN country,  
with an UNKNOWN LANGUAGE  
on another continent?

Everyone is familiar with a situation of when choosing a pastime, you have to visit different poster sites, browse through endless lists of events, and at the same time keep in mind the proximity of the desired event's location.

This also requires online mapping websites. If you are in a foreign city with an unfamiliar layout, the task becomes considerably more impossible.

If you are in a foreign country with an unknown language, then the task becomes almost impossible.

**iXYt.info is the solution!**





iXYt.info is a standard Google map that is supplemented with the time axis. All cultural, scientific, and sporting events are placed directly on the map as markers. The users can change the scale and own movements in space and time.

All of these capabilities are «encoded» in the name of the iXYt project:

**i** stands for information;

**XY** represents the coordinates on the map;

**t** – is the date and time.

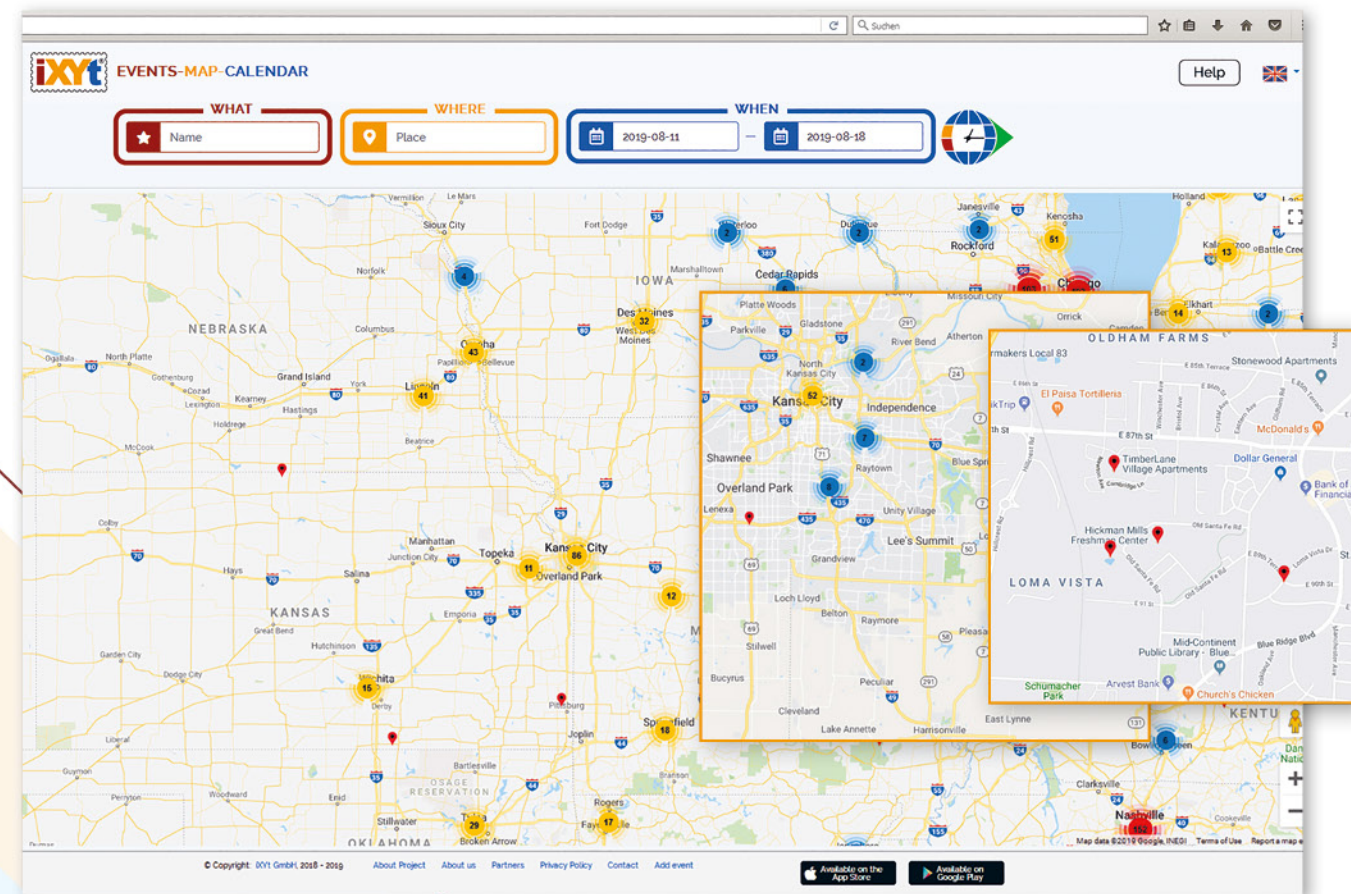
The pronunciation is the same in all languages – «IGZIT».

iXYt®

When you open the platform, the map will show events that will occur within the next 7 days. At the same time, it is possible to change the search parameters to determine **WHAT**, **WHERE**, and **WHEN** is happening anywhere in the world.

Colored circles are clusters: a collection of markers with high density. The color of the clusters reflects the number of events they contain. When you change the scale, large clusters break up into smaller clusters, all the way to single markers.

A mobile application has been created.



ixyt EVENTS-MAP-CALENDAR

WHAT: Name WHERE: Washington D. C., DC, USA WHEN: 2019-08-11 - 2019-08-18

Map Satellite

Shaw. Things to see - concerts, acts, sport activities. Places to visit - theatres, stadiums, exhibitions. And many other interesting events - today, tomorrow and in future. Visualized on a world map and listed in a table.

Rekha Surya's Classical Ghazal Program  
Start: 11.08.2019, 18:00  
Address: Arlington Central Library Auditorium, 1015 North Quincy Street, Arlington, VA 22201, America/New\_York  
Source: seatgeek.com  
Support: WEB.IXYT

R&B Royalty Concert - Jagged Edge - 112 - Ginuwine - Carl Thomas - Mya  
Start: 17.08.2019, 19:00  
Address: 18th & C Streets N.W., Washington, 20006 United States Of America  
Source: ticketmaster.com  
Support: WEB.IXYT

Verny Varela Combu & Salsa Dancing [Summer Concerts on the Lawn]  
Start: 15.08.2019, 19:00  
Address: Library Of Congress - Thomas Jefferson Building, 10 First Street Southeast, Washington, DC 20540, America/New\_York  
Source: seatgeek.com  
Support: WEB.IXYT

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Available on the App Store Available on Google Play

When you hover over a marker, a table appears that contains brief information about each event.

When you click on the marker, a complete description of the event appears with the option to buy a ticket.

Black Joe Lewis

Start: 14.08.2019, 20:00

Location: DC9 Nightclub, 1940 9th Street NW, Washington, DC 20001, America/New\_York

Map Satellite

Source: seatgeek.com  
Support: WEB.IXYT

Ticket

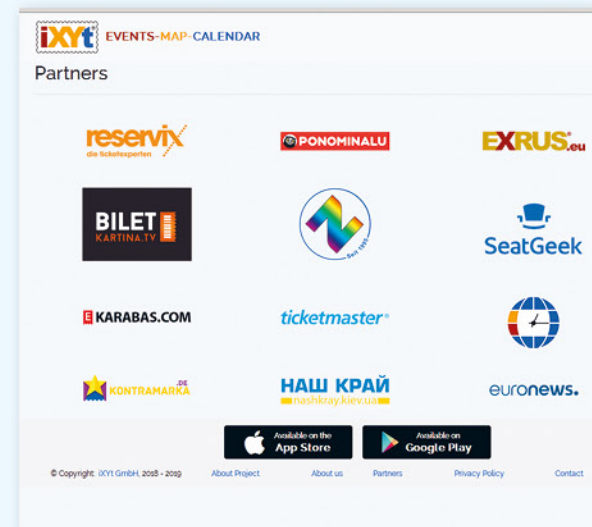
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The main source of information for placing markers on the ixyt website is the current and constantly updated database from the existing poster sites (aggregators). As a general rule, these aggregators willingly share this information with iXYt to increase their own sales.



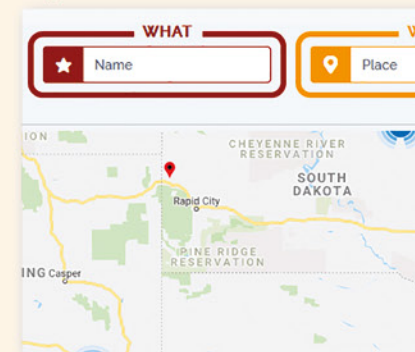
Currently, there are approximately 1,000,000 relevant events in the iXYt.info project database, which are scheduled up to one year in advance.

However, even with the currently planned one million events, it is easy to see that the ixyt map remains quite sparse. Thus, the potential capabilities of the proposed information platform are at least ten times higher and can accommodate many millions of events.

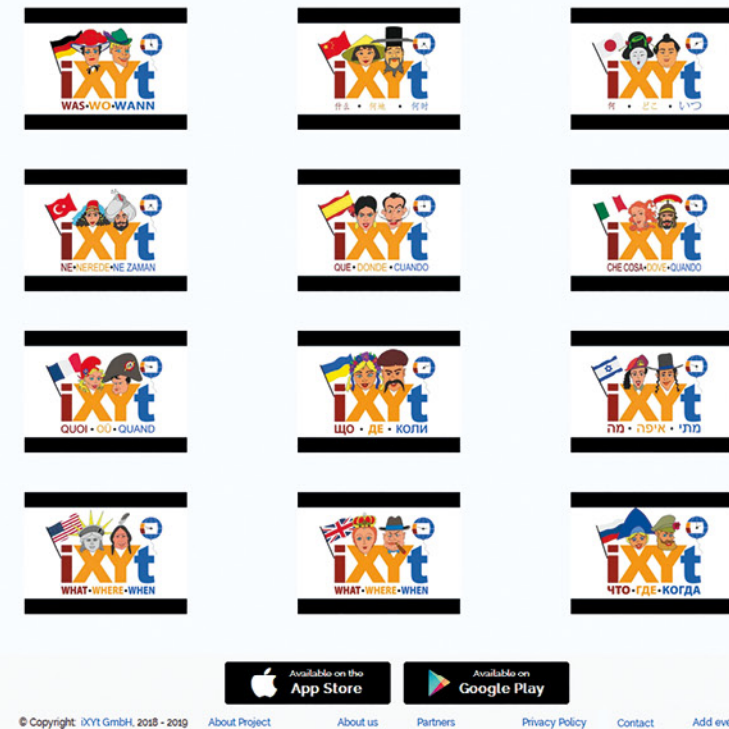
The main source of monetization is commission deductions from ticket sales through the ixyt platform (approximately 1% of the ticket price). Additional sources of monetization include the paid placement of advertisements from small aggregators and the sale of advertising capabilities.

The iXYt.info interface is designed in three languages: English, German, and Russian. A one minute funny animated project description is available in 12 languages.

The first «WHAT» window is an event search tool for any keyword that is present in the platform database in all languages.



About the project in 1 minute in different languages



Let us evaluate the financial prospects of this platform using the most modest assumptions. Assuming that iXYt.info will capture at least 2% of the ticket sales market for the events from its own database, we obtain the following earnings estimate:

$$\begin{array}{ccccccc}
 1,000,000 & \times & 1000 \text{ tickets} & \times & 30 \text{ euros} & \times & 0.02 \\
 \text{events} & & \text{(average} & & \text{(average price} & & \text{(2\% is the iXYt.info} \\
 & & \text{number of tickets} & & \text{per ticket for} & & \text{market share)} \\
 & & \text{for each event)} & & \text{each event)} & & \times \text{ (1\% is the commission} \\
 & & & & & & \text{fee)} \\
 & & & & & & = \\
 & & & & & & = \text{€ 6,000,000}
 \end{array}$$

**...SIX MILLION EUROS per year!**

At the same time, we can increase the number of events on the platform by 10 times (without any disadvantages for the users) and also increase the market share by 10 times (up to 20%). Then, the profit of this project can exceed half a billion euros per year.

**iXYt is a gold mine for investors and enthusiastic entrepreneurs.**



The commercial potential of this project correlates with its social effect.

- First, an increase in accessibility to advertising resources is achieved not only for large players in the advertising market (e.g., concert agencies and sports sponsors) but also for any organizations, clubs, agencies, and individuals.
- Second, owing to the combination of a familiar calendar and a clear geographical map, people from all over the world (including guests, tourists, and travelers) can easily find the necessary information without encountering the problem of misunderstanding another language, culture, and traditions. This approach allows to increase attendance at various events.



The project is in the TOP-2016 list of the best startups in Germany

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**iXYt.info**  
**It is very convenient. Use it!**

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