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**HOW WE (TRY TO) SOLVE
THE CHICKEN AND EGG PROBLEM**

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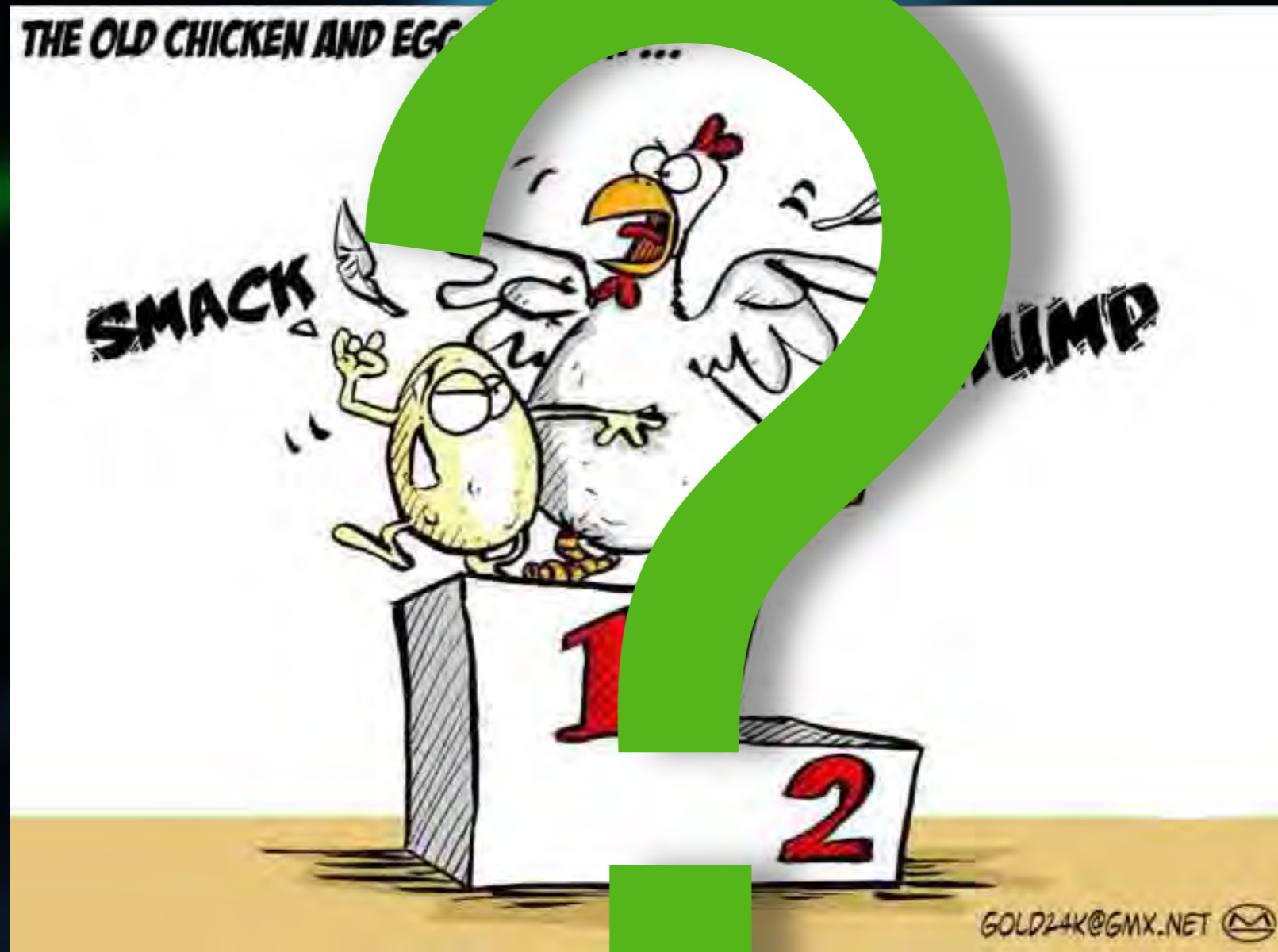
Chicken and Egg Problem

THE OLD CHICKEN AND EGG PROBLEM ...



GOLD24K@GMX.NET 

Chicken and Egg Problem



Who are the users?



Producers (Event Organizer)



Customer (Sponsor)

How do we get them on the site?



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Events looking for Sponsoring:

Keywords, etc... Sport New York, NY, United States SEARCH

Sort results by: Distance Date Name Price

<p>NY 7s Rugby Tournament New York - New York - United States Minimum sponsoring budget \$900 The NY 7s Rugby tournament offers access to over 1600 athletes from high</p> <p>More info</p>	<p>Cowboy Race London London - Ontario - Canada Minimum sponsoring budget €1000</p> <p>More info</p>	<p>Queen's Cup Charlotte - North Carolina - United Minimum sponsoring budget €25000</p> <p>More info</p>	<p>eLevate BASKETBALL CIRCUIT Nashville - Tennessee - United States Minimum sponsoring budget €5000</p> <p>More info</p>
<p>The Bradley League Katy - Texas - United States</p>	<p>London Pinball Championships London - United Kingdom</p>	<p>UK Mega Essex 2015 Chelmsford - England - United</p>	<p>2. Tour DHB Pokal Dammen (Roud... Bascharage - Luxembourg</p>

3 ways

Both simultaneously

Customers first

Producers first

Both simultaneously

Target one-sided

Piggyback on an existing network

Steal

Consumers first

Offer free service

Focusing on a niche

Incentive the customers

Producers first

Get value on the platform

No change of habits for the producer

Interact with customers

Create new infrastructure

Get marquee players

Our strategy



Acquisition of first Events

Acquisition of first Sponsors

Event press

More & Bigger Events

SaaS for larger Sponsors

Bigger press

Summary

Hard to solve the problem

3 different approaches

No standard **rule**

The **mix** will make it

IT'S ALL ABOUT **SPONSORING** THE RIGHT EVENT

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