



Guaranteed Entrance Token

Summary of the GET-Protocol

The GET-protocol is a blockchain-based protocol that is used by ticketing companies to completely merge the primary and secondary ticketing market. The protocol gives complete control over the sale and trade between ticket holder from the moment the first ticket is sold until the last ticket is scanned. The platform's own ERC20 token, the GET, functions as a FIAT value locking asset in a user's wallet/smart ticket. The FIAT value of GET is set at the start of an event cycle. By this value locking mechanism all actors are shielded from crypto volatility during an event cycle. GUTS Tickets is based in Amsterdam, The Netherlands, and has a working smart ticketing application that is already used by big event organizers in the Netherlands. This experience and operational readiness of its team makes the company perfectly positioned to develop the GET-protocol as the company is able to build the protocol and improve and deploy it incrementally.

GUTS Tickets, The GET-Foundation & the future of ticketing

The ticketing company GUTS is currently selling blockchain-registered tickets via its smart-ticketing application. In 2017 alone the company sold tickets for more than 30 events totaling more than 10.000 tickets. Where traditional ticketing companies provide a buyer with a static QR code, the GUTS application serves the user with a dynamic QR code that changes as a function over time and owner. One of the Netherlands most prominent theater companies, [Hekwerk Theater-producties](#), have partnered with GUTS and its team. [This deal alone](#) secures protocol usage for more than 310.000 tickets in 2019. Several prominent artists and their management, one of which is [Martin Garrix](#), have shown their support for our vision of a efficient and transparent primary and secondary ticketing market, cutting out the profits made by parties adding little to no value in the value chain. The protocol allows ticket owners to resell their ticket anonymously to other consumers directly in the web-app without the risk of being defrauded or getting scalping with fees/excessive margins.

We are live. The GET-protocol is more than a white paper or a proof of concept. It is reality. GUTS Tickets is already selling smart tickets registered on the blockchain. After the crowdsale is completed other functionalities as reselling tickets within a price margin will be added to the protocols functionality. Check out the [events](#) we ticket for or try out the [sandbox](#) environment and experience the future of ticketing for yourself.

GUTS Tickets	The GET-Foundation
Provides smart ticketing services	Provides a open blockchain protocol
Customers: Event organizers, festivals and venue owners.	Customers: Ticketing companies, promotors and booking companies.
Builds consumer facing smart ticketing web-application.	Provides a value conserving protocol for ticketing companies.
Operational since Q1 2016	White paper published Q2 2017
Launching customer: Hekwerk 310.000 ticket / year.	Launching customer: GUTS Tickets
GUTS Tickets BV	GET Foundation (Stichting)
Registrant number: 69771138	Registrant number: 65911296
Both entities are incorporated in the Netherlands and are fully compliant with Dutch/EU rules and regulations.	

Table 1: **The difference between GUTS Tickets and the GET-foundation.**

GUTS/GET-protocol	Euro	Ether Lockprice*	Total GET
Softcap*	€2.3 million	Reached	8.560.800 GET
hHardcap	€15 million	Crowdsale will end on 13/12/17 13:00 CET.	90.000.000 GET
Pre-sale private*	€1.8 million	€258.29/ETH	7.200.000 GET
Pre-sale public*	€0.5 million	€262.17/ETH	1.351.351 GET
General sale	€12.7 million	€275.44/ETH	15,826,432.55 GET*
Unsold tokens	All tokens that will be left unsold during the general crowdsale will be burned. Tokens allocated to the partitions (UGF, Team, etc.) will be burned according to ratio.		
Roadmap GUTS/GET	2017	2018	2019 +
Strategy	B2C - Target: Event Organizer	B2C + B2B Target: Ticketing companies	B2C + B2B Completely open platform
Focus region	Netherlands	Europe + North America	Asia
Tickets sold**	10k tickets	200k-300k	1 million +
* Due to the rise in Ether price GUTS has decided to burn unsold GET to ratio on the half-way point of the general sale. This meant that on 29 November 13:00 CET the ether held by GUTS was re-valued at €418.66. 12.5 million unsold GET where burned from the crowdsale.			

Table 2: Summary of the GET-protocol ICO. [Details about the recalibration of the hardcap on the half-way point due to the increased ether price is described in our blog.](#)

The Actors within the GET-Protocol

The Guaranteed Entrance Token (GET): transparent and open smart ticketing protocol for any event with regulated admission. The GET-Protocol provides primary actors in the event space the following benefits:

- **Users:** GET ensures that event participants enjoy a secure and stress-free ticketing experience, and provides a simple and inexpensive way for ticket holders who cannot attend the event to securely sell their tickets to other users.
- **Content-creators:** The GET-protocol prohibits commercial ticket resellers from disturbing the value chain; artists can be certain that their fans pay a fair price for a guaranteed, authentic ticket (as the dynamic QR can't be sold outside of the protocol).
- **Event organizers:** GET provides a scalable ticketing protocol to manage ticket sales for any size events in a secure and controlled manner. GET controls the true cost of transactions and the blockchain ensures both the true price and properties of tickets, thus eliminating middlemen from the value chain. The protocol increases market efficiency as a whole while increasing margins for the stakeholders delivering actual value.
- **Venues:** GET provides users with an honest and fraud-free experience that promotes a higher occupancy rate of the venue. Venues also enjoy the benefits of clean customer data as there are not reseller platforms that corrupt accurate of the attendees attending.

About the token

About the Guaranteed Entrance Token (GET)	
Type	ERC20 Ethereum mainnet
Token functionality	The GET acts as a stable value holder on a users wallet/smart-ticket. A certain FIAT value is locked to a GET for each event cycle. The token is added to the smart ticket of consumer and represents a certain action (trading/reselling) of a smart ticket or represents credit that can be used for purchasing food or other privileges during that event. After each event-cycle all users and actors wallet-holding GET are settled.
Guaranteed Exchange Rate of €0.50/GET.	As the GET-protocol is closed protocol it sets the FIAT value of GET on a per event basis. The GET-protocol offers open market GET holders a minimum exchange rate of €0.50/GET. This mechanism will only create a price bottom on the open market and can and will not limit the upward price mobility of the token on the open market.
The GET price oracle / buy-back mechanism	Event organizers require GET in order to sell smart tickets, these EOs will acquire GET from token holders on the open market. To ensure stability and availability of GET for these actors the EO will acquire GET from the stability fund which will then buy GET back from the open market for a price based upon the average price of GET on exchanges.
Crowdsale pricing	Between €0.42-0.49/GET depending on the price tier. Movable from +/- 20 december 2017
Unsold tokens	All tokens that will be left unsold during the general crowdsale will be burned. Tokens allocated to the other partitions (Bounty, Team, etc.) will also be burned according to ratio.
Token price inflation Long-term	At each event cycle - a certain amount of GET that was acquired by the event organizer will be burned. This decreases GET total supply and will increase the relative demand and thereby inflating the value of the token.

Go to market strategy While bypassing all current ticketing stakeholders to create a new and completely disruptive platform seems tempting, GUTS Tickets has learned over the last 16 months that this strategy would ultimately fail. The thresholds required to penetrate the market are too great, and adoption of the GET-Protocol would be severely limited. To maximize the chances for adoption, the GET-Foundation, supported by launching customer GUTS Tickets, will collaborate with current market stakeholders and will use existing infrastructure in the value chain. GUTS Tickets has partnered, and the GET-Foundation will partner, with several powerhouses in the business to build desired features and functions, and these industry experts are helping us avoid mistakes and misconceptions about the market.

The Team

CEO - Maarten Bloemers in	Blockchain lawyer. Started his career at the Dutch financial regulator (AFM). Founded KasCo in 2015. Has been publically active in the crypto scene since 2012.
CCO - Tom Roetgering in	Sales and operations lead. Started his career as banker for the Rabobank in Amsterdam. Founded comparison platform Deukweg in 2014.
CTO - Ivo van der Wijk in	Senior developer with +20 year experience in building scalable and maintainable web-applications.
Frans Twisk in	Front-end developer and designer, with 10 years of experience.
Stavros Champilomatis in	Back-end developer with +5 years experience, BsC in physics.
Kasper Keunen in	Blockchain/protocol developer. BsC Finance & Physics. MsC CS.
Mark Arts in	Back-end developer. Azure/AWS deployment specialist.
Sander Regtuijt in	Marketing and community lead for the crowdsale.
Denise van der Meulen in	Supports event organizers, experienced in the event ticketing market.

Want to know more about GUTS Tickets or the GET-protocol?
Visit our [website](#) or check out [the complete whitepaper!](#)