VENUE CIRCUIT

# Close the night.
# Know your numbers.

The financial operating system for independent live-event venues.

**Seed round · $750K post-money SAFE · $6M cap** venuecircuit.app

THE PROBLEM

# The night's money is scattered across five systems.

**Box office**

in the ticketing platform

**Bar sales**

in the POS

**Labor**

on a paper schedule

**The split**

in a contract PDF

**Merch**

on a hand-count sheet

So most nights, nobody actually closes the night. The truth is reconstructed weeks later by an accountant — or never.

**The trust-me spreadsheet.** Venue ↔ promoter and promoter ↔ artist settle on one party's spreadsheet, handed over as finished fact. Disputes are unwinnable because there is no shared record. It is the industry's quiet tax — and it falls hardest on the smallest operators.

THE SOLUTION

# One shared record per show.

The GM enters the night once — bar, door, staff, payouts. VenueCircuit generates the venue P&L and the promoter's recap from the same entry, and every settled night folds into a live week, month, quarter and year.

**Year** → **Month** → **Night** → **Line item** → **The receipt**

*Every number drills to the atom.*

**Six roles, one record.** Owner, GM, promoter, artist, crew, guest — each sees only their slice. Nothing is closed until everyone signs off, and every number traces to a person.

IT ALREADY EXISTS

# Not a deck. Not a prototype. A live product.

**60+**
working screens

**6**
roles, one record

**30/34**
features live

**✓**
money math machine-tested

Try it before a single sales call: **venuecircuit.app** — persona links for owner, promoter, and artist.

HOW IT WORKS

# Book the show. Run the night. Settle & see.

1

### Book the show

Event, artist, deal, doors — on the calendar and pipeline instantly.

2

### Run the night

Tickets, bar, staff, merch flow in — from your POS or a 90-second close.

3

### Settle & see

One tap settles both sides and rolls into your live P&L.

WHY NOW

# The category was just validated.

## $14M

Opendate's Series A — January 2026, 200+ venues. Professional investors decided independent-venue software is a real category.

**The opening they leave.** Opendate is ticketing-led and makes money on ticket sales. VenueCircuit is show-led and subscription-only.

***The system that keeps a venue's books shouldn't be owned by a company with a hand in the till.***

COMPETITION

# Everyone owns a slice. Nobody owns the night.

| Player | What they own | Where they fall short |
|---|---|---|
| **Prism.fm** | Booking, holds, settlement | ~$600–800/mo, price hidden, no bar/labor/merch, no native mobile |
| **Opendate** | Ticketing-led all-in-one | Takes ticket revenue; thinner deal math; no true nightly close |
| **Master Tour** | The tour binder | Nothing about the house's money; mobile read-only |
| **Nowsta** | Event staffing | Staffs the event but never ties labor to a show P&L |
| **Spreadsheets** | The real incumbent | No permissions, no audit trail, no source per number |

**VenueCircuit owns the whole night — booking + bar + merch + settlement + labor + P&L in one record.**

THE MOAT

# The neutral seat compounds nightly.

### Own the center

Booking, bar, merch, settlement, labor and P&L — in one record nobody else joins.

### Trusted by all sides

No ticket cut, ever — the neutral middle ground between venue, promoter, agent and artist.

### The network recruits itself

Passports, settlements and day sheets travel outward with a claim-your-side door.

MARKET

# We need 250 venues to reach ~$600K ARR.

**~15,000**

US live-music venues

**~3,000**

NIVA independent members (SAM)

**250**

venues = ~$600K ARR

**Texas**

& the Southwest — the beachhead

A warm beachhead where the founding team already has the network — then out through NIVA and a referral loop the product creates on its own.

BUSINESS MODEL

# Transparent, flat SaaS — no ticket cut.

| CLOSE | OPERATE | NETWORK |
|---|---|---|
| **$99** /mo | **$199** /mo | **$349** /mo |
| The nightly close, venue P&L + promoter recap, 1 venue | + bar loss-prevention, merch, telemetry, grants — up to 3 venues | + shared advance, Draw Index, auto-sync, AI onboarding — unlimited |

**45-day free trial** · no ticket cut · no per-person fees · no annual lock-in. *VC Tickets (75¢ flat) ships last as pure upside — the plan never depends on it.*

# Built on an operator's network, not a cold start.

## Mike Ziemer

*Founder / origination & go-to-market*

Two decades as a Dallas concert promoter and festival producer. Founder of Third String Productions and the **So What?! Music Festival** — 22,000+ attendees over two days — the festival that filled the void Warped Tour left behind.

→ **Warm network.** Texas/Southwest venues & promoters who already know Mike.

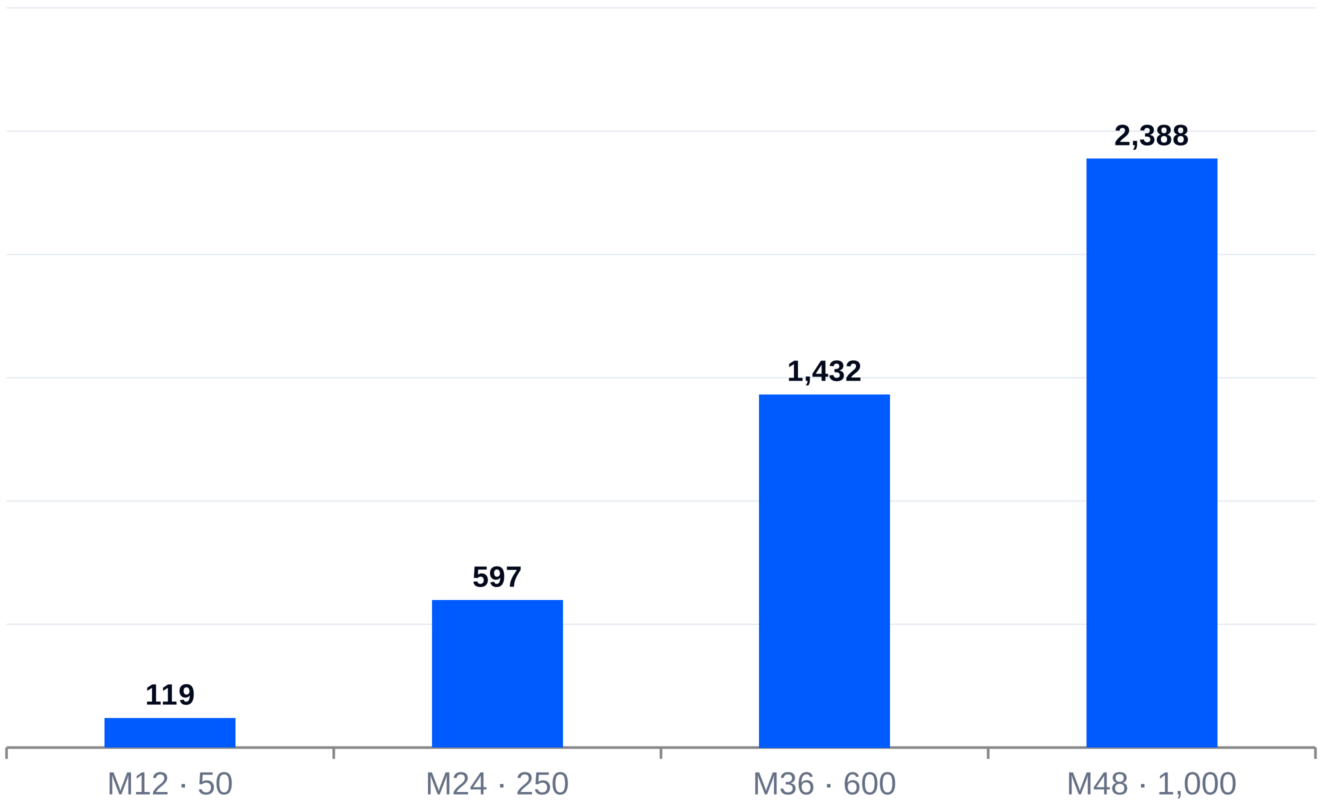
→ **NIVA.** ~3,000 independent venues — conference, newsletter, direct reach.

→ **Referral loop.** Advances, day sheets and settlements travel between parties — the product markets itself.

→ **Live demo.** Prospects try the real product with no sales call.

FINANCIALS

# A compounding path to ~$2.4M ARR.




**Unit economics**

| | |
|---|---|
| Blended ARPU | $199/mo |
| CAC | ~$700 |
| LTV | ~$7,200 |
| LTV : CAC | ~10x |
| CAC payback | < 4 months |
| Gross margin | ~90% |

THE ASK

# $750,000 to fund 18–24 months.

**$750K**
post-money SAFE

**$6M**
valuation cap

**12.5%**
to investors

**~61%**
founders after Series A

**$250K**
Product build

**$250K**
First-year ops

**$175K**
Marketing

**$75K**
Legal & reserve

*Lean by design against 2026 seed medians ($2.5–3.2M) — the product already exists.*

TEAM

# The operator, the builder, the finance lead.

MZ

### Mike Ziemer

**FOUNDER**

Origination & GTM. Third String Productions; So What?! Music Festival (22,000+).

DM

### David Marsh

**CEO**

Product & execution. Founder of Little Fight NYC; built the live platform.

A

### Arturo

**CFO**

Finance & operations — the model, the raise, the reporting discipline.

*Ownership held in even thirds. Three founders who each own a different edge of the problem.*

VENUE CIRCUIT

# Close tonight in 90 seconds.

Intended exit: acquisition, 3–5 years, into a consolidating category. Vertical SaaS trades at 6–10× revenue. *Early-stage software is high-risk — projections, not promises.*

**See the live product: venuecircuit.app**