Welcome to Enterprise Tuesday 08/09

Spreading the spirit of enterprise
We politely request you to ....

- Please sit at the front of the lecture theatre and towards the centre. This will allow latecomers to take their seats without disturbing the lecture.

- Please switch off your mobile phones during the lecture as a courtesy to our speakers.

- Please remember to take a sticker and write your name on it for the networking session later.

Thank you
Enterprise Tuesday Full Programme

Spreading the spirit of enterprise
£100 for 100 words

- DEADLINE -
23:59 on 28 Oct 2008

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Raise entrepreneurial spirit among students & academics

Establish networking platform among:
- students
- academics
- industry experts
- entrepreneurs
- business angels
- venture capitalists

Alumni activity
- Other: 8%
- Business: 32%
- Entrepreneur: 4%
- PhD, Research: 9%
- Consultancy, VC, Investment Banking: 48%

Number of active members
- 2003-04: 15
- 2004-05: 14
- 2005-06: 18
- 2006-07: 32
- 2007-08: 54

2007-08 active members activity
- MBAs: 44%
- Professionals: 6%
- Others: 6%
- PhDs: 10%
- MPhils: 31%
Technology Ventures Conference (TVC)

- World-class conference site:
  - Guildhall (London)
  - University Arms Hotel (Cambridge)
- Over 250 delegates from Europe, US and Asia
- Showcase of award winning technologies and business plans (Cambridge and MIT 50K Competitions)
Eric Baker
Agenda

1. viagogo Background
2. Understanding Customer Needs
3. Q & A
Our Industry: Secondary Ticketing

• Re-sale of live event tickets after they have been purchased at the box office (e.g., sports, concerts, theater, etc.)

• Multi-billion dollar market
  ▪ $9B+ annually across Western Europe
  ▪ $12B+ annually in United States

• Traditionally dominated by ticket touts and brokers

• U.S. online secondary ticketing already revolutionized by StubHub
  ▪ eBay bought StubHub for $310MM in March 2007
The viagogo Business Model

• viagogo is an online ticket exchange that allows people to buy and sell live event tickets in a safe and guaranteed way
  ▪ Standardized payment and delivery
  ▪ Eliminate risks found on eBay

• viagogo takes 25% of fees on every transaction
  ▪ No inventory
  ▪ Negative working capital, generating float for viagogo

• Launched in UK and Germany in August 2006
• Launched in US in August 2007
• Launched in rest of Europe in Q4 2007
Solid Backing

viagogo investors and advisors include key players in the e-commerce, sports, and media industries

• **Select investors include:**
  - Index Ventures (Skype, Last.fm, Betfair)
  - Brent Hoberman, co-founder of lastminute.com
  - Nicholas Zennstrom, former CEO Skype
  - Ian Todd, President of International for IMG
  - Lord Jacob Rothschild
  - Dr. Herbert Kloiber, Chairman of Tele-Munchen
  - Bernard Arnault, Chairman of LVMH
  - Gordon Crawford, Capital Group
## Competitive Landscape

<table>
<thead>
<tr>
<th>Types of Competitors</th>
<th>Issues</th>
<th>Examples</th>
</tr>
</thead>
</table>
| • Primary Ticketing Companies | • Conflict of interest to be in primary and secondary markets  
• Dying business model becoming commoditized  
• Limited skill set | ![Ticketmaster](ticketmaster.png)  
**ticketmaster** |
| • Online Auction Companies | • Do not work well for time sensitive items | ![eBay](eBay.png)  
**eBay** |
| • U.S. Secondary Ticketing Companies | • Focused on US  
• Lack expertise and focus to penetrate local European markets | ![StubHub](StubHub.png)  
**StubHub**  
![Razorgator](Razorgator.png)  
**Razorgator**  
![TicketsNow](TicketsNow.png)  
**TicketsNow** |
The Power of Partnerships

viagogo has forged groundbreaking relationships in a number of key areas - representative deals include:

- SPORTS
- MUSIC
- MEDIA DISTRIBUTION
- CHARITY
- CORPORATIONS
Understanding Customer Needs

• Idea generation
  • We are all customers

• Solve a problem, don’t find a solution in search of a problem
  • Not just about technology

• A business model, not a product feature

• Constant customer feedback loop
  • Business model, features, etc.
Q&A
A qualified Chartered Accountant and Cambridge University law graduate, Karan Bilimoria is the founder and Chairman of Cobra Beer. Cobra is one of the UK’s fastest growing beer brands, and little more than 19 years after its creation has a retail value turnover of over £178m, with exports to almost 50 countries.

Among a great many public and private appointments, Karan serves as Deputy Lieutenant for the London Borough of Hounslow and as Chancellor of Thames Valley University – the UK’s youngest at the time of his appointment. He is also Deputy President of the London Chamber of Commerce and Industry. He is one of the first two Visiting Entrepreneurs ever appointed at Cambridge University, sits on the Government’s National Employment Panel, and serves as National Champion for the National Council for Graduate Entrepreneurship. Karan also serves as UK Chairman of the Indo British Partnership and founding Chairman of the Indo British Partnership Network, and as a member of the UK-India Round-Table. He is the recipient of numerous awards for his contributions to business, enterprise, charity, education and the Indo-British relationship. In June 2006, Karan became the first Zoroastrian in history to be appointed to the House of Lords, where he sits as an independent crossbench peer.