



Business Summary

Overview

OneEighty has brought to market a disruptive technology that allows consumers to make purchases using only text messages on any cell or smartphone. Think of it as “PayPal for Text.” The platform is currently configured to provide a simple way for promoters of general admission (no assigned seating) events to promote, sell and redeem tickets with several significant advantages.

Service & Advantages

OneEighty offers the service via 180tix.com where users join for free, register their phone, and enter their payment information one time on a secure server managed by our merchant services provider. Once the user is registered, all purchases from OneEighty can be made via simple text messages, as well as on the website. This provides both ticket sellers and ticket buyers with the following benefits and advantages:

Ticket Sellers

- Instant low or no-cost promotion of events
- Better sell-thru of tickets up to show time
- Pre-sales of tickets for a competitive fee
- Secure venue entry via confirmation code
- Option for direct deposit of revenue

Ticket Buyers

- Receive “real-time” Event Alerts via text
- Pre-purchase tickets with text messages
- Confirmation code sent via text (paperless)
- Pay no convenience fee, only sales tax
- Totally mobile solution, any cell or smartphone

The Power of Text

Texting is universal. Everyone knows how to text. Text is robust and never needs “updating.” Text does not require an Internet connection, or a smartphone, though the experience of doing a 180 is enhanced by a smartphone. For these reasons, OneEighty sought to make the leap to creating a transaction platform that runs on text messaging.

Now OneEighty offers 180tix.com to provide users with a simple, safe, fast and familiar way to purchase tickets, bundled event packages, merchandise and other local deals, all while on the go, using simple text messages on any cell or smartphone.

No Tickets to Print and Keep Track of
No Crazy “Convenience Fees” to Pay
No Waiting at the Computer for Tickets to Go on Sale
No Entering Payment Information Over and Over

OneEighty – Tickets in Seconds, Deals on the Go!