Offer a podium for the experiences of pop culture and technology. Facilitate the creation of genuine connections with audience through online platforms and multi-layered experiences. Present and afford engagement with the successful collaborative experiences. I want to create a paradigm shift in which pop culture, technology, and society are in synergy, by redefining the meaning of ‘being an artist’ at the Effenaar.

### Business Model

**Rev Streams**
- **Bar Revenue**
- **Ticket Margin**

**Technology**

**Aid in Experience Creation**
- Connect artists with technology
- Expand smart venue publicity & credibility
- Offer a podium for the experiences
- Facilitate creation of multi-layered experiences

**Tech - Pop Platform**
- Provide experimentation space

**Ticket Margin**
- **Future Events**
- **Mediation Fee**

### Trends Tackled

- Ambience > line up
- Just spectating not enough
- Music is chewing gum
- Disconnection with audience
- Fame expires quicker
- New form of pop stars
- Artist has power through data

### Service

- Embrace your physicality
- Organize other pop events
- Broaden focus to other pop cultures
- Shift to new pop

### Effenaar

**Internal**
- Organisational changes
- New activities
- In-house bookers get new task: pop culture trendwatcher
- Need for a platform owner within the Effenaar
- Introduction of a technology curator
- Creation of an online platform

**Vision**
- 2028: 5 year vision
- 2028: Role of technology in pop culture
- 2028: Pop culture and technology in synergy

### Activities

- Introduction of new artists from digitalized pop culture
- Bringing artists and technologies together through online platform
- Present and afford engagement with the successful collaborative experiences
- Provide experimentation space

### Business

- Creating revenue by facilitating concerts
- A place to unwind and be culturally enriched
- Providing online pop an offline stage
- Offering time relevant, varying events
- Facilitate connection with technology
- Offer exposure and a place to experiment
- Offer exposure and a place to experiment
- Offer the possibility to create genuine connections with audience
- Provide multi-layered experiences
- Offer exposure and a place to experiment

### Future Events

- Media
- Technology

### Tech Stack

- Business
- Technology
- Pop Platform