

**E**asy  
**tech**  
Re-imagine Entertainment

# Vision

EasyTech's vision is to re-energize the events and entertainment industry in Jamaica to make the entertainment spaces health safe - let's have fun again!



# Can Work' - Kamal Bankay Industry Professional Believes Proposal Is A Way Forward

Read this Story: [G](#) [Twitter](#) [Facebook](#) [Recommend](#)

Published: Tuesday | January 26, 2021 | 12:16 AM | Stephanie Lyew/Gleaner



Kamal Bankay said he believes the events industry can work with the Government to develop new guidelines.

As coronavirus cases fluctuate, there are professionals who believe restoring the industry in a limited and controlled way should be top priority.

# Back-Door Haffi Open Back Entertainment Stakeholders Worried About Industry's Viability For 2021 And Beyond

Read this Story: [G](#) [Twitter](#) [Facebook](#) [Recommend](#)

Published: Sunday | January 24, 2021 | 12:09 AM | Christopher Thomas - Staff Writer



Entertainment Limited's Managing Director Scott Dunn charged the Government with addressing the concerns of the entertainment industry in an open letter on Friday.

Entertainment Limited's Managing Director, Scott Dunn, voiced his frustration over the prolonged closure of Jamaica's entertainment industry and the lack of a clear way forward in an open letter to the Government of Jamaica.

Dunn outlined the extreme challenges faced over the past 10 months not only by the industry, but by industry players at all levels – from street-side vendors to production technicians and sound system operators, as well as ancillary services such as cleaning crews. "The Government is killing a multi-billion dollar industry and its dependents," wrote Dunn.

# Problem Statement

Large entertainment events are COVID super spreaders which expose patrons to the virus and make events less safe and risk free. Event hosts do not currently have an efficient way of enforcing protocol and because of this, it is difficult to control the spread of COVID-19.

# Customer

1

## Investors

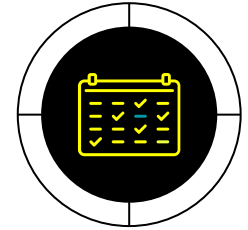
Business owners and key stakeholders in the industry



2

## Event Planners

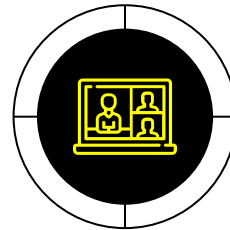
Those planning the event



3

## Patrons

Event attendees



# Solution



EasyTech - A COVID compliance tool that allows event organisers to help facilitate the adherence of COVID-19 protocols for the safety of patrons.



## Collaboration

EasyTech's key partners are large event organizers, investors, and foreign manufactures(china). EasyTech's marketing model assumes that the event owners and investors want the best return on their investment. In order to get this return, they must manage cost and increase revenue. One way to do so is through an efficient ticketing and logistics system.

EasyTech intends to partner with the investor at the beginning of his event planning process. The company will target each event and each investor in the cycle and since the market is unique, the target will be individual events and partnerships events as opposed to a mass marketing technique.



## Passion (empathy)

The investor is selling entertainment and fun, EasyTech is providing them with one platform that supports this outcome.

The outcome of a Covid-19 safe electronic access and ticketing system is revived entertainment industry, healthy interaction in all entertainment spaces and the increase of patron attendance as well as the elimination of frustration in the entertainment industry.

As human beings, social interaction is an essential part of our well-being. With the pandemic, the entertainment sector has been on hold. COVID-19 has impacted not only our economy, but our people - it has impacted our nation.

# Proof of Concept





# Costs

**Total event attendees** – 15000  
**Total tickets produced** – 15000  
**Average ticket pricing** - 160 USD  
**Total income** – 2.4 Million  
**Cost per unit of Easy Tech** - 20 USD  
**Number of units sold** – 15000  
**Total cost** – 300000 USD  
**Profit after Easy Tech** – 2.1 Million  
**Opportunity Cost – Availability of event to reopen**

<b>OPERATING EXPENSES</b>	<b>ESTIMATED</b>
Material and Supplies	300.00
Research and Testing	500.00
Legal and trademark	500.00
Shipping and storage	900.00
Import Taxes	2,000.00
Utilities	1,400.00
Other	1,000.00
<b>Total Operating Expenses</b>	<b>6,500.00</b>

The price at which the EA21 systems will enter the market will not change for the first two years of operation. During this time, the company will annually assess the impact of this strategy on revenue and market share as it moves to lock in the market.

# Opportunities and Risks

<b>Risk</b>	<b>Solution</b>
Covid-19 Detection bypass	Social Distancing - Device has built in proximity sensor *Device does not replace the need for wearing a mask
Unexpected cancel/low ticket sales	Reprogrammable - Device can be reprogrammed for upcoming events

## Plan B

At the start of business, EasyTech will be responding directly to the Covid-19 Pandemic by supplying the markets with a safe solution.

EasyTech must manage the risk associated with down times in the event market by taking advantage of the high peak event hours such as November - February, June to August. With maximum push for revenue at these times the company can edge against any shocks in the event market environment.

# Sustainable Development Goals

Good Health  
and  
Well-Being

Decent Work  
and Economic  
Growth

Industry  
Innovation and  
Infrastructure

