



Your Venue's AI Revenue Engine.

Sell tickets. Upsell VIP before they arrive. Fill slow nights automatically.

Let guests order drinks without flagging a server. All via text or call.

No App Needed

Higher Spend Per Head

24/7 Autonomous

THE PROBLEM

Every empty seat is money you burned.



58%

of calls to buy tickets or
reserve tables go
unanswered during
shows



\$24

average bar upsell left
on the table per
attendee
per show



50%

of capacity sits empty
on weeknight shows
(Mon through Wed)



12 min

average wait to get a
drink during a show
when the bar is packed

THE LYCIA AI APPROACH

Five revenue levers. One AI.

Your AI doesn't just list showtimes. It sells tickets, upsells VIP, re-engages fans, takes drink orders, and handles merch pickup - at every touchpoint.



Text & Call Ticket Sales

Fans text or call to buy tickets and reserve tables. AI handles it 24/7. No missed sales.



Pre-Show Upselling

Before they arrive, AI offers VIP upgrades, bottle service, food packages. Revenue before doors open.



Slow Night Re-Engagement

AI texts past attendees with personalized promos for upcoming shows. Fill weeknight lineups.



In-Show Drink Orders

Text to reorder drinks without leaving the crowd or waiting at a packed bar. More rounds, more revenue.



Pre-Order & Pickup

Fans pre-order food, drinks, and merch via text. Ready at the counter. Skip the line.

Never miss a ticket sale again.

Someone calls during the show to buy tickets for next weekend. Nobody can hear the phone over the music. That's 4 tickets gone. With Lycia AI, every call and text gets answered - 24/7, even mid-set.

- **Text to buy:** "2 tickets for Saturday's show" - purchased and confirmed in 15 seconds
- **Call to buy:** AI answers the phone, shares tonight's lineup, sells the tickets naturally
- **Table reservations:** VIP tables, booths, bottle service - all bookable via text
- **Group bookings:** Bachelor parties, corporate outings, birthday groups - handled with custom details
- **Show reminders:** Auto-sent day-of with doors/showtime, cutting no-shows

No app. No Eventbrite fees. Just text or call your number. **That's it.**



The Blue Note SD

iMessage

Wednesday 6:10 PM

Hey what's happening this Saturday?
Looking for 4 tickets, something funky

Delivered

Great timing! 🎵 Saturday's lineup is 🔥:

🎵 **9 PM - Groove Syndicate** - Funk/soul 7-piece, horns section, incredible energy. \$25/ticket

🎵 **11 PM - DJ Solar** - Late-night funk & disco sets. \$15/ticket

Both shows? Combo ticket: **\$35** (save \$5)

4 combo tickets! It's my buddy's bday, any chance we can get a booth?

Delivered

Done! 🎉 4 combo tickets + VIP booth reserved:

- ✓ **Saturday, doors 8:30 PM**
- ✓ **VIP booth for 4, stage-left**
- ✓ **Birthday noted for your server**

Total: **\$140 + \$60 booth**. I'll text you a reminder Saturday afternoon!



The Blue Note SD

iMessage

Saturday 4:00 PM

Hey Jake! Reminder - tonight's the night! 🎵 Doors at 8:30, Groove Syndicate at 9. Your VIP booth is ready. Happy birthday to your buddy! 🎂

Since it's a birthday, here are some upgrades:

🍷 **Birthday Bottle Package** - Bottle of Hennessy + mixers + sparklers at your booth. **\$175** (normally \$220)

🍗 **VIP Food Spread** - Wings, sliders, fries for the table. **\$55**

🎤 **Birthday Shoutout** - Artist gives a shoutout from the stage. **Free** (just say the word!)

Want any of these ready when you walk in?

Bottle package AND the shoutout!!
This is gonna be legendary

Delivered

Legendary indeed! 🍷 Hennessy + sparklers + stage shoutout locked in. Everything waiting at your booth when you arrive. Tonight's gonna be one for the books! 🔥

 **Lycia**app / Revenue Lever 2

The tab starts before doors open.

AI sends a show reminder hours before - and naturally suggests premium upgrades. By the time they walk in, they've already committed to bottles, food, and VIP. Revenue locked in before the first note.

- **Bottle service upsell:** "Birthday? Pre-order a bottle with sparklers at your booth"
- **Food packages:** "Add a VIP food spread - ready when you arrive, no waiting at the bar"
- **VIP upgrades:** "Upgrade to front-row table for \$40 more? Best view of the stage"
- **Merch pre-orders:** "Grab tonight's limited-edition show poster before it sells out - \$25"
- **Context-aware:** AI knows it's a birthday, group outing, or date night and suggests accordingly

Average pre-show upsell: **\$45-120** per VIP booking

Wednesday show? Pack the house.

AI knows who's been to your venue, what genres they love, and when they last came. On slow nights, it reaches out with shows they'd actually care about - plus deals that get them off the couch.

- **Genre matching:** "Hey Jake, you loved Groove Syndicate. Similar vibe this Wednesday - The Rhythm Kings, funk/soul. 2-for-1 tickets!"
- **Personalized deals:** AI remembers their drink, offers it as a perk for showing up
- **Group incentives:** "Bring 3 friends to Tuesday's open mic and your cover is free"
- **Event alerts:** "Special guest dropping in Wednesday - only 80 seats. Get yours before it's gone"
- **Smart timing:** AI texts at 4-5 PM on slow days, when people are making tonight's plans

Venues using re-engagement see **25-40%** more attendance on weeknight shows



The Blue Note SD

iMessage

Tuesday 4:15 PM

Hey Jake! 🙌 Got something you'd dig tonight:

🎷 **The Rhythm Kings** - Jazz-funk fusion, 7-piece band. Similar energy to Groove Syndicate that you loved last month.

📅 **Tuesday deal:** 2-for-1 tickets (\$25 for two!) + your first Hennessy is on us since you're a regular.

Only 40 seats left. Want me to grab you a spot?

You know my drink too 😊 Yeah grab 2 tickets, same booth if you can

Delivered

Ha! Of course I do 🍷 Done - 2 tickets + your booth reserved. Doors at 7:30, show at 8. Hennessy will be waiting. See you tonight! 🎵

Another round. Without leaving the show.

The band is killing it. Your guest wants another drink but doesn't want to miss the solo by fighting through the crowd to the bar. They text instead. Order in, drink out. They never leave their spot.

- **Text to order:** "2 more whiskeys and a beer to booth 5" - sent to bar instantly
- **No crowd fighting:** Guests order from their seat, drinks get delivered to their table or a pickup spot
- **Full menu access:** "What cocktails do you have?" - AI knows your drink list and specials
- **Smart suggestions:** "You've been drinking the Hazy IPA - we just tapped a new double IPA from the same brewery"
- **Tab management:** Check the tab, split it, close out - all via text, no flagging anyone down

Fewer bar trips = +2 drinks per person per show



The Blue Note SD
iMessage

Saturday 10:18 PM

Can we get another round at booth 5? 2 Hennessy + coke and 2 margaritas. Don't want to miss this set 🎸

Delivered

Don't move! 🎵 Sending to the bar now:

- 2x Hennessy + Coke
- 2x Classic Margarita

ETA: ~4 minutes to booth 5.

Also - the band has limited-edition **signed vinyl** tonight, only 20 left. **\$30**. Want me to hold one for you at the merch table?

YES hold one!! 🔥

Delivered

Done! ✅ Drinks on the way + vinyl reserved at merch. Grab it anytime before you leave. Enjoy the rest of the set! 🎸



The Blue Note SD

iMessage

Friday 7:45 PM

Hey we're heading to the show at 9.
Can we pre-order food and drinks so
it's ready when we get there?

Delivered

Smart move! 🍕 What would you
like? Here are our show night
specials:

- 🍗 Wing Platter (24pc) - \$28
- 🍕 Flatbread Trio - \$32
- 🍔 Slider Board (8pc) - \$26
- 🍹 Any cocktail pitcher - \$45

Or anything off the full menu!

Slider board, wing platter, and 2
margarita pitchers

Delivered

Confirmed! ✅ Everything will be at
your booth when you arrive at 9:

- Slider Board
- Wing Platter (24pc)
- 2x Margarita Pitchers

Total: **\$144**. Walk in and the party's
already started! 🎉

 **Lycia**app / Revenue Lever 5

Pre-order. Skip the line.

Fans text ahead to pre-order food, drinks, and merch. Everything is ready at their booth or the pickup counter when they walk in. No waiting at a packed bar. Higher spend, happier fans.

- **Pre-order food & drinks:** "Have a pitcher and wings at our booth when we arrive" - done
- **Merch pre-order:** "Hold a large t-shirt and the vinyl" - ready at the merch table
- **Skip-the-line drinks:** Pre-order your first round, grab it at the express pickup window
- **Revenue committed early:** Money spent before they even walk through the door
- **Repeat orders:** "Same as last Friday?" - AI remembers their go-to order

Pre-orders increase avg spend by **30-45%** vs walk-up ordering

THE REVENUE LOOP

Every touchpoint sells more.

One AI handles the entire fan lifecycle. No gaps, no missed sales.



THE IMPACT

Revenue impact per month.

 **Missed-Call Ticket Sales**

Tickets you currently lose

+\$4,800

~15 extra sales/wk × \$80 avg (tickets + drinks)

 **Pre-Show Upsells**

Bottles, VIP, food packages

+\$3,600

~30% of bookings upsell at \$45 avg

 **Slow Night Attendance**

Filling weeknight shows

+\$6,400

+20% weeknight attendance × \$50 avg spend

 **In-Show Drink Orders**

More drinks, no bar wait

+\$5,200

+1.5 drinks/person × \$13 avg × 100 guests/wk

 **Pre-Orders & Merch**

Food, drinks, merch before arrival

+\$2,800

~10 pre-orders/wk × \$70 avg

Total Monthly Revenue Increase

+\$22,800

Annual Impact

+\$273K

ZERO FRICTION

No app. Just text or call.

Your fans already know how to text. That's all they need. No downloads, no Eventbrite, no ticketing platforms taking a cut.



iMessage / SMS

Text your venue's number to buy tickets, reserve tables, order drinks, pre-order food. Works on every phone.



Voice Calls

Call and talk to your AI. Natural conversation for ticket sales, event info, and table reservations.



Web Chat

Embedded on your website. Visitors browse the calendar, check lineups, and buy tickets directly.



WhatsApp

For international fans. Same AI, same memory, same seamless experience across all channels.

Fan texts to buy tickets, calls to ask about the lineup, texts to order drinks mid-show. **Context never breaks.**

Three engines. One brain.



Connects

To Your Systems

Your POS, ticketing, event calendar, bar menu. AI sees real-time capacity, tonight's lineup, drink specials, and merch inventory. No manual updating.



Remembers

Every Fan

Favorite genres, go-to drink, usual table, shows attended, friends they came with. Every fan feels like a VIP regular from the first text.



Acts

Not Just Talks

Sells tickets, reserves tables, sends drink orders to the bar, processes upsells, texts show promos. This isn't a chatbot. It does the work.

Live in 2-3 weeks. We handle everything.

Two options. You choose.

Whether you prefer zero upfront cost or a flat monthly rate, we have a plan that fits your venue.

Zero Risk

\$0

/month

+ 5% commission

- ✓ AI concierge (text + web)
- ✓ Ticket sales via text
- ✓ Pre-show upselling
- ✓ Slow-night re-engagement
- ✓ In-show drink ordering
- ✓ Pre-order & pickup
- ✓ Fan memory & preferences
- ✓ Setup & training included

No monthly fee. We earn when you earn.
5% on sales generated through AI only.

Flat Rate

\$600

/month

No commission

- ✓ Everything in Commission plan
- ✓ Ticket sales via text
- ✓ Pre-show upselling
- ✓ Slow-night re-engagement
- ✓ In-show drink ordering
- ✓ Pre-order & pickup
- ✓ Fan memory & preferences
- ✓ Keep 100% of revenue

Predictable cost. Zero commission.
Best value if generating \$12K+/mo through AI.

Optional Add-on

\$0.60

/minute

Voice Calls

- ☎ AI voice ticket sales
- ☎ Event info by phone
- ☎ Natural conversation
- ☎ Call transcripts

Pay only for minutes used.
Works with either plan.

NEXT STEP

+\$22K/month.
Let's go.

More ticket sales. Higher bar tabs. Packed weeknights. Pre-orders. Merch.

All from one AI.



Scan to connect

Harun Tuncelli Director of Product

Email harun@lycia.app

Web lyciaai.com

No App Required

Pack Slow Nights

Upsell Automatically

Live in 2-3 Weeks

