Within the nightlife applications industry sector, concert and events ticketing segment accounts for the third-place percentage of value. In the recent years, this sub sector has experienced positive growth patterns due to sharing economy development. This trend is expected to persist in U.S. and Europe with a positive CAGR value of 8%.

Competitor analysis

Due to the lack of millennials-oriented digital solutions for bars and nightclubs industry in the U.S., all existing software and applications in this field have weak geographical market position. The market is in the infancy stage, with very little competition on a country scale and little customer awareness. Relatively small size of the market is compensated by its potential for future growth. At this point it represents a perfect opportunity for new entrants as it features high potential value, at the same time having enough room for more incumbents, who, if successful, can demand first mover advantage in selected markets and capitalize early on market potential.

Currently all competitors offer pre-ordering services, with skip-the-line as an additional option to bottle and table booking. Pricing is based on fixed-level or flexible fee (regarding places available, time and day of the week) that is determined by the venue itself. All applications revenue comes from a commission rate of 10-25% (average) for the venue transactions.

The most powerful competitor is TableList, with presence in 9 U.S. cities, and access to more than 170 venues. Other competitors are also active, but enjoy a less powerful market position. RAAD, for example, is the closest to Unite app competitor, based on the customer value proposition. However, the reviews of the platform state only few of the venues actually take part in partnership and there is no loyal community around the application.

In order to compare the competitors a set of key metrics has been defined: geography focus (number of countries present in, as well as key markets), popularity (as measured by Alexa score), pricing (if any additional customer packages available), booking option (from in line or in advance) and number of iOS downloads (as the most apps are available only for iOS store).

	Geography focus	Popularity	Pricing	Booking option	iOS downloads
TableList	9 cities in the U.S. Total: 179 venues Boston: 29 venues	68,827	Free for standard user $49/a month or $399/a year for platinum user 15-25% commission rate for venues	From in line / up to 7 days in advance	<5k
RAAD	1 city	-	Free for standard user	From in line	<2k
VIPsTonight	2 cities in the U.S. Total: 3 venues	18,394,525	Free for standard user	From in line	<5k
LineJump	2 cities in the U.S.	5,703,723	Free for standard user 7-10% commission rate for venues	From in line	<5k
SURV	-	2,949,327	Free for standard user Personalized requests for additional fees	From in line / in advance	<5k
Bottlestonight	9 cities in the U.S.	2,441,318	Free for standard user 10-25% commission rate for venues	From in line	<5k

UNITE

Discotech	9 cities in the U.S.	163,703	Free for standard user	From in line	<5k

Further evaluation of the same set of competitors based on a number of qualitative points, such as presence in certain markets, user feedback, website appeal and platform design, shows that currently there are no powerful market players. The competitors' weakest points are the following:

- Lack of geographical focus.

The vast majority of companies operate in several far-distanced cities. As a result, they haven`t got a strong targeted community in stated geographies, and that is a reason for low brand value and weak position in the market.

- Lack of key partnerships.

Concentrating on highly-profitable activities (alcohol drinks, ticketing) make it difficult to partner with the top ranked bars and nightclubs. The current market leader TableList has only 62 available venues in New York city from 3950 registered bars and nightlife venues in this area.

	Strength	Weaknesses
TableList	Loyal customer base Current amount of venues available	Venue database is growing slowly in last 6 month
RAAD	Simple concept, easily recognizable by customers	Weak media presence Limited geographical presence
VIPsTonight	Clear pricing structure for client	Low number of partners
LineJump	Different options available (skip the line, free drink, coat check, etc.)	Limited geographical presence No top-ranked partnerships
SURV	Personalized service option	Company is promoted only for bottle service Limited geographical presence
Bottlestonight	High quality and design of platform	Lack of strong targeted community in stated geographies
Discotech	Loyal customer base Extensive media coverage	Low number of top-ranked partners

Apart from time-saving option, the main tool for attracting customers is a consumer loyalty program and feedback rating system that works by sharing user profiles across multiple venues. As a result, loyal customers get special offers and discounts in every venue of the application network.

More detailed information about competitors' products is presented in the competitor profiles section below.

UNITE

Competitor profile

Boston-based brand **TableList** provides fixed-priced concierge services, event ticket purchases and VIP table booking for venues in 9 cities: Boston, Foxwoods, Fyre Cay, Las Vegas, Miami, New York, Orlando, San Francisco and Washington, DC. TableList was founded in 2013, and to-date the company has successfully closed 6 investment rounds, with total amount of $6.43M.

TableList can be used on web, iOS and Android. The in-depth analysis of the site and the app shows that typical TableList user looks like:

Feature	Typical user portrait
Gender	Male
Age	18-34
Education	College education
Browsing location	Work
Income	$30K - $60K
Ethnicity	Caucasian
Children	No children

Despite the fact that application can be used in 9 cities, most available venues are concentrated in New York. The detailed information about number of available venues is shown in the table below.

City	Number of venues available
New York	62
Orlando	3
Boston	29
Washington, DC	28
Foxwoods	2
Fyre Cay	1
Miami	26
San Francisco	11
Las Vegas	17
Total	**179**

TableList app provides two users options – a standard one and a platinum one. Platinum package costs $49 per month or $399 per year, and provides skip the line, free drinks preferred pricing on tickets and tables services to a set of top nightlife venues in all member cities.

The revenue model is based on the commission, as the company takes a percentage of all transactions that are sent to venues (15-25%) and charges a monthly fee to their venues to use venue management software ($99-$499) NightPro.

According to open source information, TableList has the highest media recognition level, compared with other rivals. In terms of Great Boston Region market presence, the brand has strong positions and high customer loyalty rate.

Clemson-based brand **RAAD** provides easy access to bars and nightclubs, offering a special passing card with limited number of cards available. The average price for line-skipping is $5 to $10 per venue, depending on the time and day, and the application has 1,000 active iOS users.

RAAD was launched in April 2016 for Charleston venues, and is still under development. Due to the infancy of the application, estimating its current value and market positions is extremely challenging.

Washington-based brand **VIPsTonight** provides skip-the-line access to bars, by pre-purchasing bar tab in Washington, DC, and University of Delaware. Was released in September 2016, and to-date company has agreement with three venues – Johnny Pistolas bar, Marvin and Hawthorne rooftop and tavern.

The application is available only for iOS users.

The main competitive advantage of VIPsTonight is clear pricing structure, with a market positioning «No fees or service charges». The revenue model is based on commission rate, though there is no open source information about partnership fee.

San Francisco-based brand **LineJump** gives customers the ability to skip waiting in lines in real time at bars and nightclubs. The application was released in November 2015, and available for venues in San Francisco and Los Angeles.

The application is available for iOS users only. The number of LineJumps available for each venue is limited, and one user can purchase up to 5 LineJumps for the group.

San Francisco-based brand **SURV** provides bottle and table service, and line passing service in San Francisco and New York City. The company was founded in 2015.

A range of available services include venue browsing, bottle service, skip the line, bar tabs, DJ tracks listening. Number of visitors for the exact service, as well as fee is fixed by the venue.

San Francisco-based brand **BottlesTonight** provides same-day bottle service booking at top nightclubs and lounges with bottles up to 70% off regular menu prices. Skip the line service goes together with table booking service. The company was established in October 2013, and to-day has successfully closed investment round ($125k seed investment).

BottlesTonight works in 9 U.S. cities (San Francisco, Los Angeles, Las Vegas, South Bay Area, Chicago, Miami, Washington, San Diego, Hollywood) with 50 venues available:

City	Number of venues available
San Francisco	13
Los Angeles	2
Las Vegas	16
South Bay Area	13
Chicago	1
Miami	1
Washington	1
San Diego	1
Hollywood	2
Total	**50**

The revenue model is based on the commission, as the company takes a percentage of all transactions that are sent to venues (10-25%).

Los Angeles-based brand **Discotech** provides table booking services, as well as ability to reserve guest lists, and buy tickets at clubs directly with the venue via a mobile app. Skip-the-line option is included in tickets buying service. The company was founded in 2012 and has successfully closed seed investment round ($500k).

The application is available in 8 U.S. cities (Los Angeles, Orange County, San Diego, Las Vegas, San Francisco, New York, Washington DC and Miami) with 142 venues available:

City	Number of venues available
Los Angeles	34
Orange County	7
San Diego	5
Las Vegas	37
San Francisco	22
New York	16
Washington	5
Miami	16
Total	**142**

The range of services include: discovering events, booking bottle service, signing up for guestlists, buying tickets for upcoming events, loyalty platform for clubs. The in-depth analysis of the site and the app shows that typical Discotech user looks like:

Feature	Typical user portrait
Gender	Male
Age	18-34
Education	Graduate school; College education
Browsing location	Home; Work
Income	$30K - $60K
Children	No children