



About culture.
Not profit.

WHAT IS GOOD TIX?

Good Tix is an innovative ticketing platform that uses a portion of its revenue to financially **support events**.

Event organizers can use the platform's so-called **Rescue mechanism** to receive **up to €1,500 per event**.

WHO IS GOOD TIX FOR?

Good Tix is primarily aimed at **small to medium-sized venues, event organizers, and artists** from all areas of the live entertainment industry. However, thanks to its **wide range of features**, Good Tix also represents an attractive and socially responsible alternative to existing platforms for larger event organizers.

Our goal is to support the diversity of the cultural scene through our revenue.

WHO IS GOOD TIX?

Good Tix is operated by a dedicated **team of cultural professionals who are all active in the live entertainment industry** and have felt at home in this space for many years. The team also includes **two highly talented developers** who bring extensive expertise to building and implementing the technical side of the project.

We love live culture, and we love being an active part of it.

What drives us is not profit, but a long-lasting and fairer live entertainment industry.

This is what we stand for. This is what Good Tix was created for.



Niklas Mündemann
Musician, Founder of Good Tix



Athanasios Liß
Organizer, Distribution for Good Tix



Helen Boos
Booking, Distribution for Good Tix



Raphael Stedler
Developer for Good Tix



Liam Kaufmann
Developer for Good Tix

GOOD TIX.

The Backstory.

THE LIVE INDUSTRY IS STRUGGLING:

While funding continues to decrease and costs keep rising, visitor purchasing behavior is becoming increasingly unpredictable. **As a result, more and more venues are forced to cancel or postpone events**, some are even closing their doors entirely, or simply stop booking emerging artists in order to minimize risks*.

In short: cultural diversity is shrinking.

And this, despite the fact that the live entertainment industry in Germany remains one of the highest-revenue markets and generates billions in annual profits*. **Major ticketing platforms in particular benefit from this revenue.** At the same time, they show very little concern for the preservation and needs of the scene.

A pattern that feels familiar somehow—think streaming services and the like...

*further information:

<https://www.livemusikkommission.de/die-clubkultur-leidet-kostendruck-bedroht-kulturelle-vielfalt-in-deutschland/>

<https://www.gema.de/de/w/studie-musikwirtschaft-in-deutschland-2024>

THE IDEA:

Build your own ticketing platform and **do it better!**

That's exactly what Niklas Mündemann, founder of Good Tix, thought when he started working on the idea of a solidarity-based ticketing platform in 2025.

One year later, the idea had become reality:

Good Tix is a fully-fledged ticketing solution that, through its so-called Rescue mechanism, can support events with up to €1,500 when things get tight.

HOW IT WORKS:

Anyone using the platform and **listing at least five events online can request a Rescue**. Good Tix then calculates an individual Rescue amount, which—depending on the timing of the application, the event location, the number of tickets, and other factors—can be **up to €1,500**.

If the amount is approved, tickets worth that amount are automatically switched to a so-called **Pay-As-You-Wish mode**. Guests can then decide for themselves how much they want to pay per ticket, allowing more people to attend the event.

After the event, the Rescue amount—minus the revenue generated from sales during the Rescue period—is paid out to the event organizers.

THE EFFECT:

Event organizers gain **greater planning security** because they can factor in the Rescue amount regardless of actual sales.

Events in Rescue mode are better attended because tickets are sold on a Pay-As-You-Wish basis.

App users receive an **automatic notification** when a new Pay-As-You-Wish event has been activated nearby.

THE GOAL:

To counter the growing uncertainty in the live entertainment industry and give event organizers the opportunity to take more risks and experiment with their bookings again.

At the same time, Good Tix aims to **raise awareness of the crisis facing the live entertainment industry**. The diversity of our cultural scene is a valuable asset that must be protected. Small venues in particular are increasingly under pressure. Yet they form the breeding ground for a diverse live culture and ultimately also for the enormous revenues of a few major ticketing corporations.

In line with the credo “More culture. Less profit.” Good Tix therefore forgoes large margins and reinvests its revenue into a sustainable and diverse cultural scene.

Questions?

Get in touch.

If you need any further information, want to learn more about GOOD TIX, have questions about features, or just want to chat: we're here :)

Here's the best way to reach us:



info@getgoodtix.com



+49 157 3544 8683



www.getgoodtix.com

GOOD TIX

More culture. Less profit.

In addition to Rescue, Good Tix also offers:



Fast creation of new events.

Simple and straightforward, also on mobile devices.



White-label shops.

Create your own shop in a custom design and use your own URL.



Custom ticket types.

Create ticket types tailored to your events.



Newsletter marketing.

Integrate your newsletter into our app or use our in-house tool.



Export your data.

Full data ownership guaranteed. Export contact data at any time (GDPR-compliant).



Secure payment.

Maximum conversion and secure payments, processed via Stripe.



SEO optimization.

Built-in search engine optimization, also for white-label shops.



Increase revenue.

Integrate products and content such as merch and pre-save links.



Controlling.

Keep track of all revenue and generate automatic financial reports.



Effective marketing.

Launch campaigns across platforms on GOOD TIX, Meta, and Google.



Easy tracking.

Integrate tracking pixels and Google Analytics in just a few clicks.



Data with added value.

Use our system for channel tracking, purchase time analysis, and audience recommendations.