

1. Introduction

1.1 Company mission and vision

EverProduction Group was founded with a clear vision: to become the technological leader in the field of technical support for cultural and social events in Central Europe - a company comparable to international standards set by global players such as **Clair Global**.

Our goal is to build a modern, flexible and technologically advanced company that will fundamentally transform the Czech and European market in the field of **live event production**. We want to bring fresh energy, innovation and a progressive approach that is missing in the current Central European environment.

1.2 Who we are

We are a young, ambitious collective of people who have been working for several years in the professional environment of sound, lighting and multimedia installations at cultural, commercial and public events. Our experience includes dozens of festivals, concert tours, theatre projects and city festivals - and we know where the market is lagging.

We are starting a company from the ground up, with a clear strategy and a detailed technical, business and growth plan. We believe that the combination of practical field experience and a carefully crafted business model is the foundation for long-term success.

1.3 Why now?

The Czech market for event technology has long been divided between several companies, which often **do not compete with** each other, **but cooperate** - they share equipment, cooperate on larger orders, or provide each other with subcontracts. There is a lack of **healthy competition** and pressure to innovate.

Moreover, the market situation opens up space for **consolidation of smaller companies**, which often have no ambition to grow further but have experienced staff and partial technology. At the same time, there is a growing demand for technological support for events **on a regional scale** and across borders.

By seizing this opportunity, we want to build a brand that is not only technically cutting edge, but also commercially aggressive and stable - with the potential for further **organic and acquisitive growth**.

2. Market analysis

2.1 Overview of the event technical support market in the Czech Republic and Europe

The market for technical support of cultural, corporate and public events in the Czech Republic is one of the segments that remain **stable and growing in the long term** despite digitalization. Although it was temporarily affected by the COVID-19 pandemic, the return of audiences to live events after 2021 has brought not only a revival but also an increase in **quality requirements** from organisers and audiences.

The European market in general is seeing a shift towards:

- **Comprehensive turnkey event provision** (including sound, lights, LED walls and streaming),
- **a higher technical level of events** including regional productions,
- an emphasis on **speed, mobility and flexibility**,
- increasing demand for **broadcast-type technologies**, especially in hybrid and online events.

This trend creates an ideal environment for the emergence of a new, strong entity that will be able to respond quickly to new challenges while offering cutting-edge equipment and a specialist team.

2.2 The situation in the Czech Republic

The Czech Republic is dominated by two companies that form the basis of the "oligopoly" in this segment:

- **High Lite Touring** - a stable company with a rich portfolio, but partly focused on internal clients and large events.
- **T-Servis** - a company with a long history that also covers large projects, but does not actively focus on innovation or competition.

These companies **are not competitors** in the true sense of the word - instead they often **share technology, staff or contracts**. From a market perspective, this means:

- **Lack of dynamism,**
- **little incentive to improve services,**
- **limited pressure on prices, technology or innovation.**

In addition to these two companies, there are a number of **smaller entities**, most of which operate on a regional level, often with very outdated equipment and no ambition to grow further. These companies often depend on one or two people who are also owners, technicians and traders. Many are struggling with generational turnover or technical debt.

2.3 Our competitive advantage

EverProduction Group will be positioned as a modern and competitive company with the following advantages over most of our competitors:

- **In-house technology** from top brands (Robe, d&b audiotechnik, Blackmagic),
- **fast and flexible response** to orders, thanks to the management of its own software and sophisticated logistics,
- **a young, motivated team** that brings innovation, energy and a progressive approach,
- **technological readiness** for international cooperation and high technical standards,
- **a long-term plan to consolidate the market** through the acquisition of smaller companies and their integration into a strong whole.
- **Development of own innovative elements**, also with the help of AI, which will allow faster and more efficient management, setup on the event, as well as organization on the stock (e.g. EverDPS - digital processor that will be able to set up the sound system automatically, with the help of AI; EverOS - efficient control of warehouses, staff and logistics).

2.4 Expected market development (2025-2030)

Based on available data and trends, we expect:

- 5-8% year-on-year growth in demand for technical services (especially for smaller and medium-sized events),
- Significant growth in hybrid events (attendance+ online),
- Increasing emphasis on **sustainability, low energy consumption** and intelligent technology management,
- demand for **modern, branded systems** that guarantee quality and compatibility,
- the emergence of a space for new players to offer a professional standard with flexible pricing.

3. Investment plan and cost structure

3.1 Total amount of investment required

The objective is to obtain an investment of:

6 000 000 - 7 000 000 EUR

This investment is divided into two main areas:

- **Purchase of own technical equipment** and investment in development (up to 3,1 - 4,1 million EUR)
- **Market consolidation through acquisition of smaller competitors** (approx. 2,1 - 3,3 million EUR)

This will create a strong, stable player on the market with adequate technical capacity and client portfolio.

3.2 Cost structure Area Estimated costs (% of investment)

Audio technology 18 - 27%

Lighting equipment 17 - 20%

LED and video technology 14 - 17%

IT and network infrastructure 4 - 8%

Logistics and basic infrastructure 6 - 10%

Consolidation 30 - 40%

Marketing and start-up 3 - 5%

Reserve, legal and operating costs 4 - 10%

4. Business model and market strategy

4.1 Business model

EverProduction Group will operate as a **comprehensive technical solutions provider for cultural, corporate and sporting events**. We focus on **equipment rental, operation and design of complete technical solutions** including production and project support.

Our model consists of three pillars:

1. Equipment rental and event servicing.

The client orders technical support for the event from us (sound, lights, video, LED). We provide not only the equipment, but also transport, assembly, service, scenario design and communication with the venue.

→ **The source of income** are orders such as festivals, concerts, theater performances, corporate events, conferences, shows.

2. Long-term rentals and subcontracts

Thanks to our own technology, we will be flexible in renting equipment to other companies or institutions in the form of subcontracts or installations (e.g. cities, cultural centres, technical partners).

→ **Stable income with less demands on staff.**

3. Consolidation and management of subsidiaries

In addition to our own activities, we will manage and economically exploit our subsidiaries in the regions. We will use their contacts, technology and people.

→ **A unified system, one brand, multiple earnings cells.**

4.2 Market strategy

Our strategy combines **aggressive growth** with the **highest technological**

standards: A) Focus on quality, not just price.

- We offer top brands such as **Robe, Ayrton, Blackmagic**, which are still not standard in the Czech market with smaller providers.
- Professional approach, experienced staff and detailed project preparation allow us to attract even demanding clients who are looking for certainty and precision.

B) Capturing the market outside the main cities

- Through acquisitions and targeted expansion, we want to create **regional technical centres** that can fully handle events outside the main cities.

C) Higher turnover thanks to our own technology

- Having our own equipment will enable us to cover multiple jobs simultaneously without the need for costly rentals.
- The initial investment in equipment will quickly start to pay for itself through **dozens of events per month.**

D) Brand and marketing

- The new **EverProduction Group** brand will be presented as a modern, fast-paced and technologically equipped alternative to the current market leaders.
- Promoting through social media, industry trade shows, agency partnerships and media coverage of events.

4.3 Target client groups

Segment Typical examples

Music and theatre productions Bands, tour managements, productions, city theatres

Festivals and open-air events Municipalities, agencies, cultural houses

Corporate clients Companies organizing events, conferences, product launches

Advertising and AV agencies External production houses, studios, film productions

Other technical companies Technical subcontracting - more profitable thanks to own warehouses

5. Technology facilities and equipment

Technology infrastructure forms the backbone of our business model. We focus on top and reliable brands that define the world's leading audio, lighting and video technology. The combination of these facilities allows us to service events of all types - from club gigs to large open-air festivals.

In the first phase of the investment, we plan to purchase equipment in the range of approximately **3,1 - 4,1 million EUR**.

6. Organisational and personnel structure

From its inception, EverProduction Group will be built on a **professionally designed structure** that will allow it to scale growth, manage acquisitions while maintaining high operational efficiency. The goal is to have a flexible, professional team with minimal bureaucracy and clearly allocated responsibilities.

6.1 Founders and management

The founding team consists of **young professionals with direct industry experience** who understand both the technical and business environment. We emphasize personal industry contacts, technical know-how and knowledge of the weaknesses of current companies.

Key Positions:

- **CEO** - strategic management, partner relations, overseeing acquisitions.
- **COO (Chief Operating Officer)** - Responsibility for the daily run of the company, responsible for effectivity
- **Head of production / project manager** - managing the implementation of individual actions, communication with customers

6.2 Internal teams

The organisation will be divided into **functional sections**, between which flexible cooperation will be possible according to the complexity of individual projects.

- **Sound team** (technicians, FOH, system engineers)
- **Lighting team** (designers, programmers, riggers)
- **Video team** (operators, LED and camera technicians)
- **Logistics team** (drivers, technical support, move planning)
- **Service team** (maintenance and testing of equipment, pre-event preparation)
- **Sales team** (customer communication, pricing, acquisitions)

Each team has its own leader who reports to the Operations Director.

6.3 External collaborators and subcontractors

Due to **seasonal fluctuations in the volume of orders** and the variety of events, we count on maintaining a **core permanent team** and using freelancers as needed.

- We work with proven freelance technicians and operators
- We build a network of professionals in the regions (e.g. Brno, Ostrava, Prague), which reduces logistics costs
- We will share uniform know-how and workflows with freelancers

6.4 Growth of the structure over time

With the growth of the company and the number of orders will be:

- each section will be strengthened
- a **separate production team** will be established for larger events and festivals
- Establishment of **our own academy** for training young technicians (link to schools, workshops, internal mentoring)

Our goal is to build a **company culture** where professionals are motivated by quality equipment, meaningful work and a collegial approach. We don't want to be just another tech company - we want to be an environment where people do excellent work with passion. Caring of our employees is a priority for us.

7. Economic model and return on investment

From the outset, EverProduction Group is designed to be a **profitable business with stable cash flow** and a clear plan for recouping the initial investment. Our main pillars of revenue are technical event execution, equipment subleases and strategic acquisitions of smaller players in the market to secure repeat business and long-term contracts.

7.1 Main sources of revenue

1. Complete technical support for cultural and corporate events

- Festivals, tours, concerts, corporate parties, town fetes
- Income from rental of equipment and services (staff, transport, design, preparation) –

Standard invoice amount: 7 400 - 200 000 EUR/event (many times more for larger events)

2. Long-term rentals (dry hire and wet hire)

- unmanned equipment rentals (e.g. over the summer for festivals, theatres) – turnkey service for regular clients (municipal cultural centres, theatres, event companies)

3. Acquisition of smaller companies and taking over contracts

- Direct revenue from running contracts of the acquired company
- Synergies: reduction of operating costs, unification of the team, leveraging existing clientele

7.2 Expenses

Most significant one-off expenses:

- Purchase of equipment
- Acquisition and consolidation of smaller companies
- Initial working capital, transport, warehouse facilities, team equipment

Operating expenses after the start of operations:

- Salaries (technicians, management, logistics, accounting)
- Maintenance and servicing of equipment
- Transport and storage costs
- Marketing and client acquisition (low cost, targeted for direct contact)

7.3 Return on investment (ROI)

Expected revenue (conservative model):

3. Year: 1-1,2 million. EUR

4. Year: 1,6-2 million. EUR

5. year: 2,5-3+ mil. EUR

Break-even point:

- Expected within **3 years** of first deployment, depending on pace of acquisitions and number of tours

Profitability:

- Moderate profit expected from year 2 onwards
- after reaching the basic size of the company (approx. 20-30 employees + equipment worth 4+ mil. EUR), profitability will increase mainly due to more efficient use of equipment and a larger client network

7.4 Growth potential

The market in the country is in a stagnant phase and awaiting the disruptive entry of a new, efficient firm with a modern approach.

The number of events in the Czech Republic is growing every year (especially cultural, municipal and corporate events), while companies are not innovating or expanding.

In addition, we have the ambition to penetrate **the foreign market**, especially in the DACH region (Germany, Austria, Switzerland) and Poland. Our goal is to become the leader in the Central Europe.

9. Risks and strategies to minimize them

The implementation of the EverProduction Group project, like any ambitious business plan, entails certain risks. Managing and anticipating them consciously is key to ensuring a successful return on investment and long-term stability.

8.1 Financial risks

Risk:

- Exceeding the planned budget (especially for equipment purchases and acquisitions) – Slower revenue growth in the first 12-18 months

Solution:

- Establishing precise priorities and limits for each phase of purchases – Ability to defer some parts of the investment according to cash flow development – Flexible budget reserve (approx. 3-10% of the total investment)

8.2 Risk of competition

Risk:

- Reaction of established companies (e.g. High Lite Touring, T-Servis) - pressure on prices, blocking of orders

Solution:

- Focus on flexibility, speed and quality of service
- Emphasis on brand building and personal relationships with clients
- Offering technologies that competitors do not or cannot deploy

8.3 Operational and logistical risks

Risk:

- Unexpected technology failures
- Transportation problems, staffing shortages, delays

Solution:

- Maintaining basic technical backup in the warehouse
- Internal staff reserve and cooperation with outsiders
- Clear logistics processes and project management software

8.4 Risk of lack of qualified staff

Risk:

- Small market for experienced technicians, high turnover in the industry

Solution:

- In-house training, certification and recruitment of junior technicians as they grow – Benefits, long-term contracts and good working environment – Clear company culture, emphasis on a stable team and fair dealings

8.5 Risk of legislative/political change

Risk:

- Changes in tax laws, subsidies, pandemic restrictions, etc.

Solution:

- Continuous monitoring of legal developments
- Creation of a crisis scenario to limit activity
- Diversification of activities (e.g. rentals, film sector, e-sports)

8.6 Risk of failure of acquisitions

Risk:

- Rejection or overvaluation of smaller firms, difficult integration
- Careful due diligence on each target firm
- Base cooperation on personal relationships and a partnership approach
- Opportunity to acquire technology and contracts through means other than direct purchase

10. Project schedule and key milestones

To ensure a successful launch and steady growth of EverProduction Group, a framework schedule of activities has been drawn up that reflects the real possibilities of the Czech market, the production and delivery times of the technology and the time required for the consolidation of the companies. The timetable is divided into 3 main phases:

PHASE I - PREPARATION AND STRUCTURE (Month 1-2)

Objectives:

- Finalize company documentation.
- Initiate negotiations with first investors
- Selecting the company's leadership and assembling the core team (CEO, COO, production) -
Ensuring legal and accounting support
- Final version of technical specifications and equipment list

Milestones:

- Establishment of the company (notarial deed)
- Signing of investment agreement with key investor
- Adoption of internal structure and organizational guidelines

PHASE II - PURCHASE OF TECHNOLOGY AND START OF OPERATIONS (Month 3-6)

Objectives:

- Order and purchase the first wave of equipment
- Building a technical base/warehouse, IT system, logistics
- Setting up technical teams - sound, lights, video, rigging
- Launch website, start marketing
- Getting first contracts (networking+ direct approach)
- Preparation of contractual documentation for clients

Milestones:

- First invoiced contract (small event, corporate event)
- Completed warehouse and fully equipped first Tour Pack
- Launch of fully operational technical team

PHASE III - ACQUISITION AND CONSOLIDATION (Month

6-18) Objectives:

- Identify and negotiate acquisitions with smaller companies (target: 3-5 in the first year). - Gradual integration of technology, contracts and team of acquired entities - Scaling operations - ability to handle multiple events in parallel
- Establishing long-term collaborations (productions, cultural centres, agencies) - Initiation of first cross-border collaborations (SK, AT, DE)

Milestones:

- First successful acquisition of a smaller company
- Tour or major festival (own complete production)
- Coping with fixed costs - achieving a "break-even" state

PHASE IV - EXPANSION AND EXPORT KNOW-HOW (Month

18+) Objectives:

- Increase fleet of equipment and expand team.
- Systematic preparation for entering other European markets
- Automation of operations and training of new technicians
- Active participation in foreign trade fairs and tenders

Milestones:

- 2nd complete Tour Pack deployed in the field
- Profit balance of the entire operation
- Recognition of the EverProduction Group brand as a relevant player on the European market

11. Conclusion and call to action

EverProduction Group presents an ambitious but realistic plan to create a new technology production company that will shape the shape of the Czech and European cultural and social events market. We draw on our in-depth knowledge of the environment, specific experience in technical production, and are ready to change the current direction the industry has been taking in the Czech Republic.

Unlike most existing companies, we want to bring:

- A consistent **professionalization of service and communication**,
- the latest world-class **technological facilities** and build our own innovative technologies, - and **effective management** that is prepared to grow and adapt dynamically.

As a result, we see an opportunity to **disrupt inefficient and stagnant models**, strengthen the market, and create a quality work environment for a young generation of professionals who often leave the industry due to frustration with incompetence or stagnation.

We are looking for a partner

We are looking for an investor or partner who:

- Shares the vision of a modern, open and professionally run company,
- is interested in **long-term returns** and value creation,
- wants to be at the birth of **a new production brand** that is not afraid to be the best.

We are ready to consult and adapt all variants of cooperation (capital entry, share, silent partner, partnership) to specific possibilities and expectations.

We will be happy to meet you personally and present the details.

On behalf of the EverProduction Group

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