



EverProduction

1. *Executive summary*

EverProduction is a high-end production company built from the ground up for the biggest live projects, tours, and festivals. The goal is to create a single technology and production partner that takes full responsibility for the result—technically, organizational, and human.

The project is based on a combination of:

- cutting-edge technical know-how
- direct links to top sound engineers and the global production scene
- long-term technological vision (software, DSP, AI)

2. *Market problem*

The Czech (and partly also Central European) live production market:

- is not competitive in the true sense of the word
- companies often cooperate instead of competing
- technological decision-making is conservative and cautious

This has several consequences:

- there is no pressure to innovate
- There is a lack of willingness to take risks and invest in new technologies.
- Quality is improving slowly, evolving rather than leaping forward

The current model for producing large events is historically fragmented:

- sound, lighting, video, stage = different companies
- each optimizes for itself
- there is no unified system architecture

For large projects, this leads to:

- technical compromises
- higher stress for production and artists
- increased risk of failure
- and, paradoxically, higher costs

3. ***Solution: EverProduction***

EverProduction is an innovative sompany, not just a technology supplier.

Basic principles:

- one production architecture
- one technical management
- One responsibility towards the client

EverProduction combines:

- its own high-end technology
- its own technical workflow
- its own team of system engineers
- and, in the future, its own software and AI tools

4. ***Market traction and validation***

Although EverProduction is in its early stage, the project has strong market validation.

The founder and key employees have:

- direct personal contacts with top Czech and foreign sound engineers
- connections to sound engineers of international bands and tours
- support from respected figures on the Czech and international scene

Several foreign sound engineers have already indirectly declared that:

"If EverProduction will be established, we would , recommend or consider it as a production partner for European projects."

This is an extremely strong signal in this industry, as decisions about suppliers are often made based on recommendations from FOH/system engineers.

5. *Why choose EverProduction*

- Trust in the people behind the project
- Technical consistency across projects
- Possibility of long-term cooperation (tours)
- One technical standard instead of improvisation
- Willingness to invest in quality, not

compromises EverProduction targets situations where:

"production doesn't want to deal with technology – it wants to rely on it

6. *Technical vision*

EverProduction does not aspire to remain "just a production company."

EverDSP (working title)

In the future, we plan to develop our own tools for:

- advanced system processing
- optimization of PA systems for specific venues
- predicting system behavior in real space
- ***integration of measurement, simulation, and control***

AI and data

The long-term vision includes:

- collecting data from real productions
- analysis of system behavior under various conditions
- AI assistance for system engineers
- faster design, testing, and troubleshooting

The goal is not to replace engineers, but to:

to expand their capabilities and reduce the risk of human error in extremely complex projects.

7. Why the "all or nothing" model is necessary

EverProduction's technological and production vision does not make sense on a small scale. Without complete control, it is impossible to guarantee results. Without complete technology, it is impossible to standardize the workflow

Without a unified team, it is impossible to scale quality

Therefore:

EverProduction must enter the market as a full-fledged player – or not at all.

This significantly increases the initial capital requirements, but at the same time:

- creates a high barrier to entry
- protects the brand
- and increases the long-term value of the company

8. Business model

Short term:

- production of large events
- festivals, arenas, premium projects

Medium term:

- **European** touring contracts
- Long-term partnerships

Long-term:

- technological tools
- Software / DSP solutions

9. ***Why now?***

- The live industry is more technologically complex than ever before
- Quality requirements are increasing
- Big players are consolidating
- Smaller companies are falling behind
- EverProduction is targeting precisely this gap.

Historically, European players have always been the best in the industry, but now, with the arrival of an American competitor buying up European companies, things are starting to change. We want to take advantage of this gap.

10. ***Summary***

EverProduction:

- addresses a real market problem
- has strong validation from decision-makers
- combines production, technology, and long-term vision
- is not an easily replicable model