

WHITE-LABEL TICKETING • EUROPE • FR • NL • DE • EN • ES

Your *ticketing.* Your *brand.* Your *app.*

A ticket shop and a dashboard, with an optional branded mobile app on the App Store and Google Play. You collect payments through your own Stripe. Praticable never touches your money.

SALES MEMO
JUNE 2026
BRUSSELS • EU

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Ten minutes *to understand* what we build, why *it matters*, and what it *costs*.

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SECTION 01 • THE PROBLEM

You put on the show. *Others take the margin.*

Traditional ticketing platforms take a percentage of every ticket sold. They keep your data, display their brand, and stand between you and your audience.

01

Margin

5 to 8% in fees on every ticket sold, on top of payment processing fees. On a regional festival, that's the salary of a seasonal hire.

02

Data

Your buyers become theirs. No simple export, no direct relationship. Your audience is rented back to you, season after season.

03

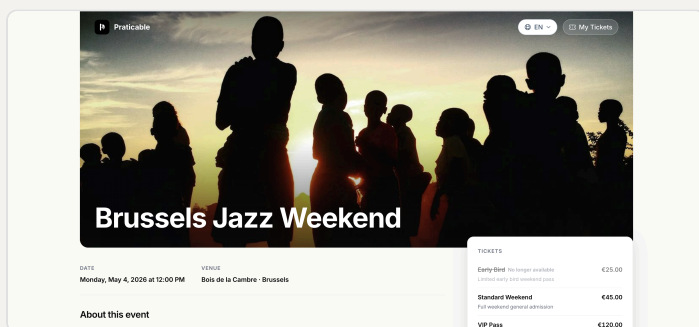
Relationship

Your audience sees their brand, not yours. The trust they built with your venue is reframed under a third-party logo.

SECTION 02 • THE CLIENT SUITE

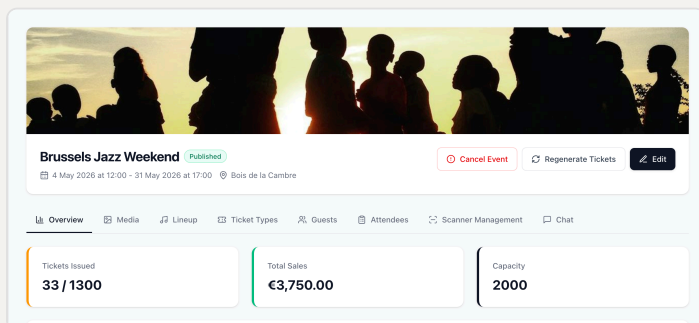
One client. *Three surfaces.* One single brand.

Every Praticable customer receives two core surfaces: a ticket shop on their own domain and an admin dashboard to run the operation. A native mobile app on both stores is available as an optional add-on. The audience never sees Praticable.



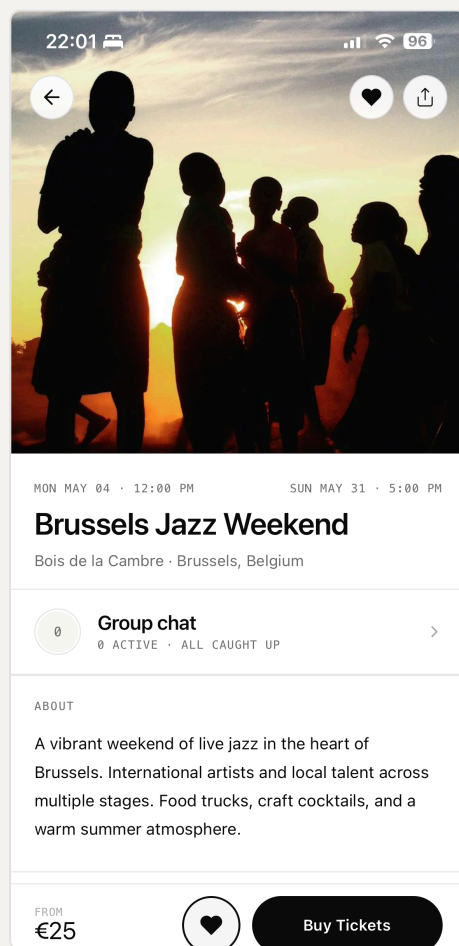
Ticket sales site

A sales site under your domain, with your visual identity. Your audience never sees Praticable.



Admin dashboard

Manage your events, track your sales, download your lists. All from a single dashboard.



Native mobile app • optional

An optional add-on. A branded app on the App Store and Google Play. Your logo, your colours, your identity.

Your shop, *your domain.*

tickets.your-domain.tld : a white-label subdomain configured in minutes. No Praticable branding, no third-party redirect, no account creation for the buyer.

IDENTITY	Your logo, colours, fonts
LANGUAGES	FR · NL · EN · DE · ES
CHECKOUT	No account required
DELIVERY	Tickets sent by email
LOCATION	Built-in venue map
MEDIA	Photos, videos, gallery

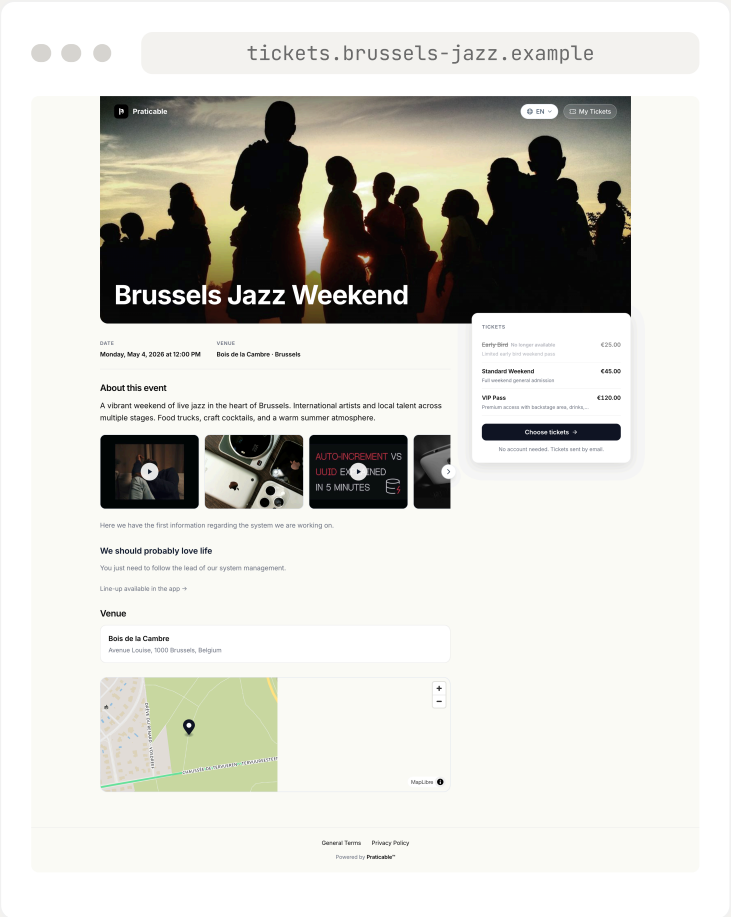


FIG. 1 · PUBLIC EVENT PAGE, FICTIONAL DEMO ·
BRUSSELS JAZZ WEEKEND

One screen to run *everything*.

espace-admin.praticable.eu : the operator's console. Create events, set ticket categories and quotas, track sales in real time, and export your audience whenever you want.

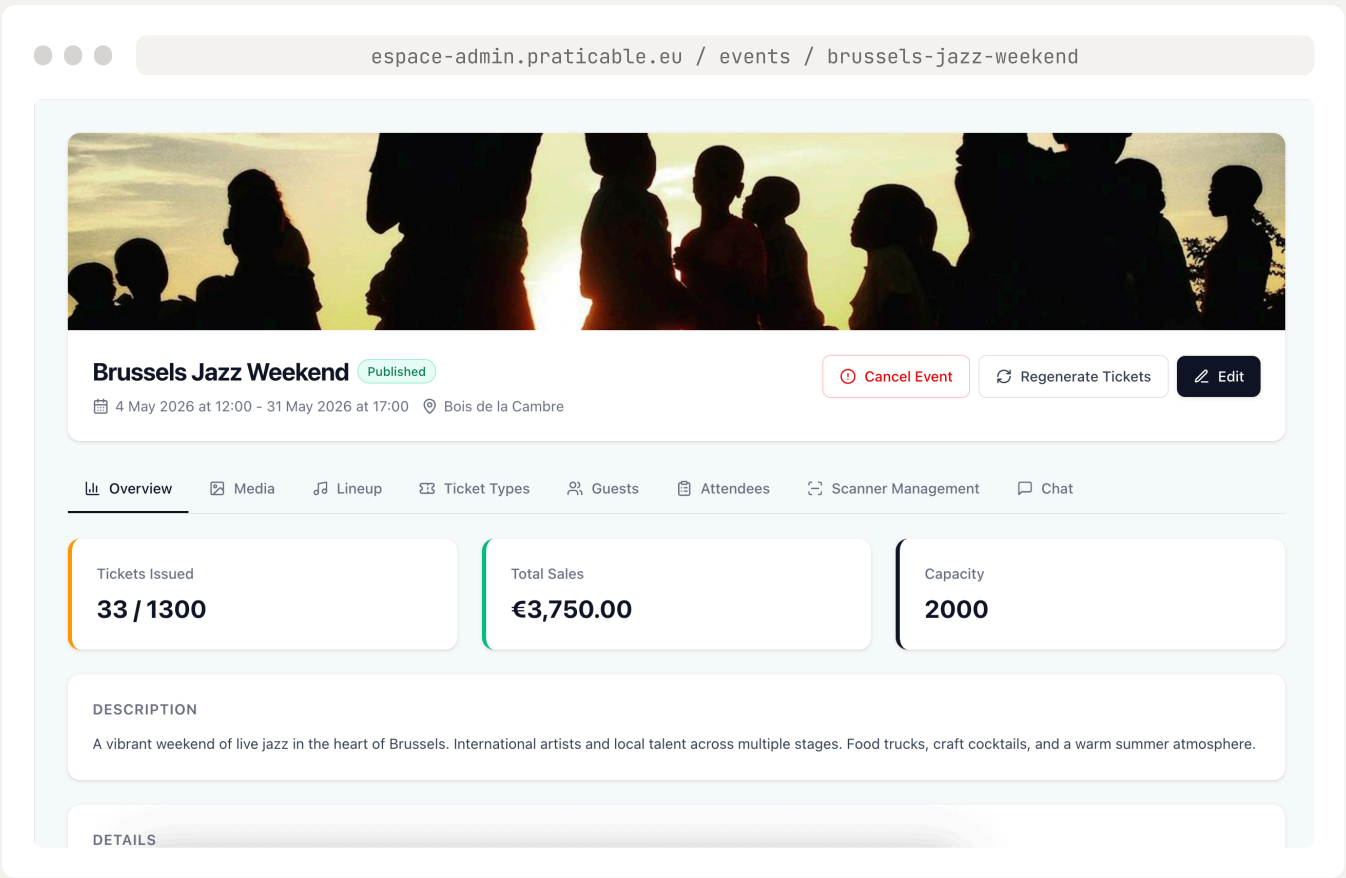


FIG. 2 · EVENT OVERVIEW · SALES, CAPACITY, ATTENDEES

EVENTS

Create, edit, schedule.

TICKETS

Categories, quotas, pricing.

SALES

Real-time tracking.

AUDIENCE

One-click CSV export.

TEAM

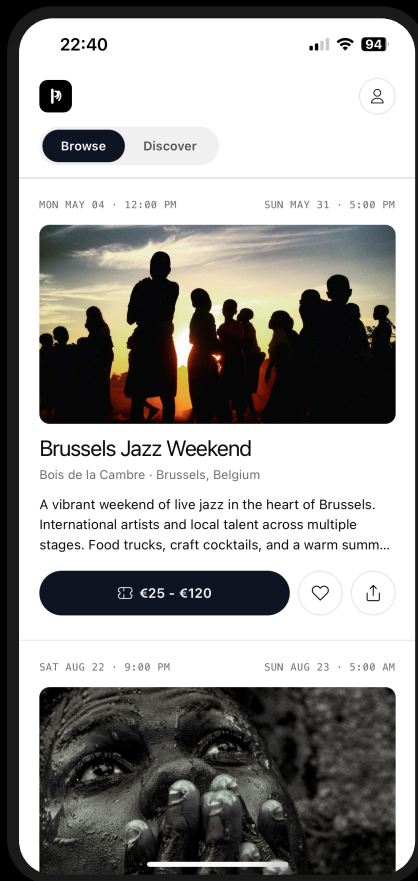
Multi-user, roles, permissions.

REPORTS

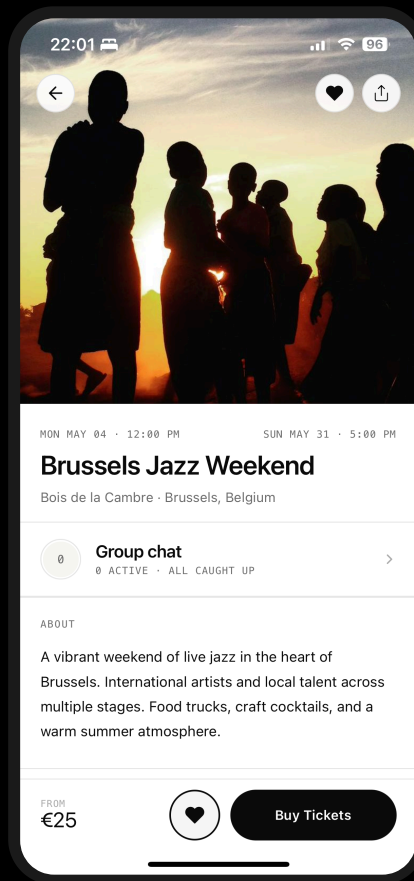
Sales, attendance.

Your brand on the *home screen*.

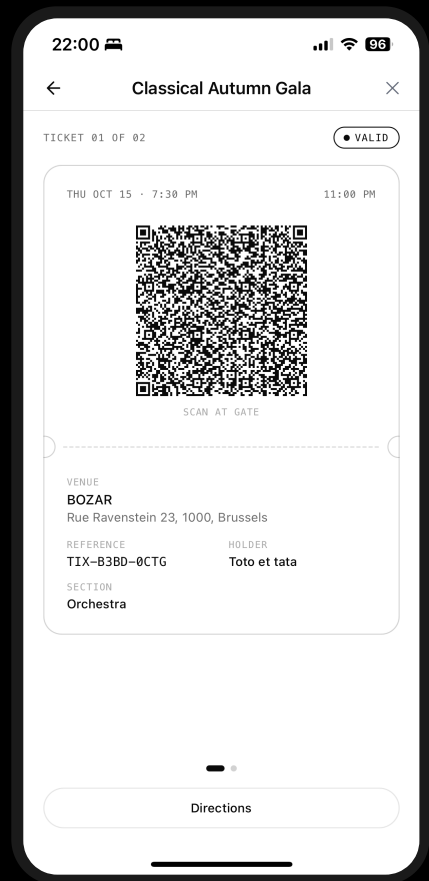
A native iOS & Android app published *under ntbies-managed developer accounts* — so push notifications stay reliable from a single source — with your icon, your name, your colours. Available as an optional add-on on selected plans.



01 • BROWSE



02 • EVENT DETAIL



03 • TICKET • WALLET

PLATFORMS

iOS • Android

IDENTITY

Your icon, splash

TICKETS

Wallet, offline

PUSH

Direct to
audience

CHAT

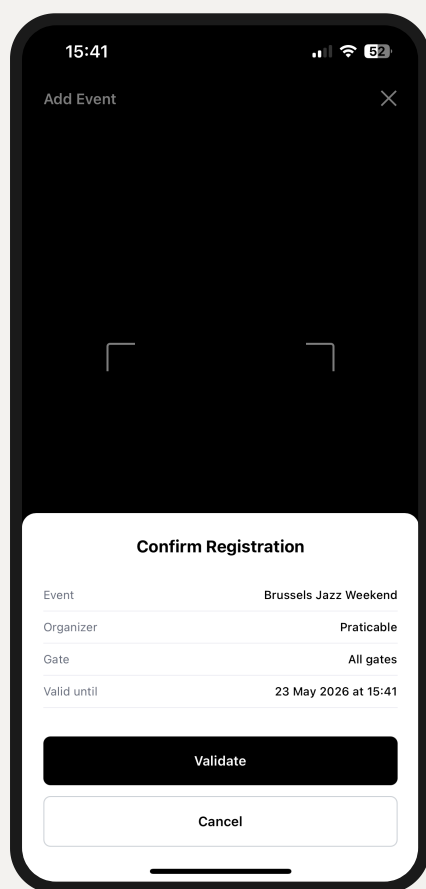
Per event

STORE

Managed by
ntbies

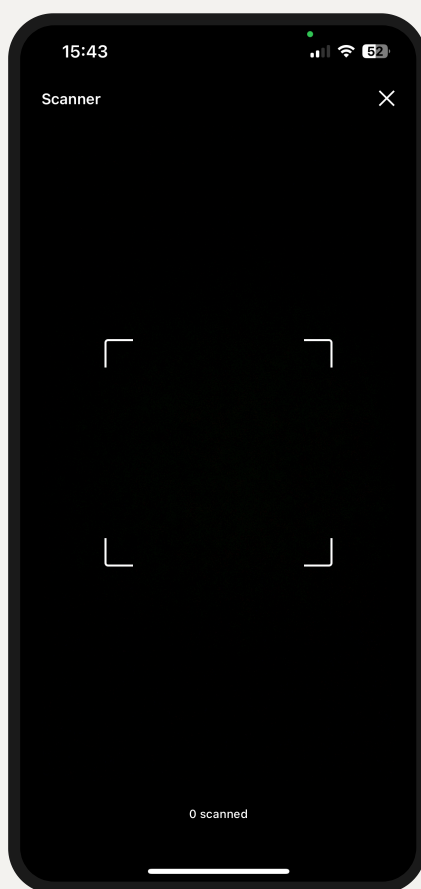
One scanner for *all* your events.

Praticable Scan is the free access-control app. Compatible with every organiser on Praticable, it works offline and syncs in real time. *Free for all teams.*



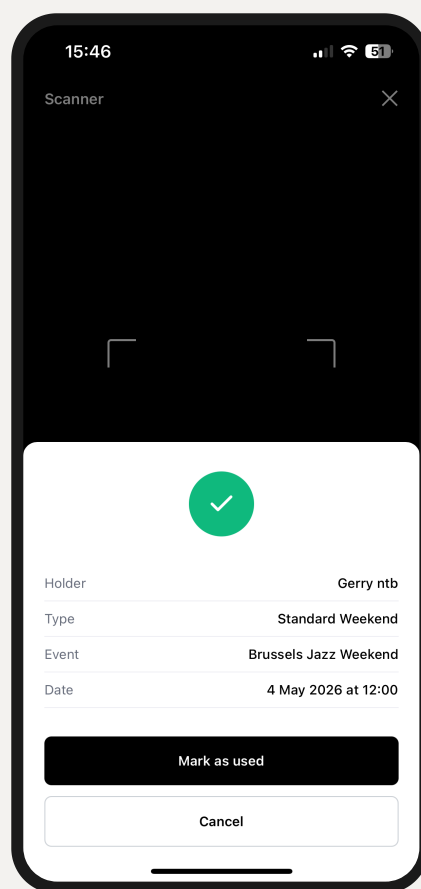
STEP 01 • SETUP

Pick the event and confirm the device registration.



STEP 02 • SCAN

Point at the QR code. Works offline, syncs later.



STEP 03 • VALIDATE

Holder, type, event, confirmed in under a second.

PRICING

Free for all teams.

OFFLINE

No signal, no problem.

SYNC

Real-time, multi-device.

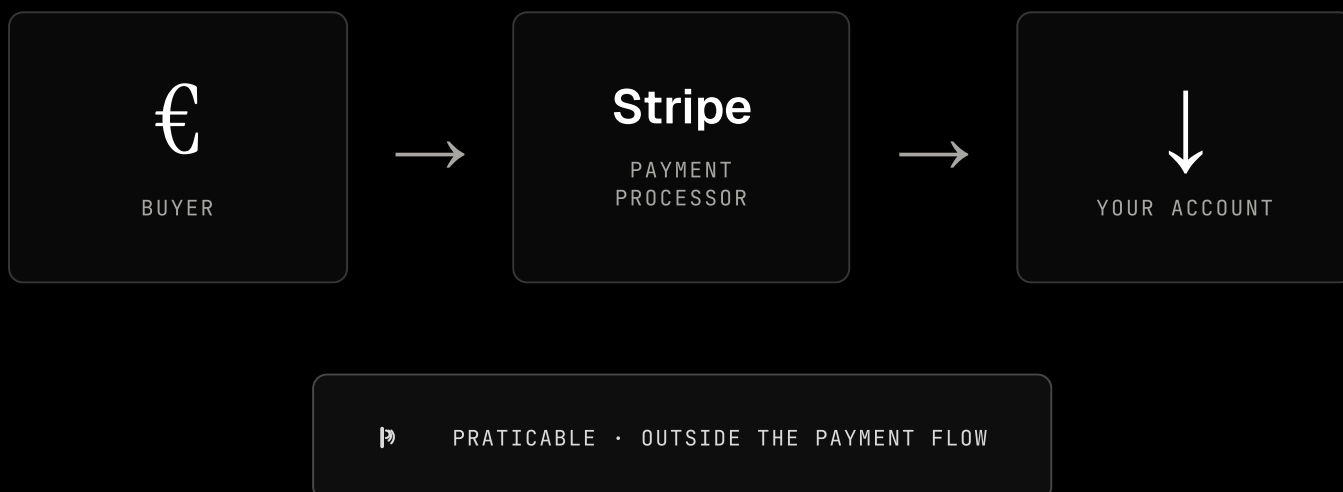
COMPATIBILITY

Every Praticable organiser.

SECTION 07 · DIRECT STRIPE MODEL

You collect. *Not us.*

Every sale goes *directly* to your Stripe account.
Praticable never holds your funds.



STRIPE EU · INDICATIVE RATE

1.5% + €0.25 per European card transaction. This rate is set by Stripe, not by Praticable.

YOU OWN THE RELATIONSHIP

You negotiate directly with Stripe. You own the Stripe account, the payouts, the disputes. We are not in the middle.

SECTION 08 • PRICING

A price per ticket, *not* a percentage of your work.

Three plans, one fixed annual price. Beyond your included volume, overage is billed per ticket, never as a percentage of revenue.

Asso Companies and small venues from €240 / year S: 750 TICKETS M: 3,000 TICKETS Shop and dashboard Praticable Scan included Direct Stripe payments Email support	MOST POPULAR Pro Venues, regional festivals €3,500 / year 20,000 TICKETS INCLUDED Everything in Asso Custom domain Multi-user, roles Priority support	Stage Large festivals, tours €13,500 / year 100,000 TICKETS INCLUDED Everything in Pro Dedicated onboarding Phone support Custom integrations	Tour Beyond 200,000 tickets per year Custom TALK TO THE TEAM Custom volume Dedicated support Guaranteed SLA Architecture review
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All prices exclude VAT. Stripe processing fees (1.5% + €0.25 per European card transaction) are billed directly by Stripe and not by Praticable.

SECTION 09 • THE REAL SAVINGS

For a regional festival,
a traditional platform costs you
€6,250 / *year* more than Praticable.

Weezevent

Transaction fees built in. No branded mobile app offered.



≈ €29,700
PER YEAR

Praticable Pro

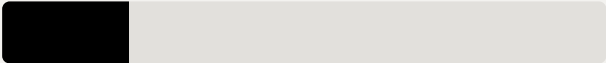
€3,500 subscription + €1,200 overage + €18,750 Stripe fees. Mobile app optional.



≈ €23,450
PER YEAR

You keep

The equivalent of a seasonal hire, or a month of programming.



€6,250
SAVED / YEAR

Assumption: 30,000 tickets at €25 average, Praticable Pro plan (€3,500/year + overage). Stripe fees (1.5% + €0.25) included on the Praticable side. Weezevent figure based on public pricing as of 2026 ; illustrative, not contractual.

Stay on stage. *The platform is our job.*

Praticable is the ticketing system that works under your brand. Let's talk about your project; in less than a week we'll prepare a working demo in your colors, so you can see how it would feel before any commitment.

REQUEST A DEMO

praticable.eu/en/contact

EMAIL

hello@praticable.eu

USER GUIDE

praticable.eu/en/docs/guide

YOUR CONTACT

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