GVenue · Communications

SALES DOSSIER · THE EMAIL FOR EACH DATE TO YOUR BASE

Telling your base stops being a Gmail

The template already carries your logo, your flyer, the day and the buy button: you write four fields, see it as it will arrive, send yourself a test and only then does it go out. In batches you choose, and whoever already got it doesn't get it again.

READY-MADE TEMPLATE · TEST BEFORE SENDING · RESUMABLE BATCHES · ONE-CLICK UNSUBSCRIBE

Prepared for
GVenue.com.ar

ARGENTINA

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01 The idea, in four lines

A date is coming up and you need to tell the people who have bought from you before. You write **four fields** —subject, headline, your message and the button text— and the template does the rest: your logo, the event flyer, the day and the buy button. You see it as it will arrive, send a test to your own inbox, and **only then** does it go out.

> **The real problem it solves**
>
> Your base is the people who **already paid you for a ticket**: the cheapest audience to bring back and the only one that's truly yours. Today, telling them means pasting addresses into the venue's Gmail and crossing your fingers — not knowing who got it, unable to stop halfway, and with no way for anyone to opt out other than marking you as spam. And spam doesn't just take down that email: it takes down the reputation of the sender that delivers the QR codes people paid for.

The template is fixed, you write on top

The structure, your brand and the unsubscribe footer are set by the system. The flyer, the date and the buy link come from the event: nobody sends an email with the wrong date from copying and pasting last week's.

It goes out in batches, when you want

200 today, 200 tomorrow, the rest on Saturday. Before you hit send you see how many people it would reach, and the screen shows the real progress as it goes out.

02 What you won't find anywhere else

✓ **Whoever already got it doesn't get it again. Ever.**

Each recipient is recorded **before** the email goes out, not after. That's why an interruption halfway leaves nobody in limbo: the next batch skips those who already received it and picks up exactly where it left off. Not even two clicks at the same time send the same email twice. That's the difference between a send and a mailing list pasted into Gmail.

✓ **You see it and test it before it exists for anyone**

The preview shows the piece **as it will arrive**, with your logo and your flyer inside, and the test goes to your own inbox. It's the only thing that screen sends until you decide. An email to your base goes out only once: seeing it first isn't a luxury, it's your only chance to fix it.

✓ **Each person decides what they want to receive, without fighting anyone**

Their preference center has **four separate channels**: tickets, upcoming dates, news and birthday. They unsubscribe from dates and keep receiving their ticket. Whoever unsubscribed is skipped automatically in every future batch, with the reason recorded, so the number on the screen matches reality.

✓ **The unsubscribe footer always goes, and can’t be removed**

On every email that isn’t a purchase, no exceptions and no option to turn it off. It’s the only thing that separates «I got something I don’t want» from «I’ll mark it as spam» — and the sender that gets burned is the same one your customers’ tickets travel through. Not being editable is a decision, not a limitation.

✓ **Before sending it tells you how many people it will reach, and what’s missing**

Both together, on purpose: a number on its own, without the reason why those people are in or out, is a promise that later isn’t kept. And if the send isn’t ready to go out, the system **refuses to send** instead of throwing half your base into a hole.

> **What this module is NOT**
>
> It isn’t a volume marketing campaign platform or an editor where you design pieces from scratch: the template is fixed precisely so you don’t need one. And it isn’t a bought contact list — it writes to **your** people, those who bought a ticket from you and left their email. Nor does it replace the notice for each purchase, which goes out anyway and on a separate track.

03 Why GVenue, and not someone else

Every system in this business promises the same things. These six are the ones that, in practice, change how it feels to use it — and the ones you can check for yourself before you sign anything.

1 **Truly modular: you pay only for what you use**

GVenue isn't sold as a single license with fifty screens you'll never open. Each module is hired on its own and switched off on its own. If next month you don't use Communications, you drop it and it stops being billed. There's no «plan» forcing you to pay for what you don't need to get to what you do.

2 **Our prices are published**

Go to **gvenue.com.ar/armar**, tick what you need and see the total, today, without leaving your phone number or booking a demo. In the survey we did of the Argentine market (July 2026), no competitor publishes its prices: you have to ask for a consultation to find out what it costs. We'd rather you do the math before you talk to us.

3 **The venue's data belongs to the venue**

Your customer base, your sales and your history are yours: you export them to Excel whenever you want, without asking permission or paying extra to «release» them. And if one day you want to move the whole system to a server of your own, that version exists — you're never locked in.

4 **You talk directly to the developer**

No help desk, no middlemen: you talk to the person who builds the system, who gets your request the first time and solves it in the code. A specific request that doesn't exist today is quoted by the hour and, if it helps other venues, it joins the catalog for everyone. Several of the features published today were born exactly like that, requested by a client in production.

5 **Every module has its manual and its videos**

We don't leave you with an afternoon of training and good luck. Every module has a PDF manual with real screenshots of the system, plus video tutorials — in Spanish, with the manuals being translated into English one by one — so when someone new joins the team they learn it on their own, during their shift, without you having to explain it all over again.

6 **Anywhere in the world, in the language you need**

It's a cloud system: it works from any country, on a PC, a tablet or a phone. Today it speaks Spanish and English, and another language can be added on request. And it's 100% configurable: hours, names, permissions, prices and screens adapt to the way each client works, without switching systems.

> **And one that isn't a feature**
>
> We publish our **policies** —what we do and don't do with your data and your money— at gvenue.com.ar/politicas. They're written to be read, not to cover ourselves. And we work under a quality management system: **GVenue is going through internal audits of its Quality Management System, ahead of the external audit for its upcoming ISO 9001:2015 certification**.

04 The money, crystal clear

> **GVenue doesn't touch a single peso of what goes through this module**
>
> Our billing is **exclusively on ticket sales**. What you charge at the bar, at the cloakroom and for any extra at the venue is **100% the venue's**: it doesn't go through any account of ours, it carries no commission and we don't bill it. Communications is paid with a flat monthly fee and nothing else — sell a thousand drinks or ten thousand, the fee is the same.

How you take payment at the counter

That money doesn't go through us: it goes wherever you say. The system records it so your register closes, in this order of real-world use:

1. **Cash**
   Most of what's charged at the venue. It's entered with the sale, and the closing cash count checks it against what's left in the register.

2. **Bank transfer**
   The customer transfers to your account and the cashier marks the sale as a transfer. The money goes straight to your bank, with no intermediary.

3. **Crypto (USDT)**
   Same approach, for the customers who pay that way.

4. **Card, with your card terminal**
   Your terminal is linked to the system: the cashier charges on your terminal and the sale confirms itself when the terminal approves it —no «paid» marked by hand, no mismatches—. That card money is credited through your own account, on your terminal's timelines; we don't step in on that money.

> **SOON What's coming, and isn't here yet**
>
> We're working on **GV-Posnet**: GVenue running **inside** the card terminal, so the cashier can do everything from the device. It's **in development** — it isn't something you can hire today and it isn't included in any price in this dossier. We mention it because it's where the module is headed, not because it's here.

The monthly fee

- **It's billed one month in advance.** You get a grace period of 10 to 15 days and staggered notices before any restriction — you'll never find the system switched off in the middle of an event over an invoice.
- **The prices in this dossier are the published ones.** Any special volume terms are **agreed by contract**, case by case: there's no automatic discount and no hidden price list.
- The fee is monthly, in US dollars, and it's invoiced in Argentine pesos at the exchange rate of the day.

05 The price

📣 COMMUNICATIONS · THE EMAIL FOR EACH DATE TO YOUR BASE

USD 29/mo

You write the email that tells your base a date is coming: the template already carries your logo, your flyer, the day and the buy button, and you fill in the subject, the headline, your message and the button text. You see it exactly as it will arrive, send yourself a test, and only then does it go out. Sending goes in batches you choose (200 today, the rest on Saturday) and it is resumable: whoever already got it never gets it twice, and whoever unsubscribed is skipped automatically. Each person has their own preference center with four channels (tickets, dates, news, birthday), and the unsubscribe footer goes on every email that isn't a purchase.

🎟️ **If you sell your tickets with GVenue, your monthly fee drops 50%**

The whole system is modular: you pay the monthly fee for the modules you use. **If you sell your tickets with GVenue and go over 300 paid tickets a month of at least ARS 10,000 each** (average of the last 3 months; complimentary tickets and invitations don't count), the monthly fee for your modules drops **50%**.

* Dollar amounts are reference values for the fully functional system with onboarding done by the client. In Argentina, invoicing and payment are in pesos at the current reference dollar rate. If anything additional has to be configured or developed, the price is agreed separately. Licenses outside Argentina are billed in USD via USDT (reference values, billed in USDT for licenses outside Argentina).

What other modules it adds up with

There are two bundles, and there will always be just two: there's no ladder of plans with ever-longer names.

BUNDLE	WHAT IT BRINGS TOGETHER	PRICE
🏢 **Operations Suite**	The basic operation: core Bar + cash till + basic reports + Access (list accreditation + blocklist) + basic staff (onboarding, schedules, attendance, handovers — without the payroll part). Pro add-ons are added separately or with the Suite Pro	USD 119/mo
🏢 ⭐ **Suite Pro**	The Suite + Staff with P&L (per-night pay and final balance) + Parking + VIP Sector + Cloakroom + the full Barra Pro bundle (Stock, Recipes, Promos, AI Photos, Pro Report). Includes 🧾 E-invoicing for 1 CUIT (in testing). Kiosk, card terminal, Concierge, GV Cash, Merch and Consignment are hired separately	USD 199/mo

If a module already comes inside the bundle you hire, **it isn't charged separately**. And when a bundle grows with a new feature, whoever already pays for it gets it without a price increase.

06 Who made it?

GVenue is an Argentine system, made by **Gozzi.dev**: a software development studio based in Mar del Plata that works with each client directly.

Javier Gozzi · founder of GVenue and Gozzi.dev

He has been developing software since 2009. He was Technical Manager at El Divino Buenos Aires and Complejo Sobremonte (Mar del Plata), and then he wrote the system for the night: GVenue is designed from inside the club, with a packed door, a bar running out of stock and a register that doesn't add up. At GVenue he handles the product, the architecture, the backend, the infrastructure and the design.

linkedin.com/in/javgozzi

gvenue.com.ar/quienes-somos

Gozzi.dev's work

- **GVenue** · modular system for venues and events
- **RespondIA** · AI assistant to serve and sell on the web and WhatsApp
- **Gozzi Hosting** · Argentine hosting on its own infrastructure
- **MG Muebles** and **Caruso Centro MDQ** · commercial websites
- **Alisaplack** · drywall construction
- **Porsche Design Tower Miami** · the building's website, for Dezer Development

Why hire GVenue

1. **Made by people who know the night**
   It isn't generic software adapted to a nightclub: it was born from the technical management of nightlife venues, and that's why Communications solves real problems of a Saturday in the small hours.

2. **Direct support from the person who writes it**
   No help desk, no tickets: you talk to the person who writes the code.

3. **Made in Argentina, with published prices**
   Prices in US dollars in plain sight at gvenue.com.ar/armar, and support from Argentina (UTC−3).

4. **Truly modular**
   You hire only what you use —tickets, door, bar, tables, courts, music— and each module is switched on or off separately.

5. **100% configurable, and custom-built if something's missing**
   Hours, prices, rules and permissions are changed from the panel; what doesn't exist gets developed. Behind it there's a real studio, with a name and a face.

07 Next steps

You hire it yourself, in five minutes

Go to **gvenue.com.ar/armar**, tick Communications and whatever else you need most, and you'll see the monthly total right there. That same screen generates the contract with the detail of what you hired — no fine print and no salesperson breathing down your neck.

And before the fee starts running, you get a **15-day trial** to load your data and test it with your own information. If during that time you decide it's not for you, you haven't paid anything.

Shall we see it working with your numbers?

Half an hour on a video call, with your real menu or schedule loaded, is worth more than any presentation. Write to us and we'll set it up.

EMAIL	WEB	BUILD YOUR SYSTEM
somos@gvenue.com.ar	https://gvenue.com.ar	gvenue.com.ar/armar