SALES DOSSIER · TICKET SALES

Your box office, without putting up a peso

Sell online, at the door and through your promoters with the same system. The service fee is paid by the buyer (or you absorb it, if we agree on it). And on the day of the event you know, minute by minute, how many people are inside.

ONLINE SALES · NAMED QR · LIVE CAPACITY · DOOR WITH VALIDATOR

Prepared for
GVenue.com.ar

ARGENTINA

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01 The idea, in four lines

Putting your tickets on sale shouldn't cost you money up front or tie you to a one-year contract. **With GVenue you publish the date today, with no setup and no monthly fee**, and the service fee is paid by the buyer (or you absorb it, if we agree on it in writing). The ticket comes with a named QR, the door validates it in a second and you see live capacity as people come in.

> **The real problem it solves**
>
> A traditional box office leaves you in the dark until the next day: you don't know how many people are inside, you don't know who bought, and the door list is still a sheet of paper someone crosses off with a pen. Here the event is managed while it happens, not after it's over.

What your audience sees

Each date has its own page, with its flyer, its description and its ticket types, and it's built so Google finds it and shows it as an event —with date, place and price— in the search results. Checkout is designed for phones and for buyers in a hurry.

02 What you won't find anywhere else

✓ **Comp tickets have no cap, and they share the capacity**

You can issue as many comps and guest passes as you want without paying for them — and here's the key: **they count against the same capacity** as paid tickets. It sounds like a detail until the night your venue fills up with guests and you can't sell anymore. Many platforms charge you per ticket issued even when it's worth zero, or keep guest lists outside the quota.

✓ **Every payment method, not just cards**

Cash at the box office, bank transfer to a CVU —on by default—, crypto and card. Argentine audiences don't pay for everything by credit card, and a system that can only charge through one payment gateway is choosing your audience for you. Plus, each channel is turned on and off per event.

✓ **The door is part of the system, not an add-on**

The same QR is used to validate at the door, mark a temporary exit, see live capacity and stop someone on the ID-based blocklist. Scanning stations open with a link and a PIN: nothing to install, no reader to buy.

✓ **Tables, chairs and parking are picked on the map**

Buyers see your venue's floor plan and choose their table, a single chair or their parking spot, like a theater seat. No more arguing at the door over who booked what, and you can set different price zones by location.

✓ **The buyer base is yours, and it's matched with what they spent**

Not just who came: who came **and** how much they spent at the bar. It's the difference between knowing who your regular customer is and knowing who your profitable customer is. Export it to Excel whenever you want.

> **And if you don't want to sell online**
>
> There's also the opposite path: selling only at the door, with a double-stub municipal ticket and sequential numbering, with no online sales at all. That's the **GV On Demand** module, with its own dossier.

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 GV Ticket, 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

What we charge on, and what we don't

Our billing is **exclusively on ticket sales**. It's the rule that shapes everything else, and it's written in the contract:

WHAT YOU SELL	DOES IT CARRY A SERVICE FEE?
Tickets	Yes — it's the only thing GVenue bills.
Tables and parking	Yes: they're sold as one more admission, on the same basis.
Bar and drinks	**No.** It's 100% the venue's money.
Cloakroom	**No.** It's 100% the venue's money.
Merchandise and extras	**No.** It's 100% the venue's money.

The money we take no commission on is still recorded in the system —for your management, your history and each customer's spending— but it doesn't go through any account of ours.

The service fee is paid by the buyer

And you choose how you collect. It isn't an event-by-event decision: it's how your account runs.

Managed · paid by the buyer, 15%

It's the mode almost everyone uses. The venue pays **nothing**: no setup, no monthly fee for the box office, no commission. The fee is paid by whoever buys the ticket, and you receive **100% of the ticket price**.

Direct collection · 12%, to be agreed

You collect **100% in your account**: the buyer pays a **12%** fee and you pay it to us when each event closes. It's available after 3 events settled with us; the commission owed has a cap and, if it's exceeded or a settlement is overdue, online sales for the upcoming dates are paused. **The door is never cut off.**

How the money comes in, in order

The system doesn't depend on a single payment gateway. Channels are switched on and off per event, and this is the real order in which a venue works:

1. **Cash at the box office and at the door**
   The sale is entered in the system and recorded with its ticket. It's money you handle, in your register, and it still balances your cash count at the end of the night.

2. **Bank transfer to CVU**
   On by default. The buyer transfers and the settlement to the venue goes out in **under 24 business hours**, as per the contract.

3 **Crypto (USDT)**

Same circuit and same timeline as the transfer: settlement in under 24 business hours. Useful for customers from outside the country.

4 **Online payments, for those who pay by card on the internet**

It's the **online card** channel, not the center of the system, and it's switched on **only if you ask for it**. You connect **your** online payment account and the card sale goes **in full** into your account: GVenue keeps nothing from that transaction. The service fee on those sales is deducted later, in the event's settlement. When that money becomes **available** is set by your payment account, not by GVenue: check it there before counting on it.

5 **Your card terminal, for in-person cards**

The bartender or the cashier charges on your card terminal and records the sale as card in the system: the till close keeps card apart from cash. Connecting the terminal to the system, so the sale confirms itself, isn't available yet.

> **Refunds: how they really work**
>
> Refunds are an **option you switch on** (you can choose not to allow them, and many events don't). When a refund is made, the **net ticket price** is returned: the service fee isn't refunded.

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

SELLING TICKETS WITH GVENUE

15% service fee, paid by the buyer

No setup, no monthly fee and no lock-in. With a track record you can move to direct collection: you collect 100% in your account, the buyer pays a **12%** fee (to be agreed) and you pay it to us when each event closes.

What's included

- Online sales with your own event page, indexable on Google, and mobile checkout.
- Tickets with a named QR code by email, validation at the door and live capacity.
- Every payment channel: cash, bank transfer, crypto and card.
- Event report, exportable buyer base and a blocklist by ID document.
- A 15-day trial to load your data before anything starts running.

* 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
🌙 **Full Night Essential**	For venues that don't sell tickets with GVenue: 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 Full Night Pro	USD 169/mo
🌙 ⭐ **Full Night Pro**	Full Night Essential + 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 🧾 GV Factura. Kiosk, card terminal, GV Mesa, GV Cash, Merch and Consignment are hired separately	USD 349/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 GV Ticket 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 GV Ticket 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.

GVENUE.COM.AR/ARMAR/?LANG=EN

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