



BRIEFING

Your Brand. Your Audience. Your Event.

Events

Access Control

Operations

Marketing

Comms

Guest Radar

High-performance ticketing, operations & scheduling for an under-served segment.

**Eventbrite rents you a listing
on their marketplace.**

**shedyool gives you
your own platform.**

01

Own Your Audience

Organizer-owned attendee data and no competitor events marketed to your buyers. White-label agency tier unlocks your own brand and domain.

02

Run the Door

iOS box office with Tap to Pay, Bluetooth Terminal, will-call, and offline scanning — not a basic check-in app.

03

Run the Business

Book and pay all event personnel (musicians, bartenders, security, volunteers, crew), invoice clients, track AR/AP, manage rosters, and forecast revenue — one platform, not a ticketing silo.

**If you want your customers to know your brand — not the marketplace —
you need a platform built for events.**

One platform. Three apps. Five packages.

Start free, then add the packages you actually need. Subscriptions billed monthly. 3D Venue Ticketing is a one-time setup.

FREE

Core apps, included for every organizer

shedyool Events

Attendee-facing ticketing and the organizer dashboard.

shedyool Access Control

iOS door POS, scanner, and will-call for ticket buyers; volunteer / VIP / staff scanning coming soon.

MONTHLY SUBSCRIPTION

Add-on packages, priced per month

Operations

Staff & talent booking, roster, scout, venues, invoicing, AR/AP, CRM.

Marketing

Campaigns, segments, affiliates, promo codes, Premier guests.

MONTHLY SUBSCRIPTION

Communications

Transactional + bulk email, SMS, and native push.

Guest Radar

GPS, geofencing, crowd flow, and staff location.

ONE-TIME SETUP

Premium venue configurations

3D Venue Ticketing

Immersive 3D seat-selection for premium venues.

Head-to-head comparison

Category-by-category, grouped by the shedyool app each feature belongs to. **(beta)**— live but still maturing. **coming soon** in development, not yet shipped.

CATEGORY	shedyool Platform	Eventbrite
shedyool Events		
Core purpose EVENTS	Full event platform: ticketing, operations, talent, door sales, payouts	Event marketplace + self-serve ticketing
Audience ownership EVENTS	Organizer-owned attendee data; custom domain and brand on the white-label agency tier	Shared marketplace — Eventbrite markets other events to your attendees
Discovery marketplace EVENTS	No built-in marketplace; organizer-owned attendee data	Marketplace drives roughly 30% of paid ticket sales
Ticketing tiers & pricing EVENTS	No cap on ticket types per event — each with its own price, quantity, sale window, per-buyer limit, complimentary flag; scoped to sections, add-ons, custom fields, and refund rules	Ticket types with per-type quantity, sale windows, and access codes
Reserved seating EVENTS	Row / section / seat mapping with entitlements	Reserved seating (included for all plans since 2026)
3D venue ticketing 3D VENUE	3D venue visualizations for premium seating — coming soon (one-time setup when live)	Not available
Add-ons & merch EVENTS	Per-ticket add-ons, parking, VIP upgrades; shipped merch coming soon	Add-ons including shipped merch with variants
Bundle / multi-occurrence passes EVENTS	Scan-count tracking across recurring event series	Multi-day and season passes, bundled ticket types
Series / recurring events EVENTS	Cascading templates for seasons, residencies, tours	Recurring events with per-slot pricing
Promo codes & discounts MARKETING	Agency / event scoped, stacking rules, redemption caps	Promo codes, cross-event codes
Resale / secondary market EVENTS	Native P2P resale + organizer buyback with settlement — coming soon	No native resale; Twickets partnership (UK only)
Custom fields EVENTS	Per-ticket questions: dietary, sizing, guest names, waivers	Custom questions with conditional logic, waivers

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Wallet passes EVENTS	Apple Wallet passes generated per ticket	Apple Wallet support
Staff roles & permissions EVENTS	Scanner, Access Control, Guest, Event, Refund, Marketing, Affiliate, Admin	Owner, Admin, Check-in, plus custom roles
Live crowd signals GUEST RADAR	GPS + geofencing, proximity alerts, scan velocity, fraud patterns (beta)	Not a shipping feature
Analytics EVENTS	Revenue, attendance, scan rate, inventory, funnel, anomaly alerts	Sales + traffic + geography heat map + conversion reports
Payments	Stripe Connect, cards, ACH, Apple Pay, Wallet passes	Eventbrite Payment Processing or Stripe/PayPal (extra fee)
Fees EVENTS	3% of gross + \$2.00 per ticket + \$0.50 per add-on, added on top at checkout and forwarded to the buyer; organizer keeps 100% of the ticket price	3.7% + \$1.79 service per ticket + 2.9% processing per order (US); passed to buyer by default, organizer can absorb
Additional organizer costs EVENTS	Optional monthly subscription packages (Operations, Marketing, Communications, Guest Radar) and one-time setup for 3D Venue Ticketing	Eventbrite Ads (paid promoted placement), Instant Payouts (3% fee), Boost Email (paid tiers above the 250/day free baseline)
Payouts	Standard (next day) payouts with real-time ledger; Instant payouts coming soon	Starts 3 days after event, 5-7 business days; Instant Payouts (3% fee, US)
Refund policy engine EVENTS	5-level cascade (platform → agency → event → ticket-type + emergency admin); immutable policy snapshot captured per order and shown at checkout, in the order email, and on a linkable policy page; automated chargeback evidence packets (scan logs, receipts, IP + device, policy snapshot) auto-assembled and submitted to Stripe	Per-event refund policy with preset tiers
Affiliate program MARKETING	Partner tracking, commissions, invite links, dedicated codes	Tracking links with 7-day cookie; no commission engine
Email campaigns MARKETING	Segmented bulk campaigns with audience builder	Boost email: 250/day free or paid tiers
Premier guests / VIP invites MARKETING	Bulk invite system with custom invitations and badges	Guest lists and comp orders

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CATEGORY	shedyool Platform	Eventbrite
Social sharing tools MARKETING	Shareable event links today; native social sharing + referral attribution coming soon	Social share buttons, Facebook integration, tracking links
Attendee email, SMS, push COMMS	Transactional email + native push to ticket buyers today; SMS to Operations clients is live; attendee SMS to ticket buyers coming soon	Email + consumer-app push; no native SMS
Comms cost controls COMMS	Per-message usage tracking + monthly budget caps	Not available
shedyool Access Control		
Native door POS ACCESS CONTROL	iOS box office app with Tap to Pay + Bluetooth Terminal	Organizer app door sales with Tap to Pay + Instant Payouts
Will-call lookup ACCESS CONTROL	Search orders by email / phone at the door	Attendee lookup in Organizer app
Tap to Pay + Stripe Terminal ACCESS CONTROL	iPhone NFC Tap to Pay + iPad Bluetooth readers	Tap to Pay (iOS/Android) + Stripe M2 / WisePOS E readers
Scanning & entry ACCESS CONTROL	Offline QR, entitlements matrix, bundle-pass counters	Organizer app scanning
Webhook-final orders ACCESS CONTROL	Door orders finalize after Stripe confirms — no double-sells	Standard processing
POS integrations (Toast, Square, etc.) ACCESS CONTROL	Toast, Square, and other POS integrations coming soon	Third-party integrations via Eventbrite Spectrum app marketplace
shedyool Operations		
Staff & talent booking OPERATIONS	Book and pay any event personnel — musicians, bartenders, security, volunteers, crew, vendors. Post bookings, applicants apply, accept them, calendar tracks the shift. Each person gets their own financial history and analytics dashboard.	Not available

What organizers actually get

A deep feature set purpose-built for people who fill rooms — not inboxes.

Events Core

Free

Tiered ticketing, add-ons, promo codes, resale marketplace, custom fields, wallet passes.

Access Control

Free

iOS door app with Tap to Pay, Bluetooth Terminal, will-call, offline scanning for ticket buyers; volunteer / VIP / staff scanning coming soon.

Operations

Subscription

Book and pay all event personnel (musicians, bartenders, security, volunteers, crew); roster, scout, venues, invoicing, AR/AP, CRM, revenue projections.

Marketing

Subscription

Email campaigns, audience builder, affiliate program, promo codes, Premier guest invites.

Communications

Subscription

Transactional email + native push (Events); SMS via ClickSend for Operations clients today; attendee SMS for Events coming soon. Bulk campaigns with cost controls.

Guest Radar

Subscription

GPS + geofencing: live crowd flow, proximity alerts, staff location, and fraud signals.

3D Venue Ticketing

One-time setup

Fully 3D seat selection experience for premium and reserved venues.

Enterprise Payouts

Free

Stripe Connect, standard or instant payouts, transparent fees, real-time ledger.

Pick the right tool for the job.

Both platforms are excellent. They just solve different problems.

Choose shedyool if...

- You want your brand front and center — not a marketplace listing
- You book artists, manage rosters, or run an agency
- You need native SMS, affiliate commissions, and resale
- You run venues, series, or recurring programming
- You want the whole back office — not just ticketing

Choose Eventbrite if...

- You want marketplace discovery to drive ~30% of your sales
- You're running one-off events and don't need operations or AR/AP
- You want the simplest self-serve setup with broad reader support
- You don't book artists, manage rosters, or invoice clients
- You don't mind stacked service + processing fees

Ready to run your next event?

Get started at shedyool.com