



# Peerify

## For Hosts

*A practical primer*

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### Who This Is For

Peerify is designed for hosts of different scales, including:

- Private individuals hosting private house concerts or small gatherings
- Cafés, bars and community spaces
- Independent venues and cultural organisations

The same tools are used across all hosting types, allowing informal and professional hosts to coexist within one system.

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# What Peerify Is

Peerify is a community-driven platform that helps hosts organise, promote and run live music events with real artists and engaged audiences.

It is **not a mass-market ticketing platform** and does not prioritise scale for its own sake. Peerify focuses on **well-organised, viable events**, often at a smaller or mid-sized scale, where expectations and economics are clear.

Peerify is run as a **not-for-profit initiative** under the Social Systems Foundation. Any surplus generated by the platform is returned to the community.

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## Why Hosts Use Peerify

Hosting live music involves more than booking an artist:

- Finding the right performer
- Estimating costs and requirements
- Reaching the right audience
- Managing trust in private or semi-private settings

Peerify is designed to reduce uncertainty by making **availability, requirements, reputation and demand visible in advance**.

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## Finding Artists

### Discovery via Map and Calendar

- Find artists based on location and travel range
- See who is available in a given time window
- Identify artists already touring nearby

This makes planning easier and reduces reliance on cold outreach or informal networks.

## Artist Profiles & Riders

Artist profiles can include clear rider information, such as:

- Willingness to travel and associated costs
- Equipment and technical requirements
- Accommodation expectations
- Fee structures or minimum guarantees

This allows hosts to assess feasibility before committing to an event.

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## Planning a Viable Event

Peerify is designed to make event planning more transparent.

Hosts can:

- Set ticket prices and capacity
- See how many tickets need to be sold to cover costs
- Understand the financial threshold for the event to proceed

Peerify provides **event checklists** to support:

- Artist coordination
- Technical setup
- Guest communication
- Timing and logistics

This helps reduce last-minute issues and mismatched expectations.

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## Ticketing & Promotion

### Ticket Sales

- Sell tickets directly through Peerify
- Receive funds directly from ticket purchases
- Manage guest lists and capacity

- Avoid relying on multiple external services
- You are billed 10% AFTER the event
- Peerify never holds your ticket funds

Ticketing is integrated into a platform where users are already interested in live music.

## **Promotion**

- Events appear on the Peerify map and calendar
- Visibility is based on relevance and timing, not paid placement
- Hosts can share event links externally if they choose

Peerify prioritises clarity and usefulness over hype-driven promotion.

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## **Hosting Private Events**

Peerify supports private and semi-private events such as house concerts.

### **Privacy by Design**

- Private events appear on the map with user-defined proximity to not reveal the exact address
- Interested users can contact the host and request tickets
- Hosts remain anonymous until they are comfortable proceeding
- Exact location details are shared only after ticket purchase

Hosts remain in control of access at all times.

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## **Reputation as an Asset**

Peerify treats reputation as a shared community resource.

- Hosts build reputation by running well-organised, respectful events
- Artists build reputation by receiving favourable reviews
- Attendees build reputation by behaving reliably and considerately
- All participants agree to clear rules when purchasing tickets

Over time:

- Trusted hosts may find it easier to attract artists
- Artists may prioritise hosts with a good track record
- Participants gain access to more private or intimate events

Reputation helps replace uncertainty with trust, especially in private settings.

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## Co-Hosting & Shared Events

Peerify supports **co-hosting**, allowing:

- Multiple individuals to organise an event together
- Shared responsibilities and costs
- Community-led hosting models

This is particularly useful for:

- House concerts
- Pop-up venues
- One-off or experimental events

Co-hosting makes it easier to host events that might feel too risky or demanding alone.

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## For Larger Venues

Peerify can also support:

- Public ticketed events
- Touring artists seeking venues
- Venues looking for artists with visible local interest

By showing where supporters are located, Peerify can help venues:

- Reduce booking risk
- Estimate realistic audience sizes

- Make more informed programming decisions
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## How Peerify Fits with Existing Tools

Peerify does not replace:

- Venue websites
- Mailing lists
- Social media promotion

Instead, it provides:

- Artist discovery
- Integrated ticketing and logistics
- A shared space where artists, fans and hosts already overlap

Most hosts can therefore use Peerify alongside their existing channels.

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## Getting Started as a Host

We are still busy setting up shop and aim to have a first prototype of Peerify up and running in the first quarter of 2026, provided we reach our funding goals. When we open the gates, you will be able to:

- Create a host profile
- Describe your space or event type
- Explore available artists
- Publish and manage events

We have the team and the tech that we need to pull this off, but we'll need help with the crowdfunding. Naturally, we could accept funding from individual investors, but they would invariably want their share of the dividends, which means less money for the artists. As the main purpose of Peerify is to make more money for the artists and hosts alike, we are hoping we can fund this through the community.

By signing up and helping to spread both the word and the crowdfunder we have planned

for February 2026, you'll be making all of this a little more possible. And, of course, we would be most grateful for anything else you'd like to contribute.

Peerify is designed to support hosting that is **intentional, transparent and respectful**, whether at home, in a café, or in a venue.

The Peerify Team