

The DFW Venue Playbook

Why the best rooms say yes to GateMate.

You already have a POS, a ticketing platform, and reservations. GateMate isn't replacing any of that — it's the engagement layer that turns tonight's atmosphere into next month's repeat revenue.

PROOF, NOT PROMISES

Zero install. Zero risk. \$0 until it works.

We only earn when you can measure the impact. No integration fees, no hardware, no staff training. You're on the platform in an afternoon, or you're not — no in-between.

What every venue owner asks us.

ZERO INSTALL

**No hardware. No POS integration.
No staff training.**

Your GateLink is a code and a QR poster. Set it once, it lives at the door. You keep your reservations, ticketing, and POS exactly as they are.

NEW CUSTOMERS

**Every check-in becomes a
marketing event.**

When a guest checks in and makes new friends at your venue, their whole crew now knows your name. GateMate turns tonight's crowd into next week's return visit.

REPEAT VISITS

**Squads come back. And they come
back together.**

People who make real friends at your venue treat it like their spot. We measure a metric no POS gives you — how many groups that formed here returned within 30 days.

MEASURABLE METRICS

**A dashboard your POS will never
give you.**

Check-ins per event · Return-with-squad rate · Groups formed · Peak-hour crowd overlap. Real signals about atmosphere, not just receipts.

Numbers your POS will never show you.

A sample of what your GateMate dashboard would surface after a single Friday night. Real numbers will vary — the point is you'll finally see them.

CHECK-INS TONIGHT

184

+22% vs last Fri

GROUPS FORMED

12

3 squads of 4+

RETURN-WITH-SQUAD

34%

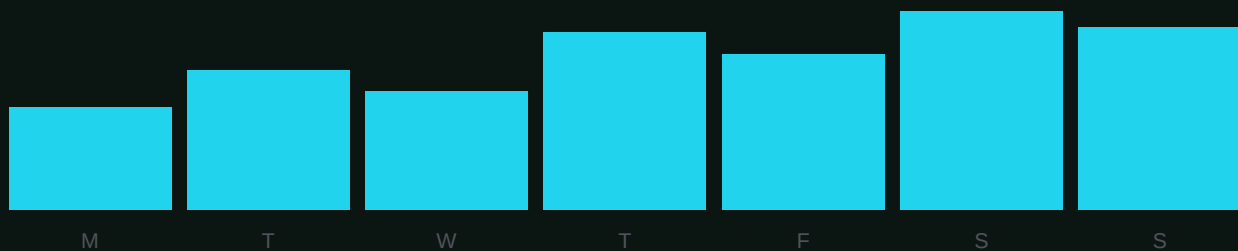
top 15% in DFW

PEAK CROWD OVERLAP

10:40 pm

116 concurrent

WEEKLY SQUAD RETURNS



HOW GATEMATE IS DIFFERENT

Not another consumer app. Not another POS report.

Consumer social apps meet people at events but give the venue nothing. POS analytics platforms give venues receipts but no group behavior. Neither of them shows you the metric that actually predicts repeat weekend revenue.

	EVENT APPS	POS ANALYTICS	GATEMATE
People meet at the venue	✓	✗	✓
Venue gets a dashboard	✗	✓	✓
Zero POS integration	<i>partial</i>	✗	✓
Tracks group-return behavior	✗	✗	✓
Hyperlocal DFW focus	✗	✗	✓
Works day one, no hardware	<i>partial</i>	✗	✓

Consumer apps we've studied include Radiate, EventBuddie, Friendstival and ConcertBuddy. POS analytics platforms include SevenRooms, OpenTable Reporting and Bloom Intelligence. Comparison is directional — happy to walk through it in a call.

WHAT WE DON'T DO

The guardrails, so you know what you're actually agreeing to.

We're not trying to be everything. Here's the honest short list of things GateMate **won't** touch.

✕ We don't touch your POS.

Nothing to integrate. No IT ticket. Your existing setup keeps working exactly as it does today.

✕ We don't push discounts.

No 2-for-1 promos, no punch cards eating your margin. Our loop is connection, not coupons.

✕ We don't sell guest data.

Guest connections belong to the guest. We share aggregate patterns with you, never individual profiles.

✕ We don't fix your labor problems.

Staffing, cost control, insurance, licensing — those aren't our lane. We're the atmosphere layer.

✕ We don't require hardware.

No kiosks, no tablets, no beacons. A QR poster and a code — that's it.

✕ We don't gate you behind a contract.

\$0 until you see measurable impact. Leave whenever. We earn our seat every month.

The first 25 DFW venues get perks that never come back

- Permanent Founding Venue badge on your profile
- Free forever pricing on the core analytics dashboard
- Featured placement in the Discover feed at launch
- Direct line to the founding team for feedback and requests

READY TO CLAIM ONE OF THE 25?

Let's set up your GateLink together.

Reply to this email or write us at info@gatemate.net. We'll get on a 15-minute call, walk your room, and get your first GateLink live before the weekend — free forever if you're one of the first 25.

— Dr. Dominique Hilliard

Founder, GateMate · [linkedin.com/in/dominiquehilliard](https://www.linkedin.com/in/dominiquehilliard)