

Trisbee & BOOM Events Case Study



MORAVIAN BUSINESS COLLEGE OLOMOUC

Institute of Finance and Accounting

Trisbee s.r.o. & BOOM Events s.r.o.

Fintech a Events startup

Case Study

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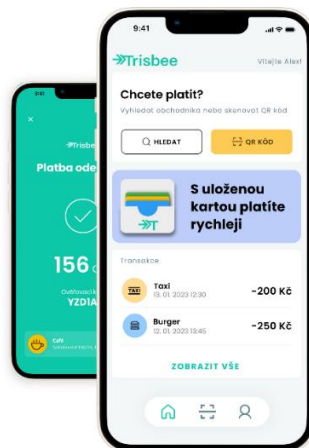
Introduction

Cashless payments have become an integral part of everyday life in developed economies in recent years. According to the Czech National Bank, the volume of card payments issued by resident banks in 2024 reached over CZK 2.2 trillion, representing another year-on-year increase. However, the Czech Republic faces a paradox: while consumers actively use payment cards and contactless payments, many small business owners and self-employed individuals continue to offer only cash payments, as they see numerous barriers to cashless transactions.

The primary obstacle to cashless payment adoption among small business owners is the high entry costs associated with acquiring a payment terminal or fixed monthly fees, as well as the complex administration involved in registering to accept card payments. Traditional payment terminals often require an initial investment, monthly fees for account maintenance, and providers charge a percentage fee on each transaction, typically ranging from 1.5 to 3 percent.

This case study focuses on the Czech fintech startup Trisbee s.r.o., which aims to eliminate these barriers and make cashless payments accessible to all small business owners, regardless of their turnover or investment capabilities. Trisbee represents an innovative solution based on mobile technology and QR codes that enables merchants to accept card payments without the need to own a payment terminal.

The study begins by examining the motivation behind establishing the Trisbee startup, its development in the early years of operation, and the acquisition of initial investments. Subsequently, the company's business model, the technical implementation of the platform, and other practical applications will be described.



Sample of the Trisbee payment application

1 Origins and Financing of Trisbee

1.1 Origins and Basic Information

Trisbee s.r.o. is a Czech fintech startup headquartered in Prague 6, Vokovice, K Červenému vrchu 678/1, registration number (IČO): 04775660, registered in the Commercial Register maintained by the Municipal Court in Prague under case number C 306886. The company was founded in 2018 and officially commenced operations in June of that year by two long-time friends and former classmates, František Havlín and Matěj Turek.

Trisbee is a registered payment service provider of limited scope (PPSMR) based on an authorization granted by the Czech National Bank, headquartered at Na Příkopě 28, 115 03 Prague, which is the supervisory authority overseeing Trisbee's provision of payment services. The PPSMR status permits the company to provide payment services in the Czech Republic with certain limitations; specifically, the average monthly aggregate amount of payment transactions executed in the Czech Republic over the past 12 months must not exceed an amount equivalent to EUR 3,000,000.

The startup's vision is to create a pan-European cashless payment system that facilitates business and enables payment acceptance without fees. The company's motto is: "We want everyone to be able to do business without problems." The company primarily focuses on small business owners, self-employed individuals, charities, and organizers of smaller events who currently lack an appropriate cashless payment method.

1.2 Founders and Their Motivation

The idea to establish Trisbee came from František Havlín and Matěj Turek, who during their entrepreneurial activities personally encountered bureaucratic barriers when starting their own businesses in the Czech Republic. Both founders shared the conviction that in today's digital age, everyone should have the opportunity to launch their own business with what they already have at hand—namely, a phone. Small business owners and self-employed individuals should have the opportunity to accept payments from their customers simply, with just a few clicks and with minimal transaction costs.



Founders of Trisbee: František Havlín (left), Matěj Turek (right)

During their preparatory work, Havlín and Turek noticed that the traditional method of accepting card payments was too costly and administratively complex for small entrepreneurs. Payment terminals require long-term contracts with banks, fixed monthly fees regardless of turnover, and often require an initial investment in the equipment itself. For self-employed individuals starting their business or those with seasonal operations, these costs represent a significant barrier.

For this reason, in 2018, they decided to offer the world the Trisbee application (originally under the name "Direct Payment"), through which small business owners and users could accept payments without unnecessary paperwork, expensive equipment, or long-term contracts. All it took was one thing: a phone and a license from the Czech National Bank.

1.3 Financing and Investors

From the outset, the startup actively sought investors to support its growth and development. In November 2018, Trisbee raised funding in early seed rounds totaling CZK 6 million from several domestic angel investors. Founders František Havlín and Matěj Turek retained a 62 percent stake in the company. Key angel investors included Petr Bartoš, co-founder of successful Czech startups such as Slevomat, Dámejídlo.cz, and Rohlík; Filip Hejduk, co-owner of Unit & Sofa; and Zdeněk Šolle.

A significant role in the early period of the startup was played by the Estonian accelerator Startup Wise Guys, one of Europe's leading business accelerators focused on the Central and Eastern European region. Trisbee became the first and, to date, the only Czech startup to receive funding from this accelerator and to complete its three-month intensive program in 2018. Startup Wise Guys remained as an investor in the company and provided not

only capital (investments ranging in the tens to hundreds of thousands of euros) but also access to a network of mentors and international contacts.

The accelerator program was very beneficial for Trisbee's founders. Matěj Turek stated: "The entire program is very practical—Startup Wise Guys works with numerous mentors who function as industry experts and provided us with very valuable advice that we incorporated into our own business." Thanks to the accelerator, the founders gained valuable insights into international markets, fundraising approaches, and building a scalable business model.

In February 2020, Trisbee successfully completed a crowdfunding campaign on the British platform Seedrs, raising more than EUR 250,000 (approximately CZK 8 million). The company offered a 12.20% stake at a valuation of EUR 1.8 million. The campaign attracted nearly 40 investors, confirming interest in innovative payment solutions not only in the Czech Republic but also abroad.

Funds from this round were allocated to support ongoing product upgrades, expansion into Germany, Italy, and Spain, and to support organic growth.

1.4 Development from 2021–2024 and Strategy Change

In the following years after the successful crowdfunding, Trisbee faced growing competition in the payment solutions market (such as payment terminals and SumUp services). Although the application continued to serve thousands of users, in 2024 the company announced a suspension of certain payment services (card acceptance) due to a change in technical infrastructure provider, and especially due to restrictions from the Czech National Bank, from which it had long unsuccessfully sought to expand its payment license.

During this period, the company's management decided on a strategic restructuring. It was identified that one of the business verticals—the platform for organizing events and selling tickets—had a different growth potential and regulatory requirements than the payment application itself. This led to the decision to separate this part of the business into an independent entity.

2 Company Transformation and the Emergence of BOOM Events

2.1 Spin-off with Merger

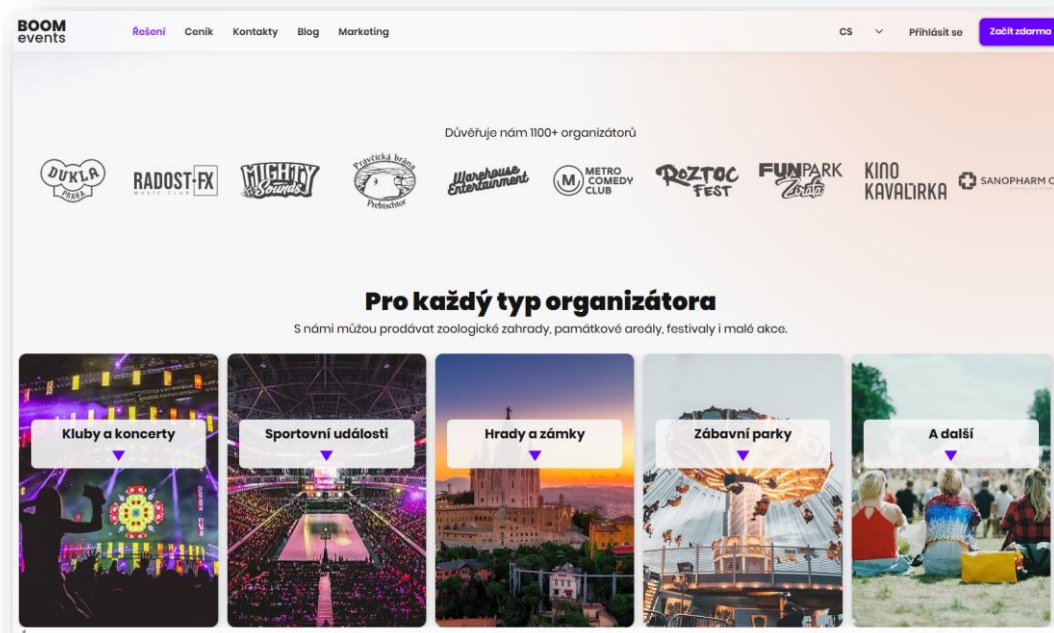
A significant milestone in the company's history was 2024, when formal legal separation of activities related to event organization occurred. On November 27, 2024, a project for transformation by way of spin-off with merger was deposited in the collection of documents.

In this process, the original company Trisbee s.r.o. (the dividing company) did not cease to exist; instead, a portion of its assets was separated and transferred to the successor company BOOM Events s.r.o. (registration number: 18011837).

This step made it possible to legally and economically separate the regulated business of a payment institution (Trisbee) from the unregulated technology business focused on ticketing and event management (BOOM Events). For creditors, employees, and partners, the conditions were published in accordance with the law on company transformations, guaranteeing that the division would not result in a deterioration of debt collection or any diminution of stakeholder rights.

2.2 Profile of BOOM Events s.r.o.

The successor company BOOM Events s.r.o. focuses on providing comprehensive solutions for organizers of cultural, social, and sporting events. Although formally established in February 2023, it assumed the full scope of commercial activities following the completion of the transformation in 2024.



BOOM Events website with offerings for event organizers

2.2.1 Business Model and Product

BOOM Events operates as a SaaS (Software as a Service) platform for online ticket pre-sales. Its primary competitive advantage is the removal of barriers for small and medium-sized organizers:

Pricing Policy: For organizers, platform use is free. The company generates revenue from fees added to the ticket price, which are paid by the end customer (the model includes a fixed fee per ticket plus a percentage fee per transaction).

Functionality: The system offers not only ticket sales but also visitor check-in using QR codes, guest list management, and integration with payment gateways.

Target Audience: The service targets a broad range of clients from music clubs and festivals to zoos and one-off community events (galas, lectures).

2.2.2 Management and Ownership Structure

The new company is headed by director Josef Tajovský. The founders of the original Trisbee, František Havlín and Matěj Turek, remain active in the project, with Matěj Turek holding the majority stake. Notably, some original investors from the Seedrs platform (through the entity Seedrs Nominees Limited) also joined the BOOM Events structure, confirming the continuity of investor confidence in the new business direction.

3 Discussion

BOOM Events' entry into the ticketing and event management market occurs in an environment dominated by major players (Ticketportal, Ticketmaster) and established mid-size platforms (GoOut, smsticket). However, BOOM Events has carved out a unique position through a combination of fintech-sector technological expertise and aggressive pricing policy.

The main competitive advantages can be defined in the following four areas:

3.1 Financial Model Based on Zero Fixed Costs

While traditional solutions often require entry fees, monthly flat rates, or complex contractual obligations, BOOM Events applies a model that completely removes entry barriers. Organizers pay no fees for using the platform, creating an event, or generating tickets. The service fee (as of December 2025, 3.9% + CZK 2.50 per transaction) is added to the ticket price and is paid by the end visitor. Thanks to the fintech backing of the parent company, BOOM Events offers an "Early Payout" service that allows organizers to receive up to 80% of revenues before the event takes place. This is a key advantage compared to market standards, where money is typically held until after the event concludes. According to the founder, it is possible that in the future the company might introduce a service fee "in some form" if it proved strategically appropriate. For now, however, BOOM Events remains committed to the principle of maximum transparency.

3.2 Technological DNA and Simplicity (DIY Approach)

Unlike competitors that emerged primarily as marketing agencies or cultural review platforms (such as GoOut), BOOM Events was born as a technology spin-off. The system is built on a "Do It Yourself" (DIY) principle. A new organizer can begin selling tickets within 5 minutes of registration, without needing to contact a sales representative or sign paper contracts. The solution includes its own check-in application for visitor verification using QR codes, which operates in real time and does not require renting expensive readers—a standard smartphone is sufficient.

3.3 Focus on the "Long Tail" Market

Major ticketing networks focus primarily on the O2 Arena and large festivals. BOOM Events strategically targets the so-called long tail of the market—thousands of smaller and medium-sized events that are of no interest to large networks. These include school graduation galas,

firefighter balls, lectures, sports tournaments, zoos, and smaller clubs. This segment historically suffered from a lack of digitalization and often relied on cash sales on-site or email-based reservations.

3.4 Data Ownership

Many ticketing platforms retain visitor data for their own marketing purposes. BOOM Events is built on transparency and provides organizers with full access to their customer database (in compliance with GDPR), allowing organizers to build their own community and conduct direct marketing without dependence on the platform.

Comparison with Competitors

The following table summarizes the key differences between BOOM Events and typical competitors in the Czech market:

Parameter	BOOM Events	Traditional Networks (Ticketportal, Ticketstream)	Modern Platforms (GoOut, smsticket)
Target Customer	Small and medium-sized events, DIY organizers	Large hall events, stadiums	Cultural events, clubs, festivals
Speed of Implementation	Immediately (self-service)	Weeks (contract required)	Days (often approval required)
Costs for Organizers	CZK 0 (cost borne by purchaser)	4–8% commission from revenue	5–8% commission from revenue
Revenue Payout	Early payout option (before event)	Typically after event settlement	After event (or on demand with advance payment)
Technological Origin	Fintech (payment institution)	Traditional ticketing	Marketing / Media

3.5 International Expansion and Global Potential

Not only is the company considering investments through strategic partnerships with selected established organizers, but it is also planning expansion into Spain and marginally into Poland. When asked about this, co-owner Havlín responded: *"Spain is a very interesting market for us, both in terms of its size. Also, commissions in our industry are usually much higher. We see the*

need for local employees and associated bureaucracy as a barrier. Customers in Spain are not used to communicating in English and want a personal approach."

Conclusion

The separation of activities into two entities can be evaluated as a logical step in the startup's lifecycle. While the original Trisbee vision faced strong competition from financial institutions and complex payment regulation, the BOOM Events vertical entered the ticketing market with a modern, low-cost solution that has the potential for faster scaling without the need for banking licenses. The company thus transformed its original expertise in QR code payments into a specialized product for the events market.

Finally, I would like to conclude by noting two substantive responses from the successful entrepreneur and co-owner Havlín to questions I posed to him, directed toward the startup community:

1. *„What three most important ideas would you like to communicate to the startup community based on your experience?“*

„Take risks, don't be afraid to pivot quickly, choose the right people for your team.“

2. *„What would you do differently if you were starting over?“*

„I would probably not choose such a heavily regulated industry as payment services, or we would not have tried the Czech market. If I could start over, I would have started much earlier.“