

COE FINANCIAL REPORT 2022



Stichting
CAVOE EVENTS

CONTENTS

CONTENTS	1
ORGANIZATION	2
Why did we found Stichting CAVOE EVENTS?	
2022 in review	3
Stripe Issues and Future Plans	4
Precise Numbers	4
Graph	5

ORGANIZATION

Stichting CAVOE EVENTS was founded in 2022 for the sole purpose of hosting gaming events and especially COE. We took over COE from Cavoeboy this year and hope to continue hosting it for years while continually improving.

Since this is the first report of Stichting CAVOE EVENTS we want to start off by introducing the board of directors. These people make COE run and take care of event organization, daily business, and ensuring events will be enjoyable, run smoothly and transparent for years to come:

Felix Meyer

Chairman

Helping with COE since 2018, originally joined to do mainly IT, but now takes care of organizing COE and taking care of Stichting CAVOE EVENTS.

Olle Kelderman

Vice chairman

Joined early in 2018, taking care of all business that is dutch heavy, tech, and various other things.

Bram Ceulemans

Secretary

Joining the team for the 2019 event, Bram is now the main person in charge that the Internet at COE works. He also helps with getting all the dutch paperwork done

Tim "cavoe" Cuijpers

Treasurer

Still involved is cavoe. Originally starting COE, he still oversees finances and planning but takes a more relaxed role at the actual event.

Why did we found Stichting CAVOE EVENTS?

From the inception up to 2019 COE was organized and financed via cavoe directly or a company he was solely liable for. This poses a big amount of risks at the scale COE has grown to. One GDPR breach or one mistake by one of the many volunteers could not only lead to the end of COE, but huge problems for cavoe's personal life.

That's why it was decided that COE should henceforth be organized and financed via a limited liability legal entity. This still leaves a few options, the most obvious being a normal limited liability company or BV in the Netherlands. We decided against that for two main reasons:

1. COE was never meant to make a profit and never did. We wanted to ensure that whatever happens the event and the experience were put first.
2. It's a bit cheaper and offers easier taxes for volunteers at the event.

The result of it all is that we're bound by law to run Stichting CAVOE EVENTS and thus COE non-profit. All profits have to be put into COE and the same is true for all donations. The board members can NOT receive a salary. So you can be sure that if you support us the money will directly benefit the event.

2022 in review

2022 was the first year COE was organized by Stichting CAVOE EVENTS and it was also the first COE in 3 years thanks to the COVID-19 pandemic. This resulted in some challenges that needed to be overcome:

Our biggest worry after a 3-year break was the retention of old COE visitors. We had no idea how many of the people that visited COE before would come again, as their life might have changed in the meantime with osu! no longer being a part of their lives.

Thankfully those worries we're unfounded and most of the people that visited in 2019 we're back again for 2022. This also includes a lot of people no longer actively playing osu!. COE is seen as a good opportunity to stay in touch with the community.

In addition, we also had a lot of new people joining that might've wanted to attend 2019, but we're only able to after the 3 years or they only joined the osu! community during the pandemic, when osu! saw a big push of new players.

Another big change was that we strived to offer more premium packages and a better experience for people traveling internationally. Part of that was the new gamer caves and PC rental. Both were accepted well by the community and were sold out. Additionally PC rentals probably played a part in why BYOC got sold out as well.

Financially the PC rental wasn't profitable but also didn't incur a loss, as we didn't add much margin to the rental program and directly transferred the supplier price to our attendees. The gamer caves on the other hand did need a decent bit of money. Between buying 3 TVs, furniture and the caves themselves we spent more money than we could make back via the tickets, especially due to TT3 coupons. But the main benefit is that we now own everything needed for a few gamer caves.

All in all tickets and rentals were a large part of the revenue stream for 2022, accounting for 78.57% of the revenue at 89,129.22 EUR.

As with previous events we once again offered merch and once again miscalculated demand. T-Shirts sold out way too quickly. The light hoodies sold better than expected since the supplier warned that the model will be phased out due to low demand, but we thought that for an event during the hot summer months a lighter hoodie choice was ideal.

The caps introduced this year sold well and were actually calculated right. 3 were left over after the event. The design is not specific to COE 2022 so we will most likely offer it again.

Stickers were overpriced and while the designs looked nice some of the aspect ratios were not ideal. We overordered posters as they are usually really cheap and a good money maker. Not selling half was no issue whatsoever. The most expensive part of poster sales is the packaging, but that can be used for next year as well.

All in all merch sales we're profitable. Bringing in a profit of 3,376.35 EUR that we could use to offset other costs.

Additionally, we're looking to start a webshop to gather funds for events over the whole year. It's also a good opportunity to distribute the stickers as a free goodie with every order.

The Efteling and sushi trips were both balanced cost-wise. While sushi was exactly balanced due to how the payments were handled, Efteling allowed for a slight profit due to us not knowing the exact price for the bus, before starting sales.

Now let's get to the sad part of any enterprise: The costs.

While COE 2022 had more revenue than any other event before, we also had more costs than ever before.

The big bulk is always the venue accounting for 50.61% of the spent revenue with 57,412.97 EUR. We cannot save much here, as we need that much space to host COE, and things like the stage and services like cleaning and security are simply mandated.

TT3 coupons cost us 3,184.35 EUR which is the main reason why we will probably not offer coupons as prizes for tournaments again, as we don't really see the costs being offset by the publicity the tournament generated.

This year we also spent a decent amount of money on some nicer booths for our expo partners. We waived most of the costs for that since we wanted to fill up the hall with as much stuff to do as possible.

Staff accommodation was upgraded from camping to a bed and breakfast and a hotel. This cost 2,438.01 EUR. While this seems much, it is in our opinion worth it to provide staff with a good work environment and to ensure the build-up for the event happens smoothly.

1,000 EUR were also spent on tournament prizes with a few partners and peppy adding more prizes on top, which we simply distributed.

That leaves the big block of other costs which include: Cables, networking, gamer caves, TVs, first aid kits, food and drinks for staff and backstage, etc.

That totaled up to 27.998.86 EUR of which 9,192.52 EUR worth of assets can be reused for next year.

That leaves us with a deficit so far. To bolster the initial start of Stichting CAVOE EVENTS and to make sure everything goes smoothly Felix Meyer covered 10,261.88 EUR of the costs. This money will either be paid back or be properly handled as a donation by the time COE 2023 finishes.

Stripe Issues and Future Plans

COE was so far mainly handled via Stripe, but thanks to some fairly broad interpretation of what a “high risk” business is we can no longer use Stripe

Due to this, we switched to Shopify to handle our store payments. The main reasons are Shopifys relaxed policy towards what you sell, the easy integration/migration, the numerous payment methods they offer, and a POS workflow that integrates with our current devices perfectly.

A lot of other considered options were either unavailable in the Netherlands, had “Acceptable Use Policies” or “Restricted Businesses” lists that would’ve risked another change of payment processor, or didn’t offer any POS system.

In the near future, we will publish our new website that will feature a permanent merch store, the option to donate to Stichting CAVOE EVENTS, and future will facilitate future ticket sales.

Precise Numbers

We do have precise numbers for all expenses and sold items, but sadly can’t publish our entire accounting due to compliance with partners and privacy reasons.

2023

We are looking forward to hosting COE 2023 and are looking at some major upgrades to the event.

Financially this poses a big risk, but one that we are willing to take. We want to bring you the best event possible and expansion in all areas and better equipment is needed for that.

How much more we will need to put into the event and how that will change ticket prices will be determined in late 2022, once we start budgeting for 2023.

I hope this insight into our finances was helpful and strengthened your trust in us and that COE is in good Hands.



Felix Meyer
Chairman

Graph

