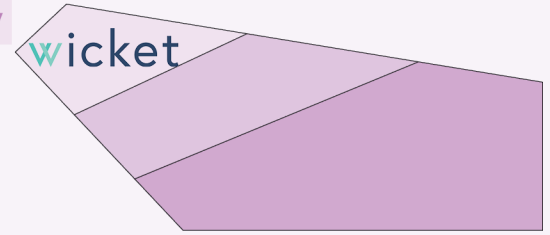
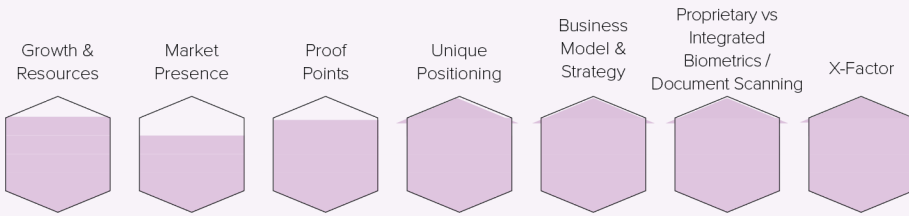




**BEAM: Travel & Hospitality Solutions / CLASSIFICATION: Luminary**



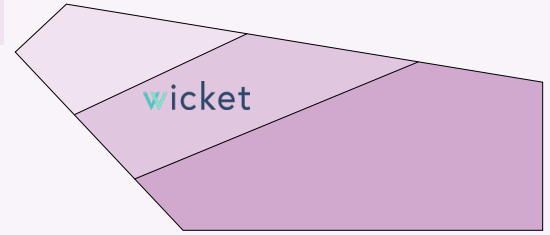
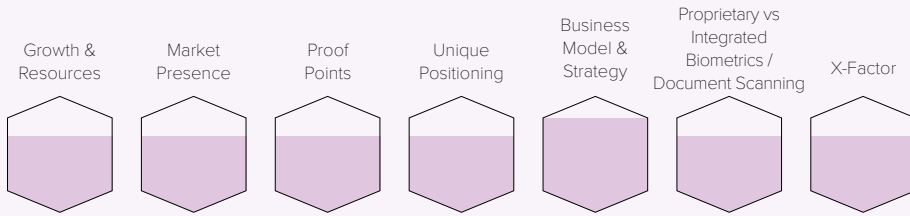
In its four years of existence, Cambridge, MA-based startup Wicket has taken the entertainment segment of travel and hospitality by storm. With a robust partner network—including industry-defining companies like Ticketmaster, SeatGeek, and Verizon—the company facilitates guest experiences at over 40 major stadiums and events venues, with customers across all major US sports leagues, the Australian Open, and several major trade conferences. Utilizing a highly flexible deployment model that leverages facial authentication and mobile devices, Wicket puts biometrics at the core of ticketing, seamless access, and payments, enhancing the fan experience, improving security, and demonstrating impressive ROI. With its commitment to collaboration, innovation, and flexibility, Wicket stands out as a Targeted Travel and Hospitality Solutions Luminary.

The Cleveland Browns were an early adopter of Wicket’s Express Access solution that streamlines facility entry for enrolled fans. In 2023, aiming to further improve the Browns’ fan experience, the team expanded its deployment. It increased the number of Express Access lanes, helping drive an average of 992 new enrollments, game by game. That expansion enhanced throughput, allowing the Browns to reduce the total number of lanes needed for guest entry. It also drove significant cost savings, with each Express Lane saving the team \$8,000 per season. And the expansion didn’t end at the front gate: the Browns also rolled out Express Beer, allowing fans to purchase drinks and snacks with a simple face scan at a mobile touchpoint. Biometric self-service cut the purchase time for concessions down to 10-12 seconds on average and scored the Browns a 171% return on investment. Add-in the fact that Wicket is also handling facial credentialing and access control behind the scenes, and you’ll start to get the full picture. The Cleveland Browns’ expansion of Wicket is saving fans thousands of hours and serving as an example of the better biometric future of live entertainment.

**Contact Wicket:**

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**BEAM: Targeted Biometric Solutions / CLASSIFICATION: Catalyst**



Wicket is a specialist in face-based entry for large-scale venues. Founded in 2020, the Cambridge, MA-based startup has established high-profile partnerships in the sports and entertainment sector—with over a dozen teams and stadiums using its tech, including the Cleveland Browns, the New York Mets, and Mercedes-Benz Stadium—and in air travel with Allegiant Airlines. It also boasts several deployments with conferences, rounding out its sports, live events, and corporate access control footprint. The company’s solution enables end users who opt-in to enjoy seamless venue entry, allowing for highly efficient throughput. This offers considerable cost savings to its clients. The Cleveland Browns, for example, have seen an \$8,000 cost reduction per entry lane using Wicket’s solution.

A relatively new entrant to the Targeted Biometric Solutions space, Wicket burns bright as a Catalyst. With its high-profile deployments and customers singing its praises, the company has a proven track record after only a few years. From our researchers’ perspective, it’s Wicket’s flexibility that makes it stand out—more than just ticketing, the company’s solutions enable facility access control and seamless payments at concessions. Various market factors are shifting traditional hardware-based facility management strategies out of favor, and Wicket’s value proposition is a perfect example of where the industry is heading: high-performance biometric identity management software that can be deployed through mobile devices like tablets. Stadiums, entertainment venues, airports, and even office buildings are all unique, and the Wicket model allows for rapid deployment at any facility, regardless of shape, size, or user throughput.

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