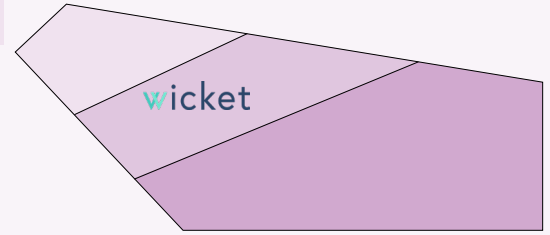
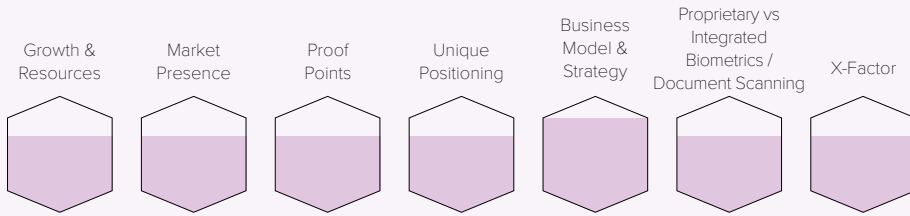


BEAM: Targeted Biometric Solutions / CLASSIFICATION: Catalyst



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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