GVenue · GV Fest

SALES DOSSIER · BIRTHDAYS WITH A GIFT

Whoever celebrates at your place comes back, and not alone

Every day the system emails the customers in your base who have a birthday coming up in a few days, with your text and your logo — and, if you want, a gift drink they redeem at your bar with a QR code. It's set up once and works on its own.

AUTOMATIC · ONE GREETING A YEAR · YOUR TEXT, YOUR LOGO · REDEEMED AT THE BAR

Prepared for
GVenue.com.ar

ARGENTINA

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01 The idea, in four lines

People celebrating a birthday go out no matter what, and **they don't go out alone**: they go with six, with ten, with the whole table. The only question is where. GV Fest sends them an email a few days ahead —with your text, your logo and your color— and, if you want, a gift drink on the house to redeem at your bar. It's set up once and works on its own, every day of the year.

> **The real problem it solves**
>
> Everyone knows they should build loyalty and almost nobody does, because it means someone has to remember, build the list and send the emails every week. By week three it stops happening. This doesn't depend on anyone remembering: **the system checks on its own**, every day, who in your customer base has a birthday coming up.

Where the birthdays come from

From your own buyers. The date of birth is saved automatically when someone buys a ticket or signs up through an invitation link, because the form already asks for it. **Nothing to enter by hand**, and the more you sell, the bigger the list gets.

What the birthday guest gets

A personal email with their name, your text and your brand — not a mass campaign. If you switched on the gift, below it comes a QR code with the drink, its code and how long it's valid.

02 What you won't find anywhere else

✓ **The gift is redeemed on the scanner you already use**

No new screen and no separate procedure to teach your team: the birthday gift **is** a bar voucher, the same one you use for the DJ or a guest. The operator scans it, the green card with the product appears, and that's it. It deducts stock and is recorded with the bar and the person who handed it over.

✓ **The gift expires by date, and that changes everything**

A regular voucher dies when you close that night. This one isn't tied to any event: it's valid for the days you set, so **the birthday guest chooses when to come**. That's exactly why it works — you're not giving away a drink, you're giving them a reason to plan their night out at your place.

✓ **One greeting per person per year, guaranteed**

There's a lock in the database: even if the process runs twice on the same day, the same person never gets it twice. It's the kind of detail that separates a serious system from a spreadsheet with reminders.

✓ **Test it before you let it loose**

There's a button to send the email to yourself, exactly as your customer will get it. The test **doesn't issue any real gift**: it doesn't deduct stock, doesn't create a redeemable voucher and doesn't go into the history. Test it as many times as you want.

✓ **See who's coming up and who you've already greeted**

Two tables: who in your base has a birthday in the next thirty days —your forecast of which week will be busy— and which greetings went out, with the gift issued, its code and **whether it was redeemed**. You know if this is working for you without asking anyone for a report.

✓ **It reaches the people you haven't seen in a while**

All it takes is an email and a date of birth in your base, even if they bought years ago. That's where the real value is: people who already know you, who didn't come back, and who get a concrete reason to return.

> **What this module is NOT**
>
> It isn't the promotional mailing service, which is contracted separately and works differently. This is **one email to one person on their day**, with their name — not a mass send to your base.

03 Why GVenue, and not someone else

Every system in this business promises the same things. These six are the ones that, in practice, change how it feels to use it — and the ones you can check for yourself before you sign anything.

1 **Truly modular: you pay only for what you use**

GVenue isn't sold as a single license with fifty screens you'll never open. Each module is hired on its own and switched off on its own. If next month you don't use GV Fest, you drop it and it stops being billed. There's no «plan» forcing you to pay for what you don't need to get to what you do.

2 **Our prices are published**

Go to **gvenue.com.ar/armar**, tick what you need and see the total, today, without leaving your phone number or booking a demo. In the survey we did of the Argentine market (July 2026), no competitor publishes its prices: you have to ask for a consultation to find out what it costs. We'd rather you do the math before you talk to us.

3 **The venue's data belongs to the venue**

Your customer base, your sales and your history are yours: you export them to Excel whenever you want, without asking permission or paying extra to «release» them. And if one day you want to move the whole system to a server of your own, that version exists — you're never locked in.

4 **You talk directly to the developer**

No help desk, no middlemen: you talk to the person who builds the system, who gets your request the first time and solves it in the code. A specific request that doesn't exist today is quoted by the hour and, if it helps other venues, it joins the catalog for everyone. Several of the features published today were born exactly like that, requested by a client in production.

5 **Every module has its manual and its videos**

We don't leave you with an afternoon of training and good luck. Every module has a PDF manual with real screenshots of the system, plus video tutorials — in Spanish, with the manuals being translated into English one by one — so when someone new joins the team they learn it on their own, during their shift, without you having to explain it all over again.

6 **Anywhere in the world, in the language you need**

It's a cloud system: it works from any country, on a PC, a tablet or a phone. Today it speaks Spanish and English, and another language can be added on request. And it's 100% configurable: hours, names, permissions, prices and screens adapt to the way each client works, without switching systems.

> **And one that isn't a feature**
>
> We publish our **policies** —what we do and don't do with your data and your money— at gvenue.com.ar/politicas. They're written to be read, not to cover ourselves. And we work under a quality management system: **GVenue is going through internal audits of its Quality Management System, ahead of the external audit for its upcoming ISO 9001:2015 certification**.

04 The money, crystal clear

> **GVenue doesn't touch a single peso of what goes through this module**
>
> Our billing is **exclusively on ticket sales**. What you charge at the bar, at the cloakroom and for any extra at the venue is **100% the venue's**: it doesn't go through any account of ours, it carries no commission and we don't bill it. GV Fest is paid with a flat monthly fee and nothing else — sell a thousand drinks or ten thousand, the fee is the same.

How you take payment at the counter

That money doesn't go through us: it goes wherever you say. The system records it so your register closes, in this order of real-world use:

1. **Cash**
   Most of what's charged at the venue. It's entered with the sale, and the closing cash count checks it against what's left in the register.

2. **Bank transfer**
   The customer transfers to your account and the cashier marks the sale as a transfer. The money goes straight to your bank, with no intermediary.

3. **Crypto (USDT)**
   Same approach, for the customers who pay that way.

4. **Card, with your card terminal**
   The cashier charges on your card terminal and records the sale as card in the system, so the till close keeps card apart from cash. That card money is credited through your own account, on your terminal's timelines; we don't step in on that money.

> **SOON What's coming, and isn't here yet**
>
> We're working on **GV-Posnet**: the card terminal connected to the system, so the sale confirms itself when the terminal approves it, and GVenue running **inside** the terminal, so the cashier can do everything from the device. It's **in development** — it isn't something you can hire today and it isn't included in any price in this dossier. We mention it because it's where the module is headed, not because it's here.

The monthly fee

- **It's billed one month in advance.** You get a grace period of 10 to 15 days and staggered notices before any restriction — you'll never find the system switched off in the middle of an event over an invoice.
- **The prices in this dossier are the published ones.** Any special volume terms are **agreed by contract**, case by case: there's no automatic discount and no hidden price list.
- The fee is monthly, in US dollars, and it's invoiced in Argentine pesos at the exchange rate of the day.

05 The price

🎂 GV FEST · BIRTHDAY GREETING WITH A GIFT

USD 12/mo

An automatic email to each customer a few days before their birthday, with your text and your logo — and if you want, a complimentary drink they redeem at the bar with a QR.

* Dollar amounts are reference values for the fully functional system with onboarding done by the client. In Argentina, invoicing and payment are in pesos at the current reference dollar rate. If anything additional has to be configured or developed, the price is agreed separately. Licenses outside Argentina are billed in USD via USDT (reference values, billed in USDT for licenses outside Argentina).

What other modules it adds up with

There are two bundles, and there will always be just two: there's no ladder of plans with ever-longer names.

BUNDLE	WHAT IT BRINGS TOGETHER	PRICE
🏢 **Operations Suite**	The basic operation: core Bar + cash till + basic reports + Access (list accreditation + blocklist) + basic staff (onboarding, schedules, attendance, handovers — without the payroll part). Pro add-ons are added separately or with the Suite Pro	USD 169/mo
🏢 ⭐ **Suite Pro**	The Suite + Staff with P&L (per-night pay and final balance) + Parking + VIP Sector + Cloakroom + the full Barra Pro bundle (Stock, Recipes, Promos, AI Photos, Pro Report). Includes 🧾 E-invoicing. Kiosk, card terminal, Concierge, GV Cash, Merch and Consignment are hired separately	USD 349/mo

If a module already comes inside the bundle you hire, **it isn't charged separately**. And when a bundle grows with a new feature, whoever already pays for it gets it without a price increase.

06 Who made it?

GVenue is an Argentine system, made by **Gozzi.dev**: a software development studio based in Mar del Plata that works with each client directly.

Javier Gozzi · founder of GVenue and Gozzi.dev

He has been developing software since 2009. He was Technical Manager at El Divino Buenos Aires and Complejo Sobremonte (Mar del Plata), and then he wrote the system for the night: GVenue is designed from inside the club, with a packed door, a bar running out of stock and a register that doesn't add up. At GVenue he handles the product, the architecture, the backend, the infrastructure and the design.

linkedin.com/in/javgozzi

gvenue.com.ar/quienes-somos

Gozzi.dev's work

- **GVenue** · modular system for venues and events
- **RespondIA** · AI assistant to serve and sell on the web and WhatsApp
- **Gozzi Hosting** · Argentine hosting on its own infrastructure
- **MG Muebles** and **Caruso Centro MDQ** · commercial websites
- **Alisaplack** · drywall construction
- **Porsche Design Tower Miami** · the building's website, for Dezer Development

Why hire GVenue

1. **Made by people who know the night**
   It isn't generic software adapted to a nightclub: it was born from the technical management of nightlife venues, and that's why GV Fest solves real problems of a Saturday in the small hours.

2. **Direct support from the person who writes it**
   No help desk, no tickets: you talk to the person who writes the code.

3. **Made in Argentina, with published prices**
   Prices in US dollars in plain sight at gvenue.com.ar/armar, and support from Argentina (UTC−3).

4. **Truly modular**
   You hire only what you use —tickets, door, bar, tables, courts, music— and each module is switched on or off separately.

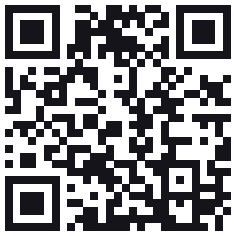
5. **100% configurable, and custom-built if something's missing**
   Hours, prices, rules and permissions are changed from the panel; what doesn't exist gets developed. Behind it there's a real studio, with a name and a face.

07 Next steps

You hire it yourself, in five minutes

Go to **gvenue.com.ar/armar**, tick GV Fest and whatever else you need most, and you'll see the monthly total right there. That same screen generates the contract with the detail of what you hired — no fine print and no salesperson breathing down your neck.

And before the fee starts running, you get a **15-day trial** to load your data and test it with your own information. If during that time you decide it's not for you, you haven't paid anything.



GVENUE.COM.AR/ARMAR/?LANG=EN

Shall we see it working with your numbers?

Half an hour on a video call, with your real menu or schedule loaded, is worth more than any presentation. Write to us and we'll set it up.

EMAIL	WEB	BUILD YOUR SYSTEM
somos@gvenue.com.ar	https://gvenue.com.ar	gvenue.com.ar/armar