



## MOVER &amp; SHAKER

**BARAK SCHURR***One Way Ticket To The Top* words by: Donald C. Stefanovich photos by: Michael Vincent

**N** "I started taking flights out to different cities and acquiring other accounts," says Barak Schurr, sounding much like the Tyler Durden of the ticket world. "It wasn't until we actually got some of the bigger accounts in New York City that my current partners approached me about purchasing the site." Barak, the founder of Wantickets.com, recalls the turning point of his site and ultimately, the beginning of his success. He single handedly founded the largest primary online ticketing outlet second only to Ticketmaster and he's now a major partner in Track Entertainment, whose holdings include Clubplanet.com, Wantravel.com, Cooljunkie.com, Nochelatina.com and Neweyears.com. But his story goes back a bit farther. "I was in a band at the time and I ended up scrapping all my scholarships and moving out to L.A. to do the music thing. I moved to L.A., did the band thing off and on for about 10 years. After my last band broke up I decided I needed to get my shit

together. The music thing wasn't paying the bills and I was sick of sleeping on the floor." Barak would inevitably find himself grasping at the coattails of the dot-com boom. "I ended up trying to do a website that was a clothing site. At the time a buddy of mine had a shop on Melrose called Booth 7," says Barak. Little did he realize that things would eventually come full circle, reuniting his career with the world of music and nightlife but in a way he least expected. "The whole idea of selling clothes kind of fizzled out and didn't work so I had to go figure out another way to make this thing work. I bought this beat-up old tent and I put some stickers on my truck and I got a few guys to start taking photos and we turned into a nightlife site." Booth7.com became a nightlife staple in the Los Angeles area but Barak's greatest revelation was yet to come. "I noticed that when we were at these clubs, every time there was a big DJ playing, there were these big-ass lines outside the club," Barak says of the moment the prover-

bial light came on. "I approached some of the promoters and I was like, 'I'll promote your club for free basically if you let me sell tickets.' They all loved the idea." A few partnerships later, he changed the name to Wantickets. It wasn't long before he had accounts all across the country and even attacked untapped markets in Canada. "It wasn't easy getting this thing started, I had to put up all my savings. There've been times when it looked like it wasn't going to work out and I was going to lose everything." His deal with Track would prove to be his saving grace and now, Wantickets.com is an internationally successful, one of a kind online-entity. "Our system is completely self administrable. Someone can get an account with us and post their own events and admin their own events and be able to get all their customer information. I would compare us to the MySpace of ticketing." Needless to say, he's made his savings back.