



# BIG music

BRANDS ▼ BANDS ▼ FANS

[WWW.BYGMUSIC.COM](http://WWW.BYGMUSIC.COM) 323.886.2946 KRISH@BYGMUSIC.COM

# CHALLENGE 1: THE MUSIC BUSINESS HAS BEEN BLOWN APART

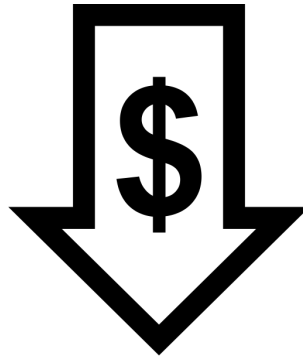
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## 1% PROBLEM

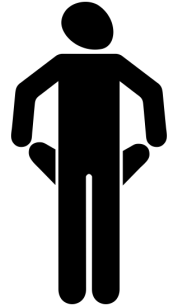
Labels only care about mega stars, not emerging artists.



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## VALUE GAP

Sales are non-existent (Historically: sell one CD, artist made \$2; Now: need nearly 1,000 streams to make \$1).



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## INCOME LOSS

Vast majority of working musicians in America cannot support themselves with their music career.

## CHALLENGE 2: THE MEDIA LANDSCAPE IS TRANSFORMING

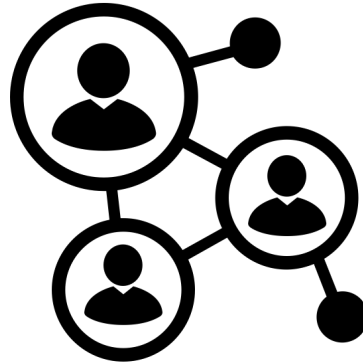
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### UNREACHABLES

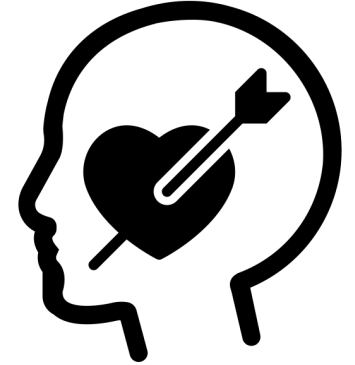
65% of this generation is no longer being reached via traditional and even digital forms of media.



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### EVERYONE IS ON SOCIAL

Approximately 80% of Americans use social media.



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### PASSION DRIVES ADVERTISING

Music is #1 universal passion point and 9 out of 10 social users engage with music on social media.

**SOLUTION:** PAIR MUSICIANS WITH BRANDS FOR THE BENEFIT OF BOTH

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BYGMusic supports music artists by monetizing the power and value of their social fan base on behalf of brands.

- BYGMusic matches artists with brands based on audience data.
- BYGMusic provides full service ideation and campaign execution.
- BYGMusic drives direct revenue to artists in exchange for brand promotion.

# MARKET TRACTION

## WITH JUST MVP PLATFORM:

- 20M Connected Fans
- 200 Active Artists
- \$1.4M Revenue to Date
- Multiple Repeat Customers
- Diversity and Innovation Awards from Ford Motor Co.
- Momentum: Robust Pipeline



American Heart Association.



ESSENTIAL CBD



## CAMPAIGN EXAMPLE: BOHEMIAN RHAPSODY FOR 20TH CENTURY FOX

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[CLICK TO PLAY VIDEO](#)

# MARKET OPPORTUNITY: INGREDIENTS FOR SUCCESS

ARTISTS



FANS



SOCIAL



BRANDS



OPPORTUNITY

**BIG**  
music  
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175,000 music artists in the US alone.

89% of consumers under 35 said that music is their most important leisure activity, more than film/tv and sports.

636M FB active monthly users follow musical artists.

Marketers spend \$10B+ on social influence to reach millennials, with 65% of marketers predicted to increase this in 2019.

Marketers spend \$1.8B on Music sponsorship.

Capture \$25M-\$50M (.25-.5%) of total influencer and sponsorship spend and share with BYG artists.

## NEXT PHASE: EXPANSION INTO A SELF-SERVICE PLATFORM

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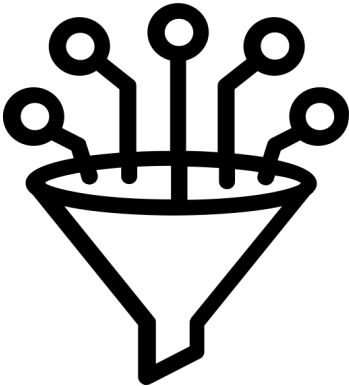
BYGMusic 2.0 will transform our platform into an automated marketplace where artists can take charge of their own financial futures.

Marketers will be able to seamlessly integrate BYGMusic into their rapidly diversifying media buying strategies.



# SELF-SERVICE PLATFORM 2019: MARKETERS AND ARTISTS CONNECT

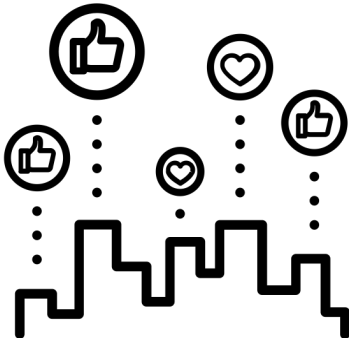
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## MARKETPLACE

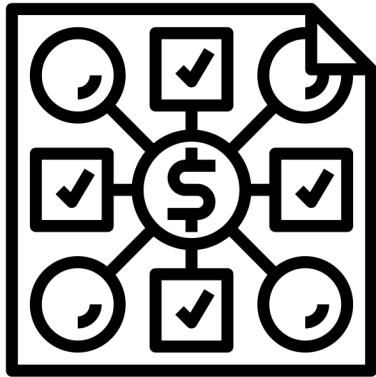
Centralized platform for artists and brands to connect and collaborate on **brand deals**, **affiliate marketing** and **branded content** distribution.



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## EXECUTION

Artists opt in to take advantage of brand offers and post brand messaging and branded content authentically to their social following and at gigs.



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## RESULTS

Fans engage with artist content. BYGMusic tracks and reports back to brand and artist. Artist is paid based on results.

# SELF SERVICE PLATFORM: 2020 AND BEYOND

BYGMusic 2.0 marketplace provides a structured environment for current revenue generators and a foundation for near-future opportunities:



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## ARTIST RESOURCE CENTER

Curated resources helping artists grow their careers including label services, licensing and social media best practices delivered as a paid subscription.



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## BYGMUSIC CONTENT NETWORK

A de-centralized content network purpose built for the social age. Bite-sized advertiser-sponsored content distributed by BYGMusic artists on their social feeds.



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## IN VENUE

Branding touch points in addition to social such as in-venue experiential, tour sponsorship, merchandise co-branding and video integration will provide deeper relationships with brands and increased monetization.

# Krish Sharma

Founder & CEO  
Grammy Award Winner



Team

Mike Alden



Co-Founder & President

Stephanie Sills-Zavala



Co-Founder & Artist Operations

Brendan Shepherd



Brand Partnerships & Business Development

Cassy Boss



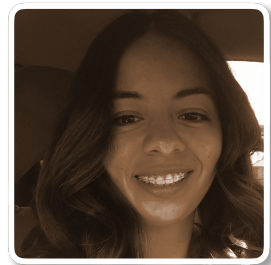
Campaign & Content Strategist

Matthew Ernewein



Chief Technical Officer

Kelley Dooley



Brand & Artist Partnerships

Advisors

Don Was



Babak Farrokh-Siar



Matt Stodder



Valerie Williamson

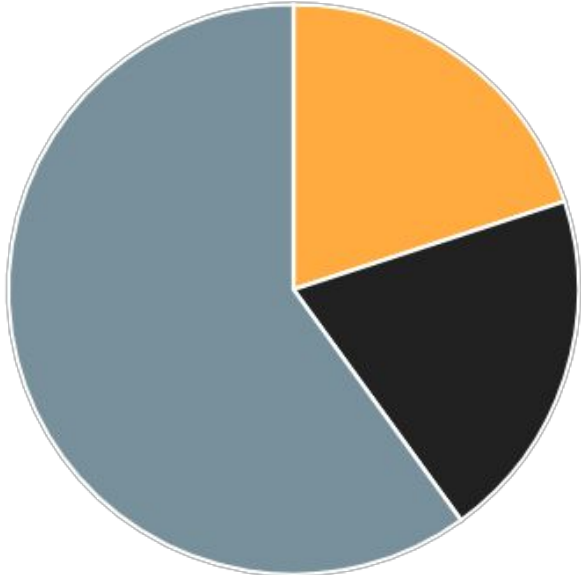


Steve Curd



# CAPITAL RAISE: SEEKING \$1.1M SEED

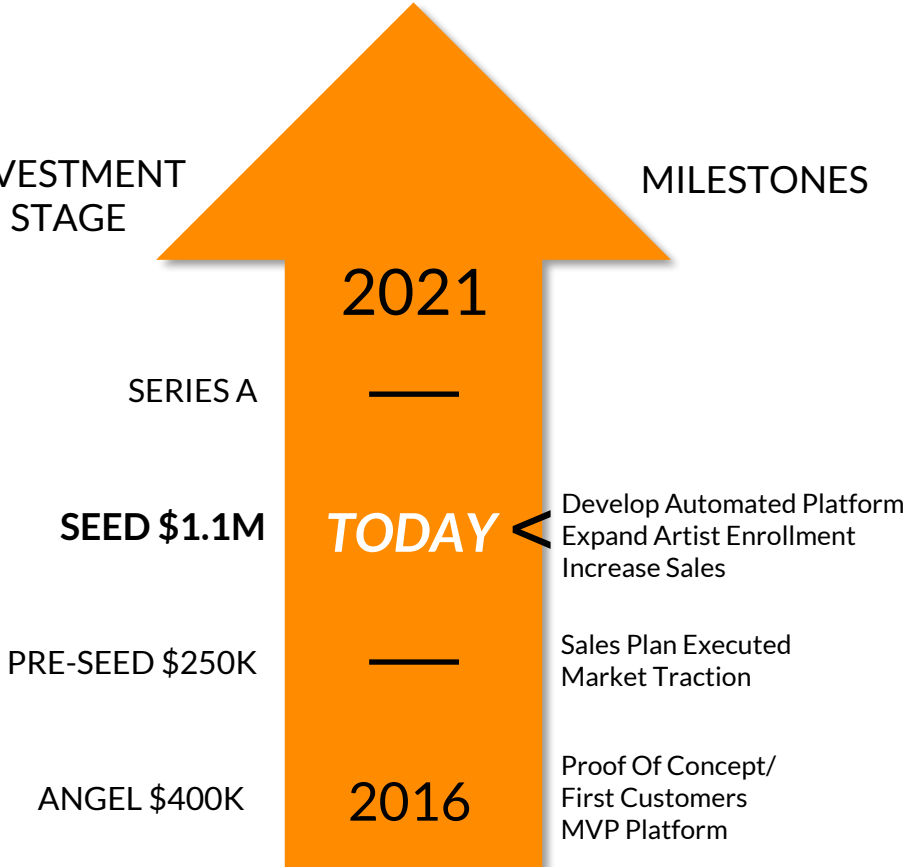
## SEED FUNDING ALLOCATION



SALES & MARKETING   ARTIST OPS   PLATFORM/IP

INVESTMENT  
STAGE

MILESTONES



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## Thank You

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