

 Tunebash  
music freedom





The Music Industry is Broken



Tunebash will power the world's first **open** music ecosystem--connecting fans to the world's largest catalog of **free, streaming music**, and in exchange, artists get access to user listening data and a platform to share **new music experiences** directly with their fans.



# The Problem





- Most Countries Have No Access to Spotify, Pandora
- Subscription Music Services = Too Expensive \$\$
- There are *millions* of sources of free music, thanks to the Internet



- Royalties from music services = nothing
- Distribution & Promotion
- No access to users or their preference data

# Current Technology

# Current Technology



the strokes mp3



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Amazon.com: Angles: **The Strokes: MP3** Downloads. ... Complete a purchase of the CD album for \$9.99 to save the MP3 version to Cloud Player for free, so you ...

























- ▶ 3:29 Machu Picchu Angles
- ▶ 3:55 Under Cover Of Darkness Angles
- ▶ 3:42 Two Kinds of Happiness Angles
- ▶ 2:33 You're So Right Angles



# Current Technology

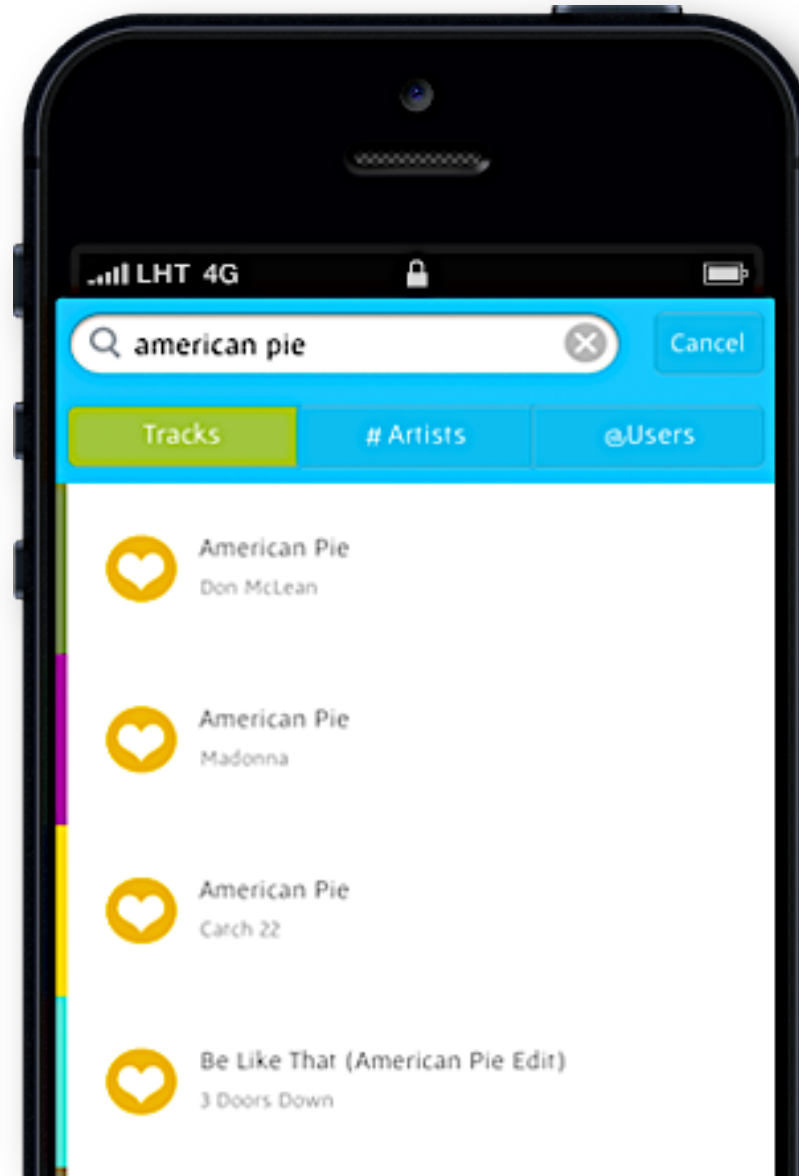
**hulkshare** MUSIC  **Search** **My Music Cloud** **Browse Music** **Groups** **Blogs** **People** **UPLOAD**

Select all tracks

-  [The Stroke](#) by [CreamTDP](#)     
Filename: **The Stroke.mp3**  
⌚ 27:55 ▶ 335 ♥ 0 ↓ 146
-  [Under Control \(The Strokes Over\)](#) by [calebl](#)     
Filename: **Under Control (The Strokes Over).mp3**  
⌚ 03:55 ▶ 1455 ♥ 0 ↓ 843
-  [Macchu Picchu \(The Strokes Cover\)](#) by [2G4R](#)     
Filename: **Macchu Picchu (The Strokes Cover).mp3**  
⌚ 03:33 ▶ 4753 ♥ 0 ↓ 2352
-  [One Way Trigger The Strokes www.baixarmusic...](#) by [rainerferreira](#)     
Filename: **One Way Trigger The Strokes www.baixarmusicascds.com.mp3**  
⌚ 04:08 ▶ 571 ♥ 0 ↓ 244
-  [Azealia Banks Barely Legal \(The Strokes Cover\)](#) by [AzealiaSource](#)     
Filename: **Azealia Banks Barely Legal (The Strokes Cover).mp3**  
⌚ 03:54 ▶ 432 ♥ 0 ↓ 375
-  [Azealia Banks Barely Legal \(The Strokes Cover...\)](#) by [Nordsbash.com](#)     
Filename: **Azealia Banks Barely Legal (The Strokes Cover) ( 2k13 ) [ www.NordSbasH.com ].mp3**  
⌚ 03:53 ▶ 88 ♥ 0 ↓ 29

# Our Technology

# Our Technology



facebook

Dropbox



Instagram



JAMBASE  
GO SEE LIVE MUSIC

flickr

PANDORA

LIVE NATION

Google

ticketmaster

last.fm

SeatGeek

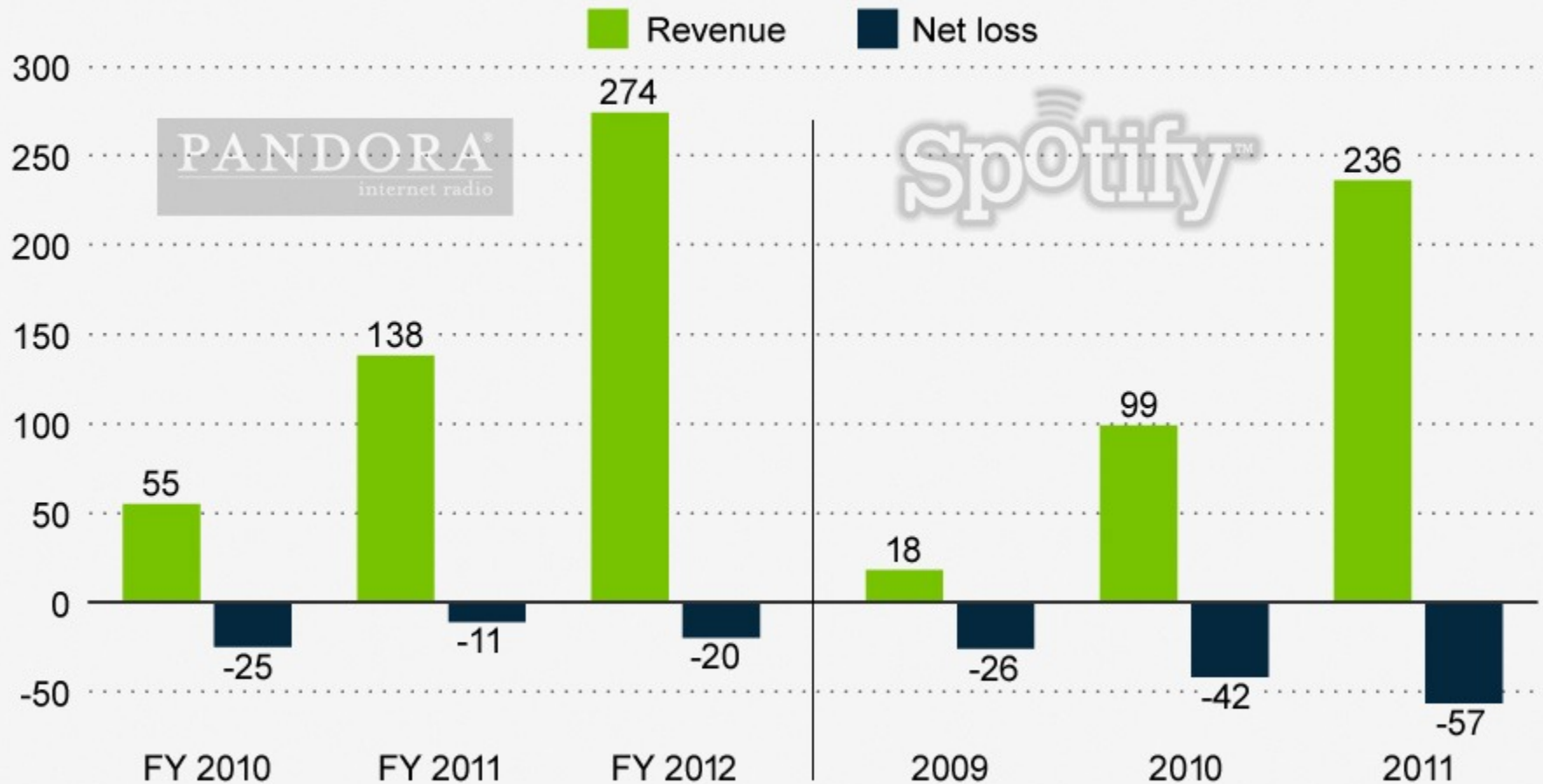


# The Competition

TuneBash

# Will Music Streaming Ever Be Profitable?

Revenue and net loss of Pandora and Spotify (in million U.S. dollars)





Spotify™



PANDORA





**Tunebash**

# User Acquisition

# User Acquisition Strategy

- Facebook, Twitter & Instagram integration

*Cost per acquisition = .20 per user*

- Artist partnerships & affiliate promotion
- Press Outreach
  - Tech & Music Bloggers
- SEO targeting free song title searches

# Business Model

## Music Purchases

TuneBash collects 15% on all music purchased by app users.

## Ticket Purchases

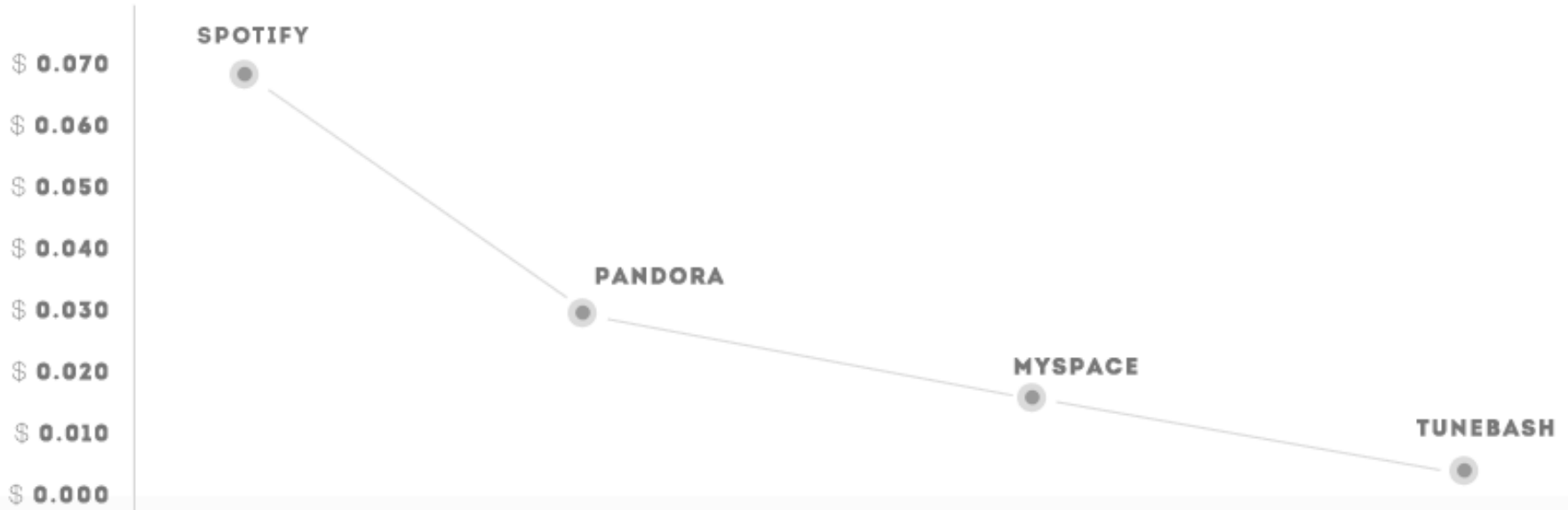
TuneBash receives 10% commission on all concert ticket sales from the app.

## Direct-to-Fan Sales

TuneBash will capture 3% on all artist sales from the app.

# Cost Structure

## MUSIC COSTS PER STREAMING



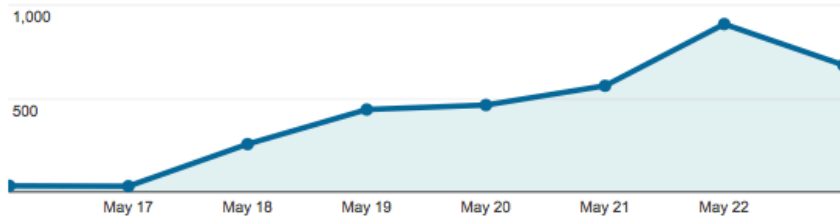
\*\* ESTIMATIONS BASED ON MARKET RESEARCH  
COURTESY - BUSINESSINSIDER.COM

# Current Situation

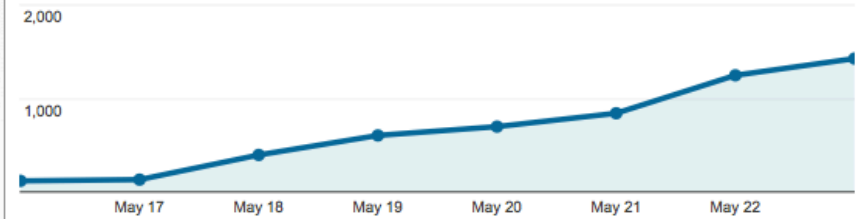
# Lots of Growth

● % of sessions: 100.00%

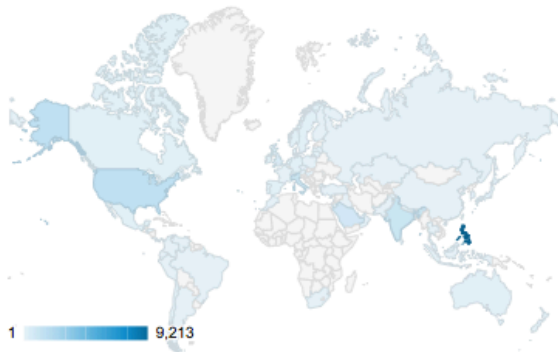
New Users 



Active Users 



Country / Territory 



Top Device Models 



# Press Coverage





# Kickstarter

1. \$5 As a donation
2. \$30 (Free Tshirt)
3. \$100 (Free Tshirt + Premium User on App)
4. \$500 (Free TShirt + Mention on website + Premium User on App)
5. \$999 (2 Free TShirt + Mention on website + Premium User on App + Display on the app main page randomly)
6. \$4999 (3 Free TShirt + Mention on website + Premium User on App + Display on the app Banner, a Full blown ad)

