



The Social Music Network

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Summary

What is Musicom?

A music producer from New York can find a [female Jazz artist from Paris who speaks French and English and is independent] to complete their vision. This search can range to any music profession, anywhere, anyhow.

From this base, Musicom solves multiple issues faced in music.

Such as digitising the A&R process, music file-friendly communication software, a FinTech system, AI, Web 3 and so much more.

Raising £600,000 - Seed	Introducing new technology and data, <u>yet to be done before</u> . Solves big problems for musicians and music companies worldwide.
MVP soft-launched - www.musicomnetwork.com	Team with extensive industry experience
Interest and support from influential musicians and large music organisations.	Pre Revenue

Problems



Lack of connectivity capabilities for musicians. Unable to have exact choice when finding collaborations in music.



Musicians need multiple social media applications to maximise connectivity and opportunity, this is counterproductive.



Complex, difficult and expensive A&R process.

Solutions



A platform with a network of music professionals, their capabilities and a refined search algorithm.



Singular purposeful platform which helps serve as a musical resume, networking and marketing.

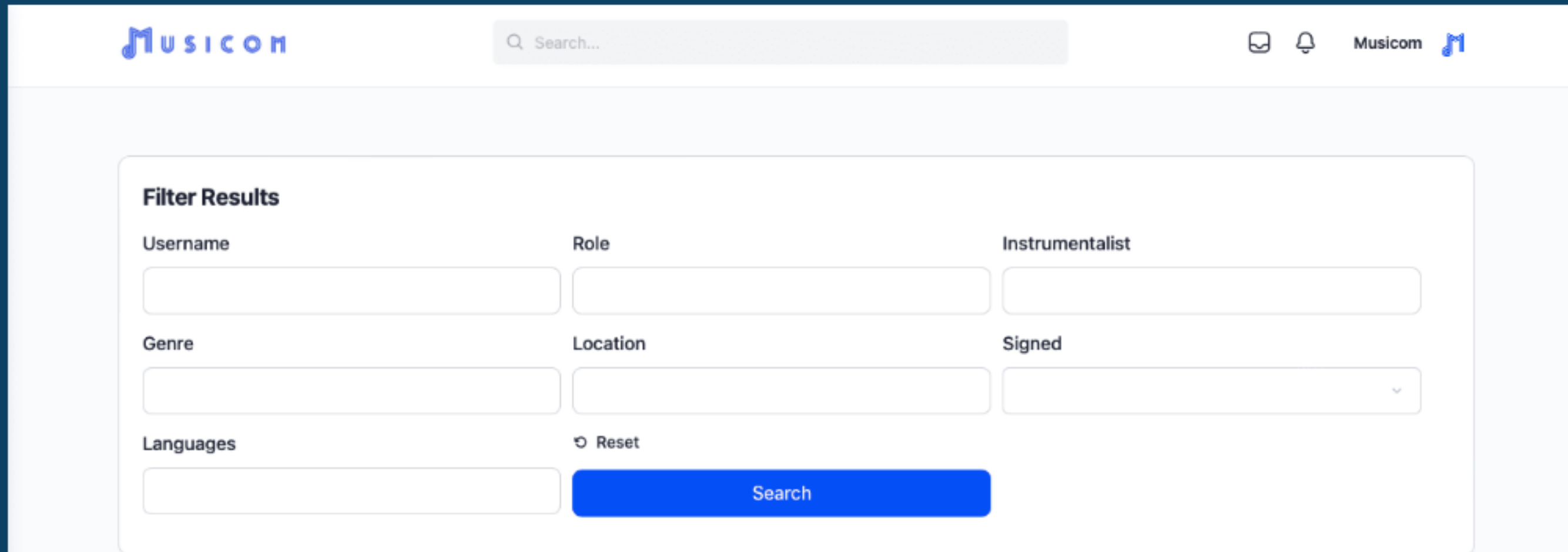


Digitising the A&R process. Through this, labels get direct data for what musicians are generating the most attention from other music professionals. This acts as proof of quality and proof of public interest.

Product

Musicom is an SaaS/SaaS platform, available on both web&mobile app.

This hosts problem solving technology onto the platform.



The screenshot displays the Musicom web interface. At the top, there is a navigation bar with the Musicom logo on the left, a search bar with the placeholder text "Search..." in the center, and user icons (mail, bell) and the text "Musicom" with a music note icon on the right. Below the navigation bar is a "Filter Results" section. This section contains several input fields for filtering search results: "Username", "Role", "Instrumentalist", "Genre", "Location", "Signed", and "Languages". Each field has a corresponding input box. There is also a "Reset" button with a circular arrow icon. A prominent blue "Search" button is located at the bottom right of the filter section.

Username	Role	Instrumentalist
<input type="text"/>	<input type="text"/>	<input type="text"/>
Genre	Location	Signed
<input type="text"/>	<input type="text"/>	<input type="text"/>
Languages	<input type="text"/>	
<input type="text"/>	<input type="text"/>	

[Reset](#) [Search](#)

Market

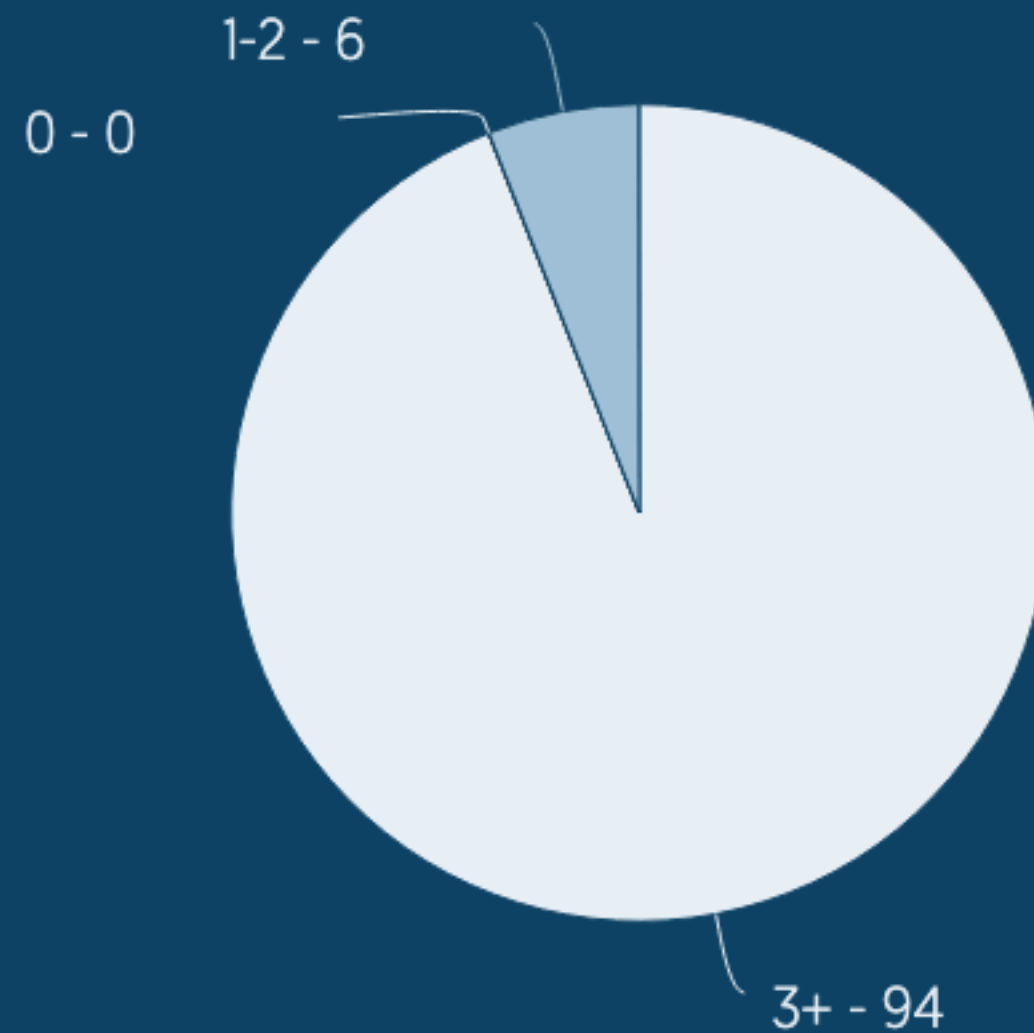
Market Size

Musicom's target market is over 75,000,000 - 100,000,000 music professionals worldwide. From artists, instrumentalists, producers to A&R and Music Managers.

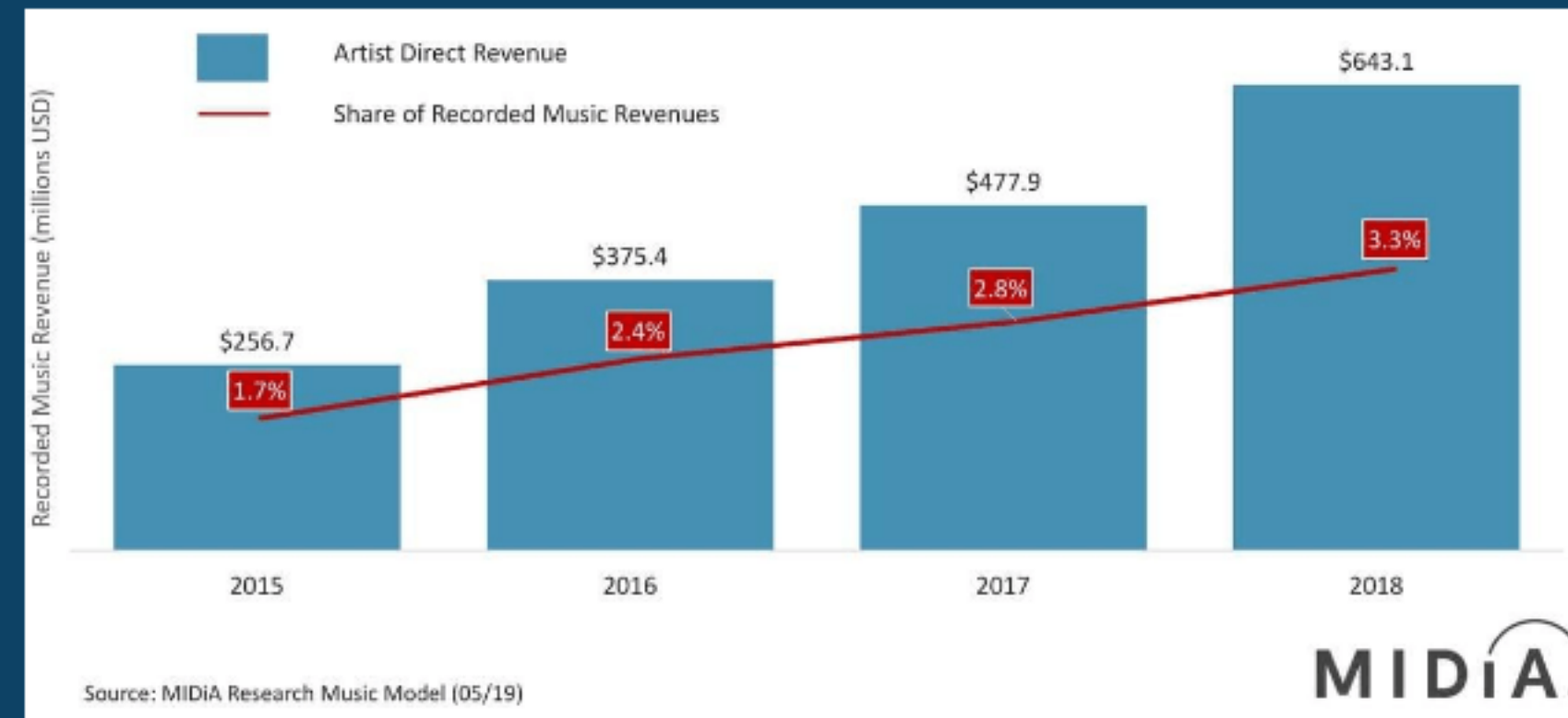
Music generated \$30bn in the last year in revenue from music sales, streams & publishing.

Market

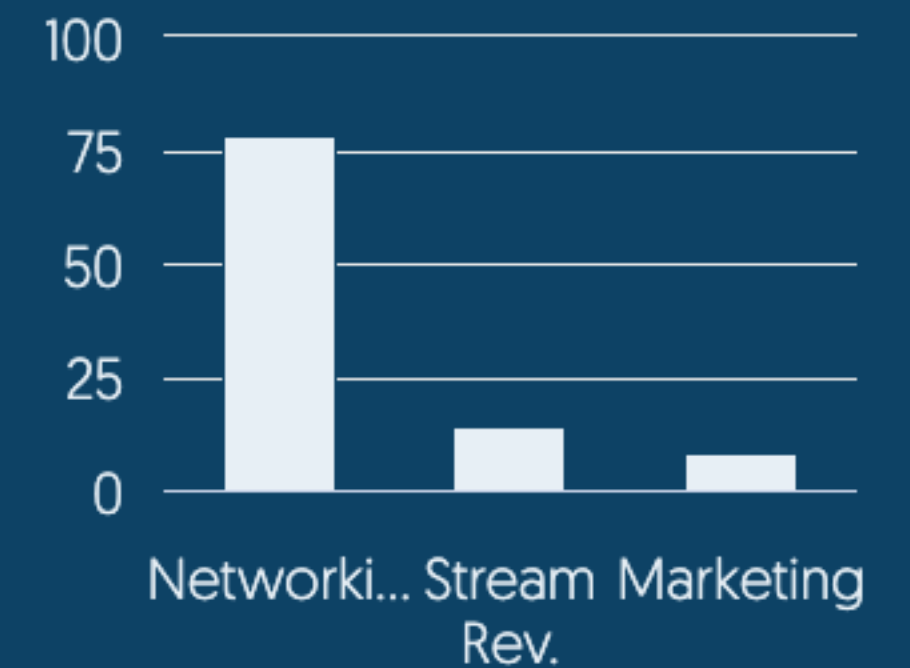
Market Trend



94% said they have 3 or more social medias to connect, collaborate and market their music.



This shows the rising trend for musicians to go independent.



78% of musicians said networking is the biggest problem in the music industry at the moment.

Business Model

Musicom will revenue from a low cost subscription model.

The key factor is a low cost fee as most aspiring music professionals have part time jobs to fund their passion, we do not want to deter them.

Other revenue streams:

- Advertisement
- NFT Marketplace Commission
- Live Networking Events
- Music Festivals / Shows
- Data
- High Value Collaborating Deals With Distributors / Labels [Spotify, UMG etc]



Competition

There are no direct competitors for Musicom but we have 3 indirect competitors.



Vampr is the most similar, released in 2015. Acts as a musician finder but is as a dating app, with only swipe right/left features. Finding musicians for love, only if they are near you.



SoundCloud is indirect competition as a lot of rising musicians upload their music onto their platform. However, they are a music streaming platform. Their app is similar to our 'portfolio' section.



LinkedIn is similar in the sense it is a networking platform, however they operate for corporate networking, a completely different market.

Customer Acquisition

Targeted User Acquisition Cost - £8 - £12 first year.

Being a network, these costs decrease after the first year.

Collaborate with music organisations and their database of users/customers - we have already had interest from institutes such as BIMM, LIPA and Capitol Records

Musicom has already connected with large UK musicians who can support marketing such as: Skepta - JME - Wretch 32 - Aitch - Emilie Sande - Avelino - Labrinth - Giggs - Mabel - AJ Tracey - Sam Tompkins - Central Cee - Chronixx and more.

Team

Christian Bou Mansour

Founder/CEO

Young, energetic and great problem solving skills. Self employed since the age of 16 with a previous venture in the web3 space and a 6 figure exit at just 20 years of age. Experience in marketing, management and technology; with a passion for creating music.

AJ Joshi

CTO/Advisor

15+ years with his own successful IT development company with 5+ exits and multiple million dollar projects for reputable companies such as Twitter and more. He also created the first independent friendly label in the UK which helped birth Skepta, Wiley and many more.

Daniel Undusu

Head of Relations

Music manager for artists and producers for over 10 years. Worked A&R for the world's biggest labels for over 5 years and successfully manages recording studios.

Jamie 'JME' Adenuga

Advisor

JME is a multi-award-winning Grime artist, with millions of followers and streams. He is also the head of an independent label, Boy Better Know, which he runs with multi-platinum selling artist, Skepta.

We are proud to be a founding team of ethnic minorities.

Progress to Date

- Completed problem solving software.
- Successful alpha/beta testing stage with users ranging from all music professionals, experience levels, cities and genres.
- Company House set up. Logo, emblem and word trademarked. All IP owned by Musicom.
- Business Bank Account & Paypal Account ready.
- SEIS/EIS approved.
- Multi-Platinum musicians with millions of followers supporting.
- Institutional interest from the likes of BIMM and others.
- Previously raised £100,000. Pre-Money valuation of £2,000,000.

Finance

Raising: £600,000 for 15%

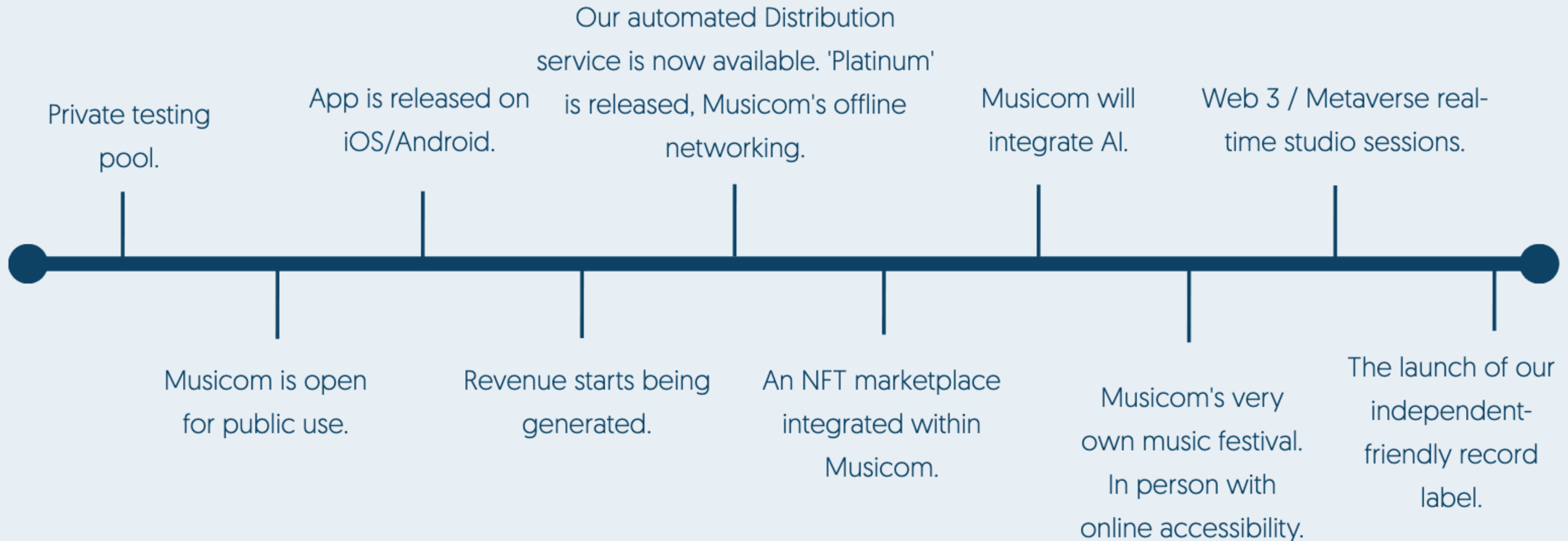
Subject to negotiation.

Estimated Av. Burn Rate: 50,000 p/m

Cash Flow Forecast

Musicom Forecast	Year 1	Year 2	Year 3
£			
Costs			
Workforce			
Developers	200,000	245,000	500,000
HR/PR	25,000	25,000	25,000
Management			35,000
Hosting Data/Servers	30,000	40,000	50,000
Marketing/Content		26,000	55,000
Legal/Accounting	30,000	30,000	60,000
Marketing			
Facebook/Google Ads	5,000	10,000	20,000
Campaigns	250,000	250,000	250,000
Billboards		5,000	10,000
Unallocated Reserve		50,000	100,000
Physical Promotion			5,000
Office	35,000	35,000	60,000
	575,000	716,000	1,170,000
Revenue			
Ads	100,000	250,000	500,000
Data	50,000	100,000	275,000
"Platinum" Accounts			120,000
Premium Accounts		2,400,000	6,000,000
	150,000	2,750,000	6,895,000
P/L	425,000	2,034,000	5,725,000

Roadmap



Target ROI

If we achieve 1% of music professionals as premium users, annual revenue is estimated:

£60,000,000

If we achieve 10% of the target market for premium users, annual revenue is estimated:

£600,000,000.

- This is only revenue from subscription based accounts. Not including other income forms.
- This is also only with a small subscription fee of £4 per month.
- Being a software platform, a high percentage of revenue is profit.