

TORA

TEAM

FOUNDER

ALESSANDRO CASTELBUONO



- Italian, British, Jamaican, based in Tokyo
- 20-year experience as international DJ
- Promoter in Europe/Asia, record label founder
- Digital Performance and Marketing Insights Senior Manager at Gucci
- Education: Bocconi Milan, HEC Paris

ADVISOR

FRANCESCO BETTI



- Italian, based in London
- Director at Astorg (+€20bn Private Equity)
- Ex BCG
- DJ
- Education: Bocconi, Milan



PROBLEM

- 1.** Electronic music artists touring internationally face language barriers, lack of local contacts, and fragmented booking processes.
- 2.** Venues struggle to find fresh talent and manage international bookings efficiently.
- 3.** There is no streamlined, trusted platform that matches artists, agents, promoters, and venues globally — while handling calendars, profiles, and direct communication in one place.

SOLUTION

A PRIVATE COMMUNITY OF PROFESSIONALS FROM THE CLUB INDUSTRY



TO FACILITATE ARTISTS BOOKINGS AROUND THE WORLD

OPPORTUNITY

BUILD THE FIRST DEDICATED, MULTILINGUAL AND NETWORKING HUB THAT HELPS:



Artists get discovered and connect internationally



Venues fill their lineups with relevant touring artists



Promoters access new talent while reducing frictions

CONNECT USERS



BE PART OF A SAFE SPACE FOR PROFESSIONALS ONLY

SHARE TOURING CALENDAR AVAILABILITY AND PLAN IN ADVANCE

NOTIFICATION WHEN ARTIST AVAILABLE IN THE CITY/AREA

EXPLORE NEW MARKETS

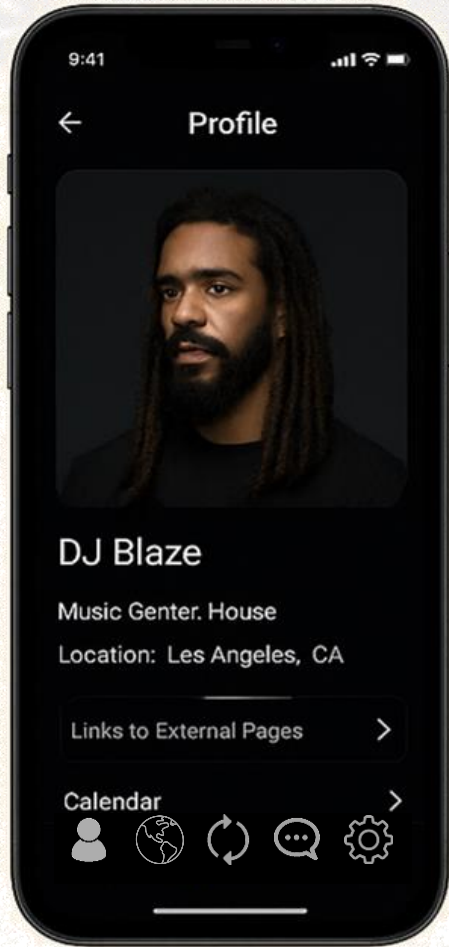
DISCOVER NEW ARTISTS

CONNECT WITH COUNTERPART TO DISCUSS BOOKING DETAILS

BUILD A SOLID AND RECOGNIZED NETWORK WITHIN THE PLATFORM

FACILITATE ARTISTS BOOKINGS AND CONNECT WITH PROMOTERS & VENUES AROUND THE WORLD

THE PLATFORM



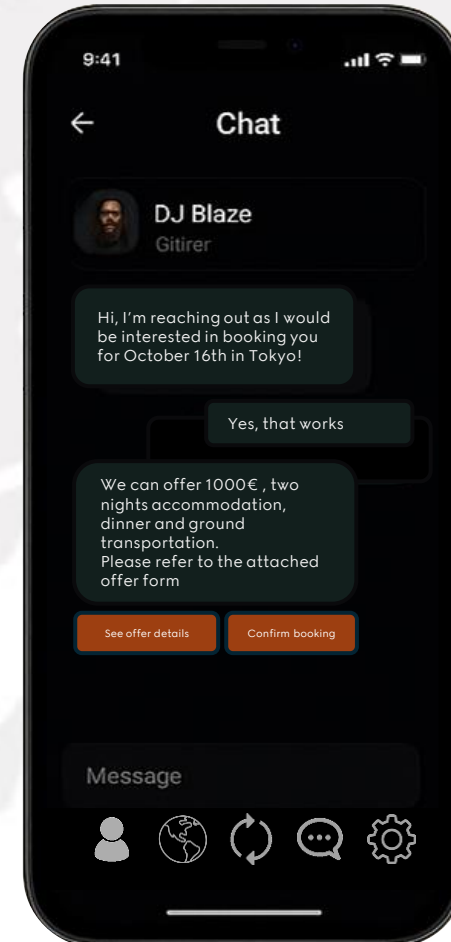
PROFILE



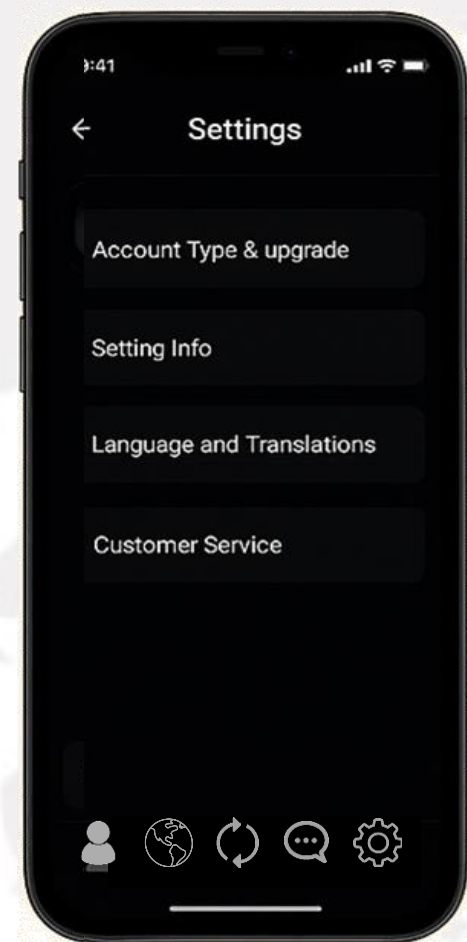
EXPLORE



MATCH

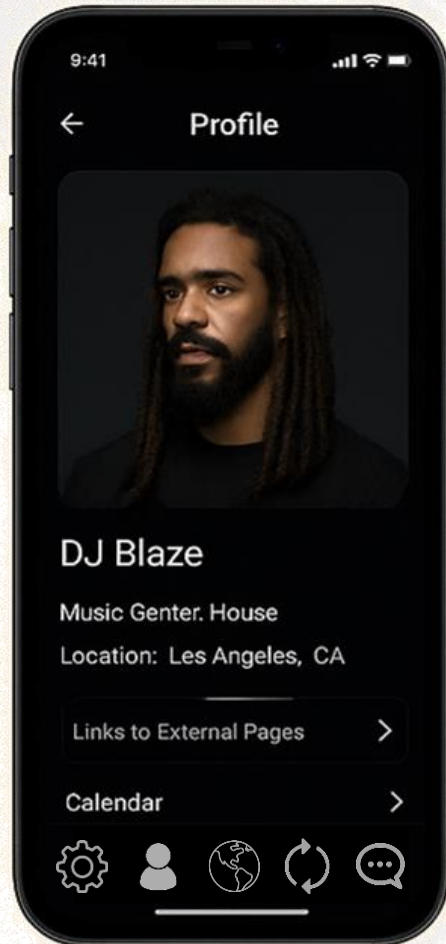


CHAT



SETTINGS

PROFILE



ARTIST / AGENT

PROFILE INFO, MUSIC
GENRE, LOCATION

PROMOTER/VENUE

PROFILE INFO, MUSIC
GENRE, LOCATION, SIZE

CALENDAR AVAILABILITY

BIO &
LISTEN MIX

BIO

LINKS TO EXTERNAL WEBSITES (RESIDENT ADVISOR, IG,
SOUNDCLOUD, SPOTIFY, ETC.) OR ATTACHMENT (I.E.
RIDER)

EXPLORE



ARTIST / AGENT

PROMOTER/VENUE

FILTER MAP BY LOCATION

**SEARCH FOR EVENTS AND
VENUES**

SEARCH FOR ARTISTS

**FILTER BY LOCATION,
MUSIC, CALENDAR, SIZE**

**SEE ARTISTS VISITING YOUR
AREA IN SPECIFIC PERIOD**

**CONNECT WITH COUNTERPART TO DISCUSS THE BOOKING
DETAILS**

MATCH



ARTIST / AGENT

PROMOTER/VENUE

AUTOMATIC MATCHING ENGINE PROPOSAL BASED ON
PROFILES INFORMATION

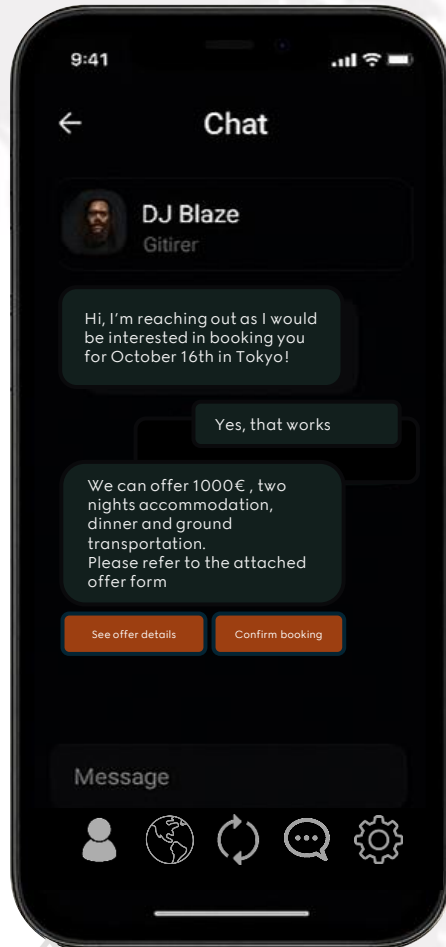
DISCOVER NEW EVENTS &
VENUES AROUND THE
WORLD

DISCOVER NEW ARTISTS
AROUND THE WORLD

GIVE & RECEIVE "LIKES" FROM COUNTERPART TO
LEGITIMIZE YOUR STATUS IN THE SCENE

GET NOTIFIED IN ADVANCE
WHEN "LIKED" ARTISTS
VISIT YOUR AREA

CHAT



ALL USERS

CONNECT WITH COUNTERPART TO DISCUSS AND FINALIZE BOOKING CONDITIONS

AUTOMATIC TRANSLATION AVAILABLE TO SUPPORT LANGUAGE DIFFERENCES

SEND / REVIEW BOOKING OFFER VIA IN APP TEMPLATE WITH CLEAR DETAILS OF WHAT INCLUDED (I.E. # NIGHTS HOTEL, MEALS, GROUND TRANSPORTATION, FLIGHTS, RIDER)

PHASE 1: CONTRACT AND PAYMENTS SEPARATELY
PHASE 2: CONTRACT AND PAYMENTS HANDLED IN APP

KEEP TRACK ON THE PLATFORM OF ALL BOOKING DETAILS

SUBSCRIPTION MODEL

<u>SUBSCRIPTION</u>	<u>FEATURES</u>	<u>PRICE</u>
FREE	CREATE A PROFILE	-
	SEE COUNTERPART LIST INVOLVED	
PAY BASIC (30 DAYS)	SHOW/SEE CALENDAR AND MATCH WITH COUNTERPART	€20
	2 DIRECT CONTACTS PER MONTH TO COUNTERPART (1 EXTRA CONTACT €5, 5 EXTRA CONTACTS €15, 10 EXTRA CONTACTS €25)	
	SEND 5 PROFILE LIKES EVERY 24 HOURS (10 EXTRA LIKES €2, 7-DAYS UNLIMITED LIKES €5)	
PAY PREMIUM (6 MONTHS / 1 YEAR)	CALENDAR ALWAYS VISIBLE	€150/€240
	GET NOTIFICATION WHEN ARTIST VISITING THE CITY	
	BE ON TOP OF THE EXPLORE RESULTS	
	UNLIMITED DIRECT CONTACTS TO COUNTERPART	
	ADS FREE	

GO TO MARKET STRATEGY



1. INITIAL FOCUS

Start with key Asian countries with existing electronic music scene (Japan, Korea, Thailand, Indonesia, Philippines, Vietnam, Taiwan, China, Singapore, India). Early adopters: touring DJs, trusted local venues, promoters.

2. COMMUNITY BUILDING

Leverage existing network as a bridge (survey shared with 150+ professionals in target, collecting propensity, price elasticity and email database).

Offer limited free access for main venues of the region to drive sign-ups and active listings.

3. ACQUISITION CHANNEL

Direct outreach to agents and managers already touring Asia and targeted Ads on Instagram & Facebook
Leverage on existing network to obtain press coverage from main institutions in underground club scene (i.e. Mixmag Asia, Resident Advisor, etc.).

4. VIRAL LOOPS

Artists add tour dates → venues see them → bookings happen → more artists list their tours to get discovered.
Reward referrals: give users credits for inviting others.

WHAT'S NEXT



FINALIZE MARKET RESEARCH



CONSOLIDATE TEAM (APP DEVELOPER, UI/UX DESIGNER)



CREATE MVP



BUILD INITIAL USER DATABASE

FURTHER FUTURE OPPORTUNITIES



SCALE MODEL TO OTHER MARKETS (I.E. LATIN AMERICA, AUSTRALIA, ETC.)



INTEGRATE FULL CONTRACTING SYSTEM WITHIN THE PLATFORM
IN LINE WITH LOCAL LEGAL REGULATIONS



ALLOW PAYMENTS DIRECTLY WITHIN THE PLATFORM



BECOME THE REFERENCE BOOKING HUB FOR
THE ELECTRONIC MUSIC INDUSTRY ACROSS MARKETS