

# Meet the Team



**Odhran O'Brien**  
Market Research



**Matthew Liou**  
Product Creation



**Buket Urgen**  
Product Creation



**Adrián Nieto**  
Business  
Intelligence



**Hziel Andrade**  
Data Scientist  
Software Engineer



**Nicole Thompson**  
Market Research

# Pitchit



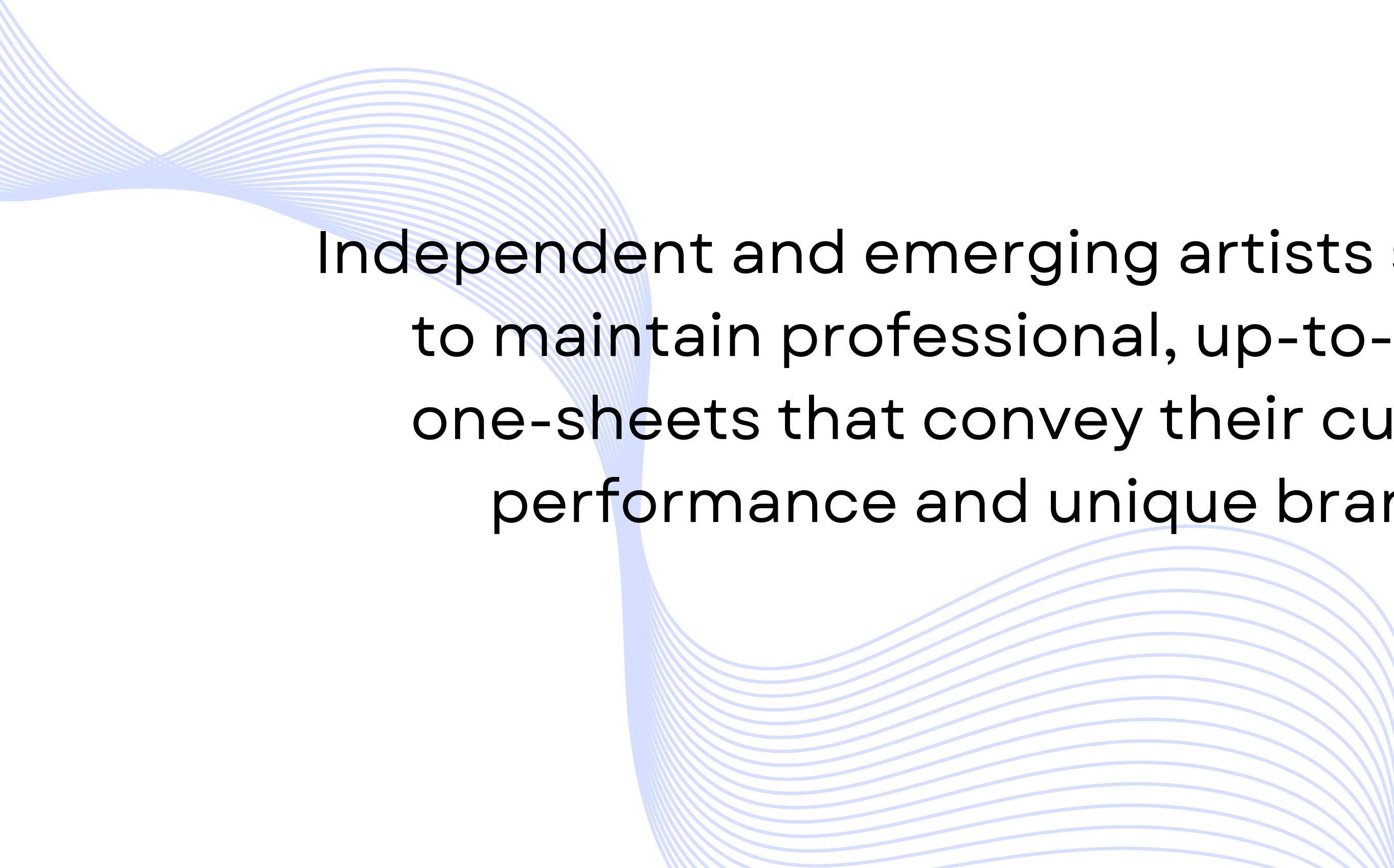
Dynamic, modular one-sheets for  
growing artists.

**Presentation by**

Haziel Andrade   Odhran O'Brien  
Adrián Nieto   Nicole Thompson

Matthew Liou  
Buket Urgen

# Problem:

A large, abstract graphic composed of numerous thin, light blue lines that curve and overlap, creating a sense of motion and depth. It spans the width of the slide, with a denser cluster on the left side and a more scattered arrangement on the right.

Independent and emerging artists struggle to maintain professional, up-to-date one-sheets that convey their current performance and unique brand.

# Pitch It

Allows **artists** to create dynamic, modular **one-sheets** with real-time data from **Chartmetric**, **Songkick**, **Spotify**, and many other platforms, along with **social listening data**.

# Set-Up in Three Simple Steps

1.

*Account Creation & Onboarding*

2.

*Connect Data Sources & Customize Content*

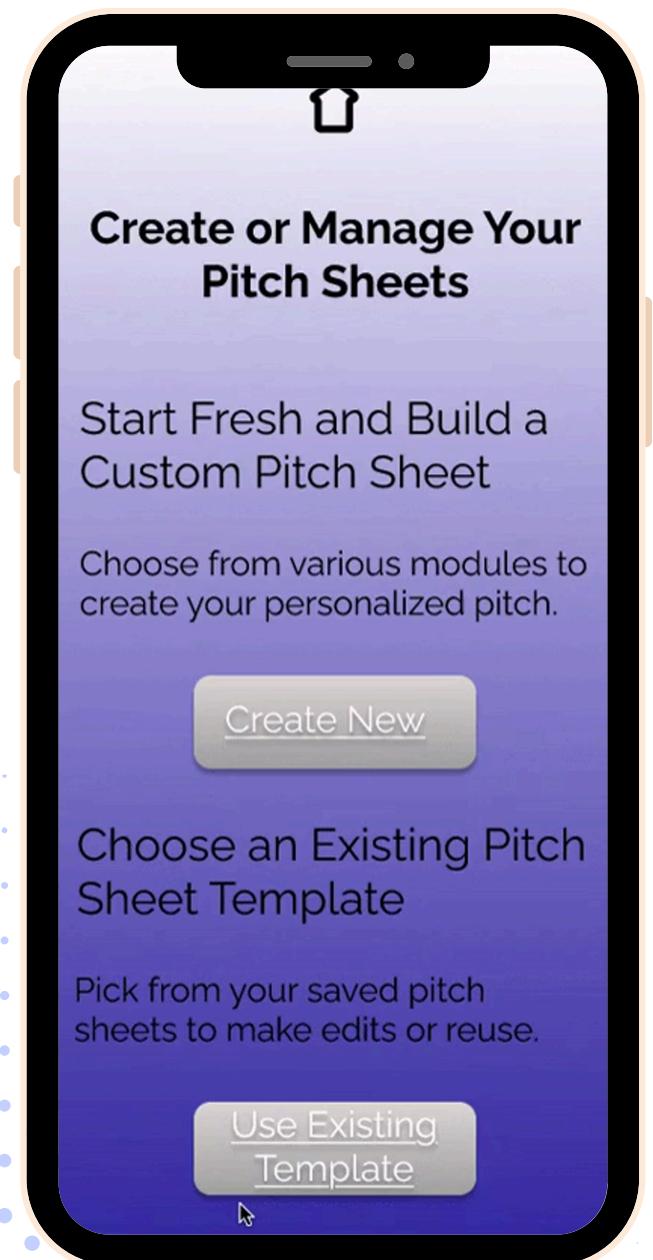
3.

*Share the Dynamic One-Sheet via URL or QR Code*

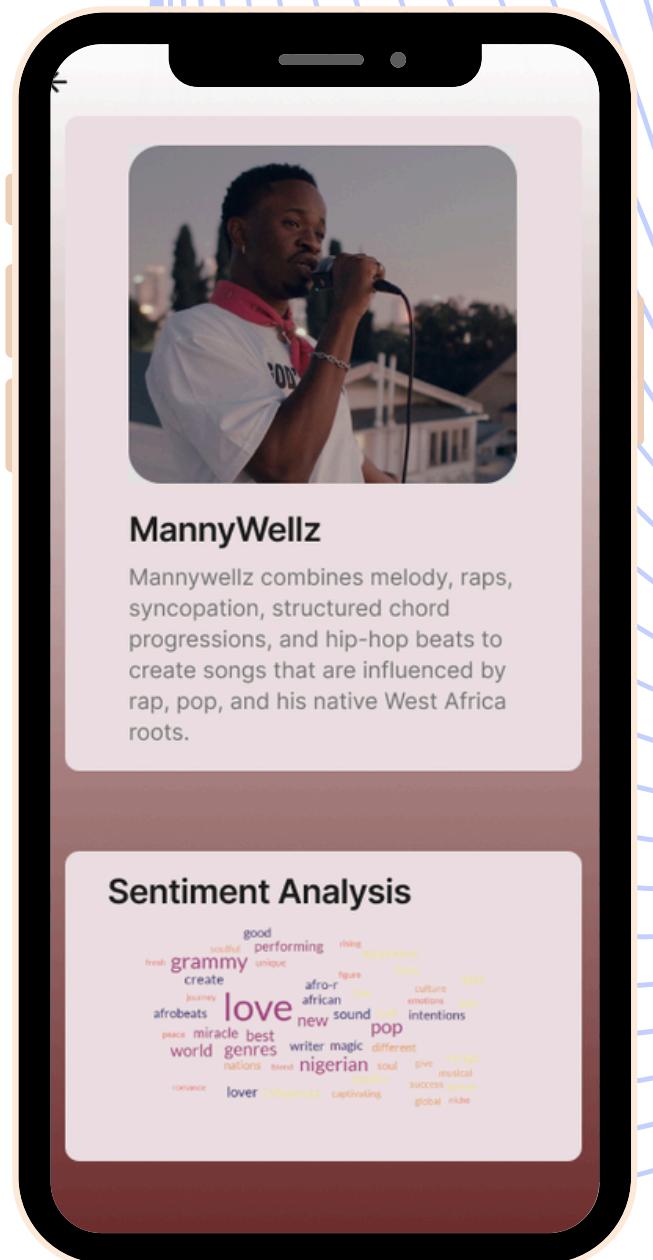
Pitch It one-sheets grow with the artist, so routine updates are not required.

Our platform provides unmatched flexibility and ensures each version is perfectly aligned with the recipient's needs.

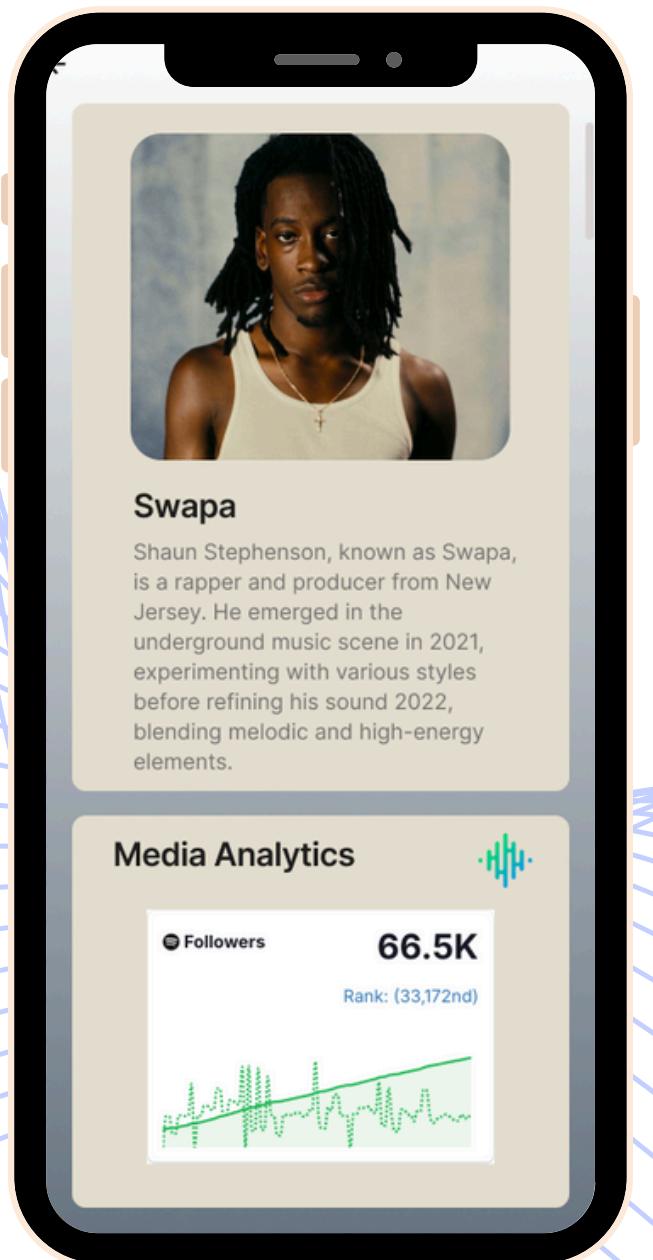
# User Journey



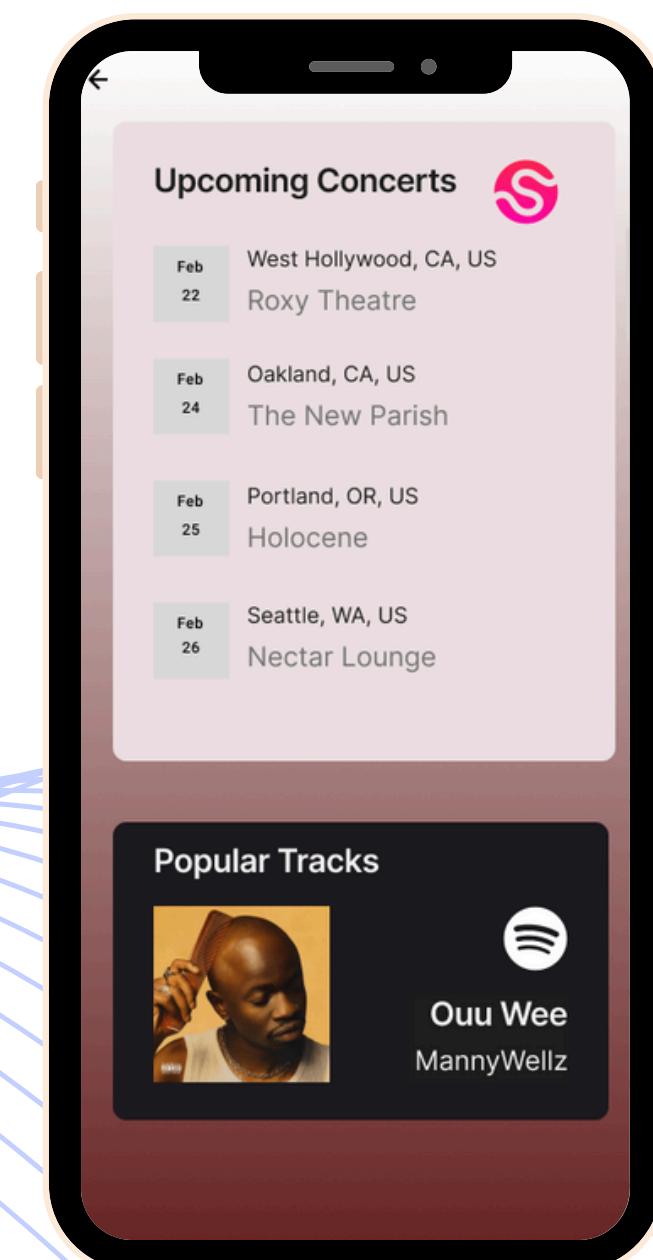
Onboarding



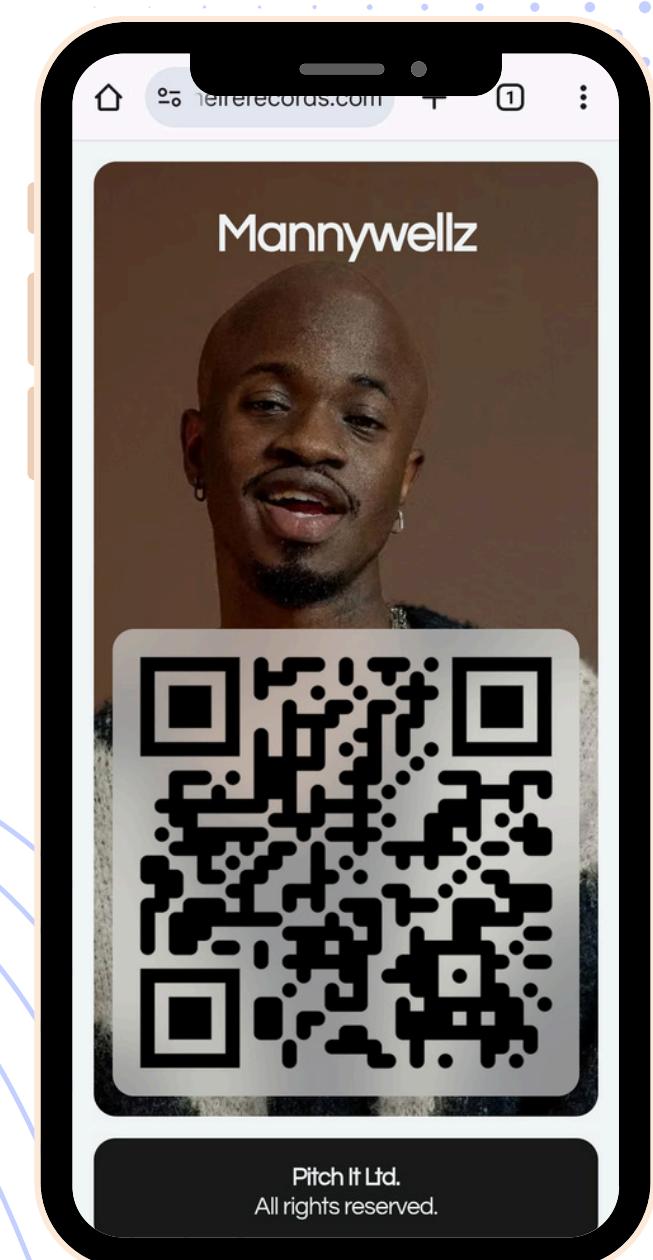
Artist Bio, Press & Reviews



Chartmetric Integration



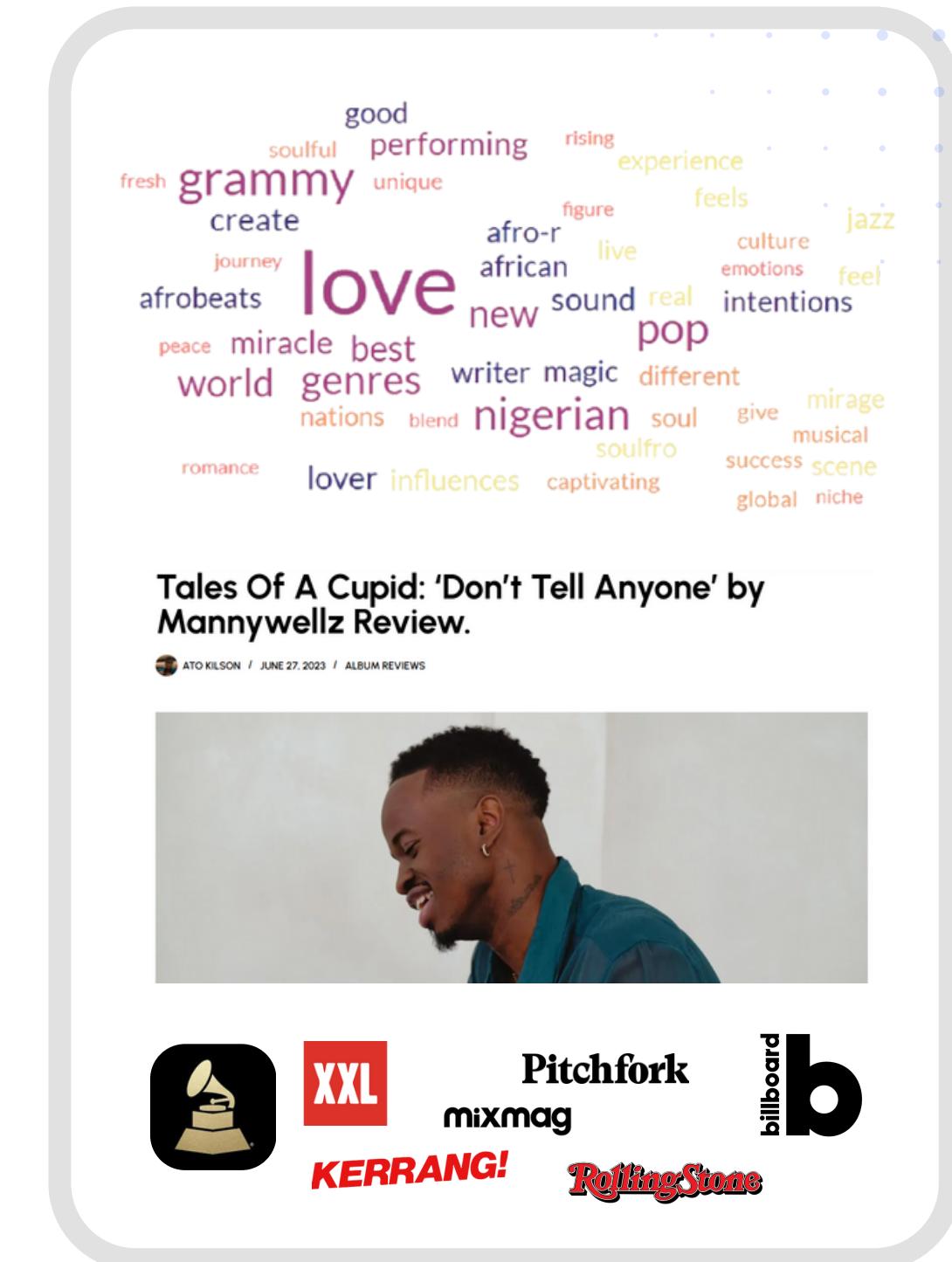
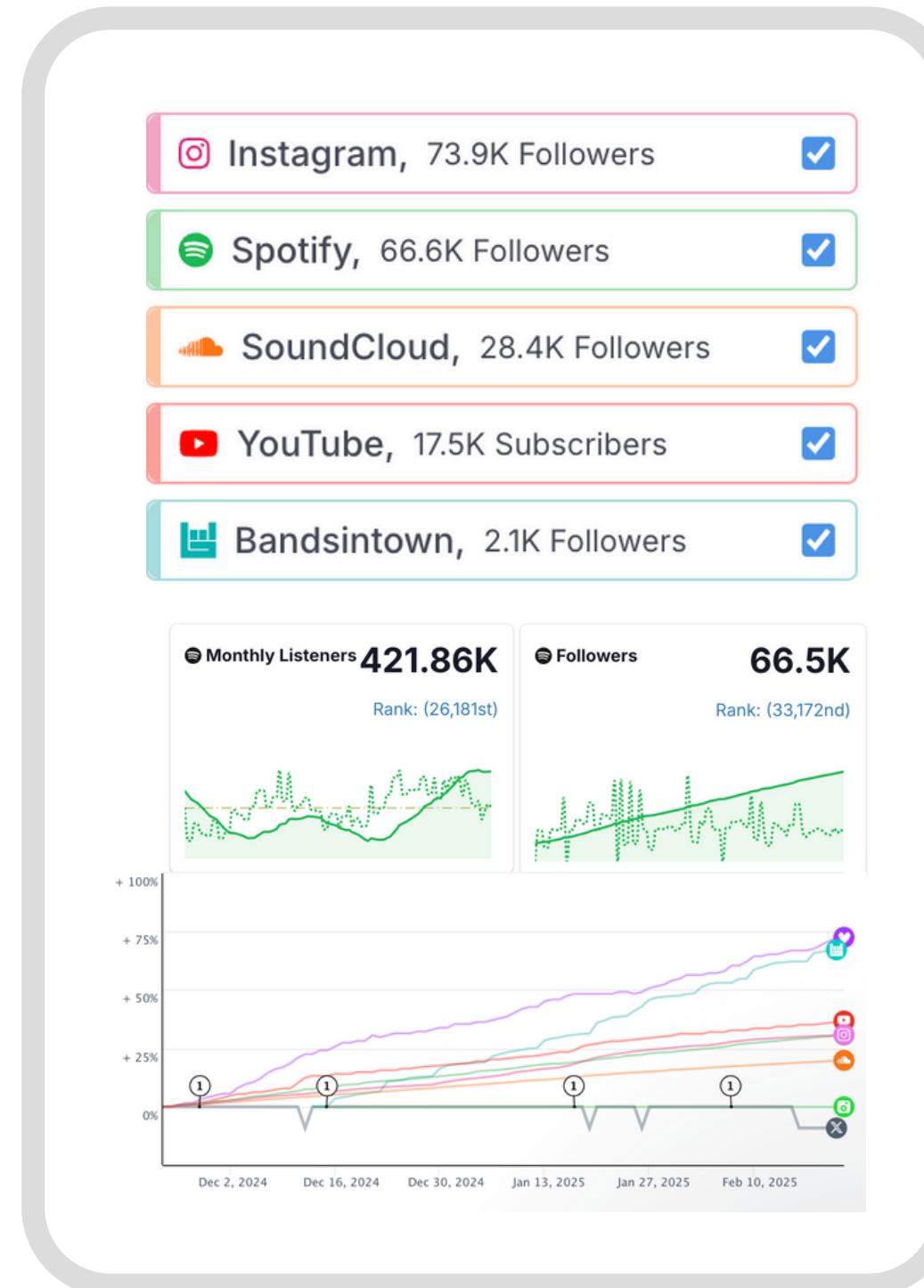
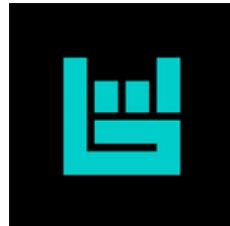
SongKick Integration



Sharing

# Cross-platform performance insights

Pitch It automatically retrieves the most recent information—**data, publications, ratings, and reviews.**

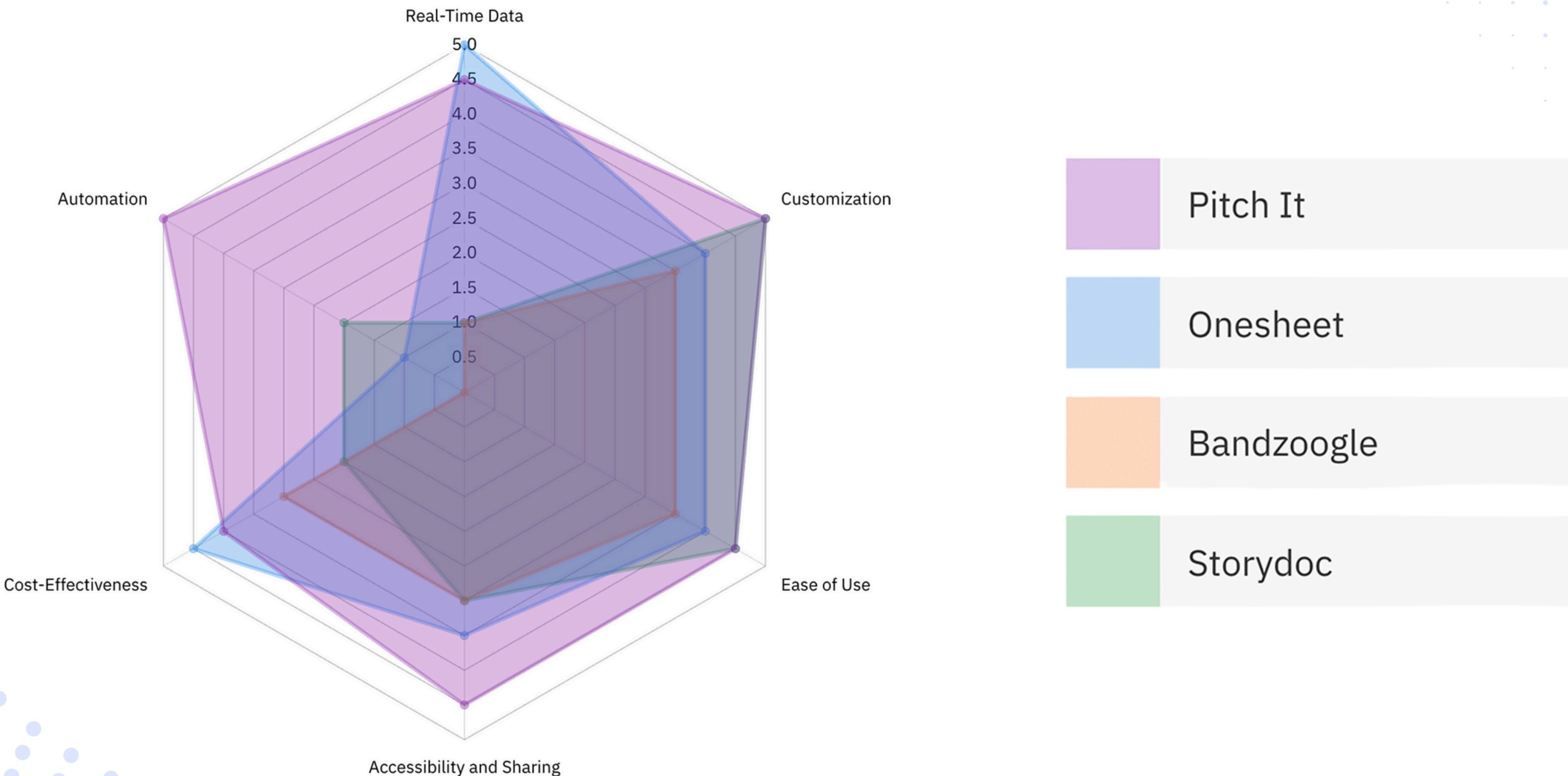


# Business Model

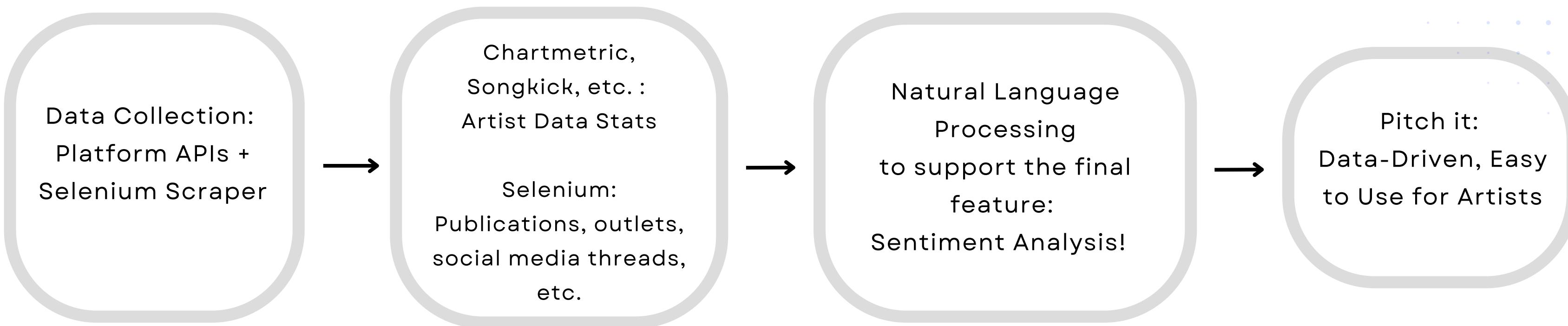
## Tier-Based Subscription

FREE	PRO	PREMIUM	A&R
\$0	\$9.99/month	Custom	Custom
<ul style="list-style-type: none"><li>• Basic one-sheet Creation</li><li>• Limited Modules</li><li>• Real-Time Data Integrations</li><li>• Social Listening for Fan Sentiment Analysis</li><li>• Basic Customization Options</li></ul>	<ul style="list-style-type: none"><li>• All Free Tier features</li><li>• Additional Modules: Tour &amp; Live Performance, Press &amp; Reviews</li><li>• Advanced Design Customization</li><li>• Offline Editor</li></ul>	<ul style="list-style-type: none"><li>• All Pro Tier features</li><li>• Multi-artist account support for managers and labels</li><li>• Analytics Dashboard for Engagement Tracking</li><li>• Integration with External CRMs</li><li>• Ultimate customization options including artist branding</li></ul>	<ul style="list-style-type: none"><li>• Access the Pitch It library of artist one-sheets.</li><li>• Explore emerging artists and view their key metrics in a standardized format.</li><li>• Save your favorite artists and track their growth over time.</li><li>• Filter and sort artists to find the perfect fit for your needs.</li></ul>

# Competitive Landscape



# Data Roadmap



```
fetch artist's top songs and streaming stats
def top_songs(artist_id, token):
    url = f"https://api.chartmetric.com/api/artist/{artist_id}/songs"
    headers = {"Authorization": f"Bearer {token}"}
    response = requests.get(url, headers=headers)
    if response.status_code == 200:
        return response.json()
    else:
        raise Exception(f"Error fetching songs: {response.status_code}, {response.text}")

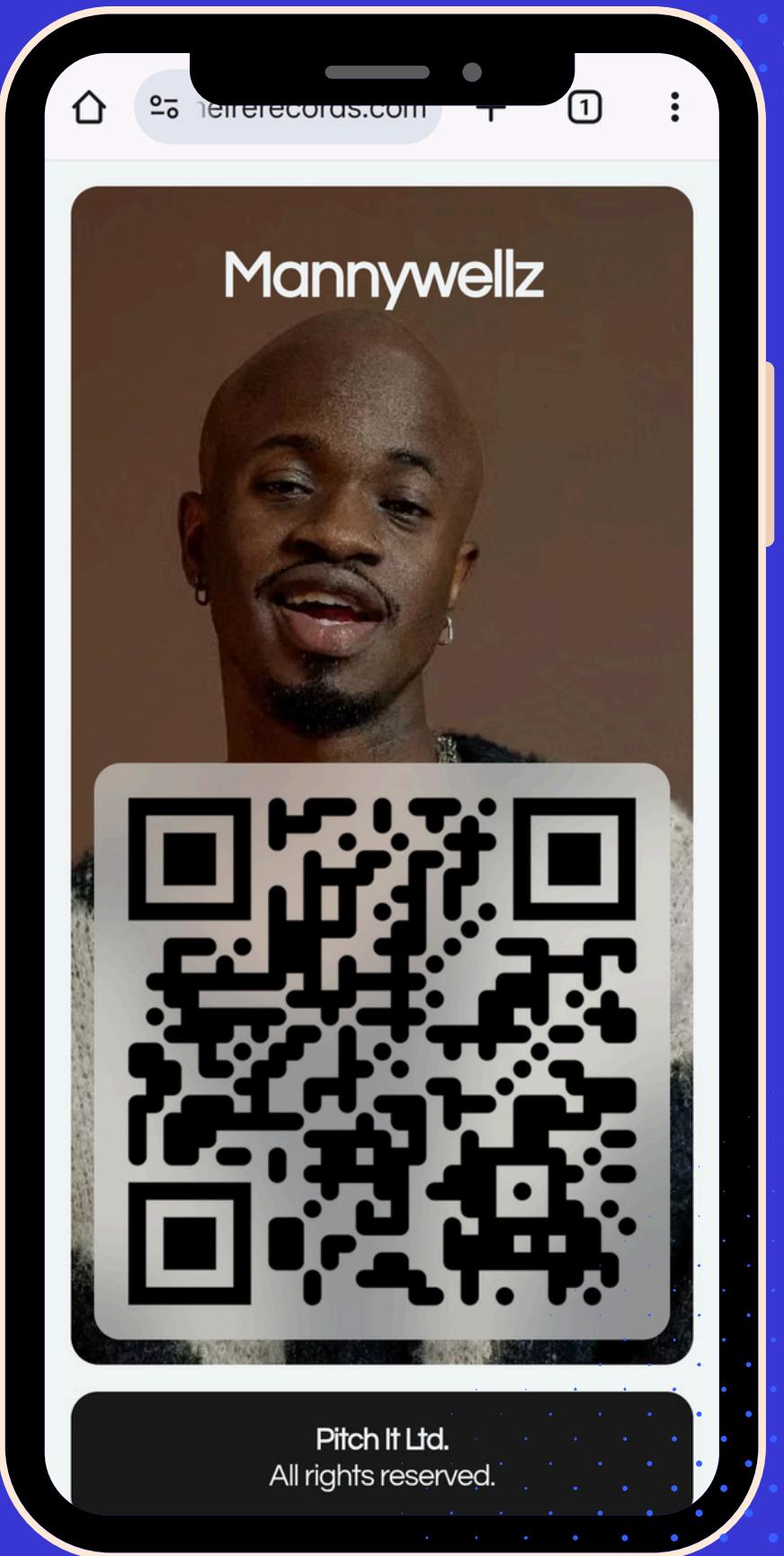
# Categorize sentiment
def categorize_sentiment(score):
    if score >= 0.05:
        return 'Positive'
    elif score <= -0.05:
        return 'Negative'
    else:
        return 'Neutral'
```

# Next Steps

- Handle Third-Party API Costs and Request Limits
- Raise Awareness for Artists and/or A&R
- Potential Data Gaps
- Pricing Sensitivity
- Industry Inertia
- Develop Partnerships, i.e. Ticketmaster

# Questions?

Scan Me! ➔



Pitch It Ltd.  
All rights reserved.