

NostraJAMus



Think you have good taste in music?

Vincent Ning, Tony Olmert, Collin Waldoch, Mike Paris
November 21, 2014

First listens are visceral

— FEBRUARY 19 2014 —

Brendan Waldoch
SO. GOOD. 9:35 PM

BLEACHERS



I WANNA GET BETTER

I Wanna Get Better
Bleachers



Music has an untapped currency



Music engagement is scattered

Discovery



GoldFlakePaint



Streaming



PANDORA



Community



Tastemaking

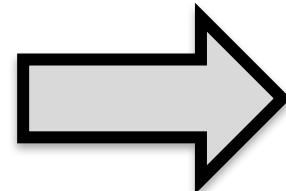


Engage with music differently

NostraJAMus is an online platform for music discovery, predictions, and tastemaking

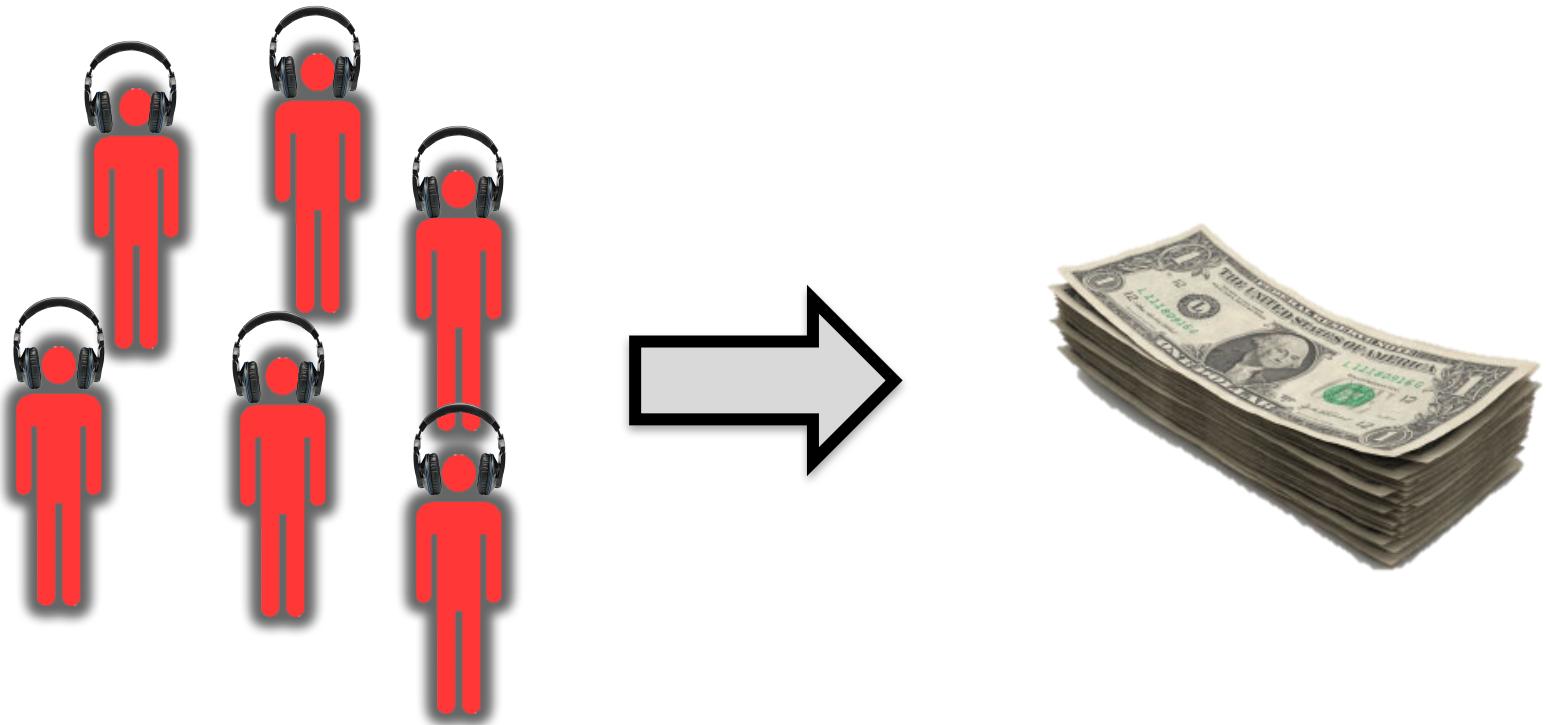
Engage with music differently

Choose your new jam



Predict its rise to stardom

Engage with music differently



Collect prizes and tastemaking status

Engage with music differently

Cyclical engagement retains users



Dashboard captures three key features

NostraJAMus [Dashboard](#) [Top Songs](#) [Top TasteMakers](#) [Get Started](#) [Sign In](#)

Current Contests

\$250 East Side v West Side
Nov 18 - Nov 24
Buy In: \$3

\$100 Top Finnish Folk Song
Nov 18 - Dec 1
Buy In: \$2

\$50 Biggest Bonnaroo Bump
Ending Dec 1
Buy In: \$1

My Watched Tracks

MISUN
SUPERSTITIONS

Misun
Misun - Penny

Alt-J
Left Hand Free (Lido Remix)

VANIC Official
Vanic X Zella Day - Hypnotic

filous

What Your Friends are Watching

OfficialBenZel
Touch ft. Ryn Weaver

VANIC Official
Vanic X Zella Day - Hypnotic

Dopears
Alt-J - Left Hand Free (Lido Remix)

My Duels

Collin - \$5
Ends: Nov 29

Vince - \$10
Ends: Dec 1

Tony - \$20
Ends: Dec 3

Michael - \$15
Ends: Dec 5

Dashboard captures three key features

The dashboard features a red header bar with the NostraJAMus logo, a search bar, and a 'Get Started' button. Below the header, the 'Current Contests' section displays three contests with rewards and details. The 'My Watched Tracks' section shows three tracks with soundcloud links and play counts. A large bracket on the right points to the 'New user tutorials' section, which includes 'Jam Points', 'Duels', and 'Contests' with descriptive text and links.

Current Contests

- \$250 East Side v West Side Nov 18 - Nov 24 Buy In: \$3
- \$100 Top Finnish Folk Song Nov 18 - Dec 1 Buy In: \$2
- \$50 Biggest Bonnaroo Bump Nov 18 - Dec 1 Buy In: \$1

My Watched Tracks

- Misun - Penny (Initial Plays: 43,349, Current Plays: 78,699, Jam Points: 815)
- Dopears - Alt-J - Left Hand Free (Lido Remix) (Initial Plays: 112,102, Current Plays: 116,381, Jam Points: 38)
- Vanic Official - Vanic X Zella Day - Hypnotic (Initial Plays: 638,457, Current Plays: 642,543, Jam Points: 6)

New user tutorials

- Jam Points**
Learn more about your musical cred
- Duels**
Start by challenging your friends
- Contests**
See how to earn money for good taste

My Duels

- Collin - \$5 Ends: Nov 29
- Vince - \$10 Ends: Dec 1
- Tony - \$20 Ends: Dec 3
- Michael - \$15 Ends: Dec 5

Dashboard captures three key features

NostraJAMus Dashboard Top Songs Top TasteMakers Search Get Started Sign In

Current Contests

\$250 East Side v West Side Nov 18 - Nov 24 \$100 Top Finnish Folk Song Nov 18 - Dec 1 \$50 Biggest Bonnaroo Bump Ending Dec 1

My Watched Tracks

MISUN SUPERSTITIONS Misun - Penny SOUNDCloud Actions ▾

Misun - Penny
Initial Plays: 43,349
Current Plays: 78,699
Jam Points: 815

Dopears Alt-J - Left Hand Free (Lido Remix) SOUNDCloud

Alt-J - Left Hand Free (Lido Remix)
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VANIC Official Vanic X Zella Day - Hypnotic SOUNDCloud

Vanic X Zella Day - Hypnotic
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Jam Points: 6

What Your Friends are Watching

OfficialBenZel Touch It. Ryn Weaver SOUNDCloud

Alt-J - Left Hand Free (Lido Remix) Dopears SOUNDCloud

View More

My Duels

Collin - \$5 Ends: Nov 29

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Michael - \$15 Ends: Dec 5

Climb the tastemaking ranks with Jam Points

Dashboard captures three key features

The dashboard features three main sections:

- Current Contests:** Displays three ongoing contests with details like prize amount, title, dates, and buy-in.
 - \$250 East Side v West Side** (Nov 18 - Nov 24, Buy In: \$3)
 - \$100 Top Finnish Folk Song** (Nov 18 - Dec 1, Buy In: \$2)
 - \$50 Biggest Bonnaroo Burner** (Ending Dec 1, Buy In: \$1)
- My Watched Tracks:** Shows a list of tracks the user has watched, including artist, song title, and play statistics.
 - Misun - Penny**: Initial Plays: 43,349, Current Plays: 78,699, Jam Points: 815
 - Dopears - Alt-J - Left Hand Free (Lido Remix)**: Initial Plays: 112,102, Current Plays: 118,381, Jam Points: 38
 - VANIC Official - Vanic X Zella Day - Hypnotic**: Initial Plays: 638,457, Current Plays: 642,543, Jam Points: 6
- Challenge your friends to duels**: A call-to-action with a bracket pointing to the **My Duels** section.
- What Your Friends are Watching:** A section showing what friends are currently listening to, with options to view more.
 - OfficialBenzel - Touch ft. Ryn Weaver**
 - VANIC Official - Vanic X Zella Day - Hypnotic**
 - Dopears - Alt-J - Left Hand Free (Lido Remix)**
- My Duels:** A list of friend challenges with details like participant, prize amount, and end date.
 - Collin - \$5** (Ends: Nov 29)
 - Vince - \$10** (Ends: Dec 1)
 - Tony - \$20** (Ends: Dec 3)
 - Michael - \$15** (Ends: Dec 5)

Dashboard captures three key features

The dashboard features a prominent header with the NostraJAMus logo, navigation links for Dashboard, Top Songs, Top TasteMakers, a search bar, and buttons for Get Started and Sign In. The main content area is titled "Current Contests" and displays three active contests with a call-to-action: "Enter contests for prizes".

- \$250 East Side v West Side** (Nov 18 - Nov 24, Buy In: \$3) - View Details
- \$100 Top Finnish Folk Song** (Nov 18 - Dec 1, Buy In: \$2) - View Details
- \$50 Biggest Bonnaroo Bump** (Ending Dec 1, Buy In: \$1) - View Details

A large bracket points from the "Enter contests for prizes" text to the three contest boxes.

Below the contests, the dashboard displays user stats and recent activity:

- MISUN** (Superstar) - Recent tracks: Misun - Penny, Dopears - Alt-J - Left Hand Free (Lido Remix), VANIC Official - Vanic X Zella Day - Hypnotic.
- Dopears** - Recent tracks: Alt-J - Left Hand Free (Lido Remix).
- VANIC Official** - Recent tracks: Vanic X Zella Day - Hypnotic.
- Friends are Watching** (Ryn Weaver) - Recent tracks: Vanic X Zella Day - Hypnotic.
- My Duels** (Collin - \$5, Vince - \$10, Tony - \$20, Michael - \$15) - End dates: Nov 29, Dec 1, Dec 3, Dec 5.

Dashboard captures three key features

NostraJAMus [Dashboard](#) [Top Songs](#) [Top TasteMakers](#) [Get Started](#) [Sign In](#)

Current Contests

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My Watched Tracks

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Perfect market timing for NostraJAMus

Music's 'death' is exaggerated

BloombergView

EDITORIALS

CONTRIBUTORS

ENTERTAINMENT

Why Music Is Dying

137 JUL 8, 2014 7:51 AM EDT

By Leonid Bershidsky



AdAge

Four Takeaways From the Latest 'Death of the Music Industry' Panel

It's Still Not Dead, But Opportunities For Agencies Abound

By Max Willens. Published on October 01, 2014.

0

How One Generation Was Single-Handedly Able To Kill The Music Industry

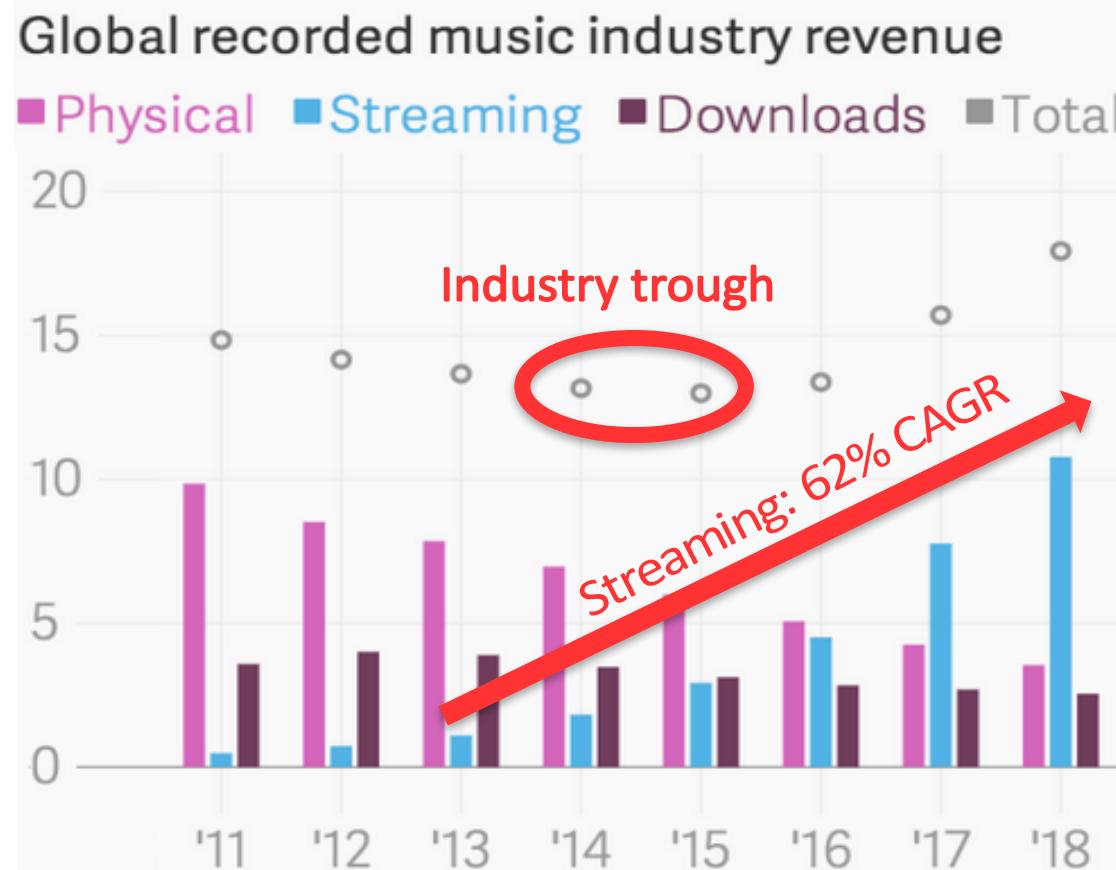


MUSIC • THOMAS HONEYMAN • JUN 6, 2014 - 2:30PM

Perfect market timing for NostraJAMus

Music's 'death' is exaggerated

Streaming growth propels industry



Perfect market timing for NostraJAMus

Music's 'death' is exaggerated

Streaming growth propels industry

Explosion of daily fantasy sports

\$110+ million raised by daily fantasy in 2014

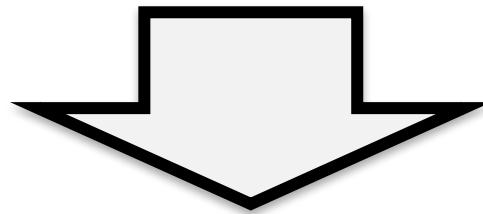


Perfect market timing for NostraJAMus

Music's 'death' is exaggerated

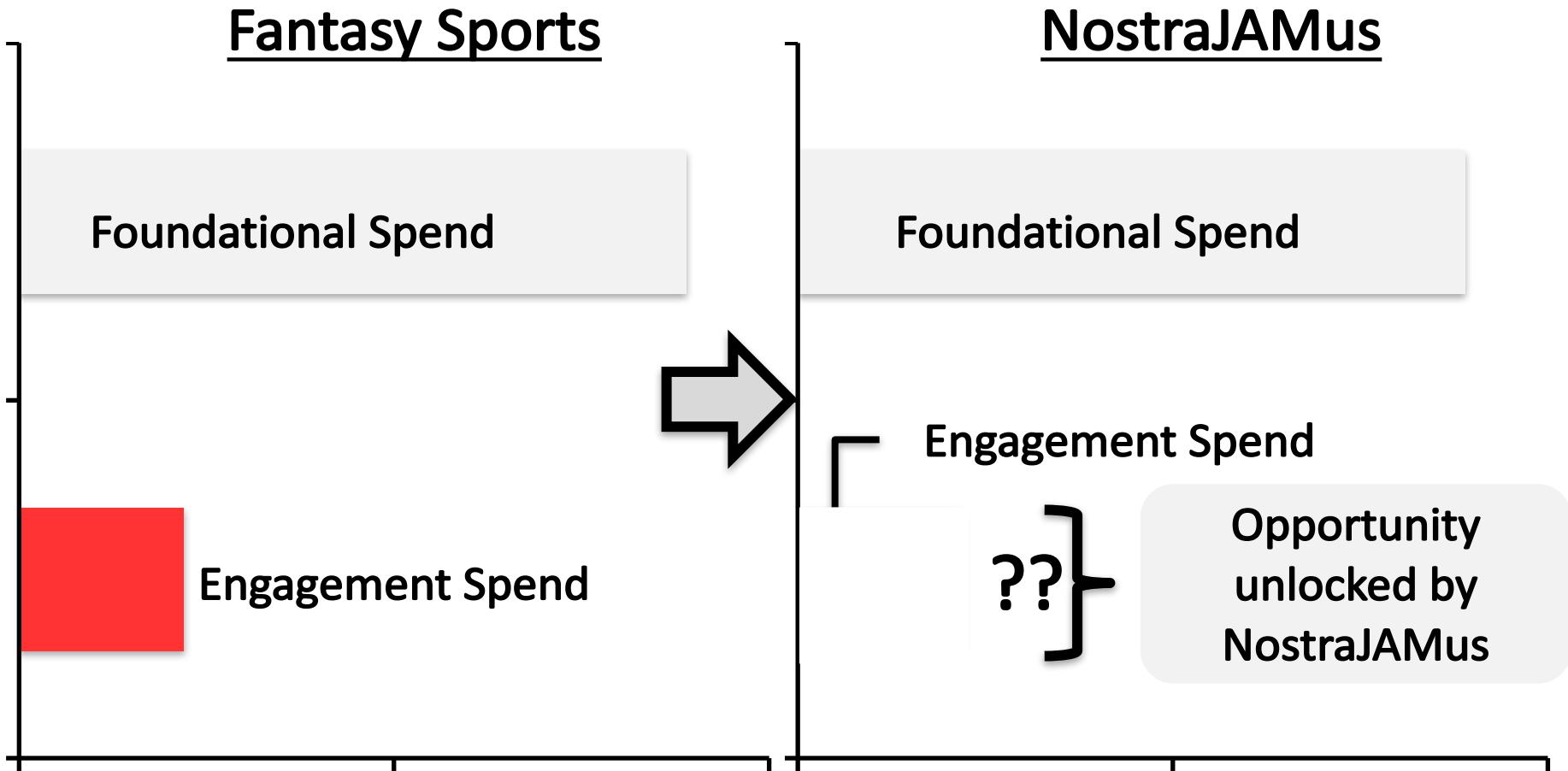
Streaming growth propels industry

Explosion of daily fantasy sports



NostraJAMus capitalizes on open data while providing a platform for fan 'ownership'

NostraJAMus unlocks 'engagement' spending



NostraJAMus unlocks ‘engagement’ spending

FanDuel

(monthly per user)

Spending: \$150

Revenue: \$13

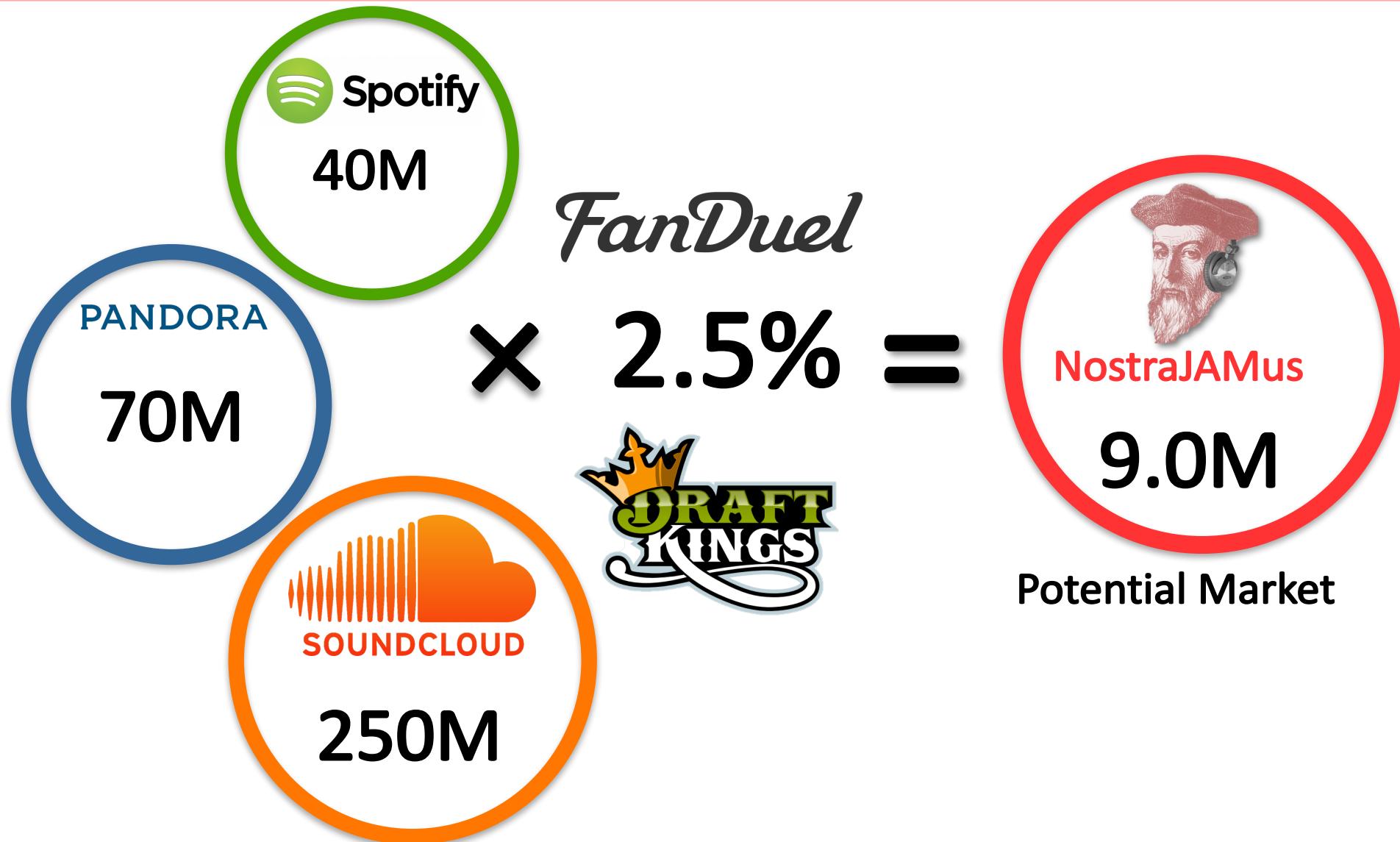
NostraJAMus

(estimated monthly)

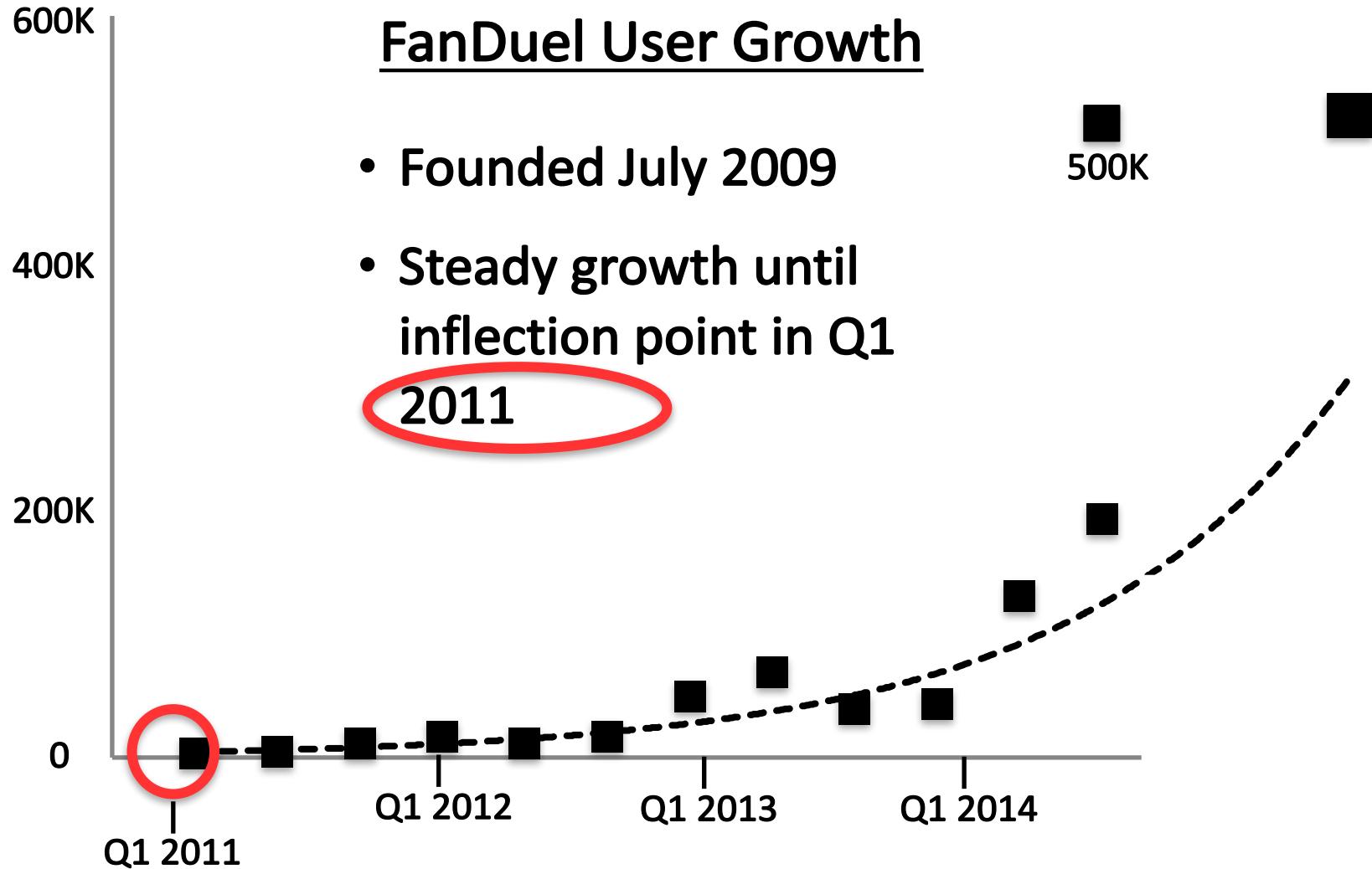
Spending: \$25

Revenue: \$2.50

NostraJAMus users are streamers



FanDuel roadmaps user growth



FanDuel roadmaps user growth

NostraJAMus User Growth

Year 1 Goal: 3,000

\$90K

Year 2 Goal: 12,000

$\times \$27.50$ = \$360K
per user

Year 5 Goal: 500,000

\$15M



Social Incentives

Avenues to Growth



User-Generated
Contests



Band Engagement

Listeners want novel engagement

Alpha Contest



12
entrants



6
days



\$50
prize

What We Learned

- **Behavior:** more time sharing and discovering
- **Contest:** scoring system adjustment, contest criteria, leaderboard changes

Second contest validates model

Beta Contest

- \$1 entry fee
- 2 songs/entrant
- 5 prizes
- 60 entrants
- Automated scoring



Exciting Discoveries

- Listeners **will** pay to enter song-picking contests
- Contests **spur** musical engagement
- Demand for varied, regular contests

NostraJAMus Team



Collin Waldoch

School
Finance
Economics
Work
Bain & Co.
Role
Strategy Dev.
Current Jam
“Penny”
Misun



Tony Olmert

School
Marketing
Entrepreneurship
Work
Centerview Prtnrs
Role
Market Dev.
Current Jam
“Dosey Doe”
Omar LinX



Vincent Ning

School
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Economics, Stats
Work
Microsoft
Role
Frontend Dev.
Current Jam
“Heroes”
Alesso



Mike Paris

School
Computer Science
Eng. Business
Work
Microsoft
Role
Backend Dev.
Current Jam
“Limelight”
Just a Gent

What's next?



Development

- Cloud infrastructure
- Domain/hosting



NostraJAMus

JAM Points

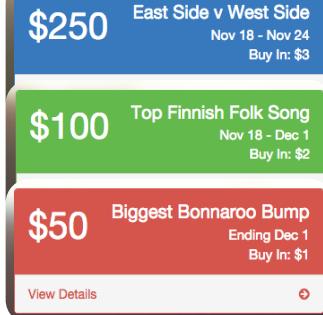
Your musical cred

Intellectual Property

- Trademarks
- Patent algorithms

Contests

- Increase prizes
- Scaling



NostraJAMus



Questions?

Appendix 1: Timeline deep dive

NostraJAMus Schedule

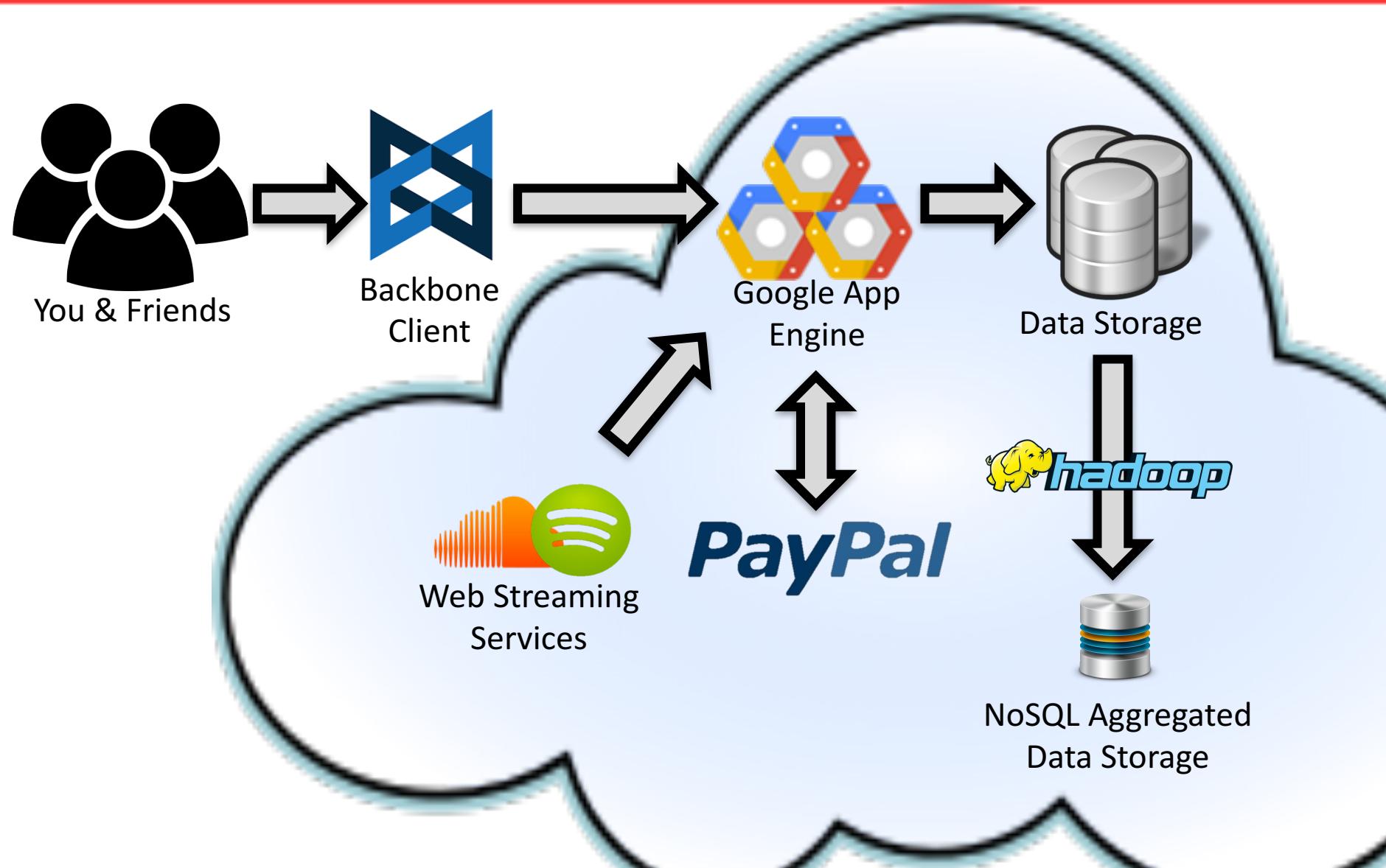
NostraJAMus, LLC

Start Date: 10/20/2014 (Monday)

Today's Date: [1] 11/20/2014 (Thursday)

Display Week: 6

Appendix 2: Technical progress



Appendix 3: Critical success factors

- **First mover:** consolidate head start
- **Critical mass of users:** exponential growth
- **User education:** new spending habits
- **Legality:** game of skill
- **Streaming partners:** Spotify & SoundCloud

Appendix 4: Legal precedence

- “Fantasy sports is considered a game of skill and received a **specific exemption from the 2006 Unlawful Internet Gambling Enforcement Act (UIGEA 2006)**. FanDuel uses exactly the same rules as any other season-long fantasy sports format, the only difference is that our games last only one day or one week”
- The laws relating to fantasy sports varies by state however in the vast majority of them **fantasy sports is considered a game of skill and therefore legal**. In most states a **game of skill is classed as game where skill is the predominant factor in determining the winner**. The states where our lawyers believe the law is unclear or questionable about the legality of fantasy sports are Arizona, Iowa, Louisiana, Montana or Washington. Therefore we do not offer paid entry games to residents of those states.
- In 2006 the federal government passed a law called the Unlawful Internet Gaming Enforcement Act which was designed to prevent gambling over the internet. The law included a carve out that clarified the legality of fantasy sports. Specifically, **it exempted**:
 - *“participation in any fantasy or simulation sports game or educational game or contest in which (if the game or contest involves a team or teams) no fantasy or simulation team is based on the current membership of an actual team that is a member of an amateur or professional sports organisation and meets the following conditions:*
 - **1. All prizes and awards offered to winning participants are established and made known to the participants in advance of the game or contest** and their value is not determined by the number of participants or the amount of any fees paid by participants.
 - **2. All winning outcomes reflect the relative knowledge and skill of the participants** and are determined predominantly by accumulated statistical results of the performance of individuals (athletes in the case of sports events) in multiple real-world sporting or other events.
 - **3. No winning outcome is based:** *a. On the score, point spread, or any performance or performances of any single real world team or any combination of such teams; or b. Solely on any single performance of an individual athlete in any single real-world sporting or other event.”*

Appendix 5: Fantasy sports spending

FIGURE 3.
Fantasy sports players spend over 12 month period

	Per Player	U.S. Market Share
League Fees	\$52	\$1.71 Billion
Transaction Fees	\$8	\$262 Million
Website Hosting Fees	\$9	\$290 Million
Website Prize Fees	\$7	\$230 Million
Information Materials	\$20	\$656 Million
Challenge Games	\$15	\$492 Million

Appendix 6: Initial survey questions

1. How many songs have you listened to for the first time in the last week?
2. How much total do you spend on music per month (downloads, streaming, etc.)? (Check one)
3. Where do you usually discover new music? (Check all that apply)
4. On a scale from 1-5 what would you like to see more of during your music discovery process? Rate the following factors: Strong user community; Leaderboard of top song-pickers; "Gamification" i.e. contests or challenges

Appendix 7: Landing page screenshots



The landing page for NostraJAMus features a large, warm-toned photograph of a festival scene. In the foreground, a woman with sunglasses and a man are seen from the side, looking towards the stage. The stage is brightly lit with a large screen displaying the text 'OSCAR'. A massive crowd is gathered in the background under a clear sky. Superimposed on the image is a classical portrait of a man with a beard and a red beret, wearing headphones. The text 'NostraJAMus' is prominently displayed in large red letters across the middle of the image. At the bottom, the text 'Think you have good taste in music?' is displayed in white. The top navigation bar includes the logo 'NostraJAMus' with a red beret icon, a search bar 'Enter email address', and a red button 'Get Early Access'.

NostraJAMus

Enter email address

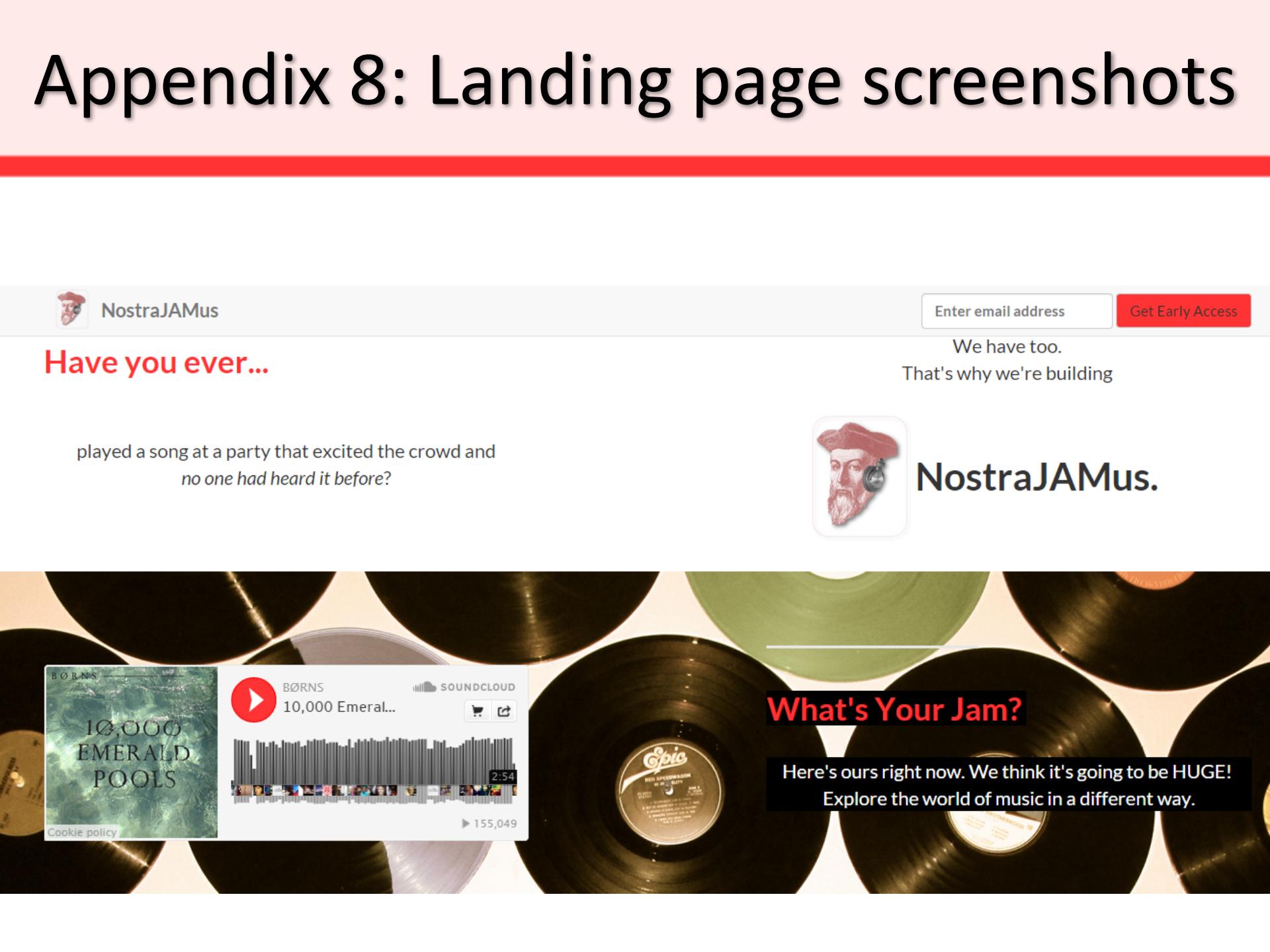
Get Early Access

Enter email address

Get Early Access

Think you have good taste in music?

Appendix 8: Landing page screenshots



 NostraJAMus

Enter email address [Get Early Access](#)

Have you ever...

played a song at a party that excited the crowd and
no one had heard it before?

We have too.
That's why we're building

 **NostraJAMus.**

10,000 EMERALD POOLS

BØRNS

10,000 Emerald...

SOUNDCLLOUD

2:54

155,049

What's Your Jam?

Here's ours right now. We think it's going to be HUGE!
Explore the world of music in a different way.

Appendix 9: Second contest details



NostraJAMus Music-Picking Alpha Test

Check us out at NostraJAMus.com

Thanks for entering the second song contest for **NostraJAMus!** We're really excited to get started and see what songs you choose. For this contest, we'll be giving away a prize of **\$50** to the person that gets the most points. Please [see below](#) for guidelines and rules on the contest. Good luck!

Song Choice

Pick any **two** songs you want. We'll confirm the songs with you and let you know what source we'll be using to track the number of streams on the songs. For this contest, we're going to set a minimum on 1,000 streams for each song you choose. It's okay if one of your two songs overlaps with someone else, but we'll ask you to pick a new one if both of your songs are the same as someone else's two choices.

Scoring

Jam Points will be awarded based on two criteria:

1: % increase in streams. Every 1% increase in streams is worth **10 Jam Points**

2: Milestones of streams your song passes during the contest. Every **milestone** your song passes (10k, 100k, 1M, 10M) during the contest wins **10%** of your Jam Points you win from % increase during the contest.

For example, if your song goes from 80,000 to 120,000 during the contest, you will get 500 Jam Points for the 50% increase AND you get 50 points for crossing the 100,000 listen milestone. Your total would be 550 Jam Points.

Total Jam Points will be the sum of the points you earn for each of your two songs.

Entry Fee

There is an entry fee of **\$1**. Pay a member of the NostraJAMus team in cash or on Venmo **before** the contest.

Prize

The person who wins the most Jam Points wins **\$50 CASH**.

Dates

Songs and entry fee are due by 10:00pm on Thursday, 11/13. We will e-mail out daily updates and a leaderboard with the songs you picked, but no information about who you are. The starting song count will be 11:59pm on Thursday, 11/13. Final song count will be noon on Wednesday, 11/19 and we will announce the winner at night on Wednesday, 11/19.

Sign Up

Does all the above make sense and whet your earbuds (and wallet)? Sweet. Just sign up on this simple form - <http://goo.gl/forms/ln7DhJIEID>

Contact Us

If you've got any questions or concerns, just shoot us a line. We'll get back to you within a minute or three.

collin@nostrajamus.com
mike@nostrajamus.com
tony@nostrajamus.com
vince@nostrajamus.com

Scoring

Jam Points will be awarded based on two criteria:

1: % increase in streams. Every 1% increase in streams is worth 10 Jam Points

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Appendix 10: Second contest entry form



NostraJAMus Contest 2

* Required

Who are you? *
(what be your name)

What's your preferred email address? *
(how do we talk to you)

What is your first song? *
we need the artist too! (p.s. the order of your songs doesn't matter)

What is your second song? *
(order still doesn't matter....but don't put the same song as above)

Appendix 11: Second contest final standings

Alias	First Song	Second Song	Total JAM Points
innocuous	"Waves" Remix Mr. Probz ft TI & Chris Brown	"All My Love" Major Lazer ft Ariana Grande	44770
futsy	TALA - "Unfinished Business"	VERITE - "Weekend (Penguin Prison remix)"	20863
et al	Yogi feat Pusha T - Burial (Skrillex & Trollphace Remix)	Push - A-Trak; Chainsmokers Remix	15448
prototype	Alesso feat. Tove Lo - Heroes (Jai Wolf Remix)	Your Love (Le P Remix) - Nicole Scherzinger	15082
expropriate	ZHU - Paradise Awaits (FKJ Remix)	AutoLaser - Stay Feat. August Rigo	8555
injunction	Zhu - Paradise Awaits (FKJ Remix)	Autolaser Stay feat August Rigo	8555
surreptitious	Iggy SZN, Iggy Azalea Official	Maroon 5- Animals (Gryffin Remix), Gryffin Official	5925
devise	Restless - Oyinda	Day Wave - Nothing at All	5316
egregious	Burnin' it Down - by Timeflies Tuesday	Heroine (Duncan Murray Remix) - by The Night VI	4300
rapport	Cadillacta	Giraffage - Chocolate	3676
ragamuffin	Movin Bass - Rick Ross ft Jay z	Sho love me - Rich gang (juvenile & Drake)	3662
backstairs	Waited 4 U - Slow Magic (Odesza Remix)	Ice Princess - Azealia Banks	3417
precursor	Ghostface Killa - Love Don't Live Here No Mo	Waited 4 u (Odesza Remix) by Slow Magic	2954
global village	Left Hand Free - Lido Remix by alt-J	Electric Love by BORNs	2745
restitution	completement fou (20syl remix) YELLE	moving bass rick ross ft Jay-z	2571
love	Slow Magic - Waited 4 U (ODESZA Remix)	WALK THE MOON - Shut up and Dance with Me (White Panda Remix)	2474
insidious	L.A. Love by Fergie	Flicker (Kanye West Rework) by Lorde	2192
germane	This Side - ASAP Ferg feat YG	Kingpin RL Grime	2110

Appendix 12: Second contest wrap-up

Place	Alias	Cash	Alternate Prize	Top Song
1st	innocuous	\$50	Red Beach Umbrella	All My Love by Major Lazer
2nd	futsy	\$10	War and Peace by Leo Tolstoy	Weekend (Penguin Prison remix) by VERITE
3rd	et al	\$5	Nunchucks	Burial (Skrillex & Trollphace Remix) by Yogi
4th	prototype	\$5	Chicken Bouillon Cubes	Heroes (Jai Wolf Remix) by Alesso
T.5th	expropriate	\$5	Gluten Free Oat Bran	Stay by AutoLaser
T.5th	injunction	\$5	Turkey Stuffing Bag	Stay by AutoLaser