



nostrajamus

nostrajamus.com

February 2015 | Confidential

nostrajamus is...

The first music prediction platform

Fantasy sports for music lovers

People-powered new music discovery



Let's get started

The goal

First listens are visceral.

Everyone wants to win.

Our vision: when listeners hear a mind-blowing new song, they immediately submit the track to Nostrajamus.

What's submit?

JOIN CONTEST

Song-picking contests

Contests gamify music sharing

Songs entered into contests accumulate **Jam Points** based on song playcount increases and artist popularity. Song submissions are tied to individual accounts to incentivize users to share their song and climb the contest standings. Contest winners receive prizes ranging from cash to concert tickets to band merchandise. Contests track songs over short time horizons to spur recurring engagement nonexistent on sites with music ‘portfolios.’

Contests crowdsource tailored playlists



Electronic Dance



Tropical House

Contest tutorial

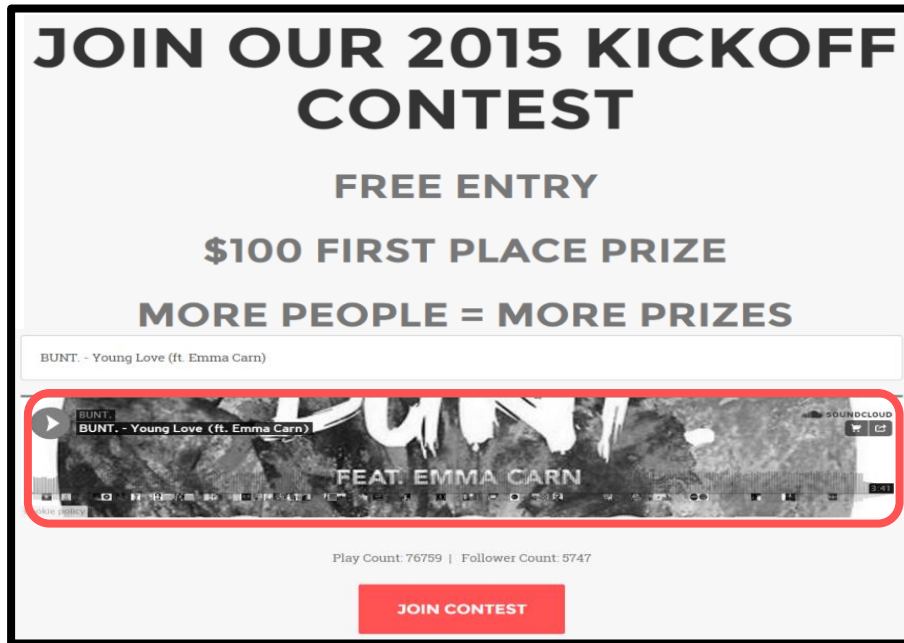
1. Discover a new song that you *know* is going to blow up

Find it anywhere. You never quite know *where* your next jam will come from, but once you hear it you *know* it's going to play on repeat in your headphones.



Real-life example: Robby found this new German band Bunt and he's pretty sure they're going to be the next Coldplay.

Contest tutorial



2. Predict the song's rise to stardom by entering a contest

We run various contests from remixes to acoustic covers. Give us a suggestion, and we'll make a new contest. All the contests have the details and prizes clearly explained.



Real-life example: Robby submitted Bunt's new track "Young Love" into the Nostrajamus 2015 Kickoff Contest.


Contest tutorial

3. Rack up Jam Points to win prizes and climb the tastemaker ranks

As your song gets more plays, we'll award you Jam Points. Check out contest standings, listen to other submitted tracks, and earn Jam Points for your profile.

YOUR TRACK 28.5 Jam Points **PLACE: 3** OUT OF 82





TOP TASTEMAKERS

RANK	TASTEMAKER	JAM POINTS
1st	Vince	47.3
2nd	Liz	38.6
3rd	Robby	28.5

Real-life example: Robby's song placed 3rd out of 82 tracks. He won \$25 cash and a spot in the tastemaker leaderboard.



Black Honey - Madonna - BLACK HONEY



CONTESTS

Rowdy Remixes
\$25 Top Prize

SPECIALTY CONTEST • SUBMIT BY SAT. FEB. 28

WEEKLY CONTEST • SUBMIT BY WED. MAR. 4

Anything Goes
\$25 Top Prize

Acoustic Jams
\$25 Top Prize

SPECIALTY CONTEST • SUBMIT BY WED. MAR. 4

PLAY COUNT INCREASE WILL BE TRACKED WHEN THE CONTEST BEGINS

Next contest begins in 1 Days 21 Hours 14 Minutes 4 Seconds

NOSTRAJAMUS CONTESTS

Open

In Progress

Completed

OPEN CONTESTS

ENTRY FEE

TOP PRIZE

STARTS (ET)

[Rowdy Remixes](#)

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

02/28/2015, 12:00 PM

Enter

[Acoustic Jams](#)

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

03/04/2015, 12:00 PM

[Anything Goes \(Mar. 4\)](#)

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

03/04/2015, 12:00 PM

Can't find a contest that you like? Here's a chance to submit your own.

Submit



Black Honey - Madonna - BLACK HONEY

CONTESTS

Rowdy Remixes
\$25 Top Prize

SPECIALTY CONTEST • SUBMIT BY SAT. FEB. 28

WEEKLY CONTEST • SUBMIT BY WED. MAR. 4

Anything Goes
\$25 Top Prize

Acoustic Jams
\$25 Top Prize

SPECIALTY CONTEST • SUBMIT BY WED. MAR. 4

PLAY COUNT INCREASE WILL BE TRACKED WHEN THE CONTEST BEGINS

Next contest begins in 1 Days 21 Hours 14 Minutes 4 Seconds

NOSTRAJAMUS CONTESTS

OPEN CONTESTS

ENTRY FEE

TOP PRIZE

STARTS (ET)

Rowdy Remixes

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

02/28/2015, 12:00 PM

Acoustic Jams

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

03/04/2015, 12:00 PM

Anything Goes (Mar. 4)

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

03/04/2015, 12:00 PM

Can't find a contest that you like? Here's a chance to submit your own.

Submit

1. Promotional panels direct users to enter into open contests

2. In Progress and Completed tabs guide users to contest playlists and standings

Open

In Progress

Completed

Disrupting music tastemaking

Curated blogs, customized playlists, and even blog aggregators canvas the internet. These sites compete on music-picking taste and readership, but ‘tastemaker’ status is limited to their writers and founders. Blogs often favor specific artists and genres over time, limiting their diversity of selections and relying on precedence.

Every user on Nostrajamus is a potential tastemaker. It doesn’t matter who you know or where you’re from. Tastemakers must prove themselves with every pick and are held accountable by data-driven Jam Points. We want millions of personal music blogs, each with the same chance to prove their taste and be featured on the Nostrajamus homepage.

Nostrajamus provides the platform.
You provide the jams.

People + Data > People *or* Data

Best of both worlds

Nostrajamus occupies a unique position, with the perfect blend of user-driven and data-driven discovery. People pick their favorite songs. Top tastemakers featured on the homepage are real people, and their picks are validated from the song data we track. Jam Points are 21st century musical cred.



Social components

Spotify and Pandora need big data to predict the next big thing, but tastemakers know it the minute they hear a song. If there's a tastemaker whose tracks you love, you can follow her. You can check out her stats, you can find out who she follows. It's all up to **you**.



Black Honey - Madonna - BLACK HONEY



PROFILE



cowllin

Collin Waldooh
Geneva, IL

55.8

Jam Points

5

Contests

[My Winnings](#)

[Overview](#)

[Settings](#)

SUBMITTED JAMS



DIET CIG - SCENE SICK

Father/Daughter Records

Initial
Plays
23,315

Play
Increase
3.0

Current
Plays
24,022

Followers
4,097

Jam Points
0.9



ALL CRIED OUT FEAT. ALEX NEWELL

Blonde

Initial
Plays
12,898

Play
Increase
501.6

Current
Plays
77,599

Followers
51,298

Jam Points
18.9



ANXIOUS

Elseware

1. **Connect** with the
tastemakers you follow

2. **Explore** the song-picking
abilities of that tastemaker


**cowllin**Collin Waldoch
Geneva, IL**55.8**

Jam Points

5

Contests

My Winnings

 Overview

 Settings

SUBMITTED JAMS

**DIET CIG - SCENE SICK**

Father/Daughter Records

Initial
Plays
23,315Play
Increase
3.0Current
Plays
24,022Followers
4,097Jam Points
0.9**ALL CRIED OUT FEAT. ALEX NEWELL**

Blonde

Initial
Plays
12,898Play
Increase
501.6Current
Plays
77,599Followers
51,298Jam Points
18.9**ANXIOUS**

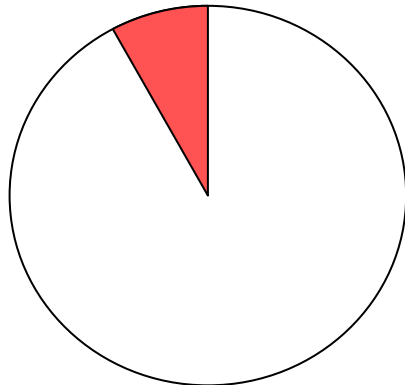
Elseware

Discrete user personas

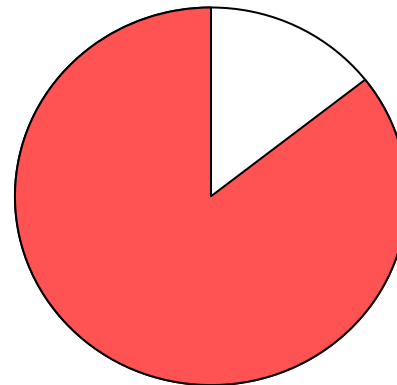
Nostrajamus allows everyone to be a tastemaker, but we understand there are varying levels of music engagement. Only highly engaged and active music fans want to submit songs to these contests. These are our **tastemakers**. But we don't want to limit the site to only tastemakers.

Most users are here for a differentiated music discovery experience. These are our **discoverers**. We envision this breakdown similar to YouTube, with content submitted by a smaller core of tastemakers and then enjoyed by the larger discoverer community.

Tastemaker share of
total Nostrajamus users



Tastemaker share of
submitted content



Discrete user personas

Tastemakers

Discoverers

User traits

- Spend time discovering new music every day
- Actively follow their favorite artists
- Want to support up-and-coming artists

- Casually listen to radio and streaming sites
- Passively 'discover' old tracks rather than new releases
- Lack time or desire to actively research music

Gains from Nostrajamus

- Public recognition of music taste
- Time-stamped proof of discovery
- Personal connection to selected songs
- Cash and musical prizes
- Meet and interact with similar fans

- Access to premade playlists with the hottest new tracks in each genre
- Exposure to trending songs and artists outside the publicity sphere
- Ability to find and follow tastemakers



Black Honey - Madonna - BLACK HONEY



DISCOVER

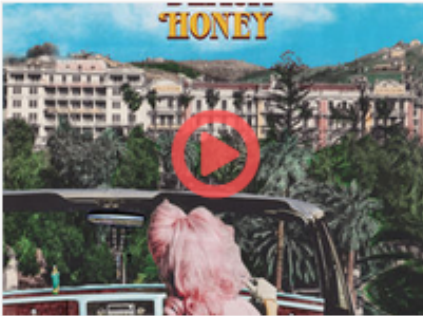
TOP TRACKS

Today

Week

Month

All Time



BLACK HONEY - MADONNA

BLACK HONEY

Initial Plays
1,224

Play Increase
2,210.2 %

Current Plays
28,277

Followers
1,643

Jam Points
59.8


MS MR - HURRICANE (ADVENTURE CLUB REMIX)

Adventure Club

Initial Plays
11,586

Play Increase
822.7 %

Current Plays
108,903

Followers
462,775

Jam Points
18.9


FREDDY VERANO & DE HOFNAR & MÖWE - CRAZY LOVE (ORIGINAL EDIT)





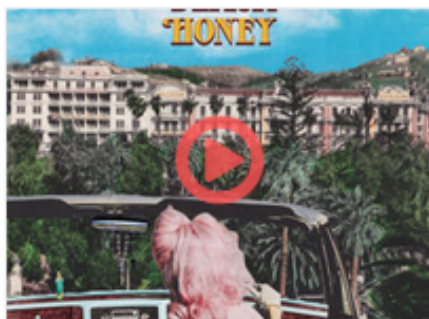
Black Honey - Madonna - BLACK HONEY



1. Universal music player keeps a queue of songs playing while clicking between pages

2. Toggle between different time periods

Today Week Month All Time



BLACK HONEY - MADONNA

BLACK HONEY

Initial Plays
1,224

Play Increase
2,210.2 %

Current Plays
28,277

Followers
1,643

Jam Points
59.8



3. Discover the hottest songs submitted by our users, sorted by our algorithm



Initial Plays
11,588

Play Increase
822.7 %

Current Plays
108,903

Followers
482,775

Jam Points
18.9



FREDDY VERANO & DE HOFNAR & MÖWE - CRAZY LOVE (ORIGINAL EDIT)



Recap: 3 key site features

1. Contests

2. Tastemaker profiles

3. Discovery

Coming soon: Home page uniting all features

Validated assumptions

Prediction



A sense of ownership and personal conviction drive FanDuel users to spend hours managing their rosters of athletes. On Nostrajamus, users can build their 'rosters' of songs and measure up their expertise each week against like-minded fans. This sense of agency creates a stronger connection between tastemakers and their favorite songs than ever before.

Tastemaking



Tastemakers accumulate 'Jam Points' on Nostrajamus just as Reddit users accumulate 'Karma.' These Jam Points translate into leaderboard position and a testament to their tastemaking abilities for all to see. Nostrajamus personalizes the music discovery process so that every tastemaker can become a trusted musical curator for discoverers.

Discovery

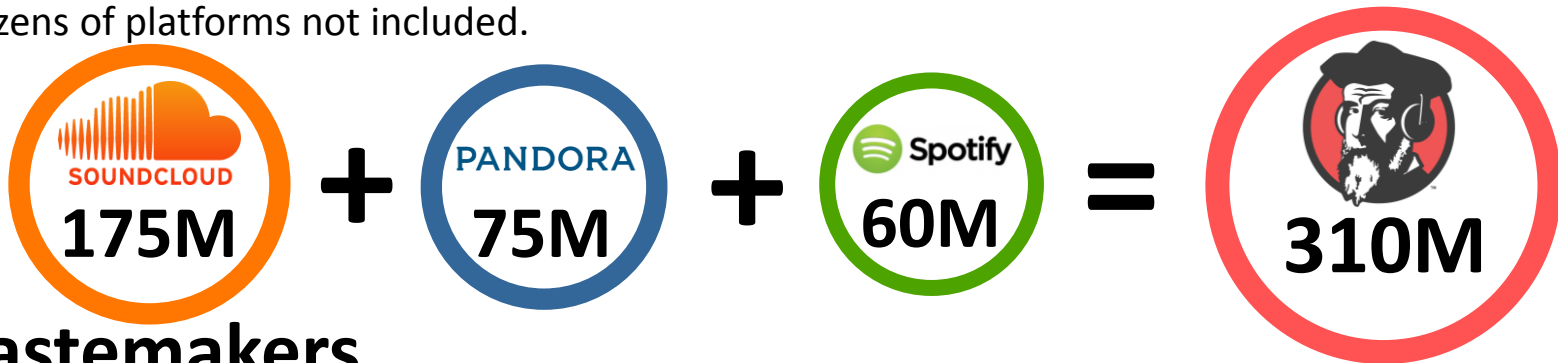


Tastemakers enter music from around the world, filtering through the multitude of songs released every day. Nostrajamus provides an objective snapshot of the hottest tracks at any given moment. Contest playlists simulate song-recommendation algorithms and replace computers with real people. Imagine a playlist with your 1,000 best friends' absolute favorite songs that week.

Market sizing

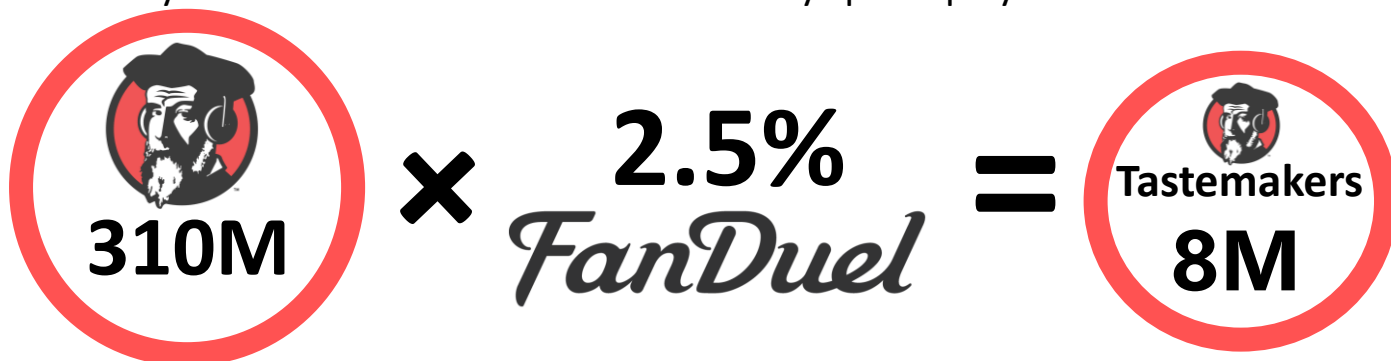
Discoverers

To estimate a total market for Nostrajamus users we focus on the three largest music streaming platforms. We recognize these platforms have user overlap, but we believe this balances with the dozens of platforms not included.



Tastemakers

To estimate our total potential number of tastemakers, we consider daily fantasy sports users. These players parallel our distinction between discoverers and tastemakers as daily fantasy sports players enter many more contests than standard fantasy sports players.



Monetization

We forecast **three possible revenue streams.**

Pay-to-Play

We ran a test contest with \$1 entry fee and \$50 top prize that attracted 60 entrants. We could expand this significantly.

Purchase Referrals

We will attach links on our tracks to iTunes or Amazon to buy the track. These companies then pay us a commission for the referral traffic.

Data Sales

Song data could be sold to record labels looking to find their next stars. Tastemaker data could be sold to blogs or agencies looking for music scouts.

Two monetization routes **we'd like to avoid.**

Banner/Audio Ads

We want to focus ruthlessly on the user experience on our site.

Promoted Artists

We want a level playing field for all artists to allow Jam Points to do their job.

Daily progress

Product refinement

User feedback drives Nostrajamus improvements. Two user-driven upgrades include **homepage redesign** and **weekly contest schedule**. We're internally testing a new homepage which combines contests, discovery, and tastemaker profiles in a more intuitive layout. We now launch two contests each Wednesday and one each Saturday to establish a consistent rhythm.

Customer communication

To engage users, **we send two weekly emails**, the Tuesday Tune-up and the Weekend Warmup (example on right). These share top picks from the past week, highlight tastemakers, and promote upcoming contests.

Guiding metrics

We track streams on our site and contest submissions to measure growth. We've had **400 songs entered** in our contests over the last month.

Weekend Warmup

Your inbox is boring and quiet. So every Friday, we're bringing the JAMs to you. We've got playlists, tracks, and upcoming contests.

First up: our Hip Hop contest goes live tomorrow. You're two clicks away from a shot at \$25 and a spotlight on our front page.

Hip. Hop.

\$25 Top Prize

SPECIALTY CONTEST • SUBMIT BY SAT. FEB. 21

Next steps

User-generated contests

Our next engine for growth is user-generated contests, and we are in the process of building out this functionality. When users are able to create their own public and private (closed to specific group of users) contests, they will invite their personal networks to join the site. Users can set the duration, genre, and other variables to make each contest unique. We will implement a rewards system for users who create the most popular contests on our site.

Going mobile

We are in the early stages of discussion on a mobile application as a standalone, simplified version of Nostrajamus or as a supplemental, on-the-go listening tool for users.



The Team

We are a team of five seniors at the University of Virginia. Through our diverse backgrounds, varying areas of expertise, and mutual love of music, we believe we are the people to propel Nostrajamus to excellence.




The Team: Developers

Mike Paris – Backend Developer (ft. Django)



School: Computer Science, Engineering Business

Work Experience: Microsoft, Summer 2014. **Linked**


Music Cred: Created an original iPhone music app with social network for spontaneous rap verses (RapBack)

Current Jam: [Hurricane \(Adventure Club Remix\)](#) by MS MR

Vincent Ning – Frontend Developer (ft. AngularJS)



School: Computer Science, Economics, Statistics

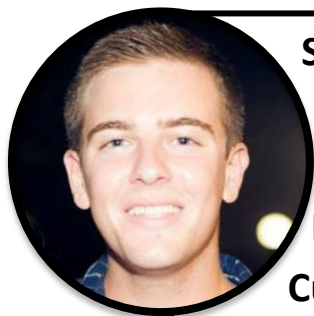
Work Experience: Microsoft, Summer 2014. **Linked**

Music Cred: Plays four instruments, knows people in the music streaming industry, and is a big Beyoncé fan

Current Jam: [All We Do \(LYAR Remix\)](#) by Oh Wonder

The Team: Everything else

Robby Koch – Design Chief



School: Marketing, IT, East Asian Studies

Work Experience: comScore, Summer 2014. Shanghai startup Original Life, Summer 2013. [LinkedIn](#)

Music Cred: Composes original music, played in a band in high school.

Current Jam: [Mine \(Illenium Remix\)](#) by Phoebe Ryan

Tony Olmert – Marketing Chief



School: Marketing, Entrepreneurship

Work Experience: Centerview Partners, Summer 2014. [LinkedIn](#)

Music Cred: He considers his Bose headphones a fashion accessory.

Current Jam: [Dreamers \(Jamie Kuse Remix\)](#) by Hopium

Collin Waldoch – Strategy Chief



School: Finance, Economics

Work Experience: Bain & Co., Summer 2014. [LinkedIn](#)

Music Cred: Attended 100+ concerts, close friends in DJ/producer community.

Current Jam: [Madonna](#) by Black Honey

Why Collision?

We have the **vision** and the **team**.

We are building the **product**.

We need the Collision Conference.

We need exposure to the worlds of technology and music. At Collision, we hope to connect to potential investors and industry experts who can help us take Nostrajamus to the next level. We want to be the Splice of this year's conference. Nostrajamus is the next big disruption in music discovery. We would love for people to hear that first at Collision.

nostrajamus
COLLISION



May
2015



nostrajamus

nostrajamus.com

February 2015 | Confidential