



Fanbassador

We let big fans in small cities plan tours

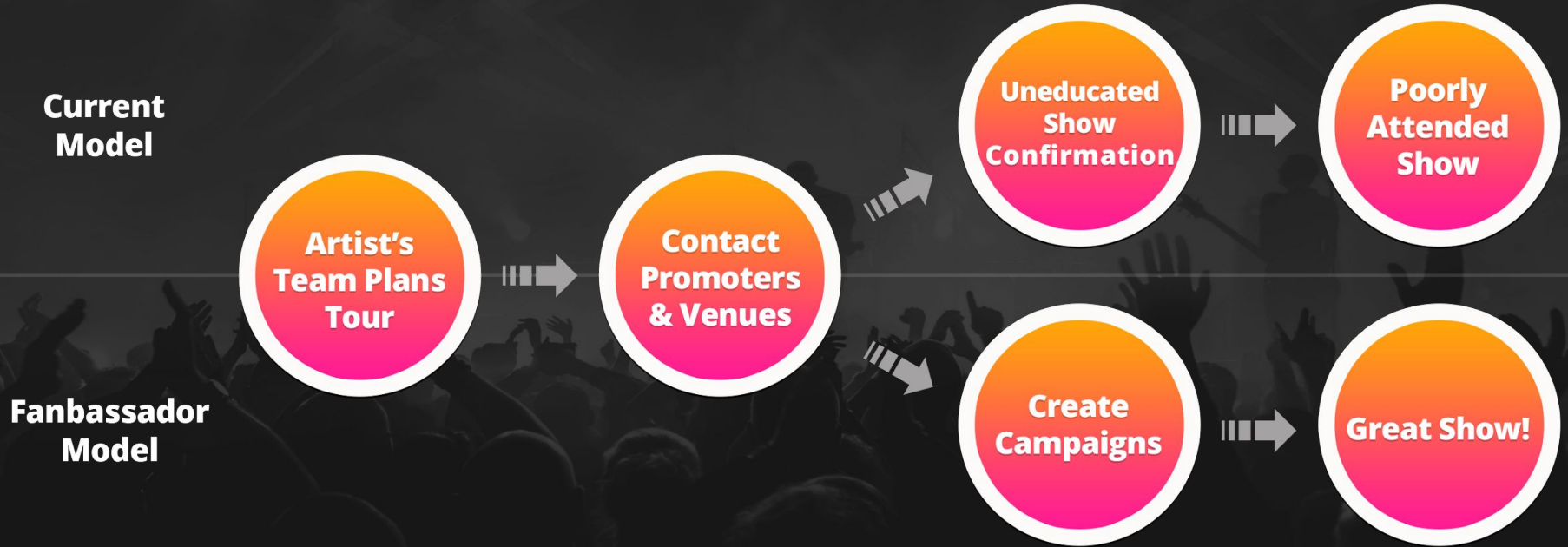
The Problem

- **Artists** play shows with low attendance.
- **Smaller cities** get passed over on tours.
- **Revenue** streams get left on the table.
- **Promoters** take on risks without knowing demand.

The Fanbassador Solution

- Give **fans** a voice
- Increase **artist** revenue
- Make **tours** more efficient

How it Works



Market Validation



10,000

Fans bought tickets
across 40 shows on
Detour in 2013 ^[1]

\$100K

Revenue from concert
ticket sales on Detour
In 2013 ^[2]

\$70K

Crowdfunded by fans to bring
Foo Fighters to Richmond,
Virginia in 2014 ^[3]

1 - http://support.songkick.com/customer/portal/articles/2091225-what-happened-to-detour?b_id=9837

2 - <http://thenextweb.com/media/2013/05/16/persuade-bands-to-play-near-you-with-songkicks-detour-crowdfunding-platform-kicking-off-with-london/#gref>

3 - http://www.richmond.com/entertainment/article_4093bb1a-c0ce-11e3-8917-0017a43b2370.html

Market Size



60M

Concert ticket sales
in 2015 ^[1]

6M

Fanbassador projected market
share

1 - http://www.pollstar.com/news_article.aspx?ID=822216

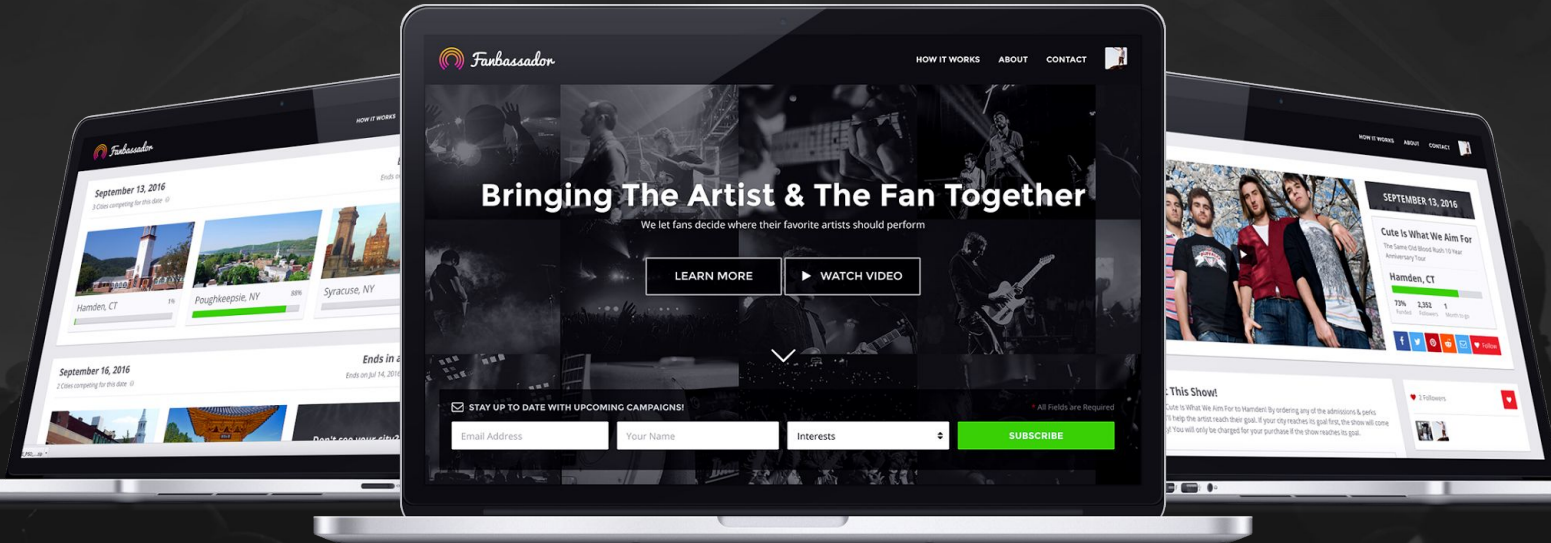
Business Model

We take 10% of **ticket sales** and 20% of **perk sales**.



1 - http://www.pollstar.com/news_article.aspx?ID=822216

The Product



Adoption Strategy

billboard UNDER
40 40

**9F PHOTO
FINISH**

AGI
Artists Group International

PARADIGM

**Shawn
Mendez**

**Billy
Joel**

Fun.

**Gym Class
Heroes**

Metallica

Coldplay

**Austin
Mahone**

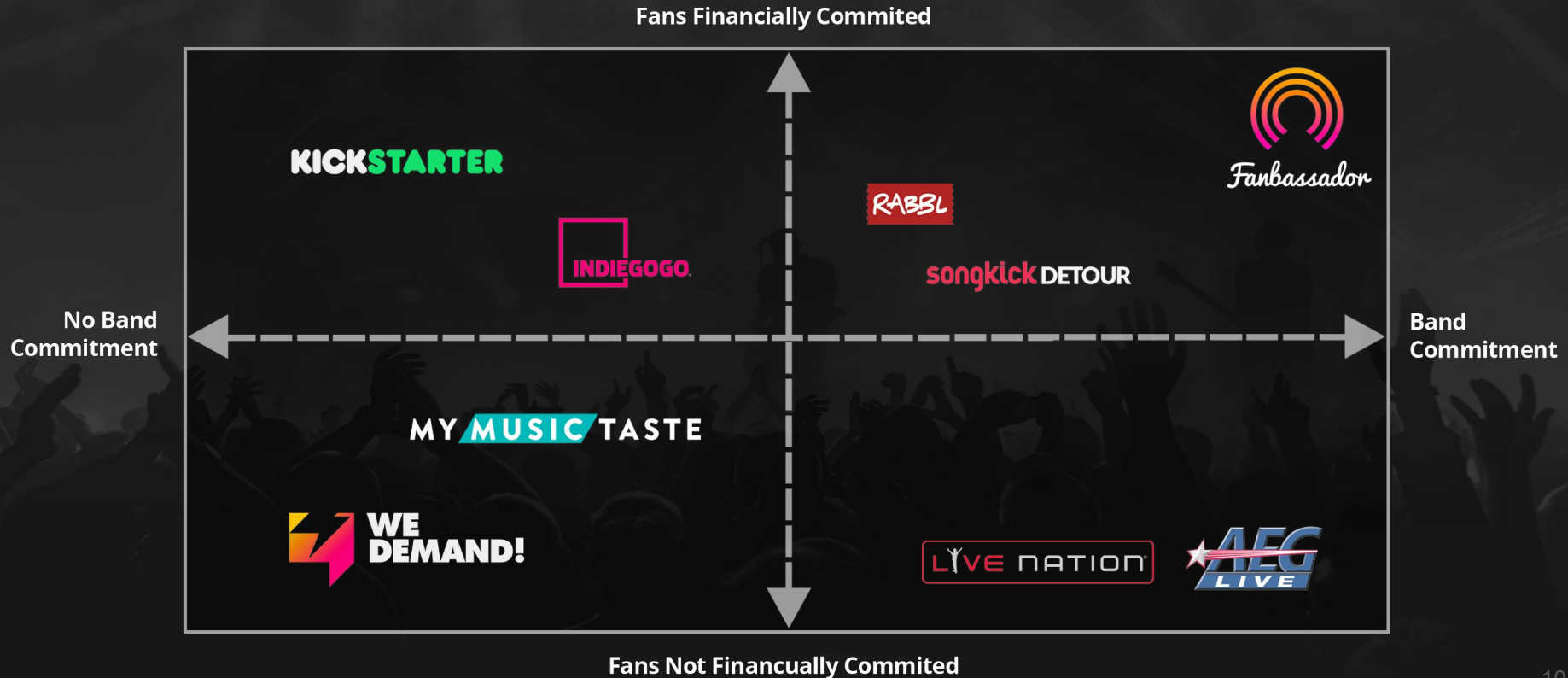
**Linkin
Park**

**Frank
Turner**

**Taking Back
Sunday**

Joywave

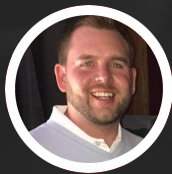
Competition



Competitive Advantage

- **First to market** in the US
- Throughout the process, **we work with the artist**
- Competitions between cities; **play where fan demand is**
- **Strategic partnerships** to create funnel of talent
- **Direct access** to artists' fans via their social media
- Promoters and venue owners have **reduced risk**

The Crew



Chris Ring, CEO - Promoting concerts throughout the northeast for 16 years, Concert Venue owner



Scott Dancy, President - Raised over 140 million dollars for 7 companies including Trusted Nurse Staffing, Highview Partners, APX Energy, & more.



Martin Vidal, COO - Founder of nurse staffing company, Business First's third fastest growing company of 2015



Mike Kozelsky, CTO - 10 years experience Architecting software solutions for startups and large enterprises

Testimonials

“Fanbassador’s model has all the key points that others are missing. Band direct to fan booking is the future of touring.”

Matt Galle

*2 Time Winner Billboard 40 Under 40
VP Paradigm Booking Agency*

“The potential of this new model is to reverse the touring status quo – to bring the band to the town where the fan is.”

Conor Oberst

*Singer / Songwriter
Bright Eyes*

“It’s especially needed in unfamiliar territories – it takes some of the gambling out of touring.”

Andrew Bird

*Singer / Songwriter
Solo Artist*

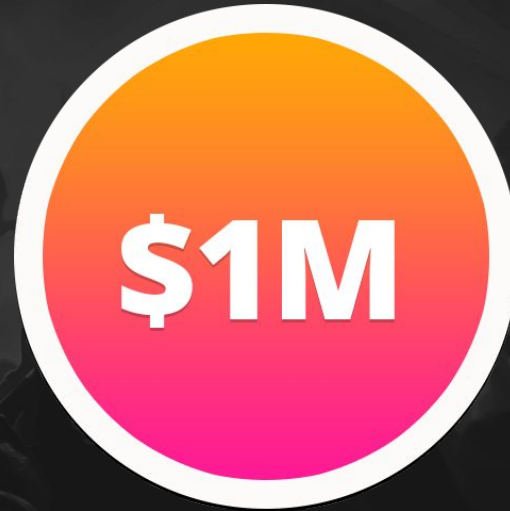
<http://crowdfundbeat.com/2013/02/28/crowdfunding-concerts-how-fans-can-get-their-heroes-to-play-in-their-hometowns/>

How to Get There

We are raising 12 months worth of financing.



Goal for Initial Raise



12 month revenue