



*Fanbassador*

**We let big fans in small cities plan tours**

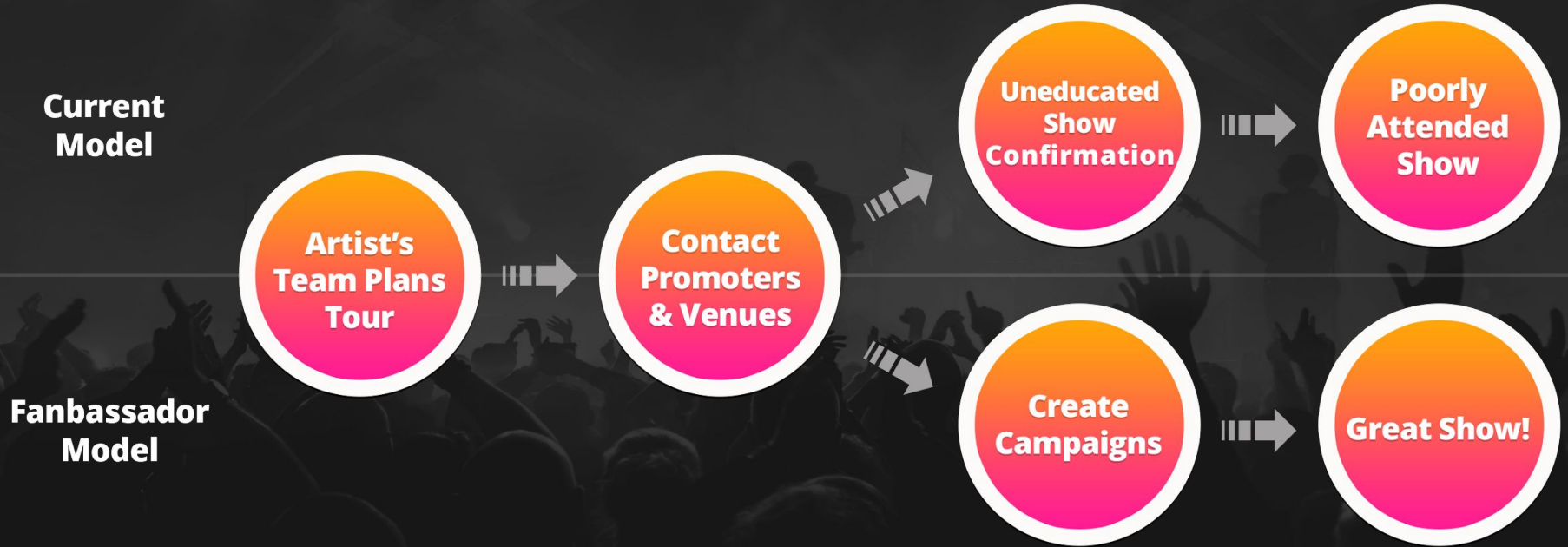
# The Problem

- **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 <sup>[1]</sup>

**\$100K**

Revenue from concert  
ticket sales on Detour  
In 2013 <sup>[2]</sup>

**\$70K**

Crowdfunded by fans to bring  
Foo Fighters to Richmond,  
Virginia in 2014 <sup>[3]</sup>

1 - [http://support.songkick.com/customer/portal/articles/2091225-what-happened-to-detour?b\\_id=9837](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](http://www.richmond.com/entertainment/article_4093bb1a-c0ce-11e3-8917-0017a43b2370.html)

# Market Size



**60M**

People attended **concerts**  
in 2015 <sup>[1]</sup>

**6M**

**Fanbassador** projected market  
share

1 - [http://www.pollstar.com/news\\_article.aspx?ID=822216](http://www.pollstar.com/news_article.aspx?ID=822216)

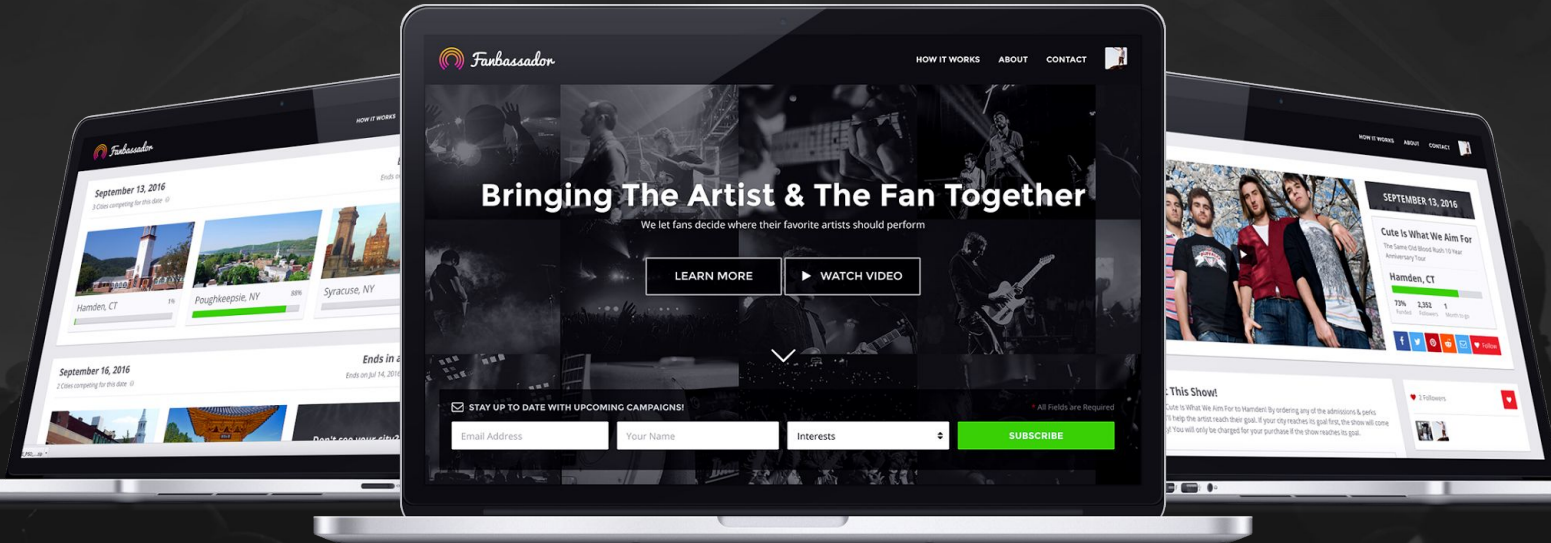
# Business Model

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



1 - [http://www.pollstar.com/news\\_article.aspx?ID=822216](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**

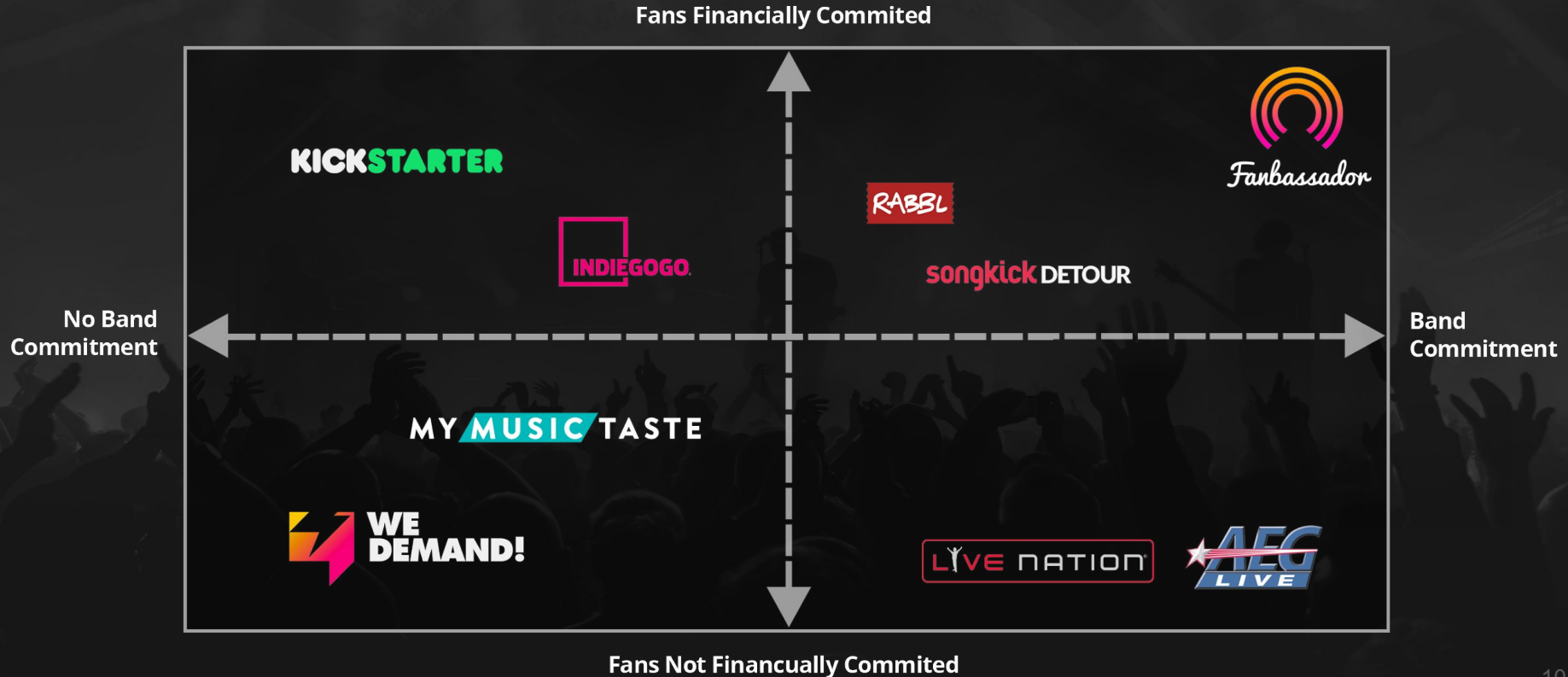
**Linkin  
Park**

**Frank  
Turner**

**Taking Back  
Sunday**

**Joywave**

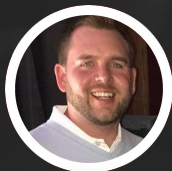
# Competition



# 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*

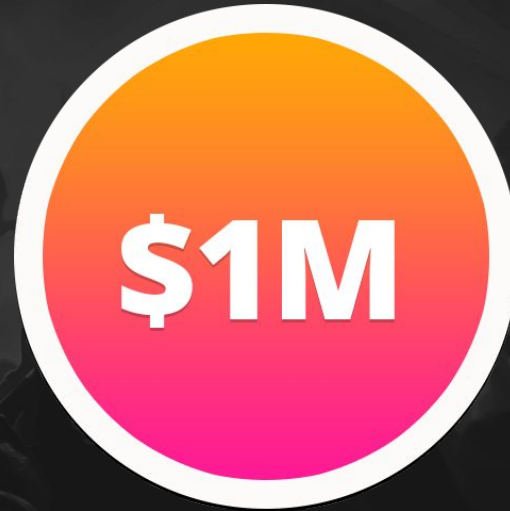
<http://crowdfundbeat.com/2013/02/28/crowdfunding-concerts-how-fans-can-get-their-heroes-to-play-in-their-hometowns/>

# How to Get There

We are raising 12 months worth of financing in order to complete 700 competitions on Fanbassador



Goal for Initial Raise



12 month revenue