



Artists' Problem



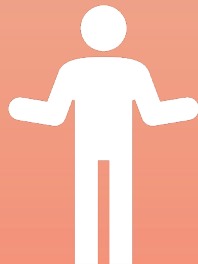
The Music Industry



Can't reach the **right**
audience



No money from
streaming



Independent Artists



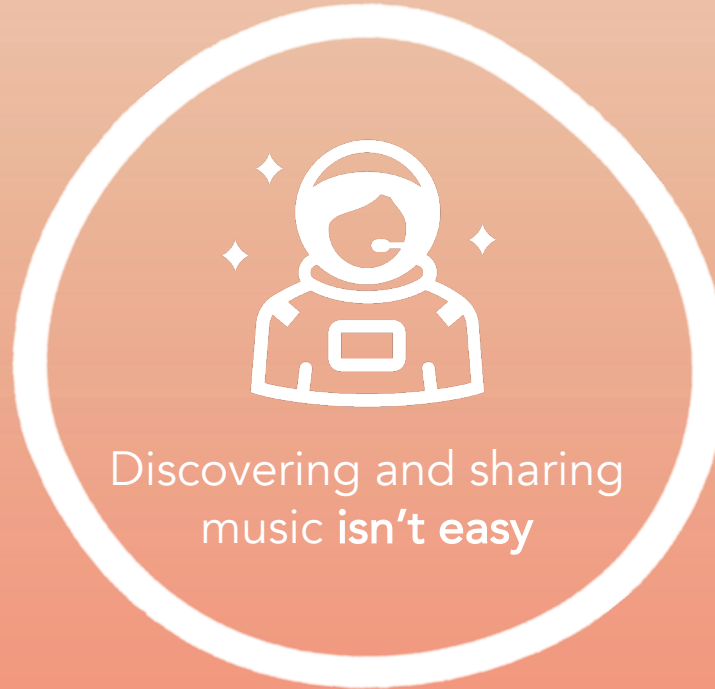
Marketing is expensive

Listener's Problem

"Finding new music is
a **chore**"



"Music discovery apps
are **boring**"

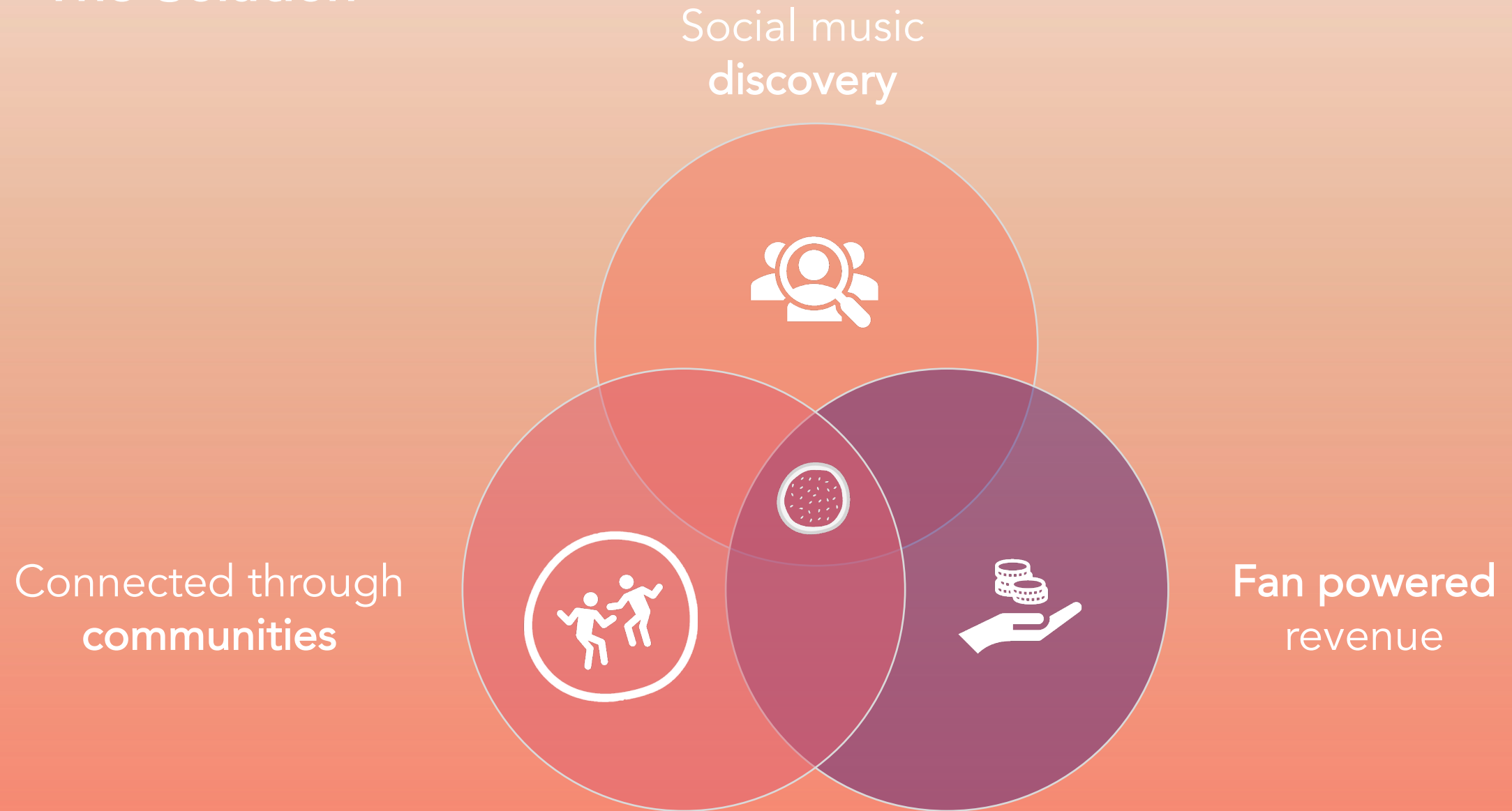


"Can't find people
with my **music taste**"

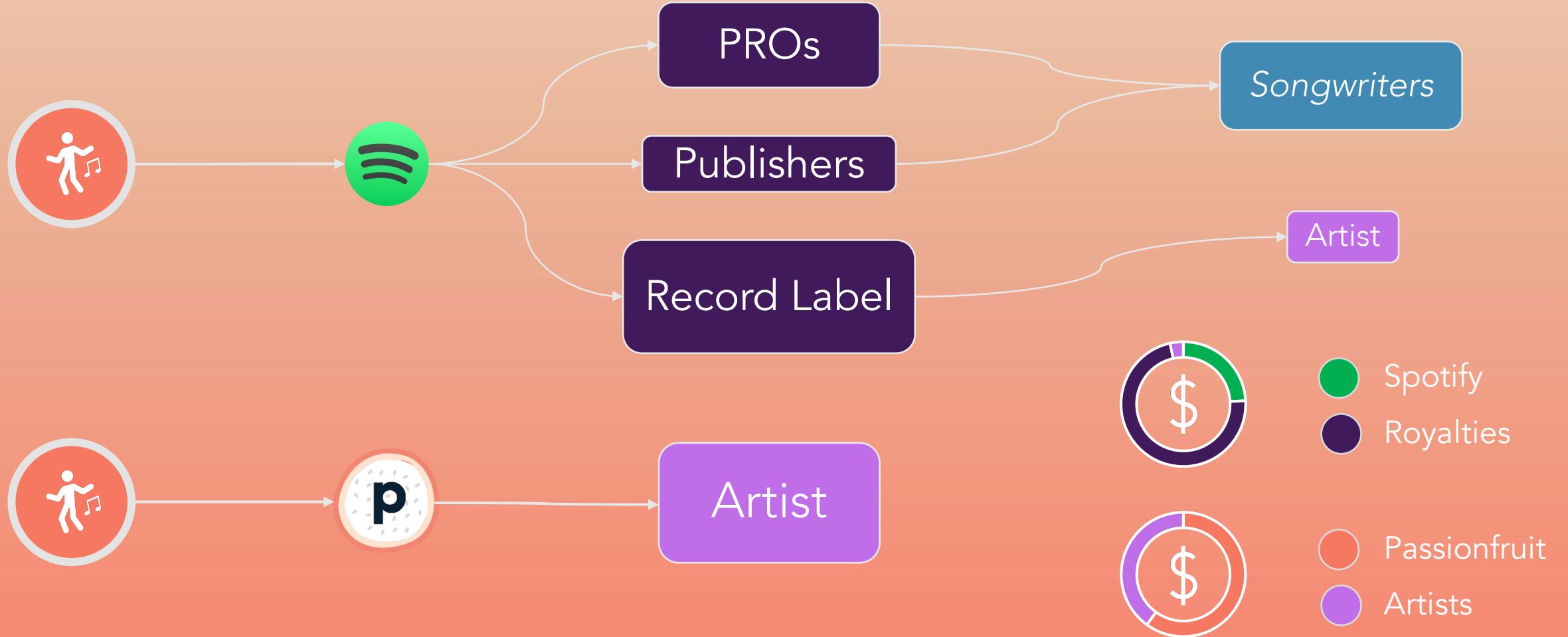


"Want to express my
music **socially**"

The Solution



Sustainable Streaming Service



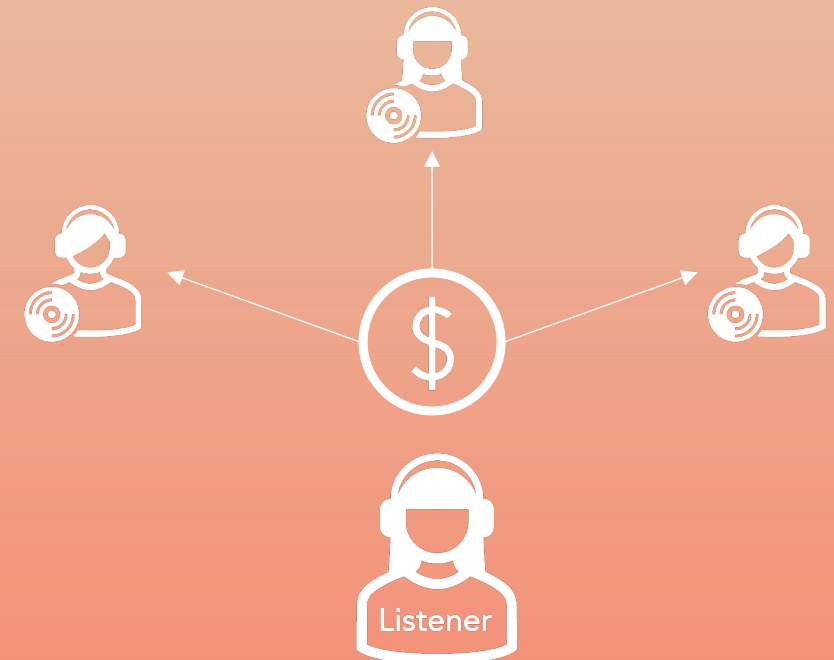
Equitable Artist Payment



\$0.004/stream

vs

40% of subscription



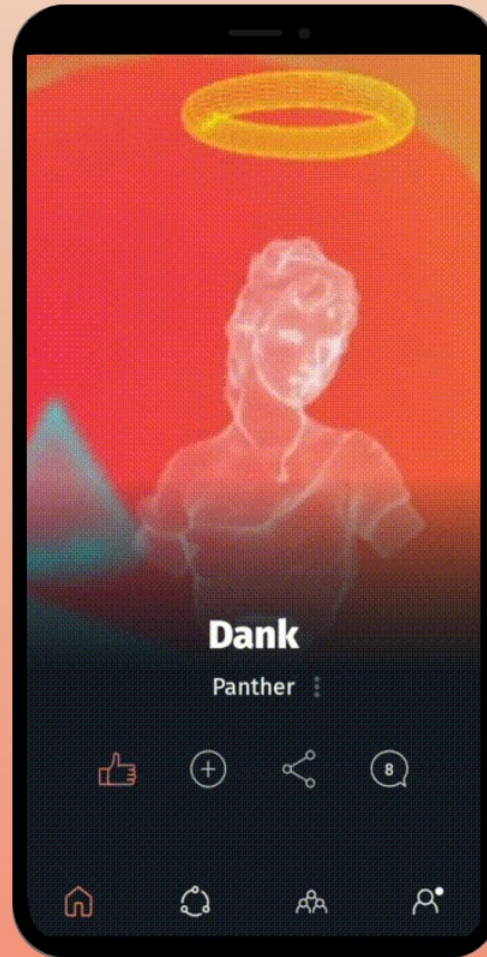
\$380

← 10,000 Fans →

\$4000

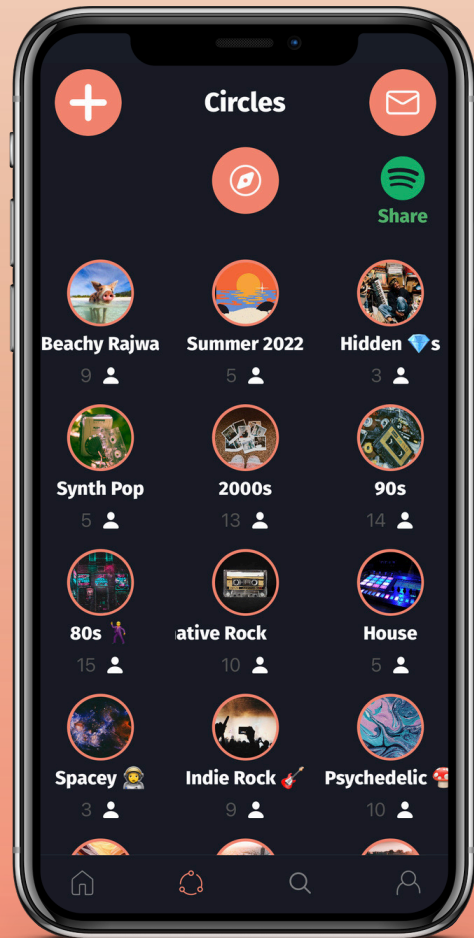
Passionfruit

Music Made Fun

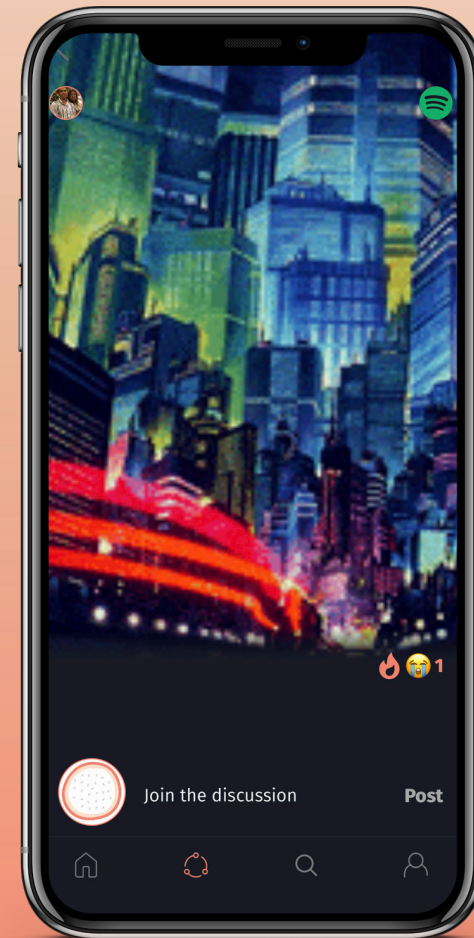


Short videos make discovering music easy!

Part of a Community

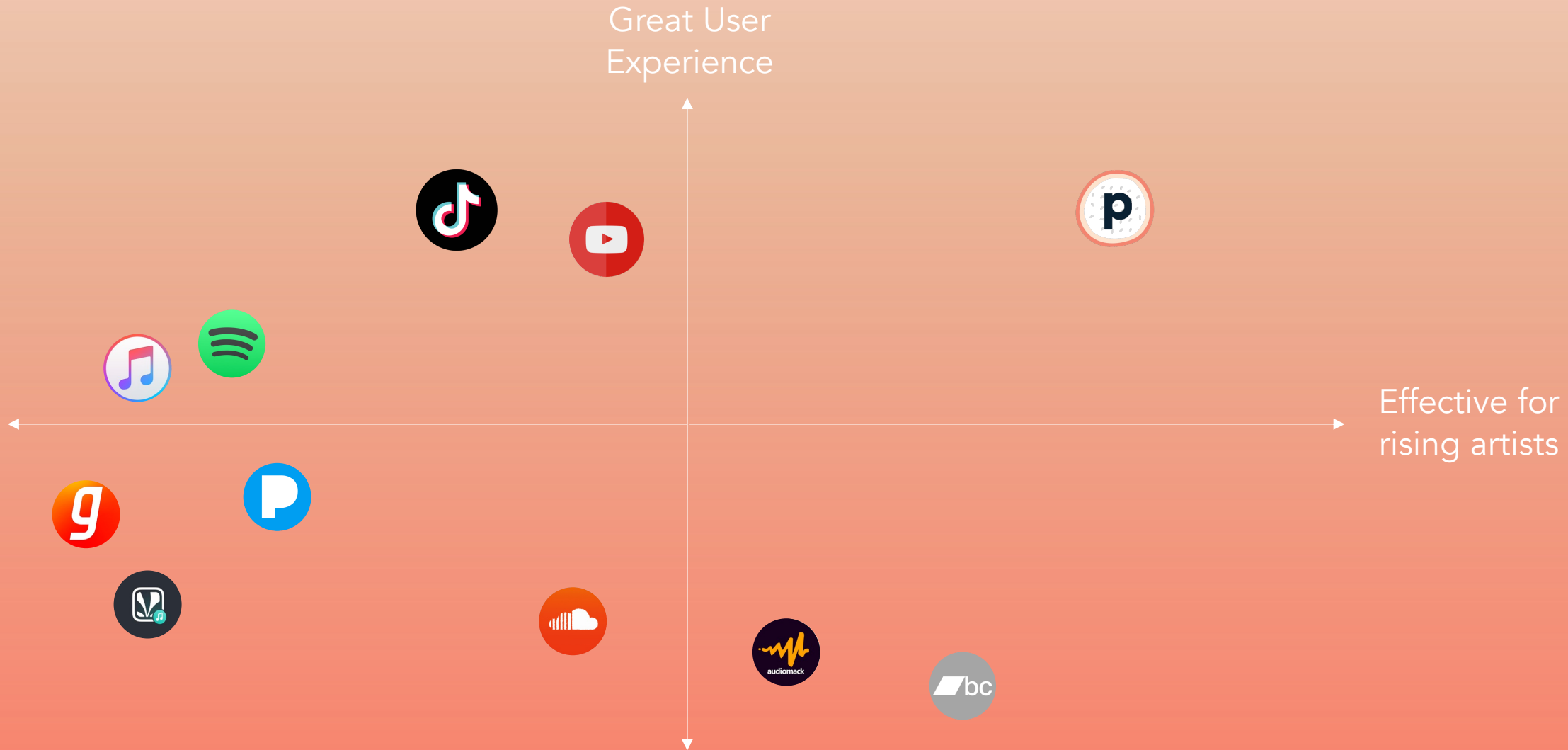


Join a circle



Express your taste socially

Competition



Market: South Asian Youth

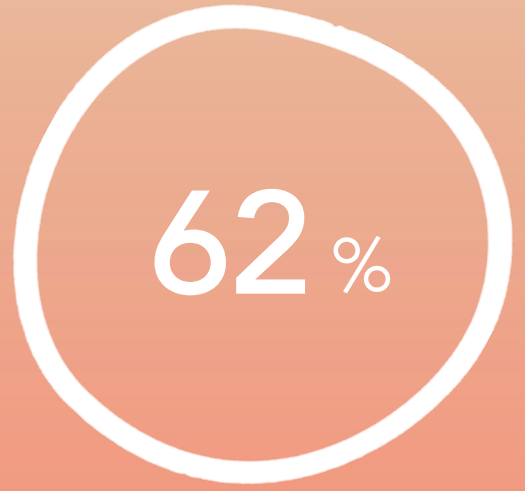
↑ 30% Streaming Rev Growth



Fans of underground artists in India
2020



Streaming Market Value
2019



Use Social Media to
Stream Music

* Source: IMI Digital Music Study 2019

Go to Market

Network Effects



Launch events in metropolitan cities

Creative Expression



Build communities that allow influencers express their music taste

Exclusive Content



Payment system encourages user-uploaded content

Monetization

Subscription + Ad Revenue

\$5/m
Model

Undercutting Spotify

60:40
Split

*Pay Artists Based on
Fan Engagement*

\$33M
by 2025

Projected Revenue

Traction



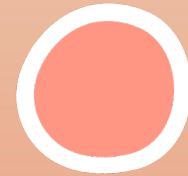
300 artists

+25/week



650 Songs

600+ licensed
designer visuals



1500 WAUs

Spending 25 mins/week
on Passionfruit

The Team



Armaan Mecca
Acquisition + Data
COO



Hamza Mecca
Operations
CEO



Amr Mecca
Content + Social
CCO



Vijaya Deepan
Technology
CTO