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Welcome to **Pipe.**

Pipe is an **innovative** online content solution aimed at the independant music business, and built on a **freemium** subscription model.

The music industry grows increasingly digital by the day. With it comes a new set of **problems** for artists and labels.

PROBLEM 1.

Websites are expensive,
the music industry is poor.

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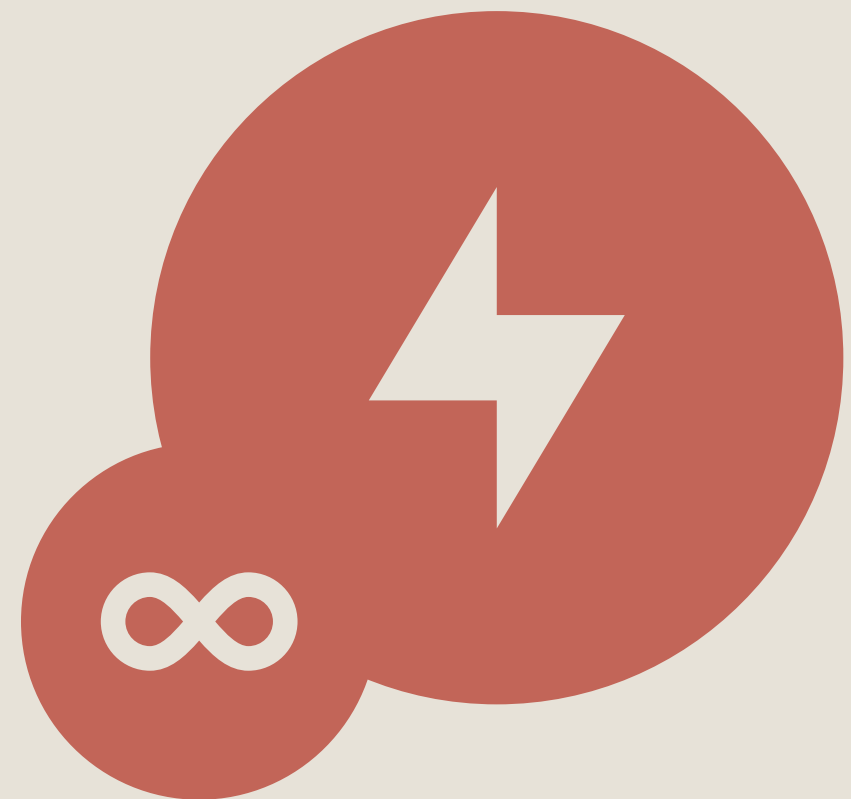
In an increasingly digital market place, web presence is key. Wordpress, Squarespace and Tumblr all help provide cheap web solutions - but are not specialised for the industry. They are only ever part of the puzzle.



PROBLEM 2.

The internet is growing,
our time is not.

New online music services
pop up daily. This causes
fragmentation of the business
across these services. Indie
musicians and labels spend
huge amounts of time entering
metadata and tour dates into
countless online forms,
instead of focusing on their
music and content.



PROBLEM 3.

Selling music (and things)
on the internet is costly.



Bandcamp and Big Cartel offer online retail solutions. Bandcamp takes a whopping 10% of every digital sale, and sports a **dated interface and system**. Big Cartel is focused on physical items, and is a pay-by-month solution that is **not conducive** to the turbulent music business.

THE SOLUTION.

Introducing **Pipe**.

Pipe will empower independant artists and music businesses in the same way **Tumblr** & **Wordpress** did for journalism, through:

A NO-CODE-REQUIRED WEBSITE

Just upload a PDF, or pick and customise a theme.

AN AFFORDABLE ONLINE STORE

Complete with full credit card itegration. No more Paypal!

A COMPREHENSIVE TOOLKIT

Accounting, Invoicing, Anayltics, Tour Dates, Social and more.

SEAMLESS SERVICE INTEGRATION

Pipe will integrate with the very best of services available to the music industry.

BUILT IN CONTRACT GENERATOR

Choose a contract type, fill out a form and download and e-mail the contract from the Pipe Dashboard.

A UX OPTIMISED CMS

A Content Management System optimised for the people who use it most - the business.

Pipe will seamlessly integrate with existing technologies, rather than compete for market share.

facebook

twitter

Instagram

Google™ Apps

You Tube



last.fm

MailChimp

vimeo

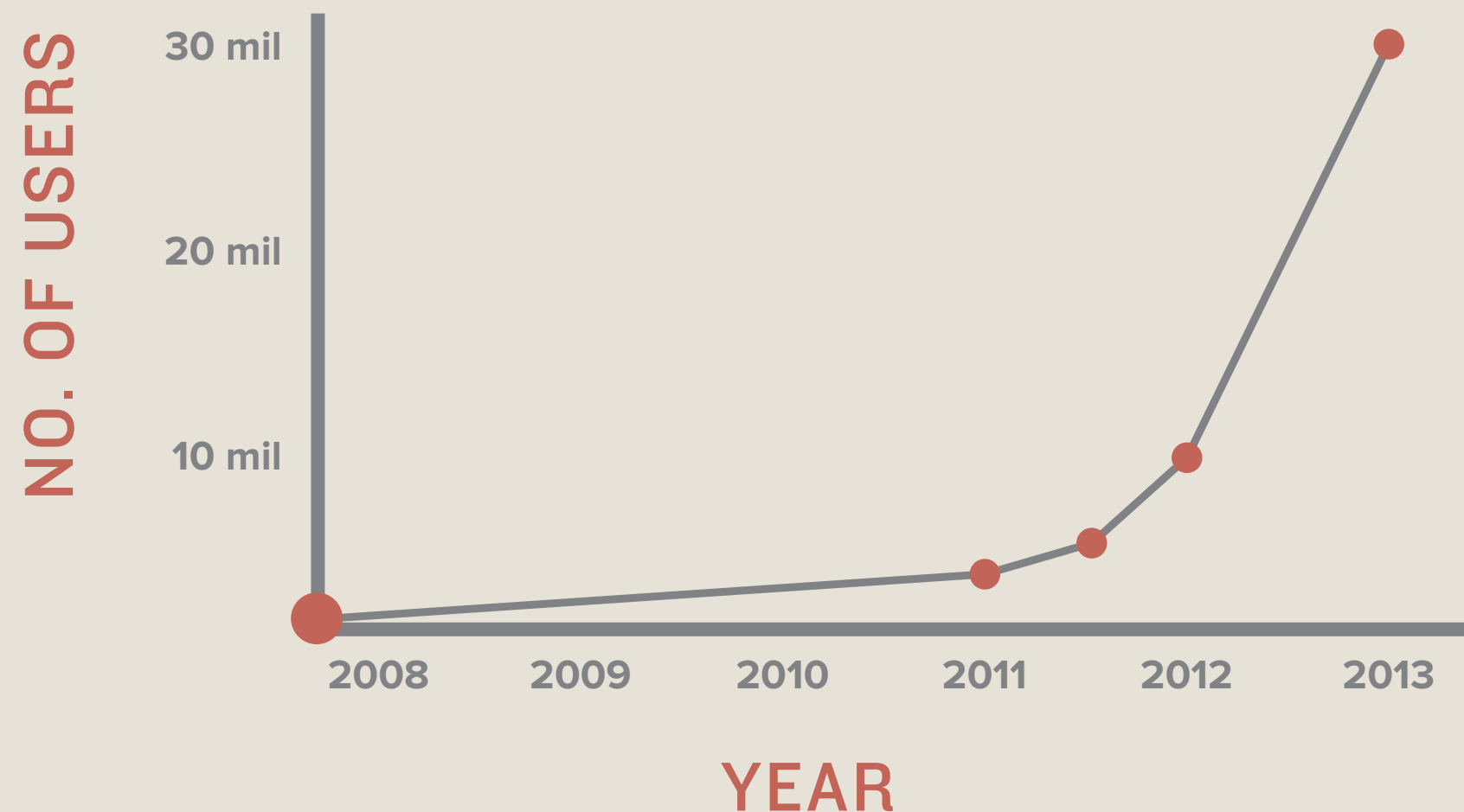
 Bandsintown

 songkick

PIPE IS AIMED AT ANY BUSINESS THAT USES THESE SERVICES.



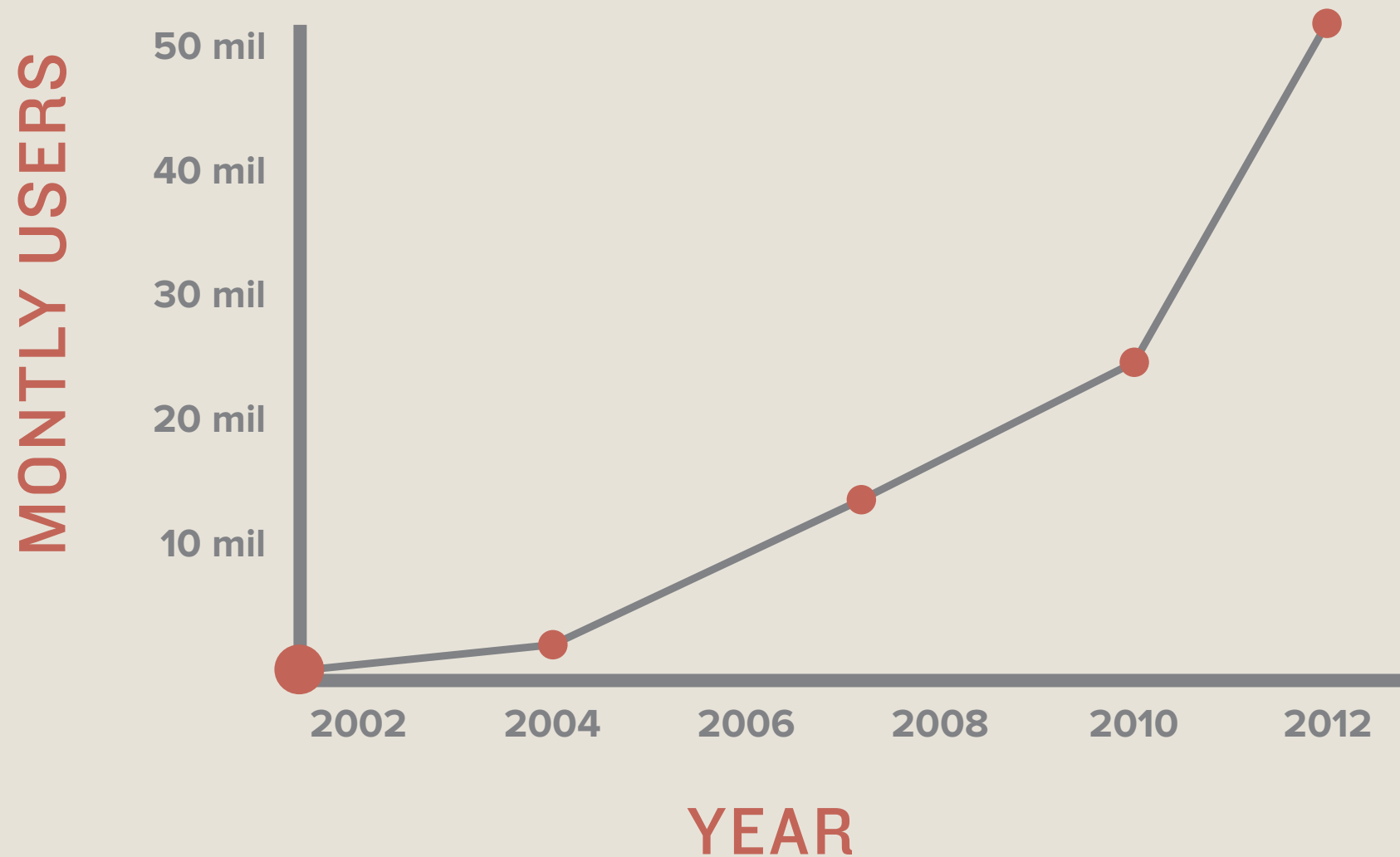
Soundcloud user growth since launch.



PIPE IS DESIGNED TO WORK HAND IN HAND WITH SOUNDCLOUD.

last.fm

Last.fm monthly users since launch.



PIPE IS DESIGNED TO WORK HAND IN HAND WITH LAST.FM



Bandsintown notable statistics.

5 Million
Registered
Users

Reaches
30 Million
Music Fans
Worldwide

150K
Registered
Artists

PIPE IS DESIGNED TO WORK HAND IN HAND WITH BANDSINTOWN.



S I L O

Want to talk more?
hugh@siloarts.net