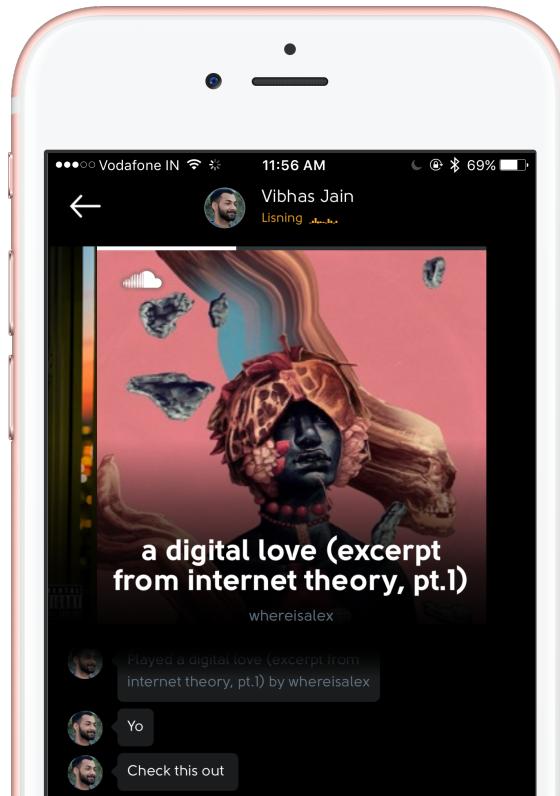


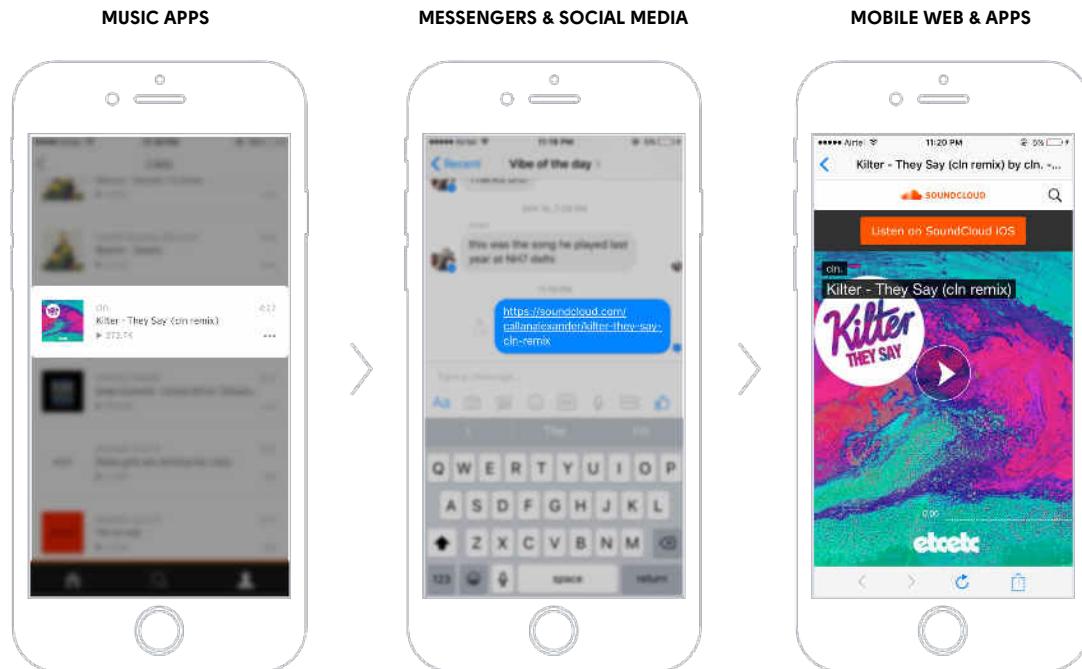
lisn

Listen to music together, real-time



Problem

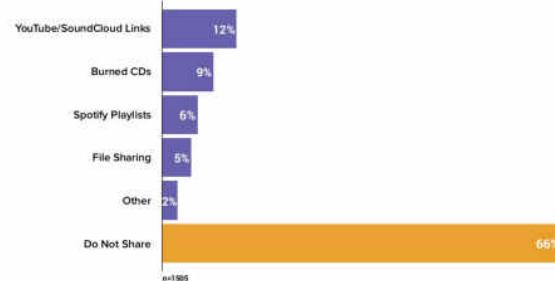
The experience of sharing music is broken. Jumping between apps, no feedback on whether your friend liked the song or not, music lost amongst conversations or ignored.



STREAMLINE AUDIO

Today, most listeners don't share their listening activity on social networks, creating an opportunity for any player that can improve the sharing experience

Audio Social Sharing Preferences



activate www.activate.com

Sources: Activate survey of adults 18+, October 2015, Activate analysis

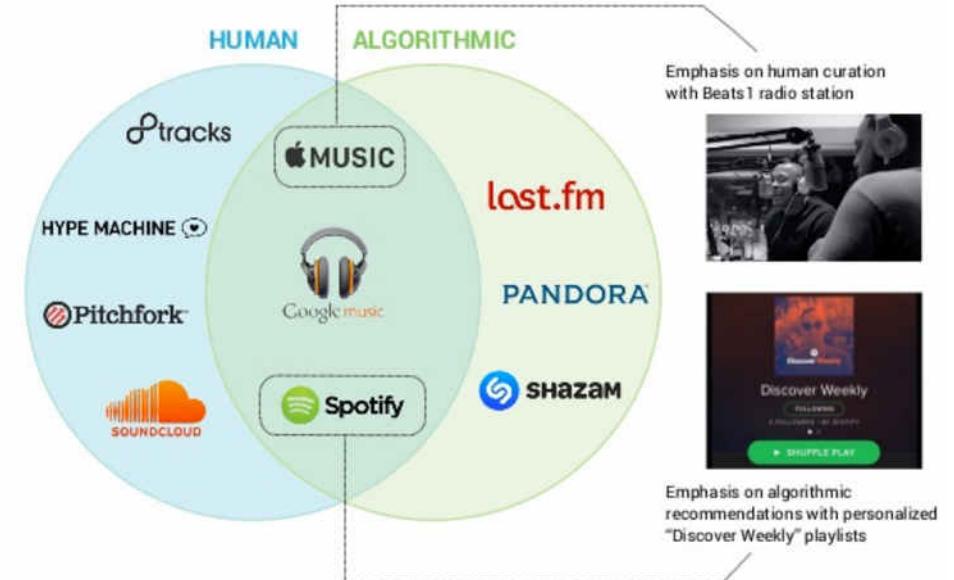
Problem

Music discovery in real life is a very social experience. Digital music discovery is lonely and isolating. Why the disconnect?

How can we build a shared listening experience to listen to, and discover music? Not only from friends that know your tastes, but also from music curators and musicians you look up to?

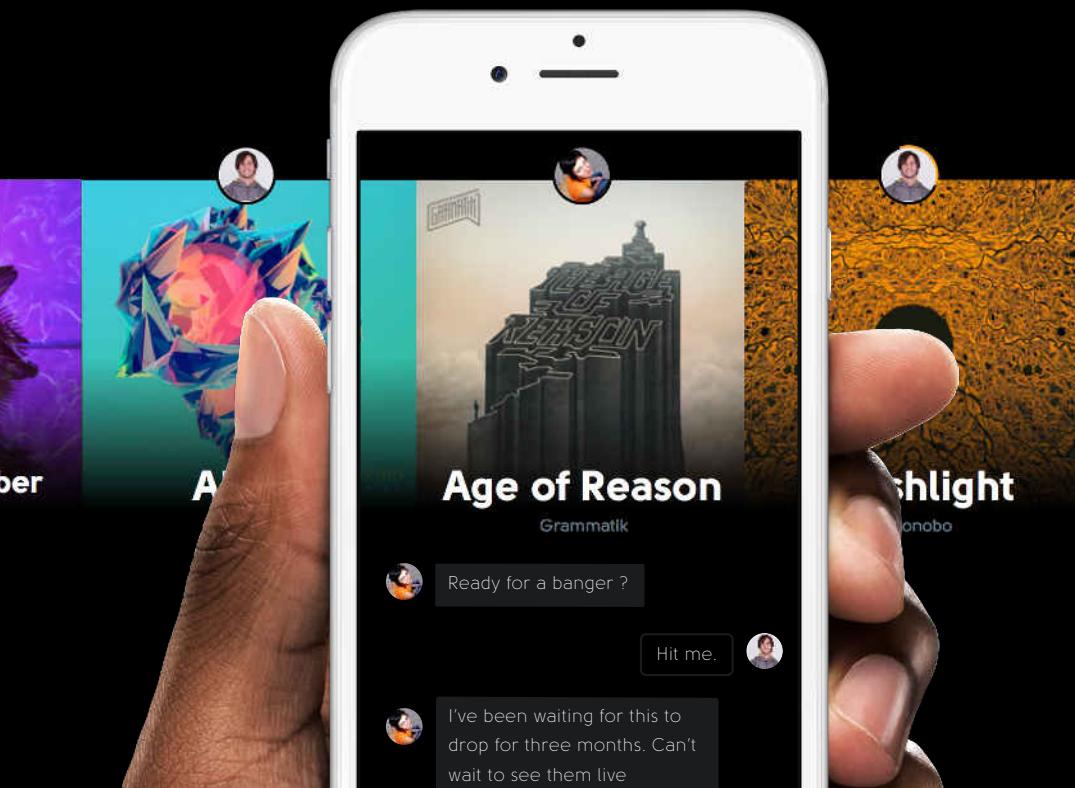


Another major area of differentiation will be smart curation that combines human and algorithmic methods



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Listen to music together, real-time



Synced playback w/ chat.
Highly engaging experience.



Listen together with friends
and discover music

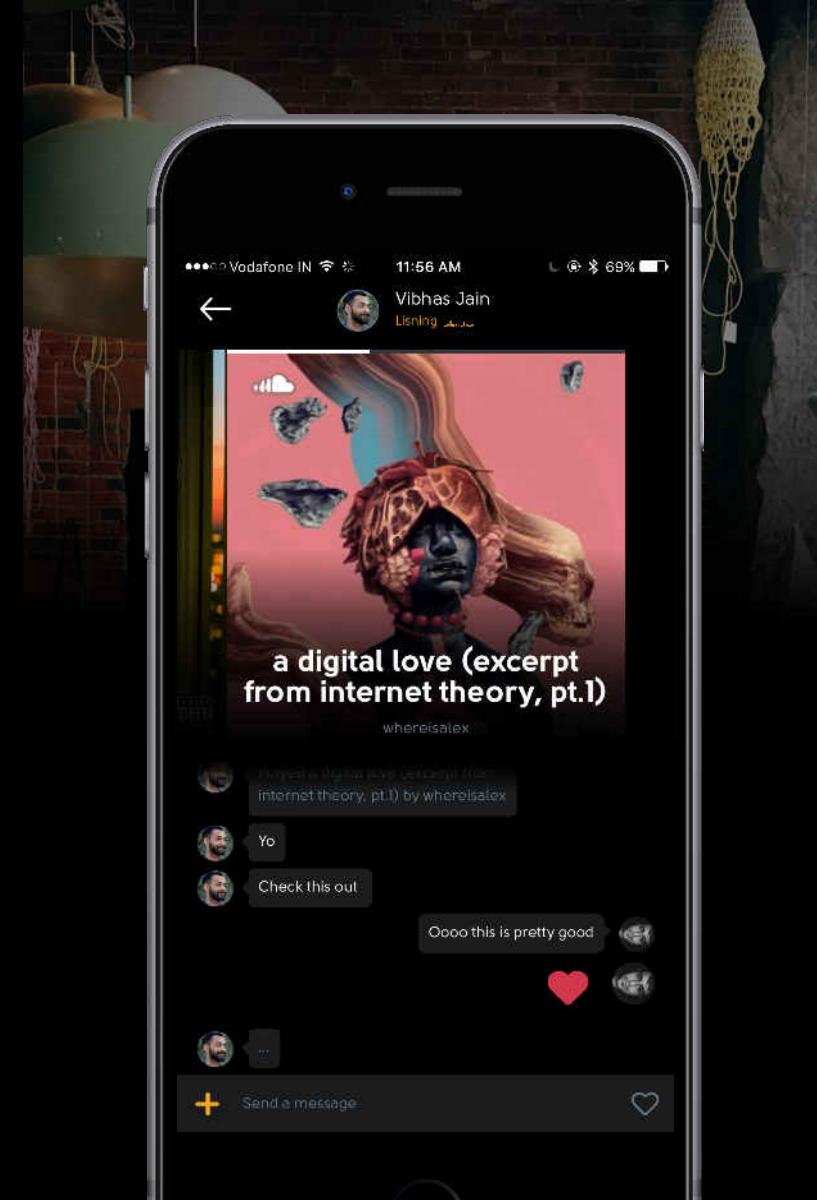


Catalog of 130M+ tracks from
Spotify & Soundcloud. Listen
from multiple sources.

Music DMs

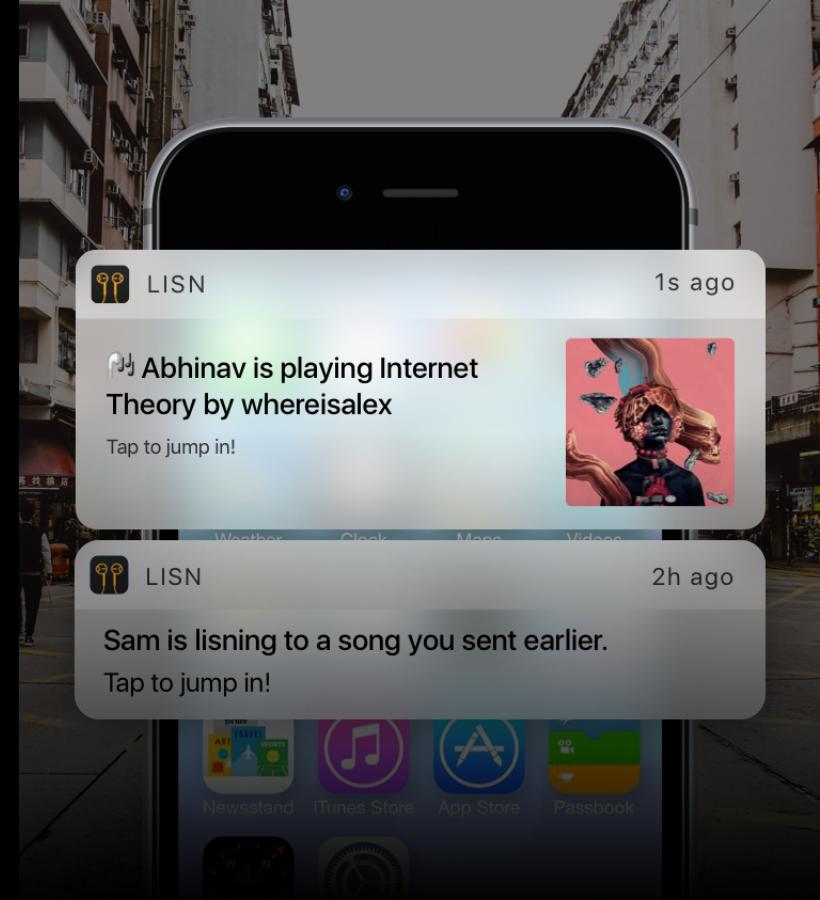
Our highly engaging music + chat experience is a great way to discover new music and talk to friends.

Share your favorites, save new gems to library, and forward songs to other friends.



Real-time

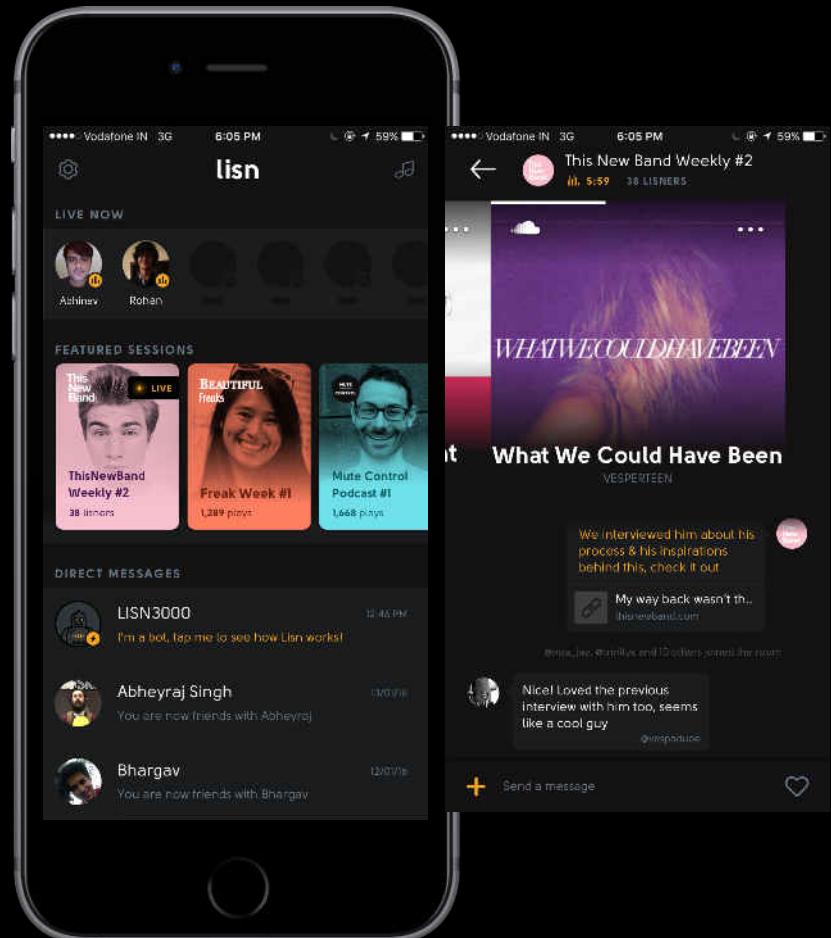
Jump into sessions live and start listening at the exact point. Check it out later to notify the sender and sync up.



Broadcasts UPCOMING

Jump into 1:n broadcast sessions from friends and curators.

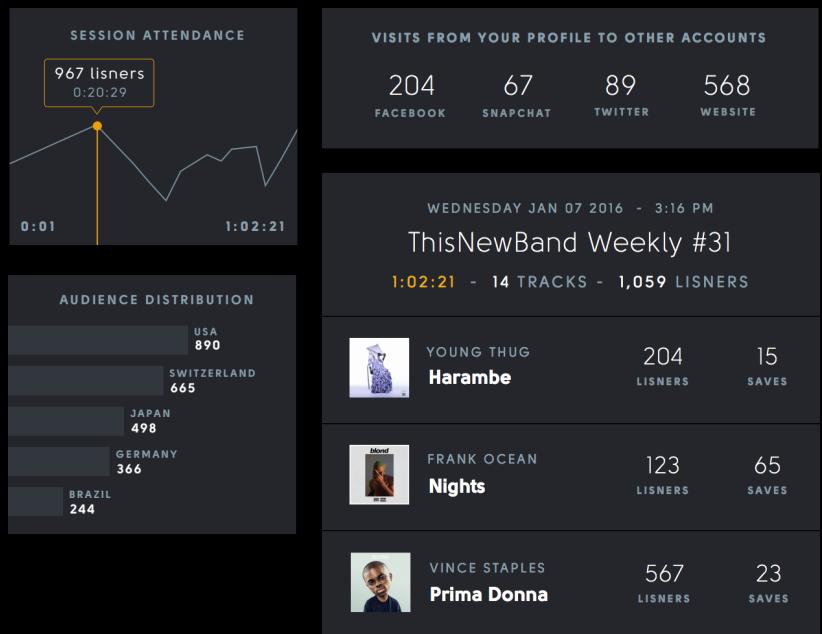
Highly curated sessions from music journalists to discover new music and engage with people with similar tastes.



Broadcasts UPCOMING

We celebrate music curation as journalism and are empowering broadcasters with tools and analytics to directly connect with their audience. We're decentralizing radio.

Fans are notified every time they go live and can listen live in our music + chat experience.



Founders

Three of us were on the same team at Housing.com, Bhargav and Abhinav went to school together.



Abhinav Chhikara

CEO, PRODUCT

Previously UI/UX designer at Housing. Led design + product at yelo, which was acquired by Jugnoo in 2015. Had a design/dev startup in college, graduated CS from MIT Manipal.



Bhargav Sosale

CTO, TECH

Published research on autonomous agents in Springer. Worked with a startup in Singapore, was lead guitarist at bands that went on to play at NH7. Graduated CS from NTU Singapore.



Vibhas Jain

DESIGN, PRODUCT

Previously lead UI/UX designer at Housing. Designed PayTM Wallet and dashboards as their first designer. Built a music recommendation app named Pick that shut down. Graduated from Academy of Art Uni in SF, dropped out of IIM Calcutta.



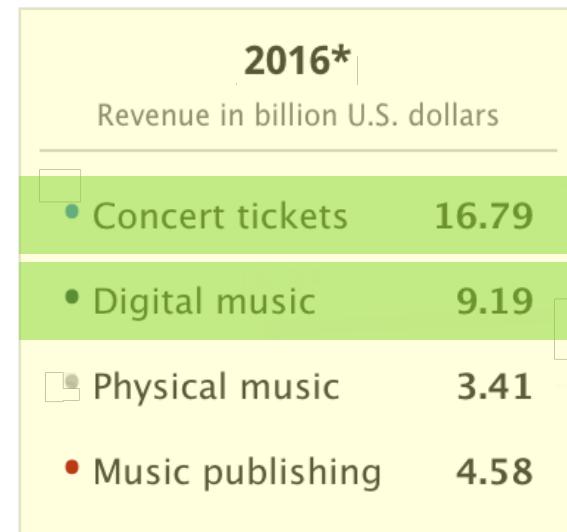
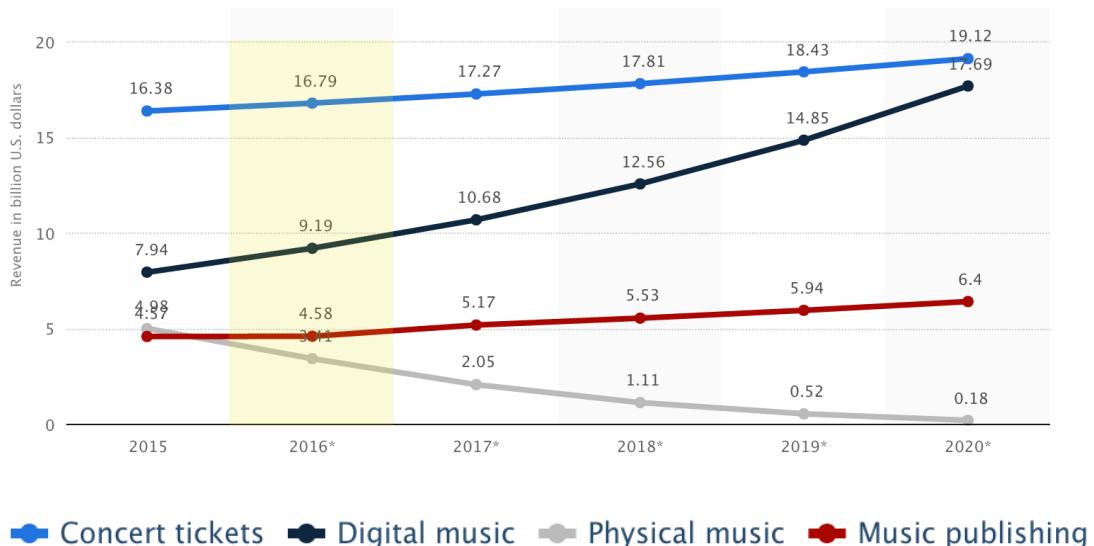
Abheyraj Singh

TECH

Previously iOS/Design at Housing. Worked as an early iOS dev at one of India's biggest music streaming services, Airtel Wynk. Built & maintained the app from 0 to 1M users. Guitarist at multiple bands, graduated IT from AKGE Delhi.

Market

Digital music consumption is at an all-time high, with digital music revenue having surpassed physical sales revenues. Our platform contributes to transactions in **Digital Music** and **Concert Tickets**.



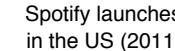
Why most social music apps have failed

1. Launched in a pre-streaming era. Faced DMCA or copyright issues, or there simply weren't enough people streaming music. (Digital revenues surpassed physical only recently, and paying subscribers of music streaming services have grown by 40% just over the past 2 years)

2. Apps launched in pre-mobile era have been limited to specific music consumption contexts: Desktop at work, or at home, with very limited mobile consumption. As mobile technology and infrastructure has improved over the last 5 years, audio consumption trends have changed.

3. Low retention over time because of being highly 'lean-forward' discovery experiences as compared to something like radio, which is a 'lean-back experience'.

Spotify launches in the US (2011)



HYPE MACHINE (launches in 2005)

 tracks (launches in 2008)

 Ping (shuts down)

 SOUNDRUP (shuts down, pivots to music data)

 turntable (shuts down)

TIDAL launches in the US (2014)

Apple Music launches in the US (2015)

Deezer launches in the US (2016)

 THIS IS MY JAM (shuts down)

 plug.dj (acquired, shuts down and re-launches)  SOUNDWAVE (acquired by Spotify, shuts down)

 cymbal (launched)

 lisn (launched)

MOBILE CONSUMPTION

Launch 9th August 2016



etc

Product Hunt



Lisn

Listen to music with friends, in real-time

▲ 717

54

🔥 TRENDING RIGHT NOW



"The joy that comes from listening to music with friends is something that's been around ever since. Lisn offers you a way to listen to music with a friend, no matter how far apart you are, and chat about it right in the app."

The New York Times

כלכליסט

c culture

TRENDHUNTER^{TECH}

appygeek

YOUR
STORY

WEEK 1

International press

WEEK 2

ProductHunt launch

WEEK 3

TechCrunch feature

WEEK 4

More press

Press kit: <http://lisn.presskithero.com/articles>

Story of our launch: <https://medium.com/startup-grind/we-built-an-app-to-listen-to-music-with-friends-real-time-9a58d033c466#.r57pq91gk>

Launch 3 weeks, 9th-31st August

We've been in beta for 4mo and launched in August. Our initial spike was organic but non-targeted growth: tech enthusiasts from TC/PH that try most new apps and uninstall. Currently, we're growing organically through referrals and are iteratively improving our funnel.

2924
USERS (TOTAL)

19,381
SONGS STREAMED

7,666
SONGS SENT

197.3
DAU

36.6%
SESSIONS >3min

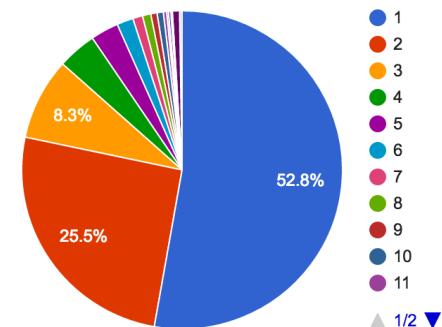
13.9%
SESSIONS >10min

12.0%
WEEK 1 RETENTION
OF PEOPLE WHO PLAYED 1 SONG

9.28%
WEEK 2 RETENTION

10.2%
WEEK 3 RETENTION

Friends distribution



2.5
AVG FRIENDS / USER

Potential monetisation opportunities

Highly engaged audience presents a huge opportunity for promotion and advertising of properties in the music industry. Will most likely kick in after reaching a considerable active user base.

1. Analytics and tools for music curators, promoters, music festivals and other broadcasters to connect directly with their audience, push content and sell directly to them via the music + chat experience.
2. Affiliate partnerships with music streaming services, regional and international to increase adoption. The engaging listen experience can be a great value add to regular streaming.
3. Exclusive content, native ads, paid content distribution. There's potential for lots of exploration in this area, including but not limited to concert tickets, breaking new artists and music on the platform etc.



We're raising an angel round

\$500k for the next 18mo for 12% equity

1. Growing **tech** team, and **scaling infrastructure**. We're hiring for key roles in engineering and will grow from a team of 4 to 8 by early 2017.
2. Focus on **retention** and **engagement**. We're constantly iterating on our onboarding and are adding features that increase frequency and duration of sessions by reducing points of friction.
3. Building Android app, Broadcasts and web widget for blogs. For our broadcasts pilot, we're onboarding **20 music blogs by January 2017** and aim to grow that to **100 blogs within the next 6 mo**. This will be our #1 source of acquisition of new users as their audiences join.
4. Explore **partnerships** with media companies and telcos. We're in talks with 2 big telcos in Philippines and Malaysia for our Android launch. We're working closely with a popular artist promotion agency in Ireland to strengthen our product for music promotion and for artists to connect with fans.

lisn

Listen to music together, real-time

WWW.LISN.XYZ

ABHINAV@LISN.XYZ