



# Music Munchies

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# Musical artists' songs, merchandise, and concert tickets are dispersed across many websites

Fans can't easily locate all offerings from their favorite artists online



Why can't there be a website that puts it all in one place?

# MusicMunchies is the first, all-in-one hub for the most loyal fans of any musical artist

Each artist will have a profile that combines their social media, merchandise, and tickets offerings:

## Social Media

We've integrated various social media platforms (Facebook, Twitter, Instagram, and others) via their APIs. MusicMunchies users will be able to easily view all their favorite artists' social media activity in one place. They'll like, favorite, and retweet artists' posts all within our site.

## Merchandise

We're pulling merchandise results from several sites -- eBay, Amazon, and Etsy. We'll develop a proprietary algorithm to rank the merch so MusicMunchies users don't have to scour multiple websites themselves. Long term, we're hoping to partner with artists and enable them to upload exclusive merchandise on our site.

## Tickets

The ticketing market is scattered across multiple websites. Thankfully SeatGeek, a ticket search engine, compiles many of the listing on the secondary ticketing market for concerts and sports. We'll use their API to display tickets for upcoming concerts featuring artists on our site.

In the future, we're hoping to "gamify" the MusicMunchies user experience. All musical artists want to build a stronger social media presence -- a larger social media following translates to higher merchandise sales and larger concert venues. We want to help artists grow their social media footprint. We'll do this by incenting users to like, follow, favorite, and retweet artists for points on our site. Points will translate into discounts on merchandise and tickets.

# Our target market consists of loyal, popular music fans who would consider purchasing merchandise and tickets.

Music Industry Revenue worldwide, 2014 = \$47.6 billion<sup>1</sup>  
U.S. Industry Revenue, 2014 = \$15.2 billion<sup>1</sup>

## Revenue Stream #1: Ticket Sales

Concert Ticket Sales in North America, 2014 = \$6.2 billion<sup>1</sup>

TicketMaster Revenue, 2013 = \$1.41 billion<sup>2</sup>

SeatGeek Revenue, 2013 ~ = \$84 million<sup>3</sup>

Percentage of SeatGeek  
Tickets for Concerts ~ = 30%<sup>4</sup>

**\*Through SeatGeek's affiliate  
program, we'll earn  
50% of revenue  
on any sale  
generated by  
MusicMunchies**

1 <http://www.statista.com/>

2 Live Nation Entertainment, Inc 10-K Report, 2013

3 <http://www.forbes.com/sites/karstenstrauss/2014/01/21/ticket-platform-jumps-10-after-strangling-its-competition/>

4 Percentage of Concert Tickets of on February 11,

## Revenue Stream #2: Merch Sales

Merchandise accounted for 2% of aggregate musician income, 2012<sup>5</sup>

Only 12% of musicians sold merchandise<sup>5</sup>

56.3% of musicians said that the average size a merch sale was between \$15 and \$25<sup>6</sup>

27.3% of musicians reported that more than 50% of their sales happen online<sup>6</sup>

### Competitors

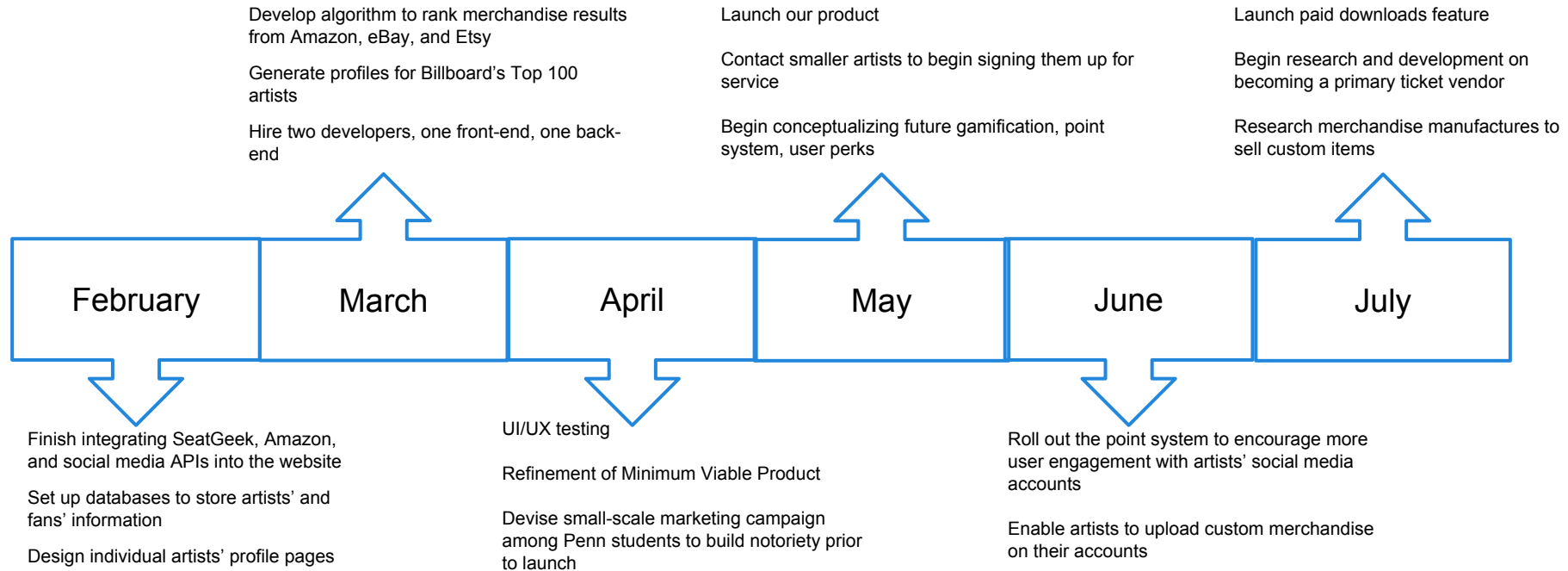


MUSIC CONSUMERS AND THEIR MUSIC SPENDING



THE 40% OF MUSIC CONSUMERS WHO ARE FANS  
ACCOUNT FOR 75% OF ALL MUSIC SPENDING

# Six-Month Development Plan for Music Munchies



Expected Development Costs: Hiring two developers part-time starting in late March

We'll pay each \$1,000 stipend with promise of equity = \$2,000 in total

# Team



**Jack Beckwith**

*Co-founder, Developer*

Wharton Student

Statistics, Operations & Information

Management Concentrations

Computer Science Minor

Ticketing Analytics Intern at Major League

Baseball, Summer 2014

Treasurer, Interfraternity Council



**Nathaniel Sena**

*Co-founder, Business Development*

Wharton Student

Entrepreneurship, Finance Concentrations

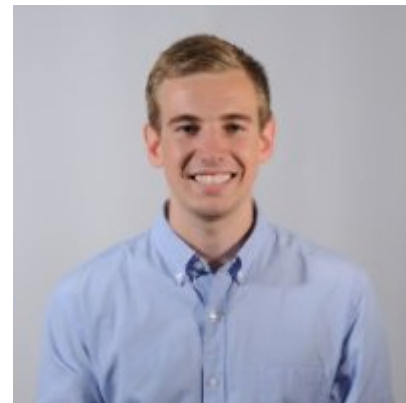
Computer Science Minor

Intern at Havas Summer 2014

Exec. Board Member: Wharton

Undergraduate Entrepreneurship Club,

Penn Microfinance



**Chris Beyer**

*Lead Developer*

Engineering Student

Computer Science Major

PennApps Executive Board, Head of

Hardware

The Architechs, President

Dining Philosophers, Social Committee

Software Engineering Intern at Amazon,

Summer 2014

Full-time at Amazon after school (AWS)