





“Electronic music isn’t for followers, its for innovators. It is truly the music of the future, it has no boundaries, no structures, and it can go as fast as time goes”

Jeff Mills



MAJOR PAIN POINTS IN THE LIVE ELECTRONIC MUSIC INDUSTRY

INFORMATION SPREAD

Information and contact details on DJs, Agencies, Venues, Promoters and Events are all over the place and show conflicting information.

COMMUNICATION DISMISMATCH

Enquiries, requests, messages and more are being done through Email, Phone, Forms, Facebook, Whatsapp, Skype, Wechat and more.

TOOL & PLATFORM OVERLOAD

DJs & Promoters are using SoundCloud, Spotify, Facebook, Instagram, Bandsintown, Songkick, Beatport and many others, to discover and promote.

LIMITED TO OWN DATA & STATS

Several entities are using excel or have built internal, yet very similar, custom tools to monitor themselves and the market.

NOT GETTING PAID OR TOO LATE

DJs are very often getting paid part of their fee's during or after their performance. Often, they face difficulties getting their money.

NO UNIVERSAL AGENDA

Future and past Events are promoted and stored on many different online platforms.



BIG DATA, FULL ACCESS

We monitor, capture and provide metrics about and for the whole industry.

SMART CONTRACTS

We provide Smart Contract for Artists engaging in contracts with Promoters. On the blockchain. Safe, easy and fast.

ONE SHARED AGENDA

Bookya forms the ultimate shared agenda for all major players in the electronic music industry.

ONE CENTRAL DATABASE

Bookya organises all details and all contact-information of key players in the live electronic music industry.

STREAMLINED COMMUNICATION

Syncing communication tools and combining conversations, enquiries and bookings in one central space.

360° API-INTEGRATIONS

Integrated with the API's of all the major players in the industry. From discovery to ticketing.

WHAT BOOKYA BRINGS TO THE LIVE ELECTRONIC MUSIC INDUSTRY



Frankey & Sandrino

Search

Dashboard

Discovery

Messages

Bookings Request

Following

Notifications 8

Account Settings

My Profiles

Logout

My Agenda






23 Mar 2018 Lehar - All Through The Night Tour 2018 - Watergate, Berlin
Berlin, Germany

12 Mar 2018 Katzensprung Festival Björnson Bear
Kierspe, Germany

01 Okt 2018 DGTL X Kompakt - ADE
Amsterdam, Netherlands

+ Create new event

Inbox

	AMS Bookings Agency	Jul 19, 2018	New booking! Jan 12, 2018
	Stephan Bodzin Artist	Let me see if I have this correct, We meet up at the backstage of the Solar ...	2 Jan 12, 2018
	Sebastian leger Artist	Alright, hope we can meet after I reach back in netherlands.	1 Jan 08, 2018
	Oliver Schories Artist	Let me see if I have this correct, We meet up at the backstage of the Solar ...	2 Jan 12, 2018
	Gem Bookings Agency	Aug 12, 2018	New booking! Jan 12, 2018

I want an agent

Trouble finding an agent that suits you? Bookya offers an helping hand. Get started now!

Search agencies

Local gigs

Want to know what is happening? Get an overview of all the gigs near you.

Search local gigs

Get booked in...

Looking for an opportunity to play abroad? Or in a city nearby? Enter a location and we will get you started!

Type location...

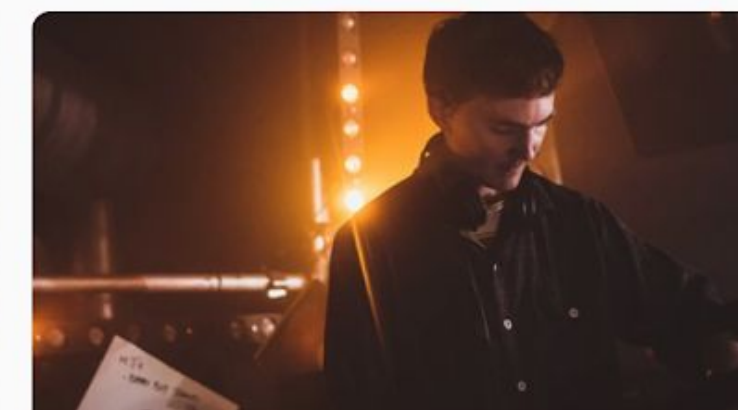
Recent News



Solomun apologizes for playing track with sample of Islamic call to prayer



Scuba to take 'extended break from touring'



De School heads to ://about blank with Ben UFO, Job Jobse



Jeff Mills announces debut album from his improvisational jazz fusi...





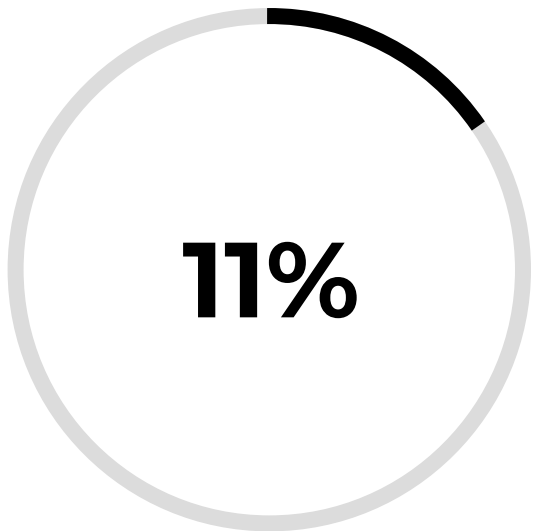
WHERE WE STAND

We are glueing this enormous and exploding market back together by providing a B2B solution for everyone who’s making money out of live electronic music.

We’ve spent 2,5 years developing a **cutting-edge platform** and **unique database**. The platform enables users to quickly find more opportunities and connects people based on their past performances and future locations.

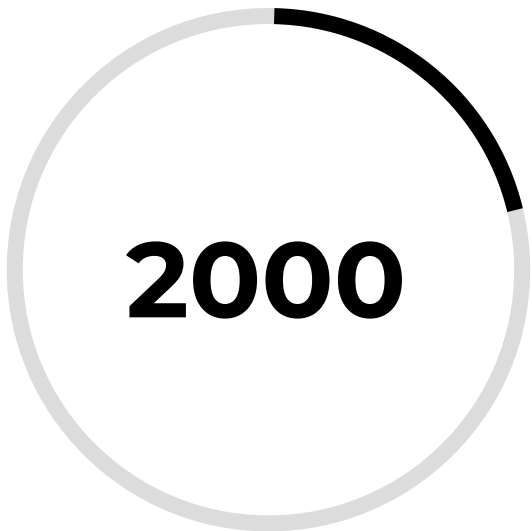


Profiles

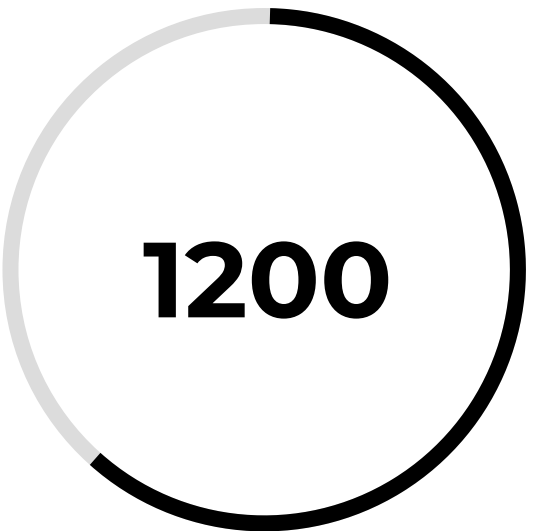


Conversion

Cold Emails, based on 7500 leads.



Users



Monthly Searches

Bookya is easily described as the LinkedIn for dance music.

We are the go-to-place for electronic music professionals to discover, connect & book.



WHERE WE GO

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Q2 2019
PAYMENTWALL



Q3 2019
VIRAL INVITE PROGRAM



Q4 2019
BOOKYA.CN



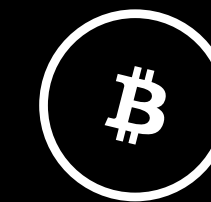
Q4 2019
BOOKYA ELITE



Q1 2020
BOOKYA B2C



Q2 2020
VERTICAL GROWTH



Q3 2020
SMART CONTRACTS



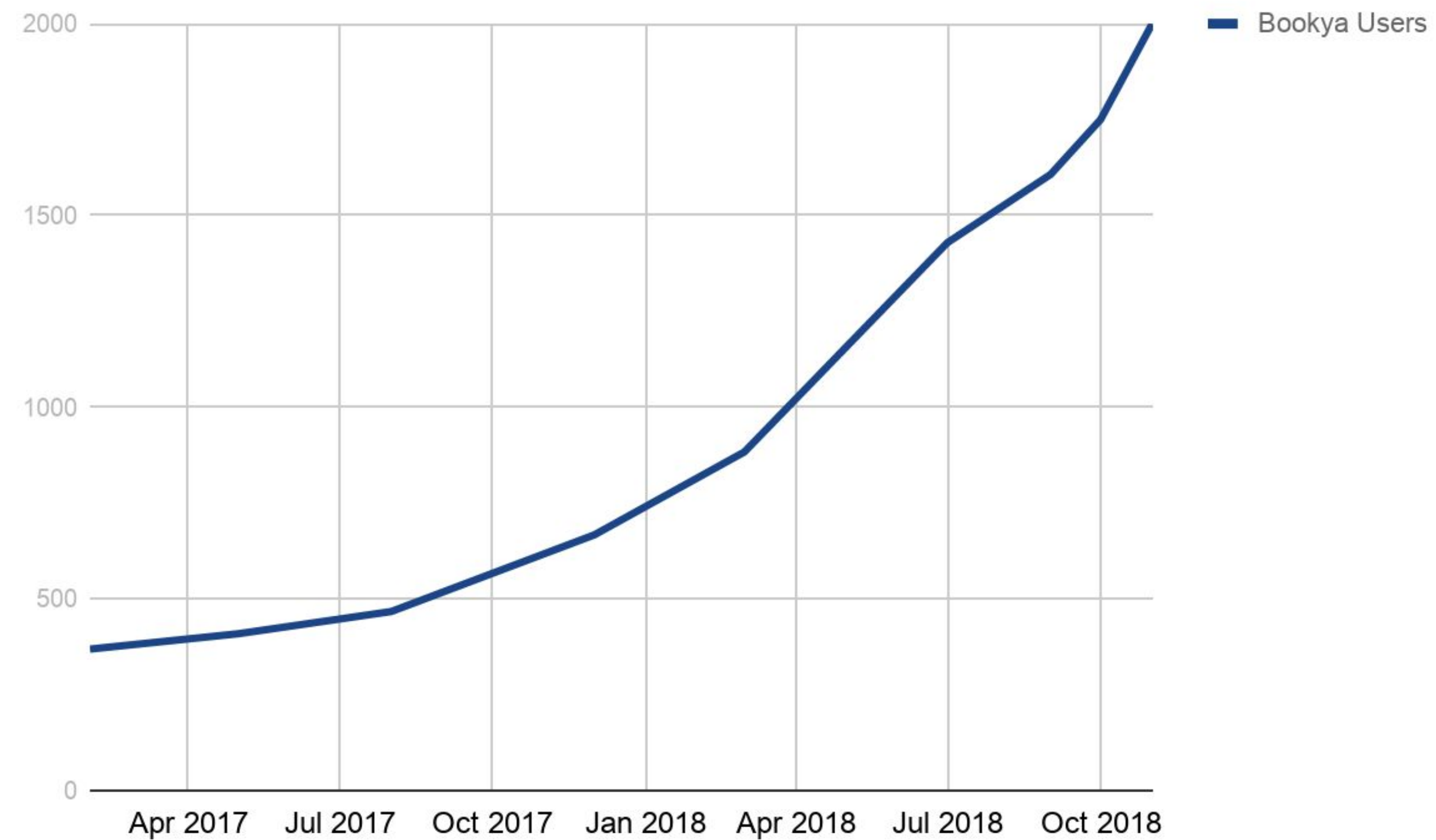
Q4 2020
OTHER GENRES



BOOKYA USERS

We've seen steady growth, achieved only by cold email marketing, word of mouth and presence at industry-related events.

No money has been spent on online advertisements or other marketing activities.





WHY BOOKYA IS WINNING

NO COMMISSIONS

We never charge commissions or take cuts on fee's. Fundamentally wrong business model.

RECOMMENDATIONS

What Spotify does for Fans to discover new Artists, Bookya does for Promoters..

VIRAL INVITE MODEL

Booking & Airbnb alike invite model. Boosting verified contacts, boosting users, boosting value.

INTEGRATIONS

The key to success in this maturing market is going to be to save the user time. Bookya does just this.

FOMO-EMOTIONS

Throughout the whole industry we will generate and emphasize on FOMO-emotions. Be there or be square.

CHINA

Our strong focus on this region, will make us become the bridge between China & the rest of the world.



THE MARKET

OVERALL LIVE ELECTRONIC MUSIC GROWING

The Live Electronic Music Industry (Festivals & Clubs) keeps showing growth year over year, with the total global industry expected to grow towards **\$9bn by 2022**. The (overall) Live Music Industry is expected to grow to \$31bn by 2022.

In a growing, but saturating market like The Netherlands, a tendency of looking towards methods to **increase efficiency** is expected, which is exactly what Bookya does.

CHINESE LIVE ELECTRONIC MUSIC EXPLODING

The number of Electronic Music Festivals in China has risen from 32 in 2016, to more than 150 in 2018. One of the leading organisers, Storm saw attendees grow from 24k to 180k.

Our **strong focus on the Chinese market** enables us to take a front-seat in their expanding and maturing electronic music scene.



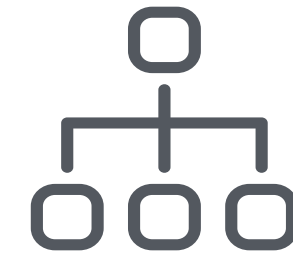
THE BOOKYA DATABASE

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39.000 DJs

Bio, Genre, Location, Record Labels, Contact,
Agency, Socials, Agenda



1400 Booking Agencies

Bio, Genre, Location, Agents, Contact, Roster,
Socials



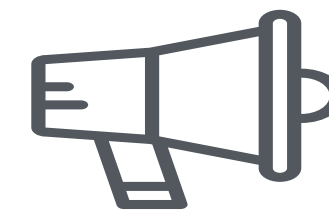
500.000 Events

Venue, Promoter, Line Up, Date, Bio, Socials,
Tickets



8500 Venues

Bio, Genre, Type, Location, Capacity, Contact,
Socials, Agenda, Wall of Fame



4500 Promoters

Bio, Genre, Type, Concepts, Locations, Socials,
Contact, Agenda, Wall of Fame

**A global database, curated both by Bookya and
it's users. 109 countries are represented by a
total of over 50,000 profiles, excluding events.
It's the most extensive database in electronic
music.**



BOOKYA ARTIST PRO

Verified Artist Profiles are always visible, contactable and can receive and respond to messages and booking requests. Bookya Pro users, also get access to (at least) the following features:



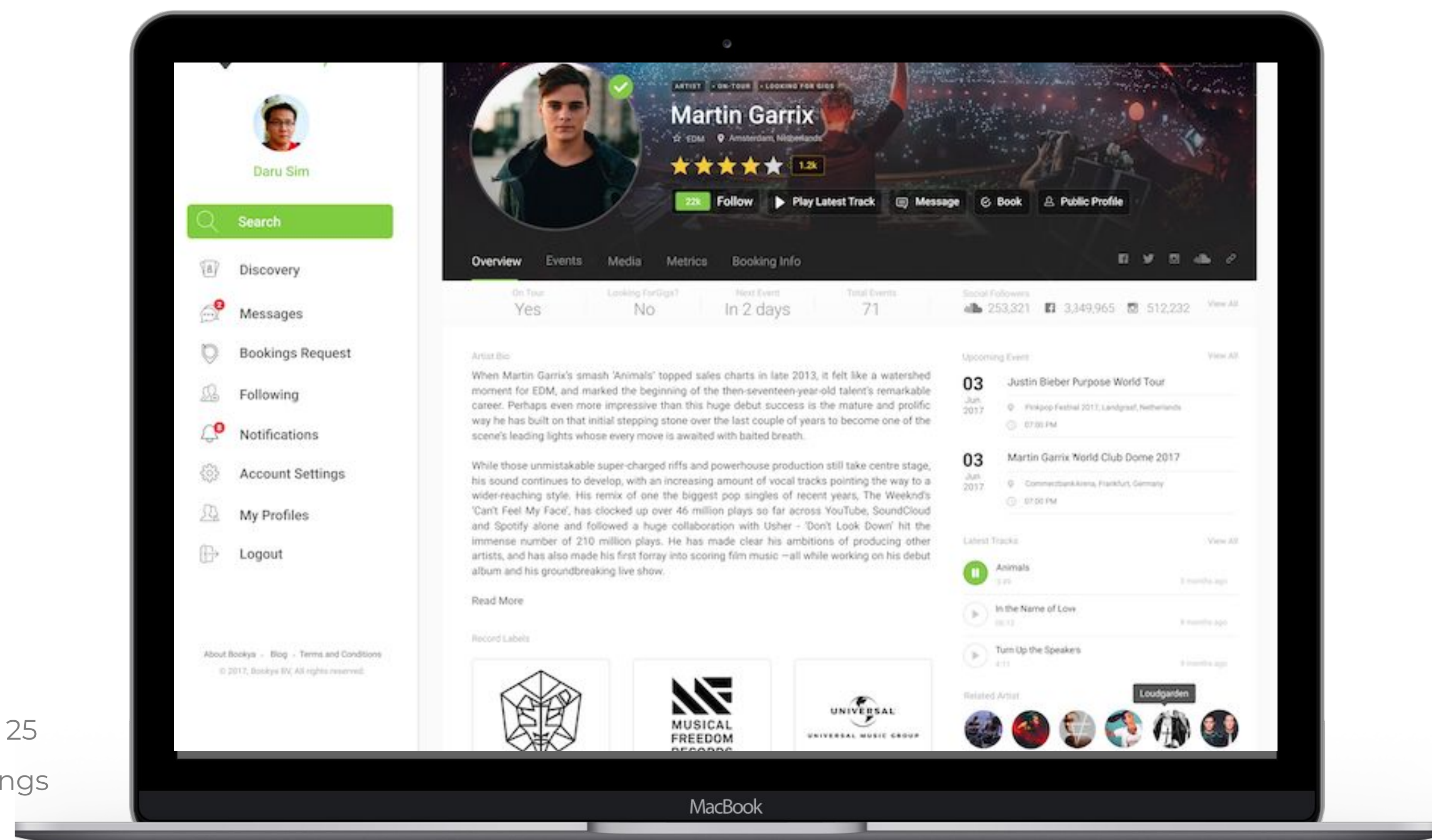
SEARCH

Ability to search to the full, global Bookya Database, find opportunities and connect.



NOTIFICATIONS

Get notified on updates on max 25 profiles. New gigs, releases, signings and more.



PRO WEBSITE

The Artist Pro public profile serves as a professional website. Including dynamic agenda.



PRO TAG

Artist will get a special badge on their profile, signaling they are a Pro user.



BOOKYA ARTIST PLANS

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VERIFIED PROFILE

FREE

Can view & edit own profile.
Can receive & respond to
messages & booking requests.

PRO

€9,99/mo

Can search full Bookya
Database. Can follow up to 25
profiles & receive notifications.
Comes with Pro Public Profile
(website).

ELITE

€99,99/mo

Comes with Elite tags, bulk
messages, auto
recommendations,
flight-share options and many
more. Available from Q4 2019.



BOOKYA AGENCY PRO

Verified Agency Profiles are always visible, contactable and can receive and respond to messages and booking requests. Bookya Pro users also get access to (at least) the following features.



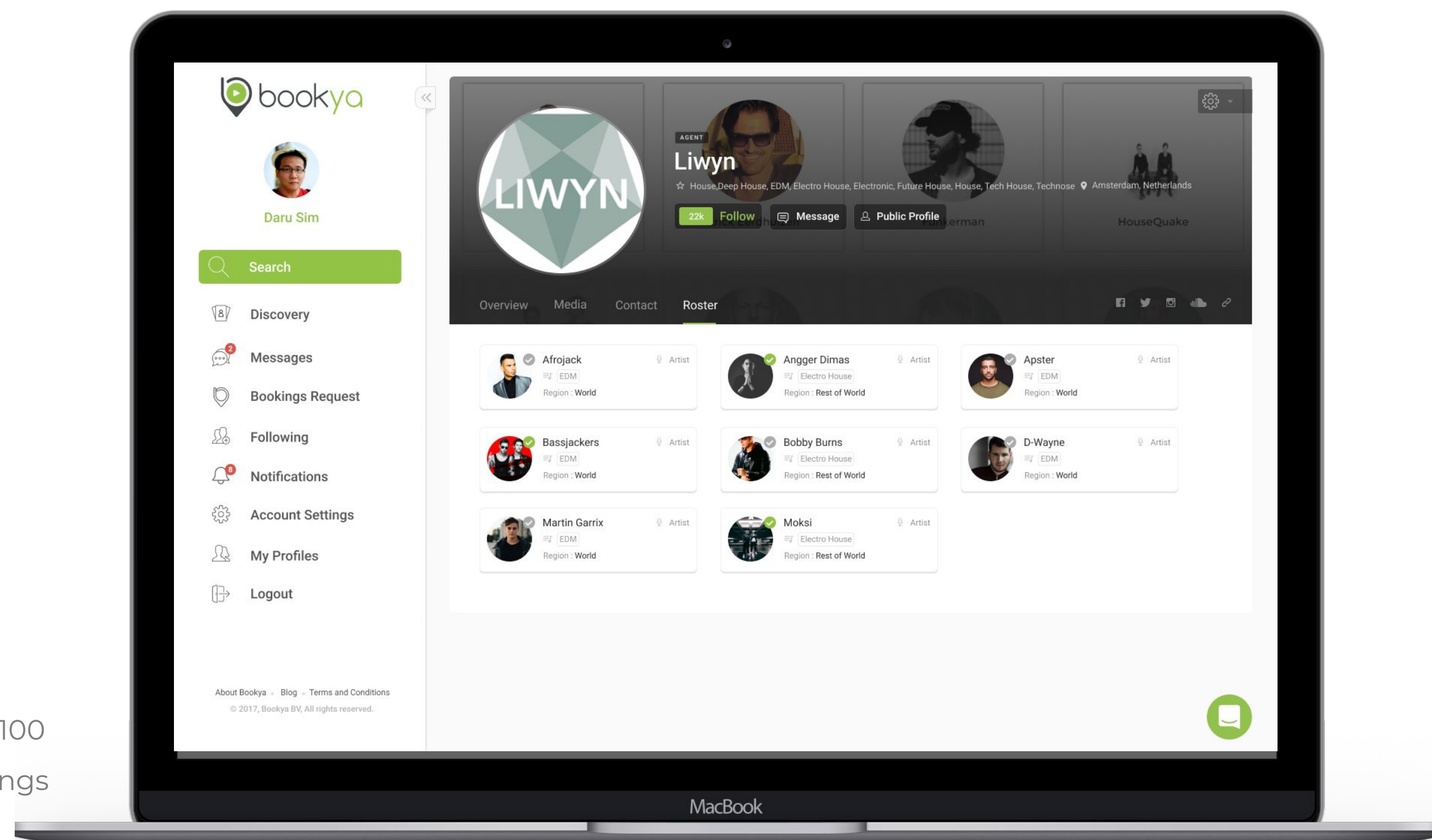
SEARCH

Ability to search to the full, global Bookya Database, find opportunities and connect.



NOTIFICATIONS

Get notified on updates on max 100 profiles. New gigs, releases, signings and more.



PRO WEBSITE

The Agency Pro public profile serves a professional website. Including dynamic roster.



PRO TAG

Agency will get a special badge on their profile, signaling they are a Pro user.



BOOKYA AGENCY PLANS

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VERIFIED PROFILE

FREE

Can view & edit own profile.
Can receive & respond to
messages & booking requests.

PRO

€49,99 -
149,99/mo

Can search full Bookya
Database. Can follow up to 25
profiles & receive notifications.
Comes with Pro Public Profile
Tiers based on Roster-size.

ELITE

€99,99/mo

Comes with Elite tags, bulk
messages, auto
recommendations,
flight-share options and many
more. Available from Q4 2019.



BOOKYA VENUE/PROMOTER PRO

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Verified Venue and Promoter Profiles are always visible, contactable and can receive to messages. Always able to create new events and create and send Bookings Requests (without search feature). Bookya Pro users, also get access to (at least)the following features.



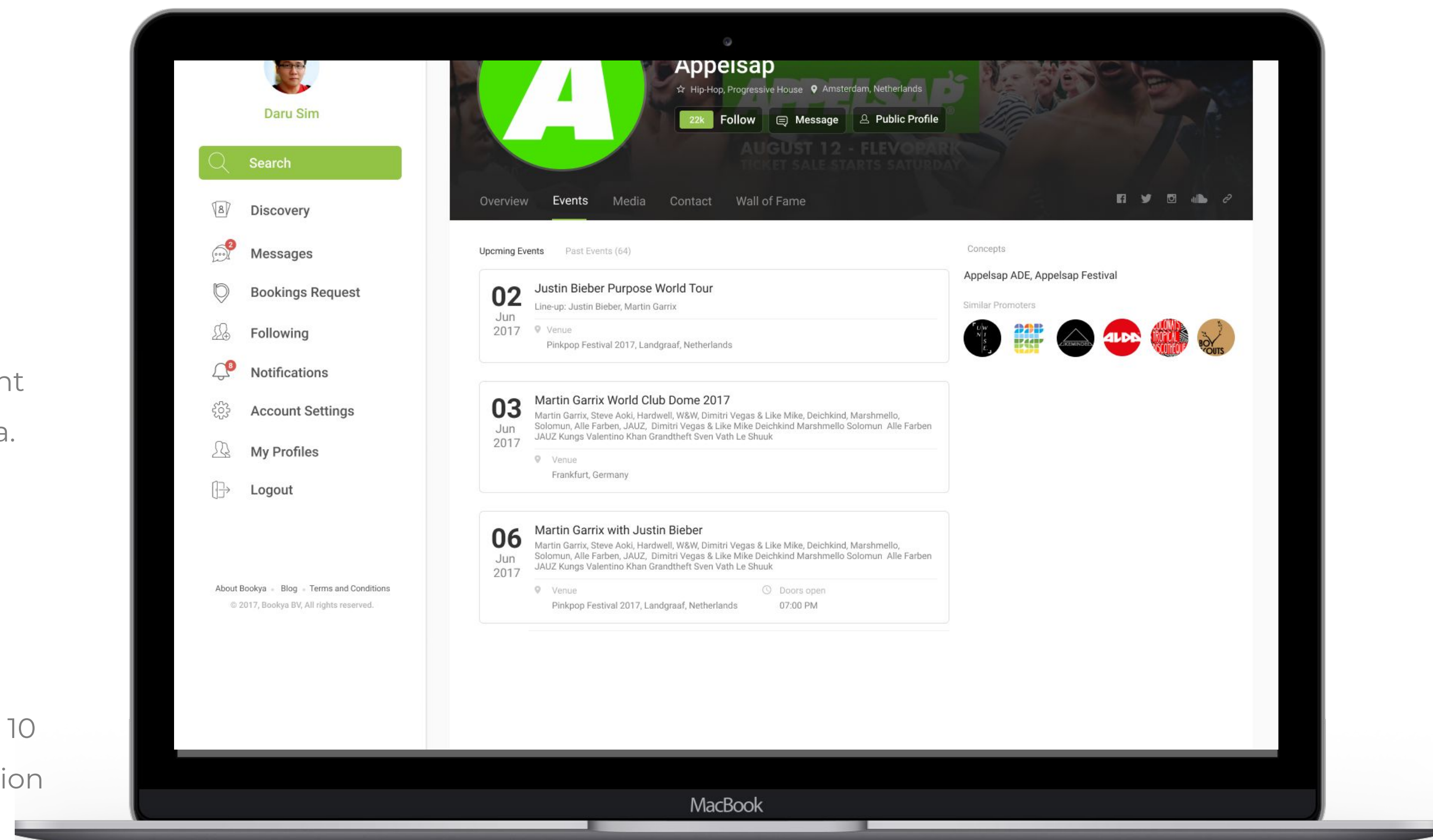
SEARCH

Ability to search to the full, global Bookya Database. Insight in Shared Agenda of their area.



NOTIFICATIONS

Get notified on updates on max 10 profiles. Artists flying in their region or surrounding Venues & Festivals announcing new events.



PRO WEBSITE

The Venue & Promoter Pro public profile serves a professional website. Including agenda & ticket links.



PRO TAG

Receive a special badge on their profile, signaling they are a Pro user.



BOOKYA VENUE/PROMOTER PLANS

17

VERIFIED PROFILE FREE

Can view & edit own profile.
Can create events, booking
requests and initiate
messages (without search).

PRO

€9,99/mo

Can search full Bookya
Database. Can follow up to 25
profiles & receive notifications.
They can add ticket links and
it comes with Pro Public
Profile (website).

ELITE

€99,99/mo

Comes with Elite tags, bulk
messages, auto suggestions
to book, flight-share initiations
and many more. Available
from Q4 2019.



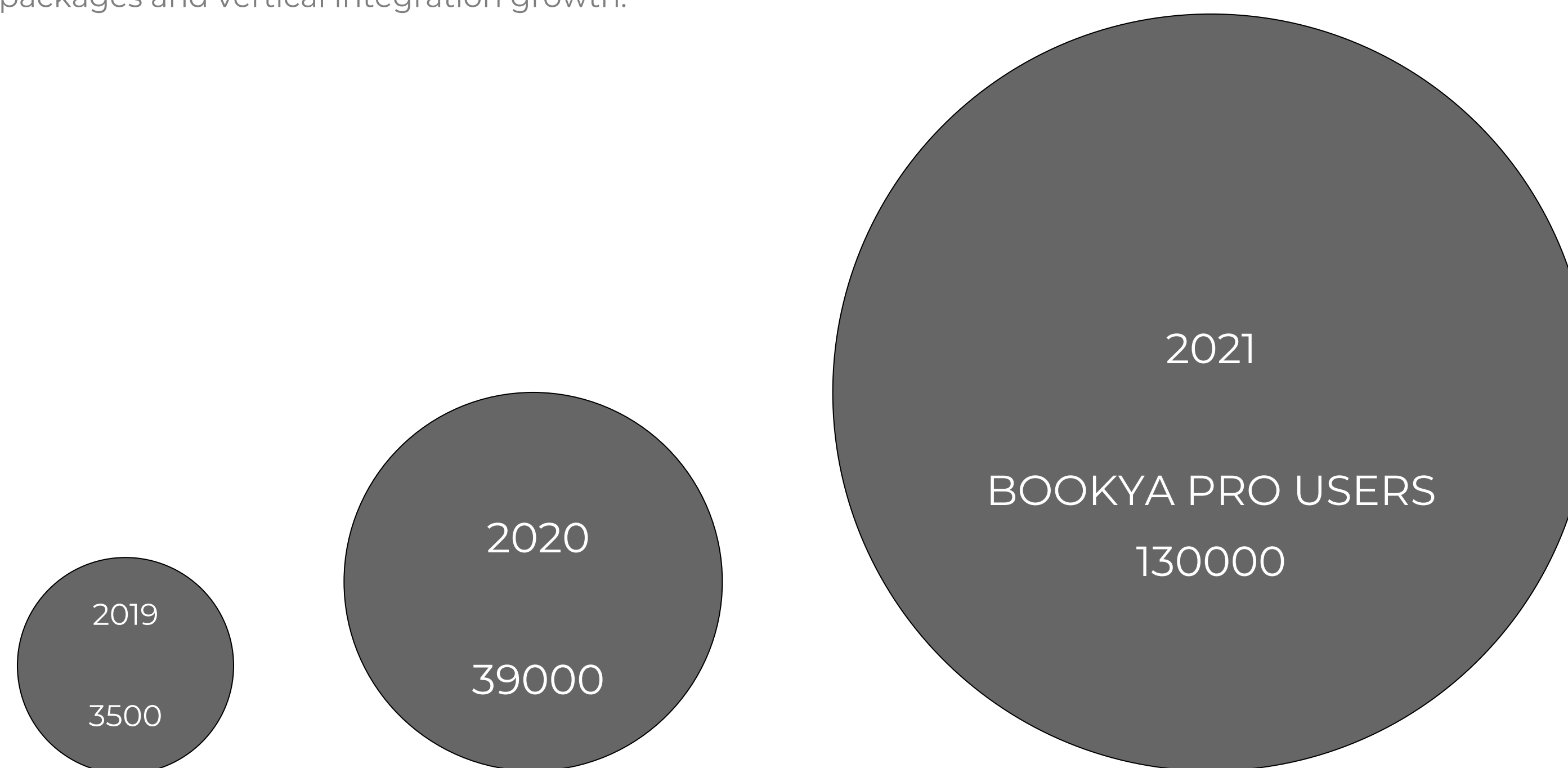
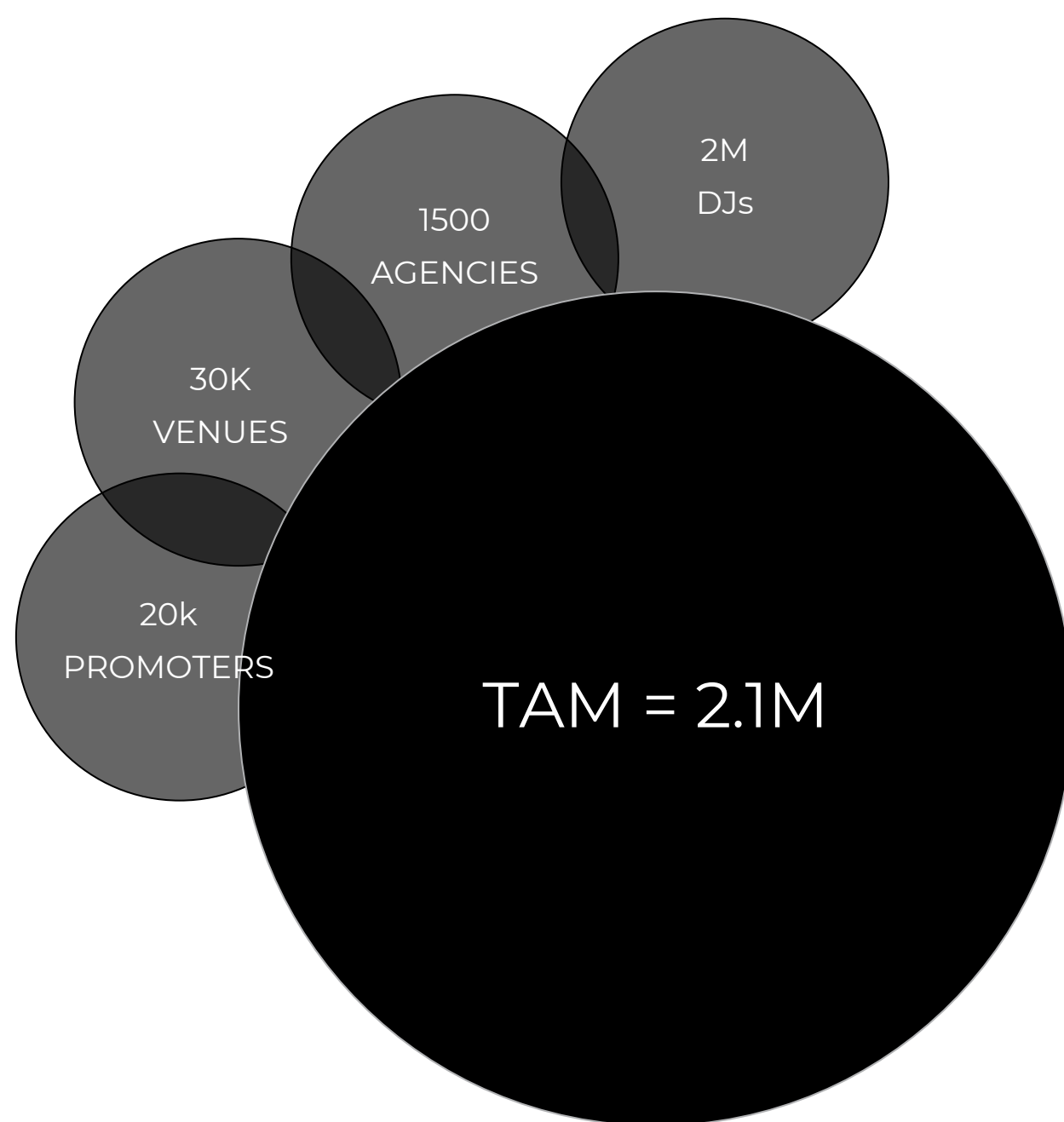
TAM & USER GROWTH

COLD EMAIL CONVERSION = 11%

33% USED BOOKYA SEARCH > 2 TIMES

We believe by continuing our current marketing strategies, improving the features and implementing a viral-invite-program we can grow towards 130k Bookya Pro users by the end of 2021.

Total B2B market revenue potential is 21M euro; excluding the elite packages and vertical integration growth.





MEET OUR TEAM



EELKE ARJAANS

CEO & CO FOUNDER

Experienced super-positive entrepreneur and former poker player with a say-yes-attitude. Dutch, in love with electronic music and always on the hunt for more opportunities. Creative, but executes likes a king.



SEBASTIAN SCHAUB

INVESTOR & CO FOUNDER

Successfully co founded hide.me VPN and till date operating as CEO. Grew the business to over 5M clients with revenues crossing the 10M mark. Acts as advisor in Bookya.



SAMUEL KLYK

INVESTOR & CO FOUNDER

Seasoned entrepreneur, co founder of hide.me VPN and early stage crypto investor. Has a nose for highly-potential projects and is overseeing crypto investment fund. He has a role as advisor in Bookya.



EVAN

MANAGER GATEWAY TO CHINA

Highly ambitious, multilingual business-person. Networks like the best, is an extremely organised and positive human being with an eye for detail. Overseeing, running and growing the Bookya Gateway to China project to higher levels.



DEVELOPMENT TEAM TILL DATE

We have “outsourced” the development to developers of a related company called “Blockchain Labs”. They will stay on-demand, until the completion of our next funding round and successful hire of new in-house development team.

DESIRED TEAM GROWTH

Next to hiring an in-house development team (3x Full Stack) at our HQ in The Netherlands, we want to bring 2 industry-experienced executives on board. Must have a mix of music & tech. Additionally, a designer and sales team will be hired in The Netherlands as well.



MEET SOME OF OUR AWESOME USERS

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We are trusted by the full range of genre, size, type and location of electronic music industry pro's.



Dash Berlin
DJ, Netherlands

EDM, Trance
3,6M Facebook Likes



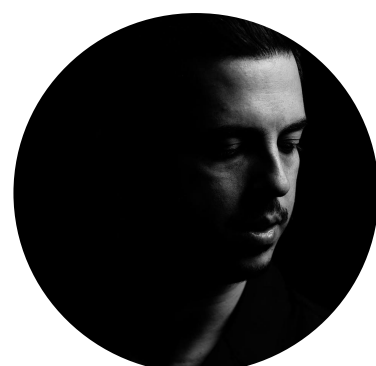
Liwyn
Agency, Netherlands

17 DJs
EDM, House, Deep House
Lucas & Steve



Noa Beach Club
Venue, Croatia

20 (Summer) Events per year
263,000 Facebook Likes



Wehbba
DJ, Barcelona

Techno
89,000 Facebook Likes



Allo Floride
Agency & Promoter, France

19 DJs
Multi Genre
50 Events per year



FloorFiller
Promoter, Belgium

20 Events per year
House & Techno
14,000 Facebook Likes



Ten Walls
DJ, Lithuania

Techno
107,000 Facebook Likes



Ritter Butzke
Venue, Germany

50 Events per year
Techno, House
116,000 Facebook Likes



Apenkooi
Promoter, Netherlands

25 Events per year
Techno, House
300,000 Facebook Likes



THE LANDSCAPE: COMPETITION

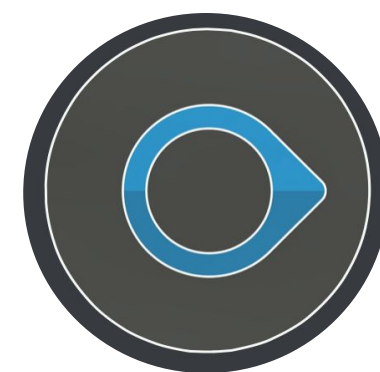
21



VIBERATE

Ljubljana, Slovenia
Crowdsourced platform for listing and mapping the live music industry.

- Raised 12M last year and has a large team with industry-veterans.
- Fails to focus on genre and target customers.
- Makes fundamental mistakes of relying on commissions and charging per interaction.



GIGWELL TOUR IQ

California, United States
International database of shows and venues, paired with Google Maps.

- Live system, with paying user for Booking Software solution.
- One-way-street; agents and artists pushing.
- Limited to US market.



POLLSTAR

California, United States
Your destination for exclusive concert news, photos, your dates and more!

- Been around for a long time.
- Failed to speed up with technology.



THE LANDSCAPE: BOOKING SOFTWARE

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Most of the Booking Agencies are working with a software tool to streamline their work in handling booking requests, itineraries and accounting. Our initial aim is to integrate with all of these, by shooting booking requests directly into their systems.



ABOSS

Status: Connected
As soon as Booking Agencies feel the need, we are ready to launch the integration.



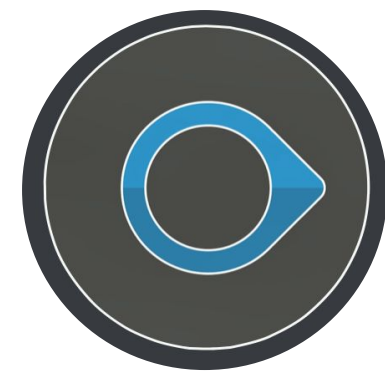
DETAILS

Status: Live
API is in place, next to booking requests a search-plugin is also live. Details-users are able to search within the Bookya database, from within Details software.



ELASTICINE

Status: Connected
We are connected with Elasticine, ready to launch integration, whenever deemed necessary.



GIGWELL

Status: Connected
As soon as Booking Agencies feel the need, we are ready to launch the integration.



SYSTEMONE

Status: Not Connected
We haven't connected with SystemOne as of yet. It is the oldest still existing one out there.



THE LANDSCAPE: INTEGRATION PARTNERS



GIGATOOLS

Status: Live
We use Gigatools API to collect events.



LABELWORX

Status: Proposal
DJ-demo's should not only be pushed to record labels; promoters are also interested. Direct sync.



INSTAGRAM

Status: Live
We use Instagram API to pull photo's and video's to enrich the Bookya profiles.



SOUNDCLOUD

Status: Proposal
We supply SoundCloud with the Bookya Booking Widget, to be hosted on SC.



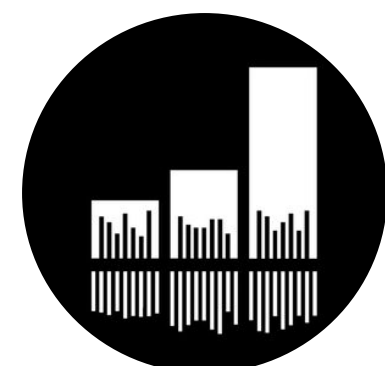
SPOTIFY

Status: Live & Proposal
We use Spotify API to host their player-widget. We also use their API to get similar Artists. Proposal will be made for Bookya Booking Widget, to be hosted on Spotify.



SONGKICK

Status: Negotiation
We are offered full API-access to Songkick event-database. Flat monthly fee to be negotiated.



SOUNDCHARTS

Status: Awaiting their API
Soundcharts is preparing a public API, Bookya will be one of the first (paid) users. Supplying detailed metrics on social & digital.



FACEBOOK

Status: Live & Roadmap
We use Facebook log in API. On the roadmap is the option for promoters, venues to allow Bookya to read & pull events directly.



BANDSINTOWN

Status: Proposal
BIT users use a promoter-tool to announce new gigs to their fans. Our proposal is to sync it with announcement to nearby promoters and venues.



THE LANDSCAPE: EVENT-AGENDA & TICKETING

A crowded space, with at least over 50 active companies, providing event-discovery platforms and ticket-sales.

This is a just a short selection of a list we've collected. They would all be regarded as potential clients, API-integrations or suppliers of event-data. This would mean they can become part of our Bookya Database Pipeline.



RESIDENT ADVISOR

Focus: World, House/Techno Music



EVENTBRITE

Focus: World, Multi



GUTS TICKETS

Focus: Netherlands, Multi, Blockchain



PARTYFLOCK/APPIC

Focus: Netherlands, Mobile, Electronic Music



TICKETWEB

Focus: World, Multi



EVENTIM

Focus: Europe, Multi



ELECTRONICFESTIVALS

Focus: World, Music Festivals



TICKETMASTER

Focus: World, Multi



SKIDDLE

Focus: United Kingdom, Multi



BOOKYA GATEWAY TO CHINA PROJECT

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SOME OF OUR CLIENTS

Julian Jordan, Atmozfears (pictured on the right), Florian Picasso, Juno Reactor, DJ Thera, Epizode Festival

Launched June 2018. We manage the Chinese socials & streaming profiles for non-chinese DJs. Within 3 months of operating we've landed 9 clients and are profitable.

Following this project, we are building a network of Chinese venue owners and promoters. Bookya will allow them to make booking requests and enquiries in their own language and through their preferred communication tools. **We will assist the Chinese market to interact with the foreign market.**





GATEWAY TO CHINA PLANS

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PRO

€99/mo

Limited to 1 post and 1 upload per week, for every platform.

ELITE

€159/mo

Limited to 4 post and 4 uploads per week, for every platform. Includes bi-monthly strategy-meeting and basic Wechat moderating.

SUPERSTAR

€269/mo

Unlimited posts and uploads for every platform. Includes monthly strategy-meeting, Q&A video and local reach outs and connects.



LATER, WHEN WE'RE GROWN UP

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Bookya B2B has the potential to be **profitable by Q4 2020** . Future stages will be low on upfront cost and increase our profitability significantly.

STAGE A

BOOKYA B2B

The core of Bookya are the database, algorithm and communication features.

STAGE B

BOOKYA B2C

Exposure of our database to service end-consumers. Event-discovery platform with a recommendation engine to suggest events.

STAGE C

ALL GENRES & HOR / VER EXPANSION

Horizontal: Rebranded expansion into different music-genres.

Vertical: own booking software, ticketing, hotel-deals, travel-packages, merchandise, promotion-package deals, etc

STAGE D



BIG DATA & COPY INTO OTHER MARKETS

Moving into different markets. Any market where people can be matched based on historic data is a possibility.

Our 'own' Big Data will become valuable for industry-insights, brands and many more.



FINANCIAL FORECAST

	2019	2020	2021
PAYING USERS	3500	39k	130k
TOTAL B2B REVENUE	€115k	€2.7M	€12M
TOTAL B2C REVENUE	-	€200k	€5.7M
TOTAL EXPENSES	€1.9M	€3.5M	€8M
EBIT	-€1.8M	-€600K	+€9.7M

ABOUT THE MONEY

We are looking to raise a maximum of €3.75M in exchange for 30% of our equity.

We've minted 10M BKYA Tokens, representing 100% of the shares, including dividend & voting rights in Bookya.

The BKYA Token can only be sold to accredited investors, with a minimum of €100k value per deal. Further details upon request.



WANT TO PARTICIPATE?

70's Kids

EMAIL, PHONE

eelke@bookya.com

+31638384409

80's Kids

CHAT

Whatsapp: +31638384409

Telegram: @eelkearjaans

Wechat ID: eelkearjaans

Meet Us

OFFICE

Isolatorweg 36

Amsterdam