

The logo for SUBBNCULTCHN is displayed within a white rectangular box. It features a stylized icon on the left, resembling a square with a diagonal line and a small triangle, followed by the text "SUBBNCULTCHN" in a bold, sans-serif font.

SUBBNCULTCHN

**Fan Generated Reviews
for Music & Festivals**

Summary



Fan generated music
reviews platform
geared toward 18-30
year old market

Aim to be the main
platform for music
and live event
discovery globally



Ticket selling
platform for live
music events



Work with brands,
record labels,
artists, festivals,
and venues to
actively engage
audiences

Market Opportunity UK

27M + 3.9M = 30.9M

Gig
Attendance

Festival
Attendance

Live Music
Audience

Large and growing market

UK live music audiences up 12% in
2016

Global entertainment revenues
expected to rise at a 5% annual
rate over the next two years

Sources: UK Music – Wish You
Were Here 2016/2017, PwC –
Global Entertainment & Media
Outlook 2015-19

Market Opportunity US

32M people attend at least one music festival per year*

46% are in the 18-34 age group*

903 miles traveled on average to attend a music festival*

1/3 of attendees attend more than one festival per year*

\$207 spent on live music, digital music, and streaming on average per year*

51% of Americans attended a live music event in 2015, up from 44% in 2014**

Sources: *Nielsen 2015 Audience Insights Report, **Aloomba's 2016 Festival Demand Report

Market Problems

Challenge to engage 18 to 30 year olds by mainstream media



Traditional publishers suffering huge declines in audience size and revenues as they fail to stay relevant

Audiences prefer fan-generated content platforms, such as Yelp and TripAdvisor

Brands turning to user generated content platforms, which allow higher frequency of engagement and superior customer relationships



Our Solution



A TripAdvisor style platform for
music and festivals

Allows fans to post/read
reviews, purchase tickets, and
discover music and festivals

Login through Facebook or email



Core Market

A person with short dark hair, wearing glasses and a dark top, is shown from the side, holding a microphone and singing. The background is dark and out of focus.

18-30 year olds

Strong individual
identity

Passion for music,
tech, travel, and
fashion

Enjoys live events,
festivals and gigs

Prefers user-
generated content sites

Owns 2+ devices

Why We Are Different

Fan led

Competitors
editorially
led

 **SUBBA-
CULTCHA**

Benefit from
the desire
of young
consumers to
participate

VICE

CLASH

NME

 **Pitchfork™**



Business Model

Earn 10% on all ticket sales

Monetize fan data with B2B CRM tool

Drive advertising revenues from brand sponsors and media agencies

Roadmap



2017 US/UK

Crowdfunding campaign
Fully responsive platform
Ticketing system

2018 Europe

B2B label, festival, venue
CRM tool

2019 Asia & South America

Events
Music & merchandise sales

2020 Global

Data revenue
Parallel markets (film,
theater, sport)

Aim: To become primary platform for fan reviews globally

Revenue Forecast

	\$650K	\$6.8M	\$29.7M	\$51.5M	\$86.5M
	2018	2019	2020	2021	2022
Pre-Tax Profit	\$251K	\$2M	\$20.2M	\$29.4M	\$57.2M

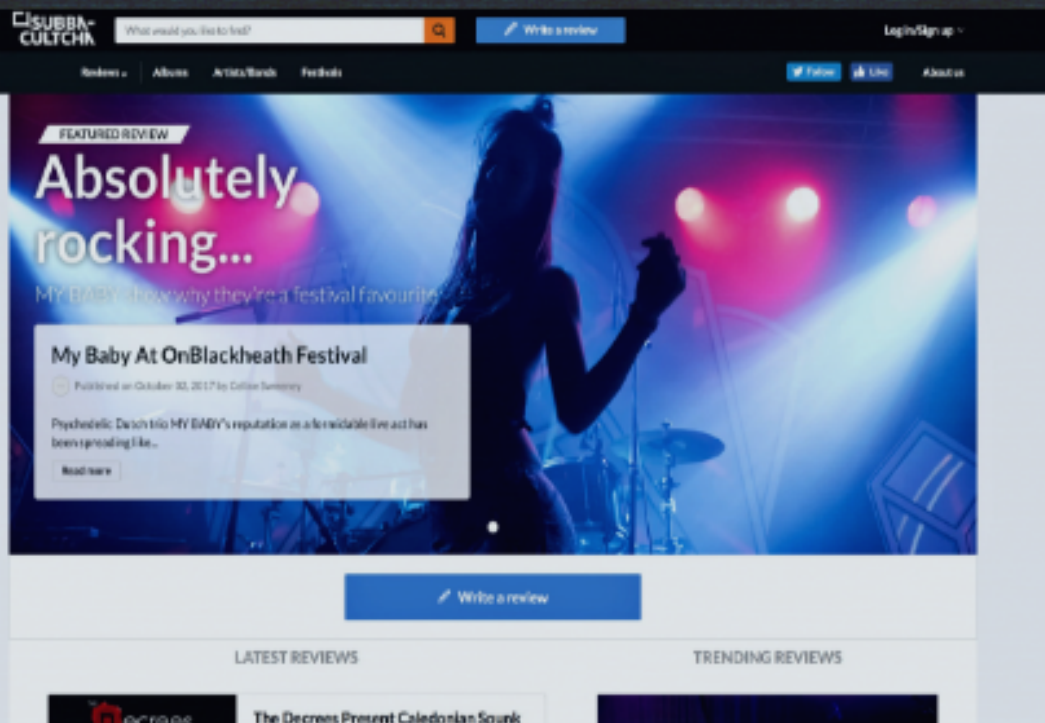
Actual

\$40K

2014-15

Pre-Tax Profit

\$0



Revenue Streams

\$650K

Advertising
Tickets

\$6.8M

Advertising
Tickets
Music & Merch
Gig Promotion

\$29.7M

Advertising
Tickets
Music & Merch
Gig Promotion
Venue Listings

\$51.5M

Advertising
Tickets
Music & Merch
Gig Promotion
Venue Listings
Data

\$86.5M

Advertising
Tickets
Music & Merch
Gig Promotion
Venue Listings
Data
Parallel Markets

Use of Proceeds

Recruitment

CEO

Head of Marketing

Head of Content

Tech Development

Fully responsive
site development

Ticketing System

Fan CRM System

Marketing

Social

Search

Video

Overhead

Office space

Expenses

Team



Mark Jennings
CEO

Mark's worked in digital publishing and advertising his whole career. Having worked in the US and UK with the Financial Times to most recently launching the digital portfolio for Last Word Media, he's witnessed the change in digital consumer habits and has pivoted Subba-Cultcha.com's business strategy accordingly. Audience engagement is king... long live audience engagement!



Jess Dawson
Head of Content

Jess is a starlet of content creation and delivery. Having been recognized for her work winning national presenting awards, Jess has most recently been part of the BBC Radio 1 team where she's led the charge for creating film projects based around issues affecting young people.



Luke Foresaw
Head of Marketing

When it comes to successfully marketing music and technology brands Luke's your guy. Having previously led the European digital advertising on the Apple Music's account at OMD International he's most recently been responsible for Universal NBC's digital marketing at Mediacom in London. Digital marketing and Luke go hand in hand.

Board/Advisors

Tamina Plum

Global Head of Clients
Zenith Worldwide

Mark Foster

Chairman
MIDiA Research

John Fanning

Advisor
Founding Chairman & CEO
of Napster



Paul Crick

Music Industry Lead
IBM Global Services

Warren Saunders

Country Head: UK & Ireland
Sony Mobile

Sam McDonnell

Content Producer
Discovery Channel