

weeshing.com





**FANS VALUE
EXPERIENCES**



**PROMOTERS NEED
PARTNERS**

WEESHING EMPOWERS THE CROWD

to invest and profit from successful live events

EXCLUSIVE BENEFITS

- Option to meet favorite bands
- VIP seating and access
- Official ambassador status



PROFIT POTENTIAL

- Result guaranteed solely through ticket sales
- Promoters required to warranty performance
- Investors contribute to promoting events

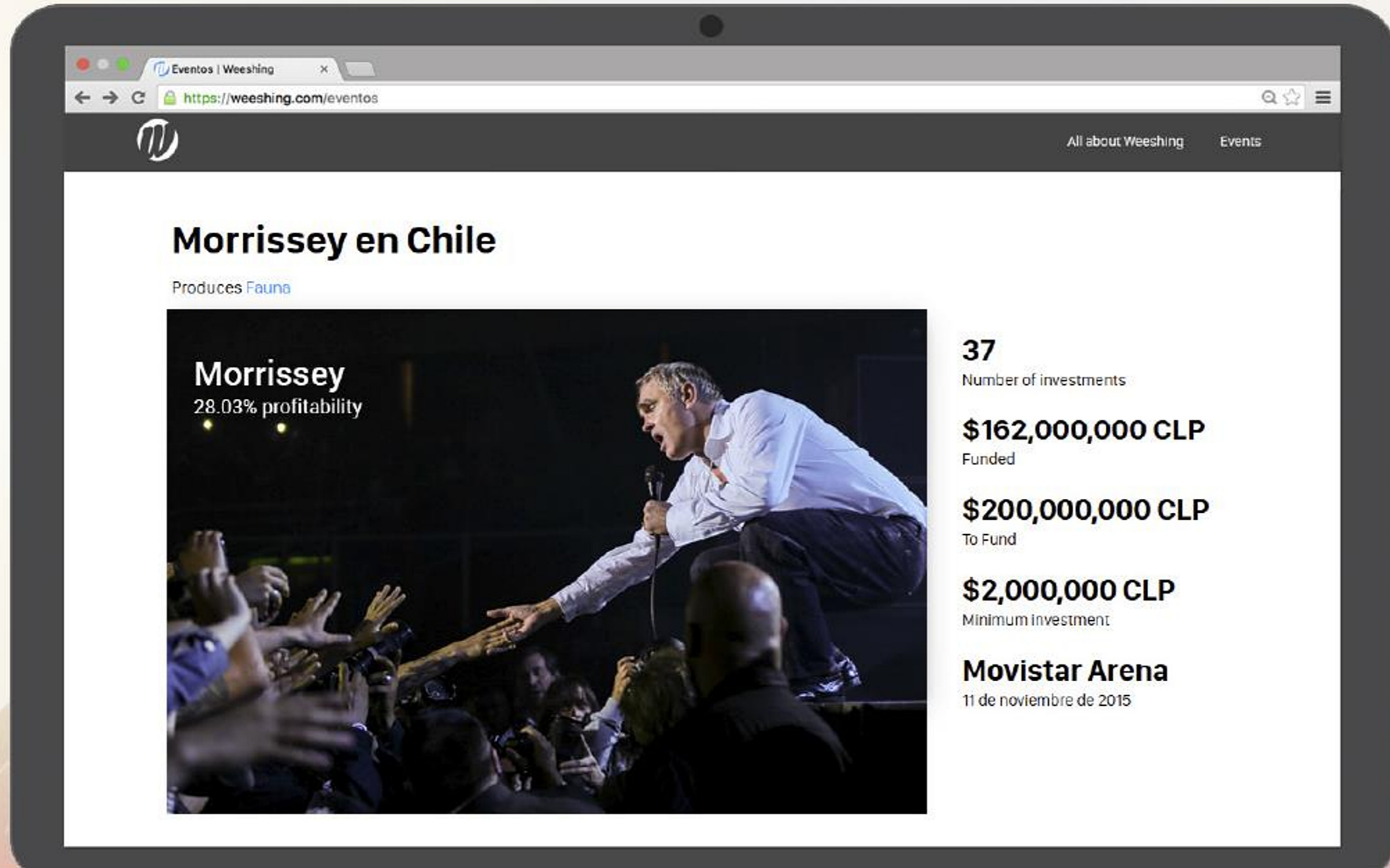


LOSE



WIN

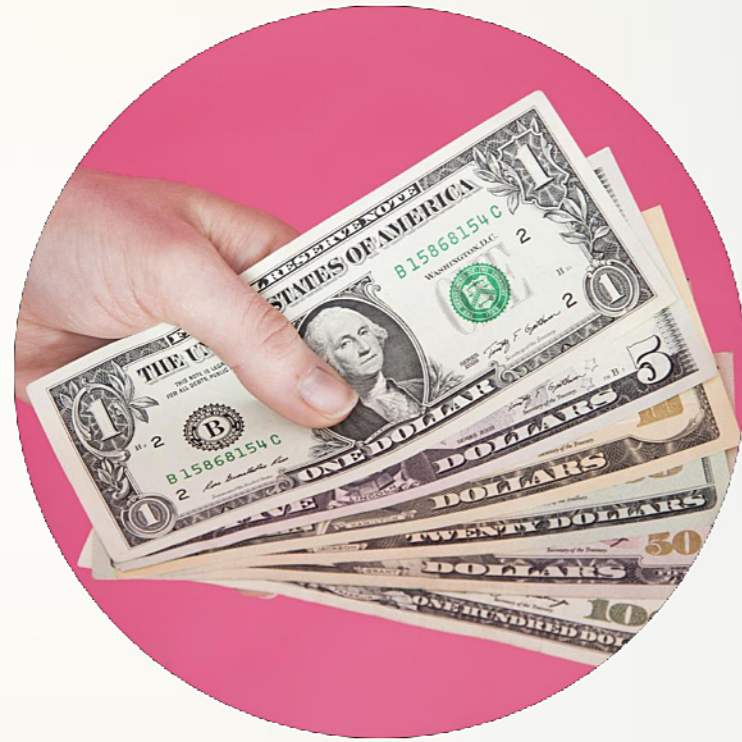
ONE OF OUR HITS



ONE OF OUR HITS



BUSINESS MODEL



INVESTOR PAYS

1% transaction fee
on amount they invest

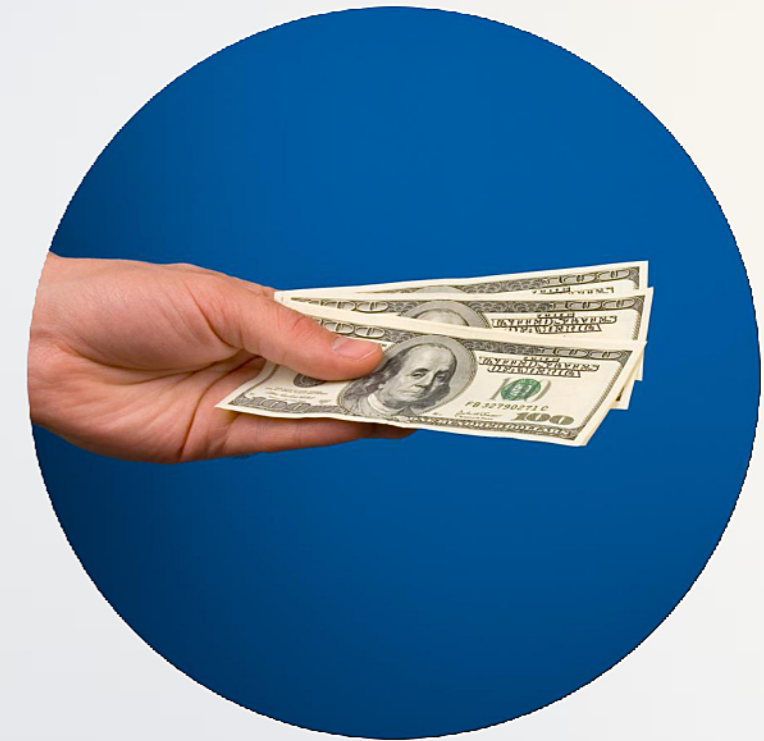
+

1% success fee
from their ROI



WEESHING EARNS

7% COMMISSION
on raised capital



PROMOTER PAYS

1.5% interest rate
on financed capital per month

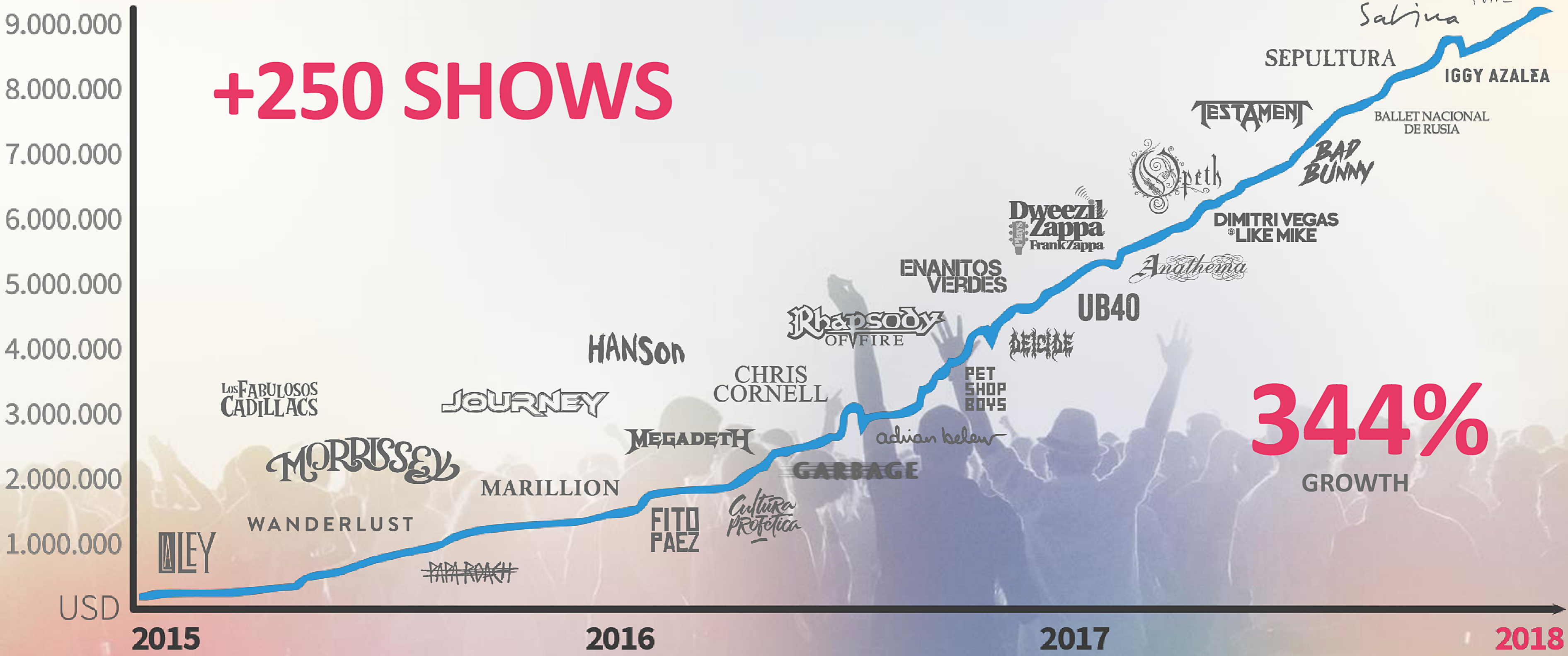
+

35% of carry
above break-even

TRACTION - SHOWS

+\$10 M USD
RAISED CAPITAL FOR SHOWS

+250 SHOWS



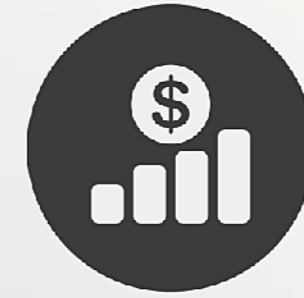
TRACTION – FANS / INVESTORS

+16,000
REGISTERED USERS



+2650 / 860

INVESTMENTS / INVESTORS



22%

AVERAGE PROFIT ANNUALIZED

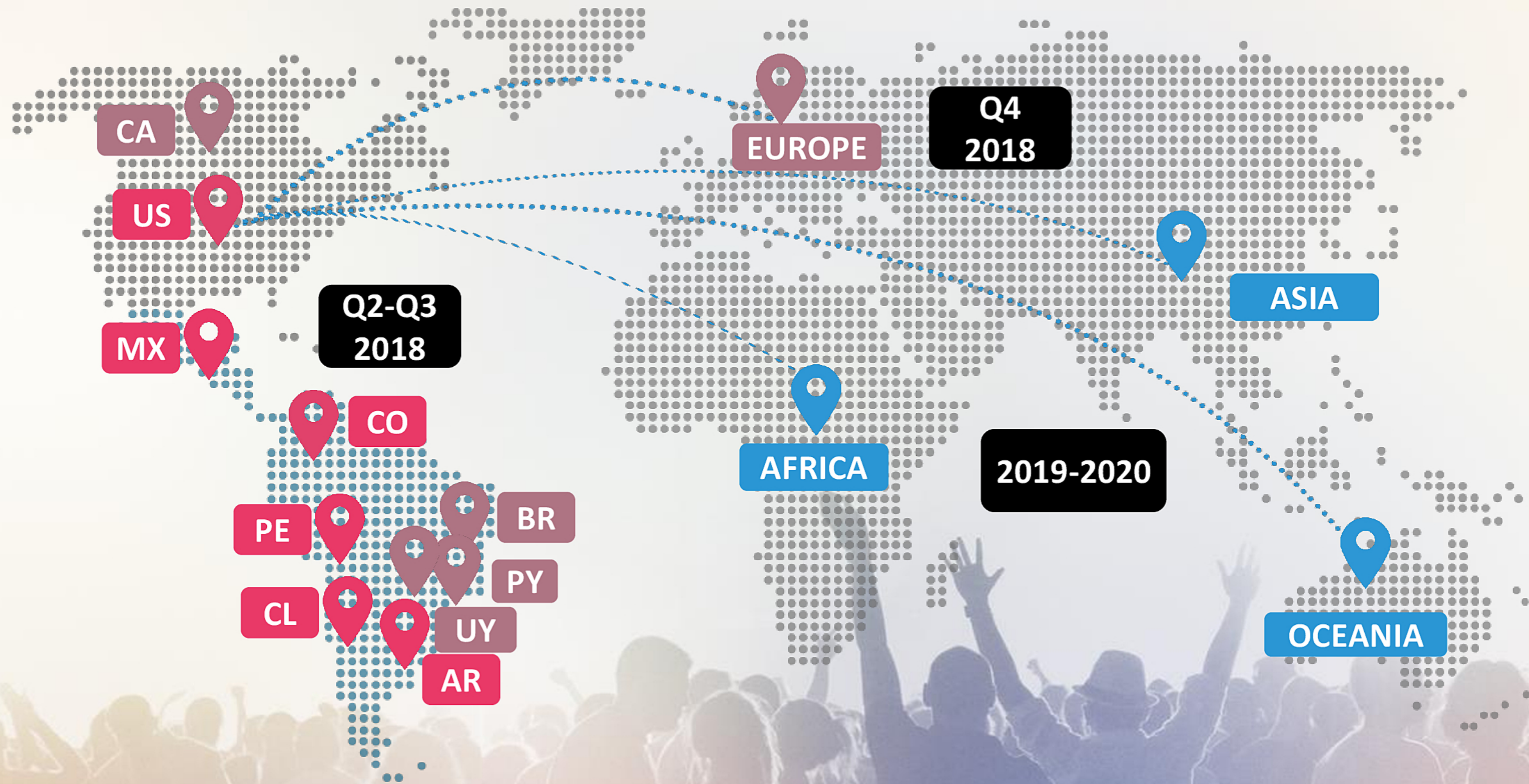


LIVE MUSIC MARKET 2017



GOAL: ENLIST MID-TIER PROMOTERS IN EVERY COUNTRY
10,000 OPERATING GLOBALLY

EXPANSION PLAN

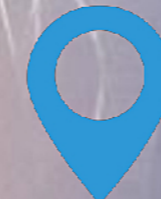


 **LONG TERM**  **MID TERM**  **CURRENT OPERATIONS**

VERTICALIZATION




BLOCKCHAIN



LONG TERM



CURRENT OPS



SHORT TERM

THE TEAM



REUBEN KATZ

CSO

STRATEGY

Angel investor
+20 investments
+4 exits



JAVIER HASBÚN

CFO - CO-FOUNDER

FINANCE

+ Serial entrepreneur
+ 7 companies founded
+ \$2MM USD raised for
startups



RODRIGO SEGAL

CCO - CO-FOUNDER

EXPANSION

+ Serial entrepreneur
+ 5 companies founded
+ 100 shows, festival
and tours



JUAN PABLO DUCH

COO - CO-FOUNDER

OPERATIONS

+ 100 shows, festival and
tours
+ 10 years working with
Rodrigo & Javier



MARIO SANTA CRUZ
ADVISOR



PABLO SOLER
ADVISOR



NICOLÁS LÓPEZ
ADVISOR



SCOTT MCINTYRE
ADVISOR



IT

GLOBAL OPS



**R&D
ON-DEMAND**



**LEGAL
DIRECTOR**



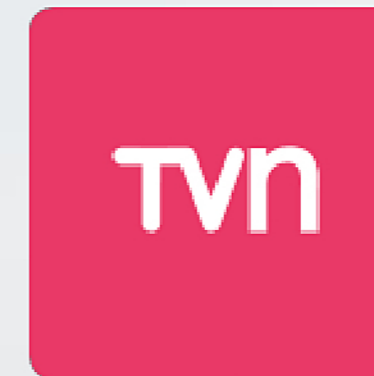
**CM & UX
DESIGN**



**GROWTH
HACKING**



GETTING TRACTION THROUGH MEDIA



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INTERNATIONAL ACCELERATORS & INSTITUTIONAL INVESTMENTS

2014

venture capital
investment group

2015

Semilla
Corfo

brocta
incubatecufro

svb
Silicon Valley Bank

2016

>Nxtp.Labs
SWITCH
2016 / FAST OR NEVER

P 1 8
parallel

LAB4+
FORO DE EMPRENDIMIENTO E INNOVACIÓN

2017

play business

FUNDABLE

2018

endeavor
GLOBAL



Through our **Weeshing Analyzer** we have created the optimal filter to identify the bands with the highest sales potential.





Our filter is structured as follows::

- Musical style according to **Spotify** (POP, ROCK, INDIE, etc.)
- Number of Likes obtained on **Facebook** in the period that one defines.
- Bands with the highest growth of views on **YouTube**.
- Parameters to eliminate very small bands and very large ones.
- Integration with **Pollstar** to identify the agent and historical sales history.

#	Band		Views Global	Views in Country	Likes Global	Likes in Country
1	Romeo Santos	<input type="checkbox"/>	12,709,764,069	728,619,419	34,691,804	1,628,995
2	Nicky Jam	<input type="checkbox"/>	5,998,295,016	301,162,760	24,176,443	1,370,751
3	Prince Royce	<input type="checkbox"/>	4,480,802,255	167,102,011	33,242,887	1,343,295
4	Wisin & Yandel	<input type="checkbox"/>	0	0	22,710,630	1,222,129
5	Shakira	<input type="checkbox"/>	8,668,153,399	237,886,341	104,586,466	1,181,064
6	Bob Marley	<input type="checkbox"/>	948,719,118	21,306,567	73,934,959	1,176,666
7	Rihanna	<input type="checkbox"/>	10,217,863,934	133,889,753	81,713,486	1,015,654
8	Don Omar	<input type="checkbox"/>	3,333,319,956	158,347,049	21,157,612	1,004,460
9	Eminem	<input type="checkbox"/>	8,673,272,786	71,468,240	90,532,263	1,002,475
10	Michael Jackson	<input type="checkbox"/>	6,503,431,753	115,462,790	75,096,068	1,001,055
11	Luis Fonsi	<input type="checkbox"/>	3,382,744,007	207,623,063	13,229,217	982,575
12	Chayanne	<input type="checkbox"/>	3,085,619,360	237,119,135	13,076,396	960,570
13	chay	<input type="checkbox"/>	0	0	13,076,296	960,546

ONCE THE BANDS ARE SELECTED, THEY ARE TRANSFERRED TO THE **BOOKING AREA**
WITH BOOKING ASSISTANTS OVER AMERICA

The Weeshing Agency

+380 analyzed bands
+ 89 bands contacted
+ 8 bands in process
+ 3 sales

*BAD
BUNNY*

CL

PETER FRAMPTON MX

FARUKO MX

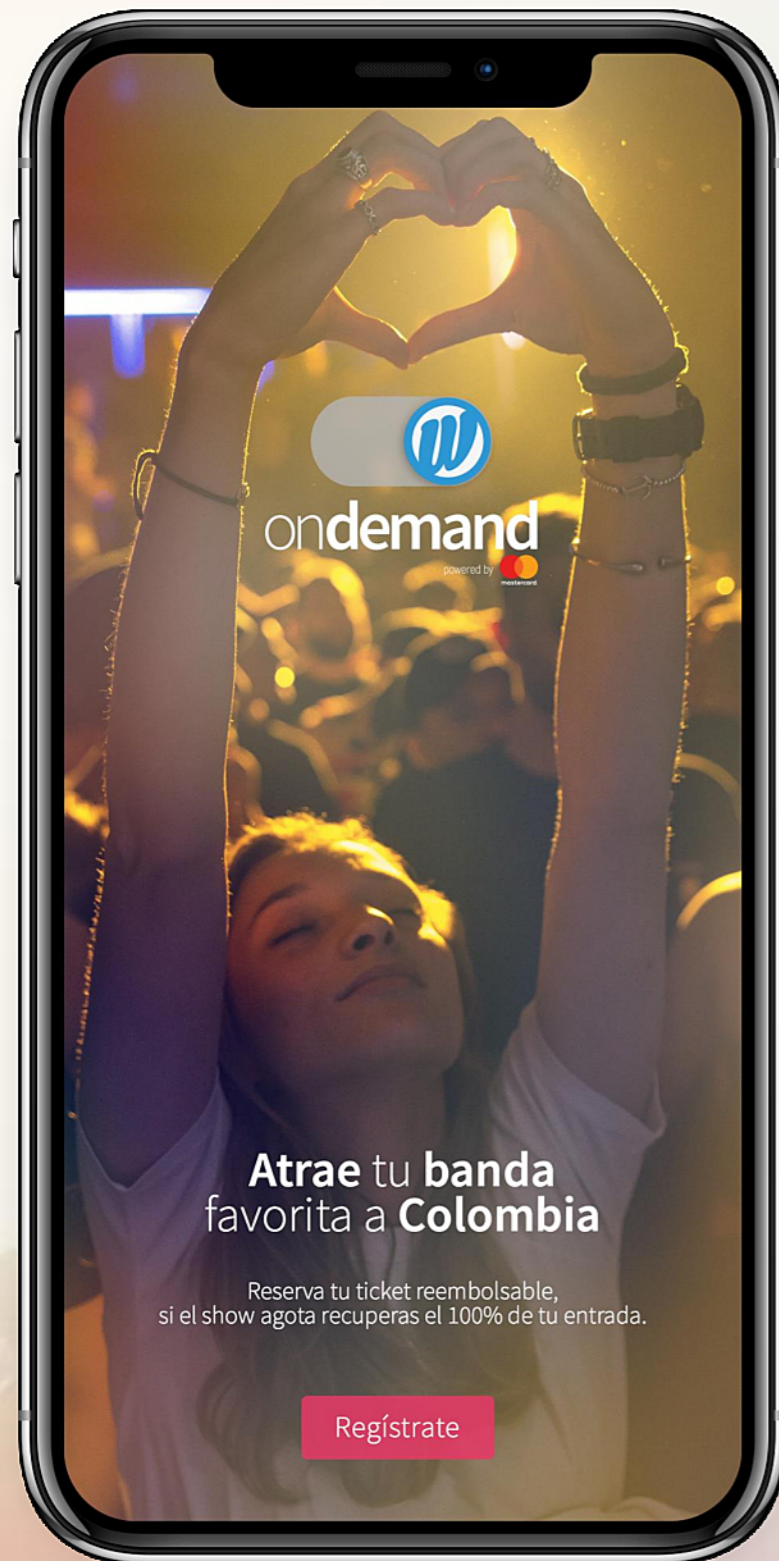
WE TAKE 10% OF THE ARTIST FEE

BRINGING BANDS CLOSER TO FANS





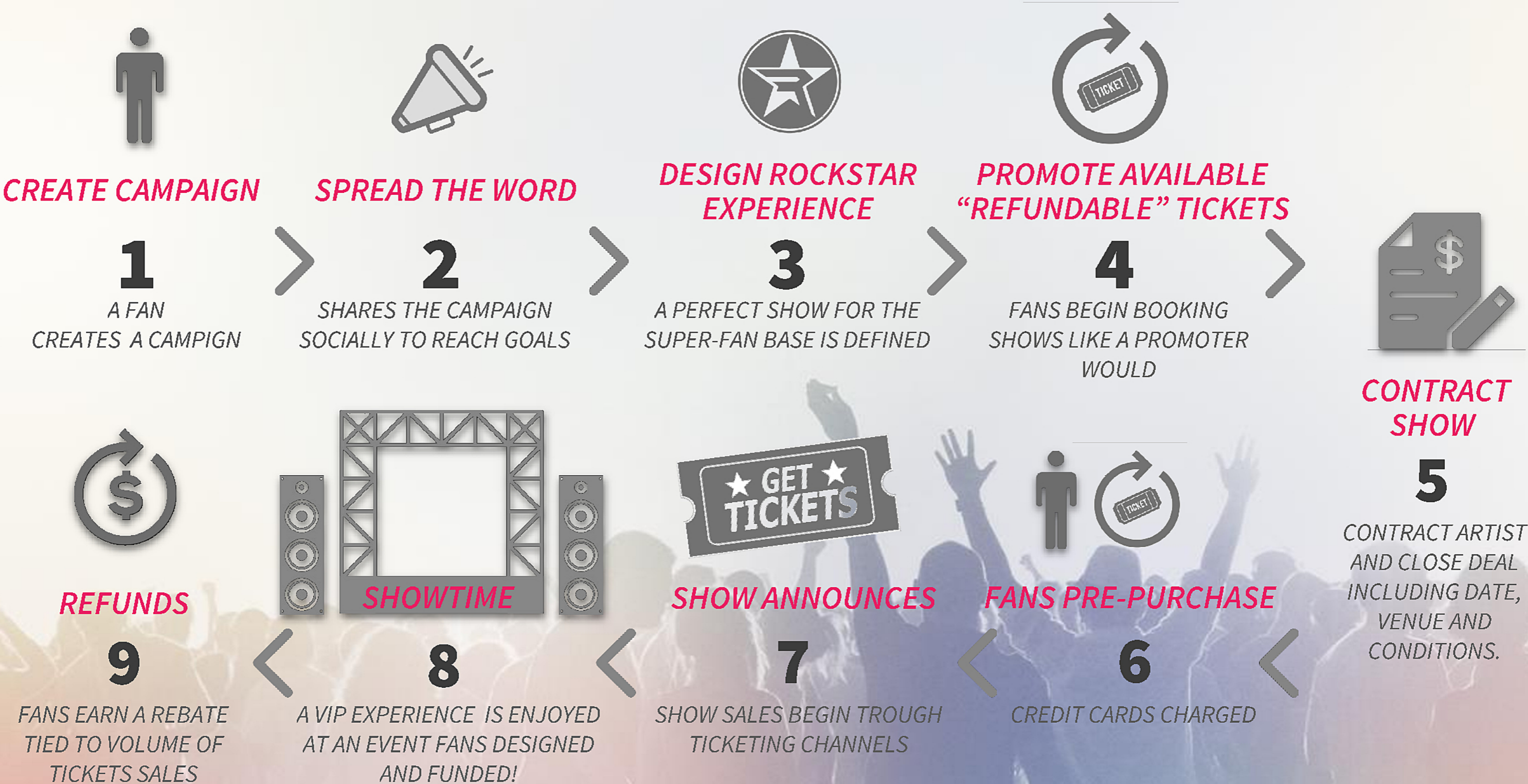
*Book tickets to a show of your favorite artist ...
where and when you want them!*

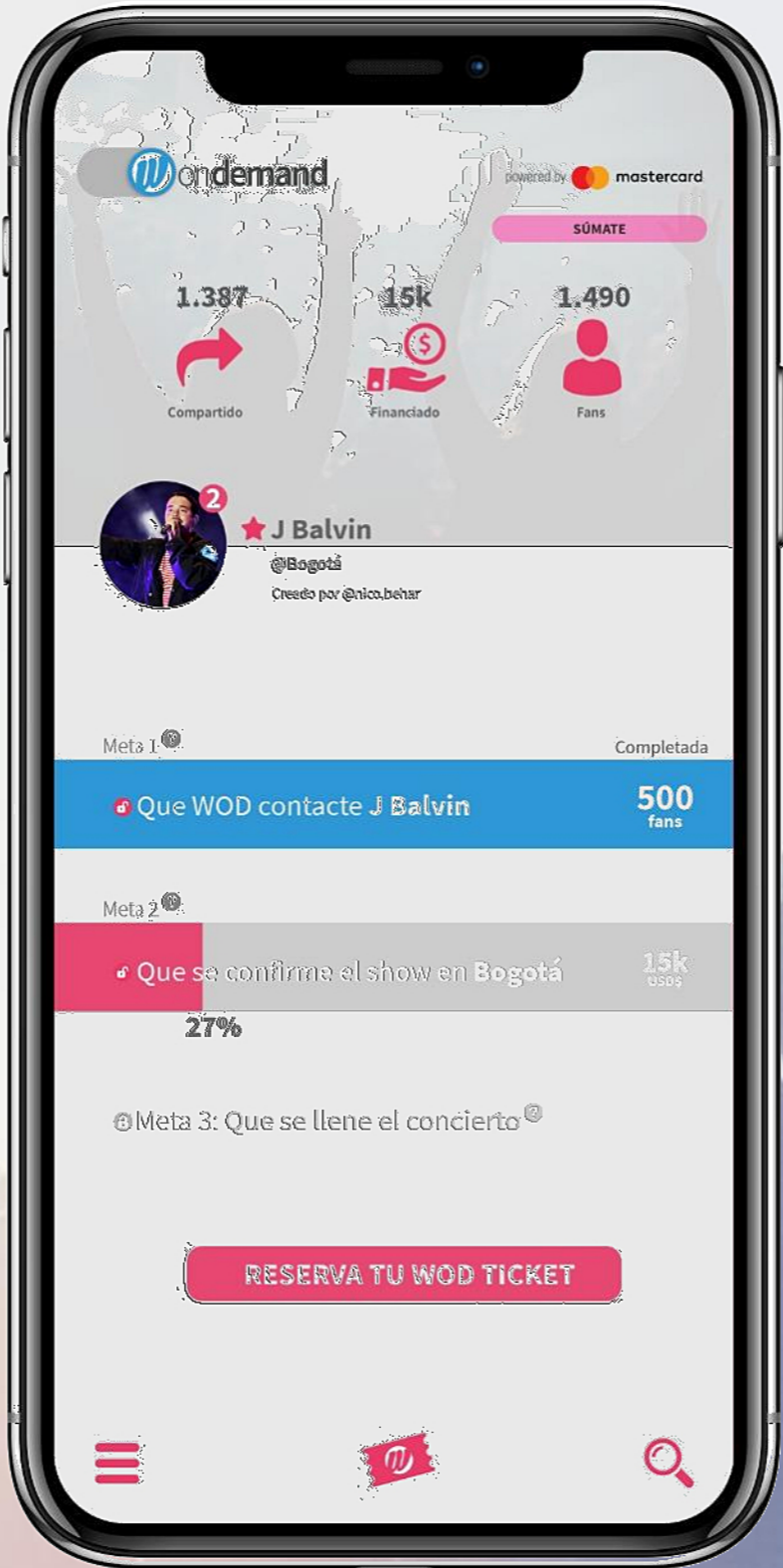
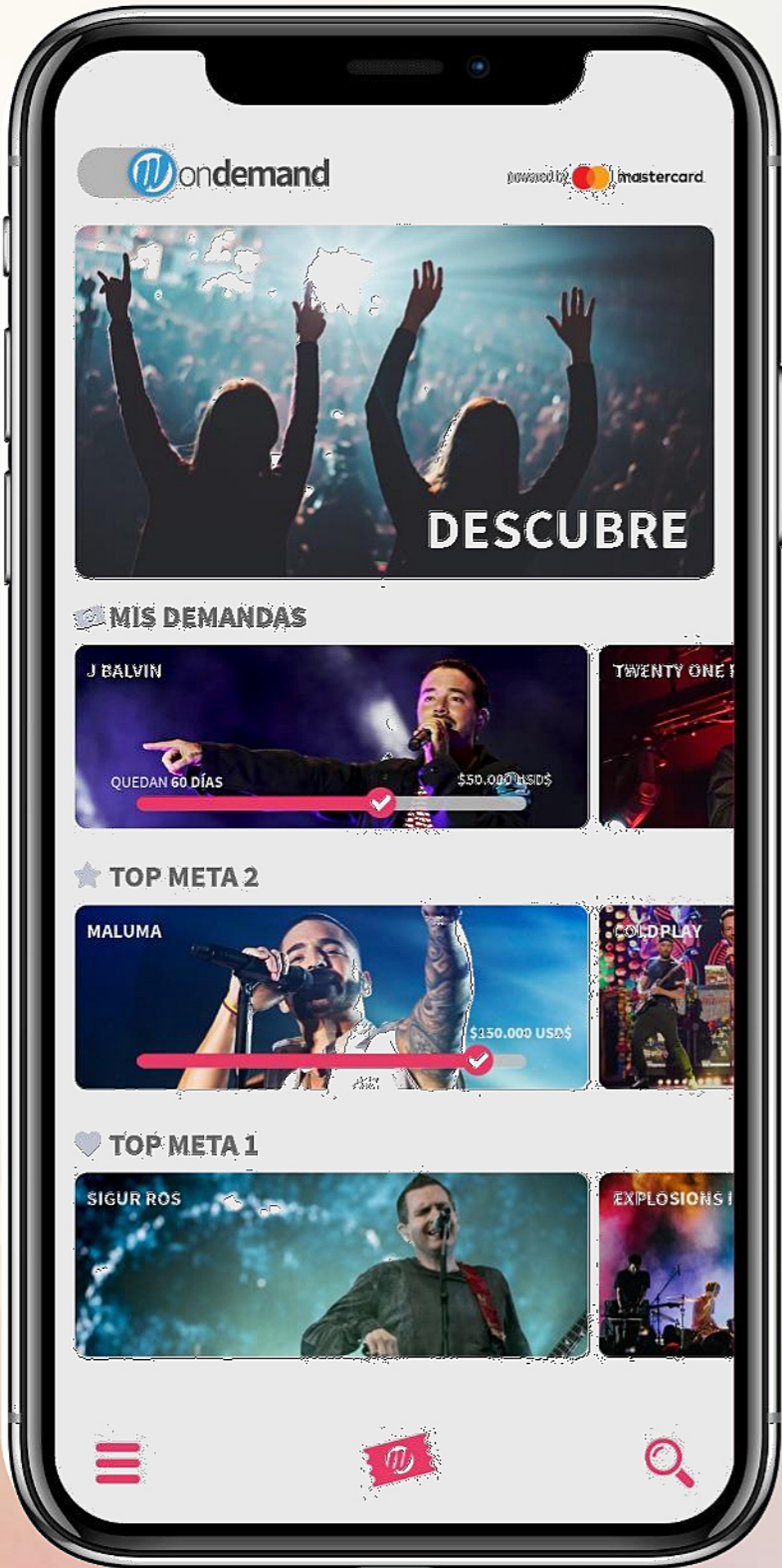


Fans will be able to indicate interest in a range of tickets to a prospective concert they'd like to attend. If reservations surpass a tipping point...

...Weeshing will arrange the show with artist management and a network of loyal and accountable promoters across the hemisphere.

In addition, fans are consulted to design at-show experiences, deepening bond with the band, and offering more intimate engagements with an artist they love through Meet and Greet, pictures, signed media and other VIP benefits.








Access to sponsorship for medium and small brands

Enabling brands to finance concerts and tours aligned with their corporate media & marketing strategy

Brands clients will enjoy VIP treatment and ...








**IF THE SHOW SELLS OUT,
THEY EARN BACK UP TO 50% OF
THEIR SPEND**

BRINGS BANDS CLOSER TO SPONSORS




Justin Bieber

June 19, 2017
Estadio Nacional 50,000
Capacidad: No Disponible

SPONSOR

INFORMACION **PRODUCTOR** **IMAGENES** **DOCUMENTACION** **SPONSORS**

 Eve... Justin Bieber

CONTACT PROMOTER

Nombre

¿How Works Weeshing Brands?

Normal Sponsorship

\$1.000.000

10.000 attendant's

5.000 attendant's

1.000 attendant's

- Activation
- Impact to attendees
- ROI. How many sales
- Tickets
- Sale / product demonstration
- Branding presence.

Sponsorship Weeshing Brands

\$1.000.000

10.000 attendees
SOLD OUT

5.000 attendees
Breakeven

1.000 attendees

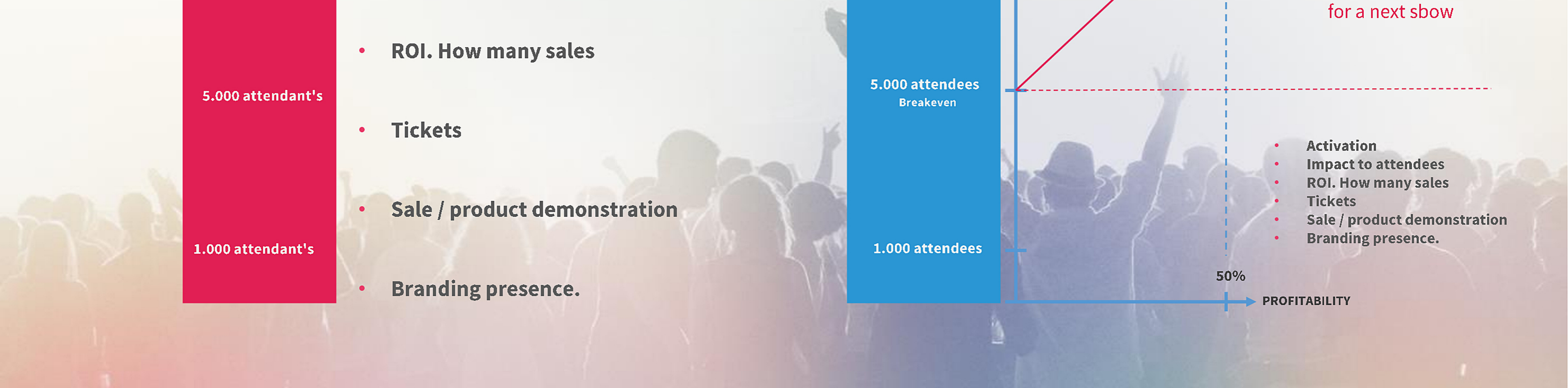
50%
Earnings for
the brand

Weeshing Brands Credit
for a next sbow

- Activation
- Impact to attendees
- ROI. How many sales
- Tickets
- Sale / product demonstration
- Branding presence.

50%

PROFITABILITY





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