


## Book A Musician for a Virtual Performance

JOIN 131 INVESTORS HELPING MUSICIANS CREATE A SUSTAINABLE INCOME



Enjoy a private virtual performance at an affordable cost




TEAM & ADVISORS FROM:



[dooдео.com](http://dooдео.com) Los Angeles   

[Entertainment](#) [Technology](#) [Community](#) [App](#) [Marketplace](#)

### Highlights

- 1 💰 \$429k raised to date
- 2 🌟 Team and advisors from The Voice, Sony Music, Amazon, and Google.
- 3 📈 145% average WOW growth on new accounts
- 4 💰 \$390,000 in gigs income to our artists (GMV)
- 5 ❤️ 3,400 registered users with limited marketing
- 6 🌐 30M middle-class musicians in the US with 880M globally.

### Our Team

### Our Team



**Rony Hage** Founder and CEO

12 years experience in entertainment and worked on some of the biggest TV music shows, The Voice.

The idea for DooDeo came about because musicians deserve a better way to connect, collaborate, and find opportunities. We're on a mission to build the biggest online community for performers.



**Rani Lian** CTO

11 years full stack developer at Amazon HQs. Previously video game developer at Electronic Arts (EA)

#### LEAD INVESTOR



**Michel Aziz**

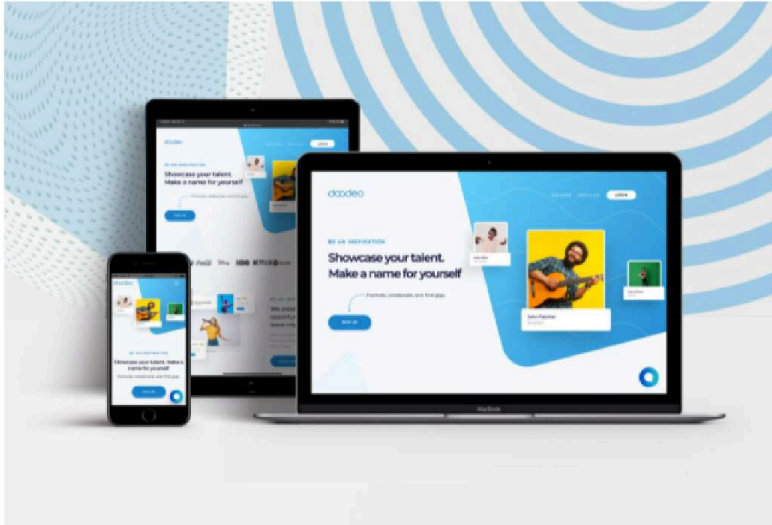
DooDeo is an ingenious concept filled with awesome, boundless opportunities. The thing that excites me most about the platform is its ambitious goal to help, support, and nurture entertainers. Investments in a company are based on the hard work and dedication of the team working behind the scenes. It's clear that Rony is the type of entrepreneur that has the executive skills, vision, and leadership to make all of DooDeo's goals a successful reality. While leading the company, he's also managed to assemble an accomplished and talented founding team that is more than qualified to take the platform to new and impressive heights. From what I've seen, this company is on an exciting journey toward epic growth! Rony has chosen to be a CEO for the people, and instead of resting on his title, he actively seeks out the opinions, suggestions, and needs of his many users. I can truly feel the drive and passion of Rony and his whole team. I can't wait to see the astounding magic they'll make as DooDeo rockets its way toward success!

**Invested \$10,000 this round & \$50,000 previously**

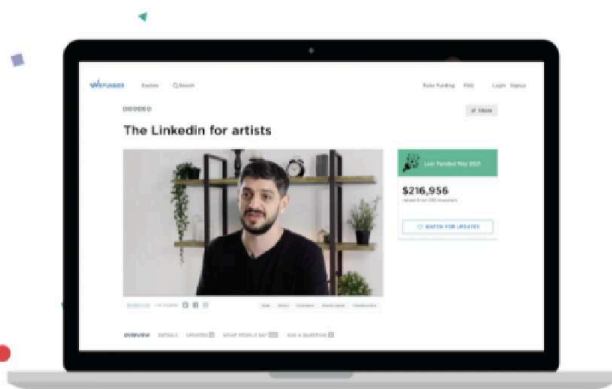
## WE LAUNCHED THE LINKEDIN FOR ARTISTS

The average entertainer has to use multiple platforms to find work - LinkedIn is for networking, Classified is for finding gigs and Instagram is for sharing content, but they don't seamlessly work together to connect artists with opportunities.

On the other hand, gig managers are always searching for artists, but online directories lack transparency and clarity, leaving them to depend on less-preferred recommendations. *We launched Doodeo to solve these problems.*



## WE RAISED \$429K TO DATE, WITH 131 INVESTORS JOINING OUR MISSION IN OUR PREVIOUS CROWDFUNDING ROUND



## HERE'S WHAT WE'VE ACCOMPLISHED SINCE

 3,400 registered users

 145% growth WOW

 Generated \$390,000+ for our artists

## CHECK OUT WHAT DOODEO'S ARTISTS THINK!

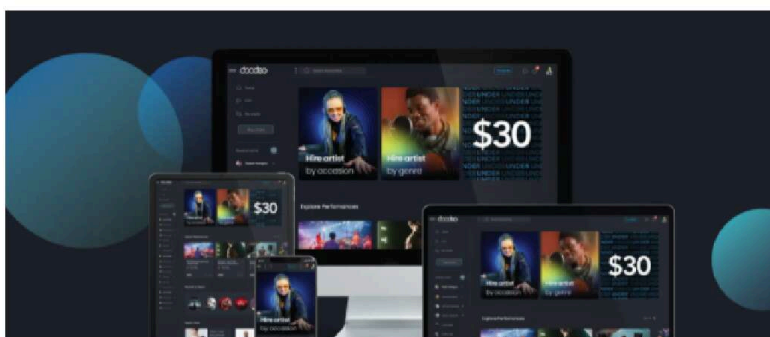


## BUT WE WEREN'T DONE...

We break geographical barriers to help our artists generate an income from the globe without leaving their homes, and YOU can enjoy a private live-streamed performance for your gathering.



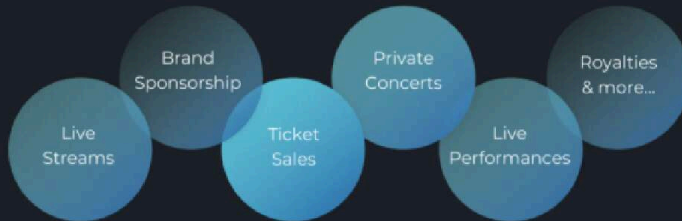
## INTRODUCING DOODEO 2.0



LAUNCHING FEBRUARY 2022

## THERE ARE MORE "MIDDLE-CLASS" MUSICIANS THAN EVER.

Because there are more ways for musicians to monetize their audience and music than ever.



## BUT EXISTING TOOLS CATER TO RISING STARS

To pay \$1,250 for an avg. 1 bedroom in the US.

You need one of these:



240,000  
Streams on  
Spotify



10,000  
Followers on  
Twitch



287,081  
Views on  
YouTube



4  
Sponsored  
posts



3.2M  
Views on  
TikTok

The "middle-class" music industry is in danger.

source: <https://lickd.co/blog/social-salary-calculator>

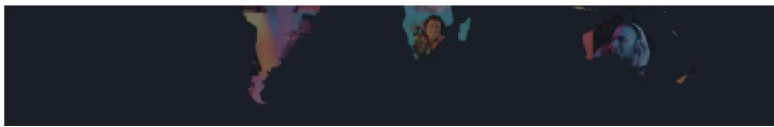
## BY LOWERING THE BARRIERS TO ENTRY FOR MUSICIANS TO MAKE MONEY, WE CAN EXPAND THE INDIE MUSIC INDUSTRY

Finances are #1 reason people do not pursue careers.

¼ of US households have at least 1 musician.

30M  
Musicians  
in the US

880M  
Musicians  
globally



## WE ARE INTRODUCING A NEW TYPE OF GIG TO THE MUSIC INDUSTRY - THE E-GIG

Fans or customers can book musicians directly through Doodeo for private live-streamed performances.

Parties One-On-One experience  
House Gatherings Afterparties  
Anniversaries Dinners & more

**Hire artist**

Virtual Gig

Event title: Stephen's bachelor party  
Event date: 8/05/2021  
Preferred genre: Electronic DJ  
Occasion: Bachelor party

Description

Send Hiring Request

## FOR MUSICIANS, DOODEO IS A POWERFUL TOOL TO BUILD AND MONETIZE THEIR AUDIENCES

- 1 Invite your fans to Doodeo
- 2 Go on public stream to promote yourself
- 3 Get booked for 1:1 livestream
- 4 Get paid through our secure method

GET MORE FANS

Musician Doodeo

Watch later Share

R3hab vs Skytech & Fafaq - Tiger (Official Music Video)

2020 World Champs Music - Foxtrot Label

2020 World Champs Music - Foxtrot Label

2020 World Champs Music - Foxtrot Label

Watch on YouTube

## FOR FANS AND CUSTOMERS, DOODEO IS A DISCOVERY PLATFORM WITH A SAFE PAYMENT MODULE.



**Ease of discoverability**

**Book artists for 1-on-1 live streams**

**Payments are held in escrow until performance is complete**

**EASE OF DISCOVERABILITY**

**Hire artist by occasion**

**Hire artist by genre**

**Hire artist by mood**

**A PEAK INTO HOW IT WORKS**

Client - Doodeo

Watch later Share

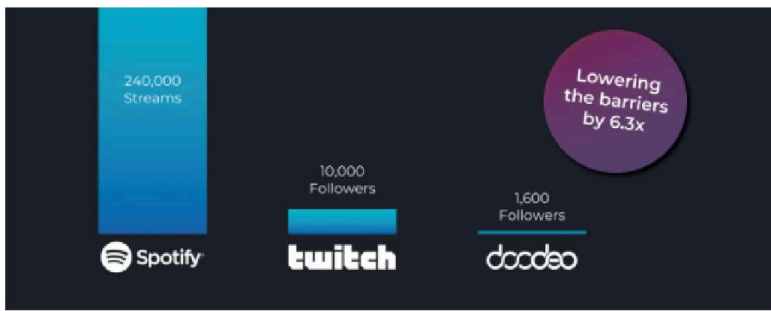
John wick

Sweet! Your booking has been confirmed  
All the details will be sent to you in the mail

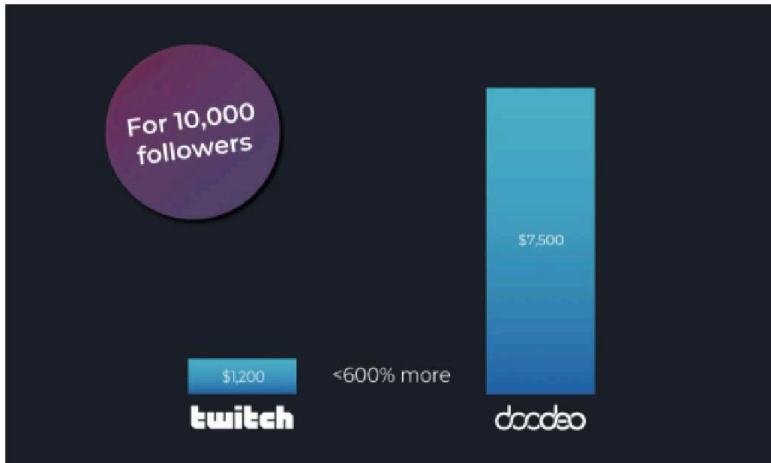
Watch on YouTube

**UNLIKE OTHER PLATFORMS, DOODEO SUPPORTS THE MIDDLE-CLASS AND NOT ONLY RISING STARS.**

Let's look into that again.  
For a \$1250 one bedroom apartment in the US.



## POTENTIAL EARNINGS FOR ARTISTS FAR SURPASSES THE CURRENT HIGHEST PAYING PLATFORM



*"...by 2017 it had become apparent that "making it" on Twitch required more than a 9-to-5 commitment - WIRED" (<https://www.wired.com/story/twitch-turns-10-creator-economy/>)*

Twitch (users largely monetize from subscriptions):

- Followers to subs ratio: 3.7%
- Avg. subscription fee: \$5.11
- Twitch fees: 50%

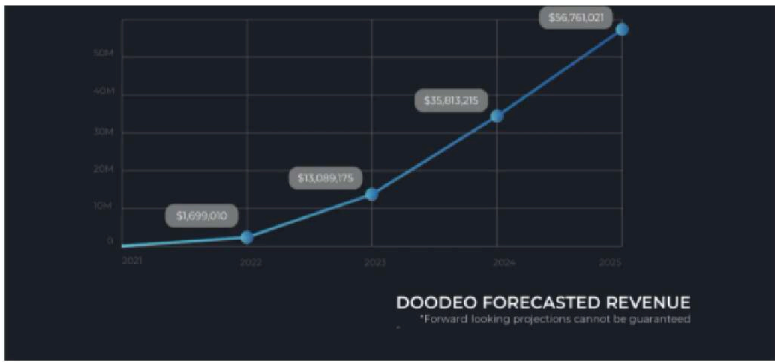
*Rest of the amount is generated through ads and collaborations.*

Doodeo (users will largely monetize from their super-fans):

- Followers to bookings ratio: 1.41%
- Avg. e-gig rate per 30 mins: \$35.45
- Per day: 4.7 hours
- Doodeo fees: 25%

## HOW DO WE MAKE MONEY?

Doodeo is free until an artist generates an income.  
Our charges are 25% of the total income our users generate.



## OUR GO-TO-MARKET STRATEGY FOR DOODEO 2.0

- Engage 200+ member**  
on our Discord channel
- 3,115 current users**  
of Doodeo 1.0
- Educate Community**  
Educate our Musicians  
on how they use Doodeo  
to monetize
- Partnership**  
Channel partnerships  
with service providers  
who serve the streaming  
community
- Digital Marketing  
& PR**

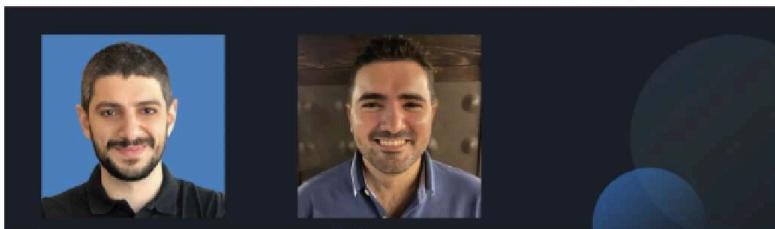
Each new Doodeo musician brings their fans. A gamification technique will be implemented to enhance our platform's network effect.

## M&A MARKETS ARE IN FAVOR OF MUSIC AND LIVE-STREAMING PLATFORMS.

The increase in acquisition activity in 2021 exhibits the live-streaming industry is ripe for consolidation.

DATE	ACQUIROR	COMPANY	EV
OCT 2021	DICE	Boiler Room	NA
AUG 2021	Apple	Primephonic	NA
JUL 2021	Caryle	LiveU	\$400M
MAY 2021	Square	Tidal	\$302M
SEPT 2019	Spotify	SoundBetter	NA
JUL 2019	Etsy	Reverb	\$275M
AUG 2014	Amazon	Twitch	\$990M

## OUR TEAM IS GRINDING DAY AND NIGHT TO MAKE A CHANGE



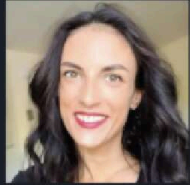
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Founder & CEO

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**Rani Lian**  
CTO

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**Veronika Sabir-Idrissi**  
Marketing Manager

Wealth of experience in marketing and advertising, agency background.



**Geraldo PJunior**  
Head of Growth

Head of Growth at JivoChat in Brazil. A business messenger app generating multi-million \$ in yearly revenue.



**Rishabh Agnihotri**  
Head of Product

Product manager for a leading Neo bank and Ex-Silicon Valley intern at Facebook.

## BACKED BY ACCOMPLISHED ADVISORS



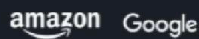
**Dr. Evan Luthra**  
Executive Advisor & Investor Growth



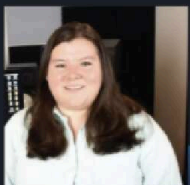
6 exits by the time he turned 25. Honorary Ph.D. in Blockchain. Featured speaker at Google, TedX, World Economic Forum, and many more.



**Irene Chung**  
Executive Advisor - Technical & Leadership



EX-GOOGLE & AMAZON. Irene has vast experience in building teams to launch cool things that matter for Google, Netflix, Amazon, & IBM. Delivered conference talks from engineering excellence to design thinking.



**Isabella Bedoya**  
Executive Advisor - A&R



A former head of A&R for a label under Sony Music and currently the founder of Fame Hackers that helps independent artists establish profitable and sustainable music careers.



**Ken Ma**  
Early Investor



1 acquisition and 2 IPOs.

Want to change a musician's life? [Join us!](#)

