



Book A Musician for a Virtual Performance

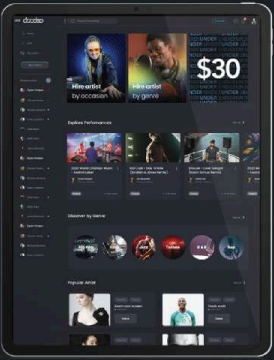

JOIN 131 INVESTORS HELPING MUSICIANS CREATE A SUSTAINABLE INCOME






Enjoy a private
virtual performance
at an affordable cost



TEAM & ADVISORS FROM:



dooDeo.com Los Angeles   

Software Technology Entertainment Community App

OVERVIEW DETAILS UPDATES 31 WHAT PEOPLE SAY 52 ASK A QUESTION 18

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



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

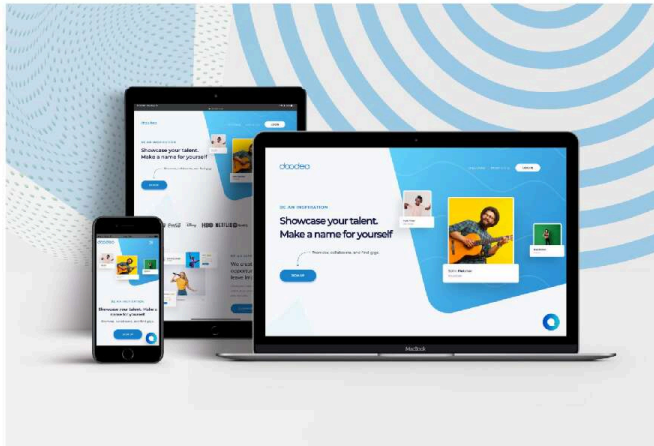
11 years full stack developer at Amazon HQs. Previously video game developer at Electronic Arts (EA)

WE LAUNCHED THE LINKEDIN FOR ARTISTS

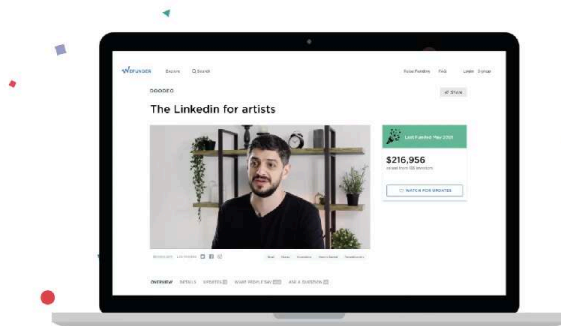
The average entertainer has to use multiple platforms to find work - LinkedIn is for networking. Classified is for finding gigs and Instagram is for showcasing content.

for networking, Craigslist 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



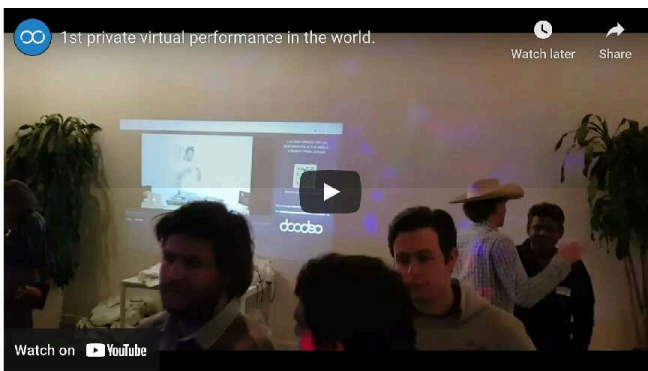
SOFT LAUNCH - APRIL 2022

PRIVATE LAUNCH AT WEFUNDER'S PARTY

On March 26th - 2022, Wefunder had a private event by invitation only, during which we privately launched Dodeo 2.0.

We arranged for a DJ in Ukraine to perform at the event, which was held in Los Angeles. The mere idea that the invitees were seeing someone perform live and privately from another part of the world that is unstable too....blew their heads.

Here's 2 quick videos from the event:





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



BUT EXISTING TOOLS CATER TO RISING STARS

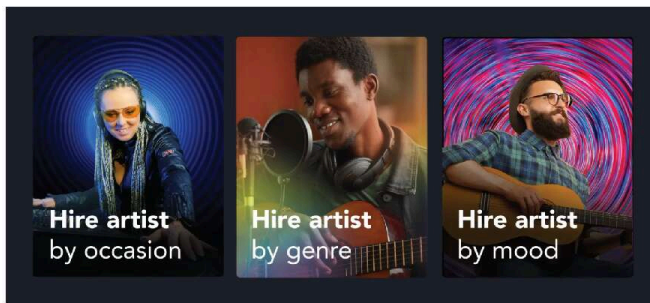


source: <https://lickd.co/blog/social-salary-calculator>

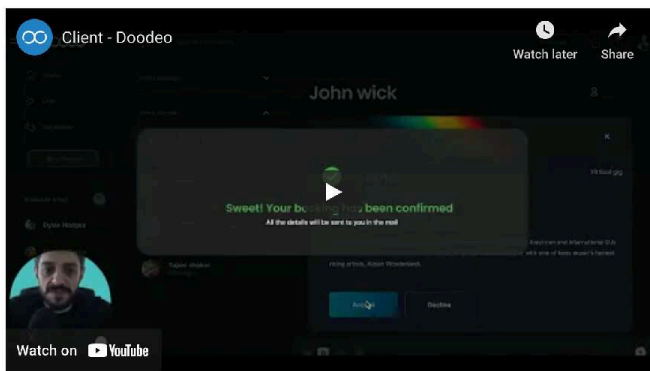
BY LOWERING THE BARRIERS TO ENTRY FOR MUSICIANS TO MAKE MONEY, WE CAN EXPAND THE INDIE MUSIC INDUSTRY



EASE OF DISCOVERABILITY



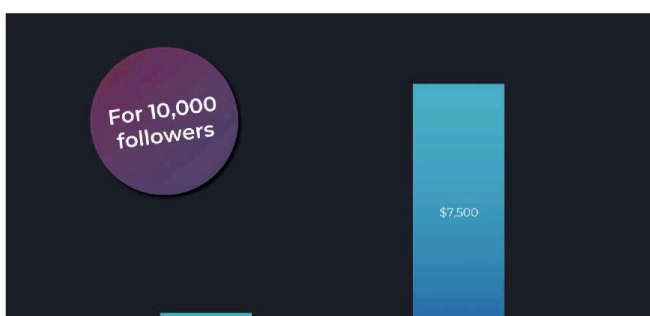
A PEAK INTO HOW IT WORKS

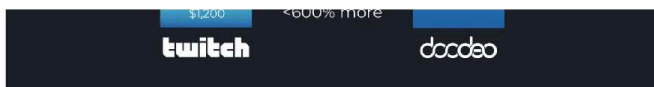


UNLIKE OTHER PLATFORMS, DOODEO SUPPORTS THE MIDDLE-CLASS AND NOT ONLY RISING STARS.



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.



DOODEO FORECASTED REVENUE

*Forward looking projections cannot be guaranteed

OUR GO-TO-MARKET STRATEGY FOR DOODEO 2.0

01 Engage 200+ member on our Discord channel

02 3,400 current users of Doodeo 1.0

03 Educate Community
Educate our Musicians on how they use Doodeo to monetize

04 Partnership
Channel partnerships with service providers who serve the streaming community

05 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	BY
OCT 2021	DICE	Baker Room	NA
AUG 2021	Apple	Primephonic	NA
JUL 2021	Cargile	LiveU	\$400M
MAY 2021	Square	Tidal	\$302M
SEPT 2019	Spotify	Soundbetter	NA
JUL 2019	Elay	Reverb	\$275M
AUG 2014	Amazon	Twitch	\$980M

OUR TEAM IS GRINDING DAY AND NIGHT TO MAKE A CHANGE



Rony Hage
Founder & CEO

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



Rani Lian
CTO

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



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 & Crypto celebrity



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



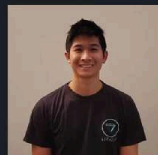
EX-GOOGLE & AMAZON. Irene has vast experience in building teams to launch cool things that matter for Google, Netflix, Amazon, & IBM. Delivered conference talks from engineering excellence to design thinking.



Isabella Bedoya
Executive Advisor - A&R

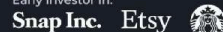


A former head of A&R for a label under



Ken Ma
Executive Advisory - Growth

Early investor in:



1 acquisition and 2 IPOs.

Sony Music and currently the founder of
Fame Hackers that helps independent
artists establish profitable and sustainable
music careers.



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

