

Executive Summary

Musician's BASS is an AI-enhanced enterprise software for independent artists that empowers them to market, monetize, and manage themselves more effectively while increasing their bottom line. We are dedicated to helping independent artists build and sustain long-term careers in a severely disrupted industry.

Customer Problem

In order to be successful in an oversaturated, highly-competitive, and increasingly DIY music industry, independent musicians need to be like swiss army knives approaching their art from a business perspective. The challenge is that most of them have no clue where to begin and overall task management is overwhelming.

Product

An AI-enhanced SaaS desktop/mobile platform featuring a suite of interactive tools tailored to the business management needs of musicians. This includes fanbase growth, analytics, legal, social media management, and more. Designed by the principles of form and function, artists experience a guided workflow and learn to manage themselves by using the necessary tools for the tasks at hand.

Team

- **Founder/CEO:** Aliza Hava - Award-winning singer/songwriter, music educator, and creative consultant in media and entertainment.
- **CTO & UI/UX** - Kendall Nishimine & Brian Wilson - Creative technology team dedicated to addressing the growing need to smartly connect the web, mobile devices, and social networks into one living system.
- **Head of Marketing:** Nikki Slight - Former SVP of Global Product Development for Warner Music and former SVP of New Media for Atlantic Records

Target Market

There are an estimated 4M independent artists, bands, and DJs using digital tools to market themselves. Over 30% of all revenue from recorded music in 2018 was generated by independent musicians.

Go-to-Market Our marketing strategy is centered on:

- A highly targeted ad campaign online and in musician-centered magazines
- Presenting at industry expos both nationally and internationally
- Strategic alliances with independent music organizations and companies
- Working with music schools and programs, including the House of Blues Foundation, to provide tools to emerging artists and music business students

Business Model

Subscribers pay on a monthly or annual basis, choosing from four tiers of additional features and value at competitive, affordable price points.

Competitors

ReverbNation, BandCamp, Sonicbids, Bandzoogle, UnitedMasters, WixMusic

Competitive Advantage

Our world-class dev team's products have hit #1 worldwide. Apple CEO Tim Cook called their TEDTalks app his "favorite app of all time." Google Earth awarded them "best app" for Project Kasei. Vero Social gained 10M users in Beta, and hit #1 in the app store in the US, Europe, and Japan.

MUSICIAN'S
BASS

BUSINESS ADMINISTRATION SOFTWARE FOR SUCCESS

Company Profile

URL www.musiciansbass.com

Industry Software - Music Tech

Founded May, 2018

Contact:

Aliza Hava, Founder/CEO

P. (646)361-6374

E. aliza@musiciansbass.com

Financial Information:

Funding Stage: Seed

Capital Seeking: \$1.2M

Advisors

- Arabian Prince - Founder Inov8 Next - LA Startup Incubator, Music Business Coach, Technologist
- Rich Berger, CEO of Movie Labs, Former SVP of Digital at Sony.
- Suzanne Hilleary, Music Industry veteran, artist manager, talent buyer, music supervisor
- Scott Nisbet, Pioneer in cellular systems and gaming technologies
- Todd Tate, Music Tech SF, SXSW Advisor, 15 years in music tech

Financial Forecast

We aim to acquire 5% of the market within five years, earning us an average of \$66M annually and positioning us as a cornerstone platform for independent music management.

Why Now?

The trend towards the DIY new music business model is rapidly growing, yet there remains a gap in the marketplace when it comes to effective artist management tools.

Musician's BASS
P.O. Box 7383
Santa Cruz, CA 95061