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New Technology in Music and Creative
Entertainment
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Company Incorporation: October 2018

Director: Josh Deal

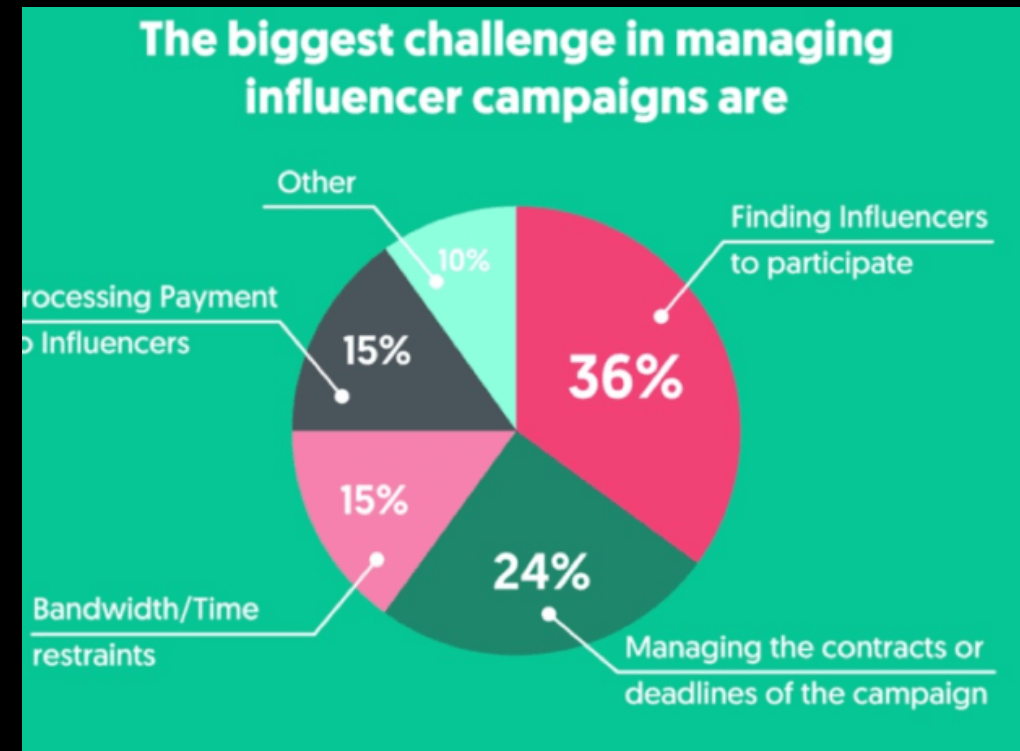
(Companies House, 2021)

INFLUENCER MARKETING

- 60,000 tracks being uploaded to Spotify every day (Ingham, 2021).
- Artists now compete with all music ever created.
- Crowded Marketplace.
- Influencer marketing grew over \$3BN from 2019-2020 (Dredge, 2020).
- In 2020, Warner signs 100% more artists through AI driven scouting tools than in 2019 (Stassen, 2020).

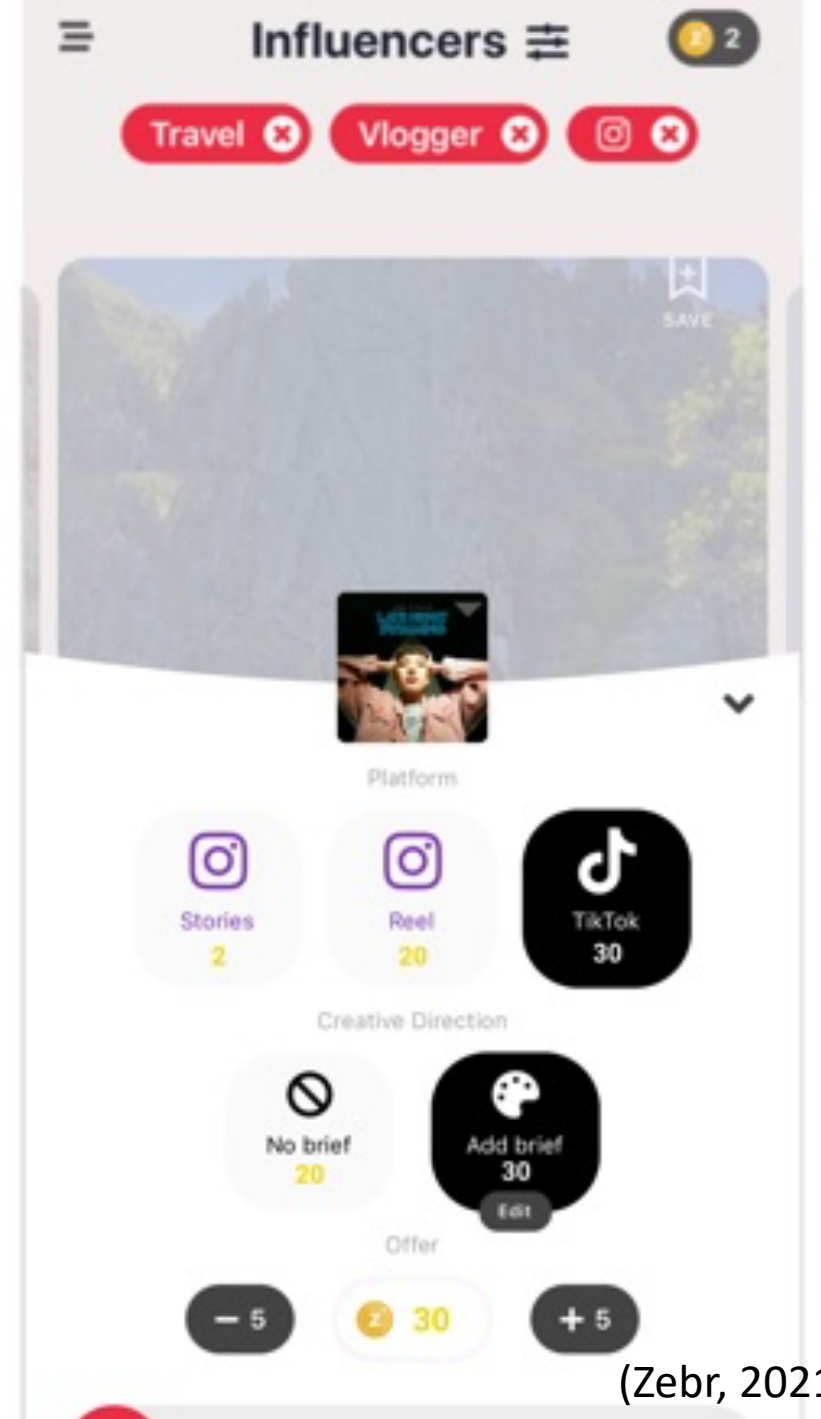
SO WHAT'S THE PROBLEM?

- Costs can be extremely high, with intermediaries recommending between £5,000 - £10,000 for an effective campaign (Tidswell, 2021).



(Smart Insights, 2020)

Simple and Affordable Influencer Marketing for the Most Effective Gen Z Campaigns



(Zebr, 2021a)

How Zebr Works

(Zebr, 2021a)

- FIND INFLUENCERS BASED ON THEIR COST, GENRE AND STATISTICS

- IG POST 1-3 COINS

- REELS 5+ COINS

- TIKTOK 5+ COINS

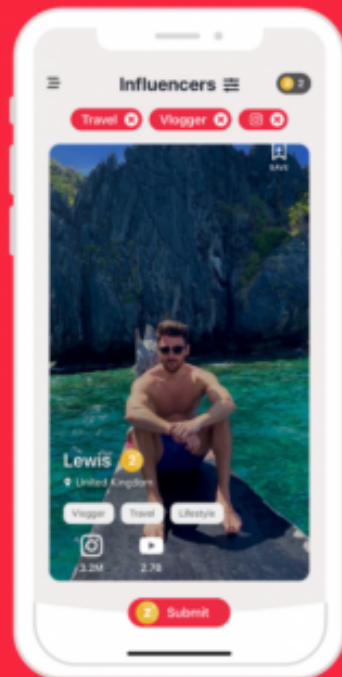
- COIN COST £1.99

- **SUBMIT YOUR TRACK**

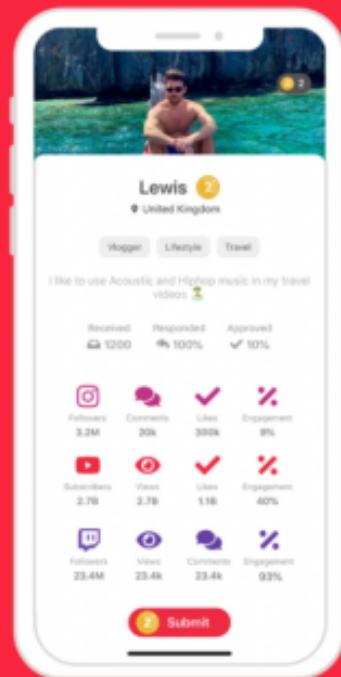
- **CREATE A BRIEF SO YOU'RE IN CONTROL**

- **GET YOUR COINS BACK IF YOUR SUBMISSION IS UNUSED IN 48 HOURS**

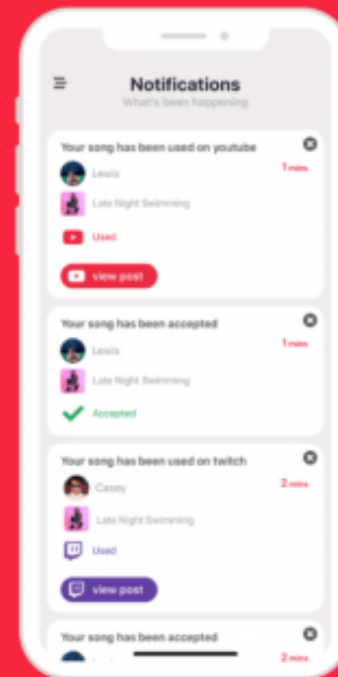
Submit your music to influencers



View influencer stats to find what you want

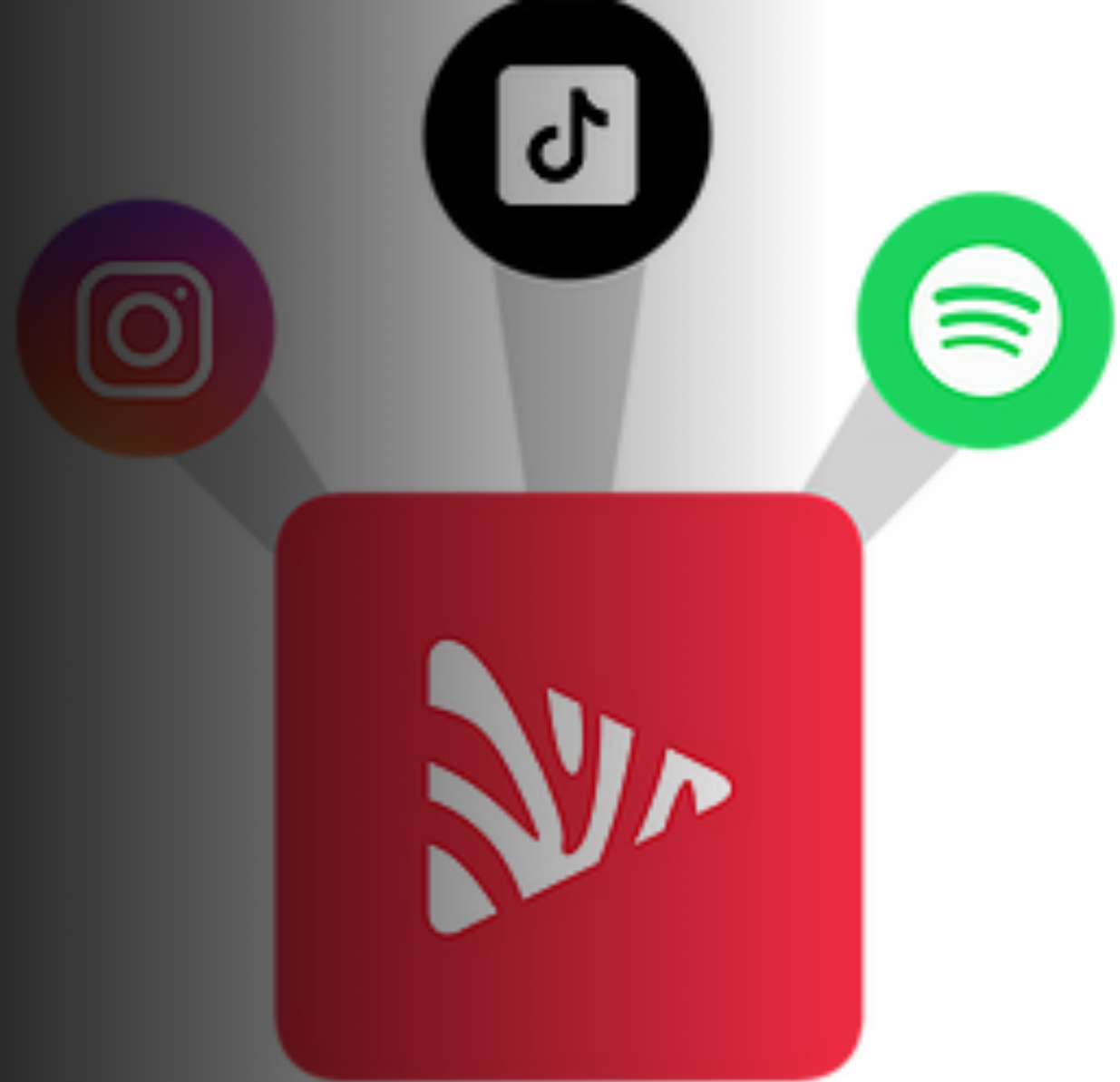


Stay updated when your music is used





IT REALLY IS
THAT SIMPLE!



Case Study

Anna Straker X Gabrielle Alpin

- 30 adopters
- Stories approx. 7,000 views each
- Feed posts approx. 30,000 views each
- Collective engagements approx. 150,000s.
- Spend £40

(Zebr, 2021b)



(LyricsFA, 2020)



(Zebr, 2021a)

SIMPLE

AFFORDABLE

EFFECTIVE



Milestones

- Minimum Viable Product has been released and performed well.
- The next phase is a desktop version for labels and agencies.
- Just a few clients could create a steady surge of artists using the platform.
- Increased engagement through firms control.

Competitors: anbytes

Pros

- Expert Guidance
- Access to Analytics
- Operational Dashboard
- Track Record of Exceptional Results

(Tidswell, 2021)

Cons

- High Cost
- Inaccessible to Emerging Artists

(Tidswell, 2021)

Competitors

SubmitHub

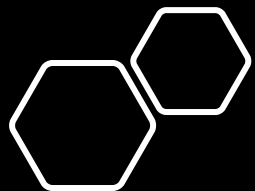
- Similar structure to Zebr.
- Mainly aimed at blogs.

(Hüllbrook, 2020)

Lickd

- Similar service to Zebr.
- Valuable license deal with UMG.
- Lacks the pitching element.

(Hüllbrook, 2020)



Summary

ZEBR OFFERS AND AFFORDABLE AND EASY TO USE SOLUTION TO INCREASE THE EFFICIENCY OF THE ARTISTIC CAMPAIGNS OF ALL ARTISTS THROUGH INFLUENCER MARKETING.

HOWEVER, IT PARTICULARLY CATERS TO EMERGING ARTISTS WITH SMALLER BUDGETS.

ZEBR SITS NICELY IN THE MARKETPLACE ALONGSIDE OTHER SERVICES WITHIN AN EXPANDING MARKET.

ADDITIONAL £60,000 INVESTMENT ALLOWS US TO CREATE A NEW DEPARTMENT DEALING WITH MANAGEMENT AND LABELS. IN ADDITION, THIS SUM WILL COVER THE REQUIRED MARKETING COSTS TO ENCOURAGE EARLY ADOP



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