



ENSURING YOUR RIGHTFUL REMUNERATION



Problem

In 2017, the global value of royalty black boxes estimated to be **\$2.5 billion²**

More than **46 million** instances of NOIs since 2016



¹ <https://www.digitalmusicnews.com/2017/08/03/music-industry-royalty-black-box/>



Why?

Lack of Database
Standardisation

**Different databases
with different input
conditions.**

Shortfallings of Music ID
Standard

**ISRC Codes only assigned to
sound recordings**

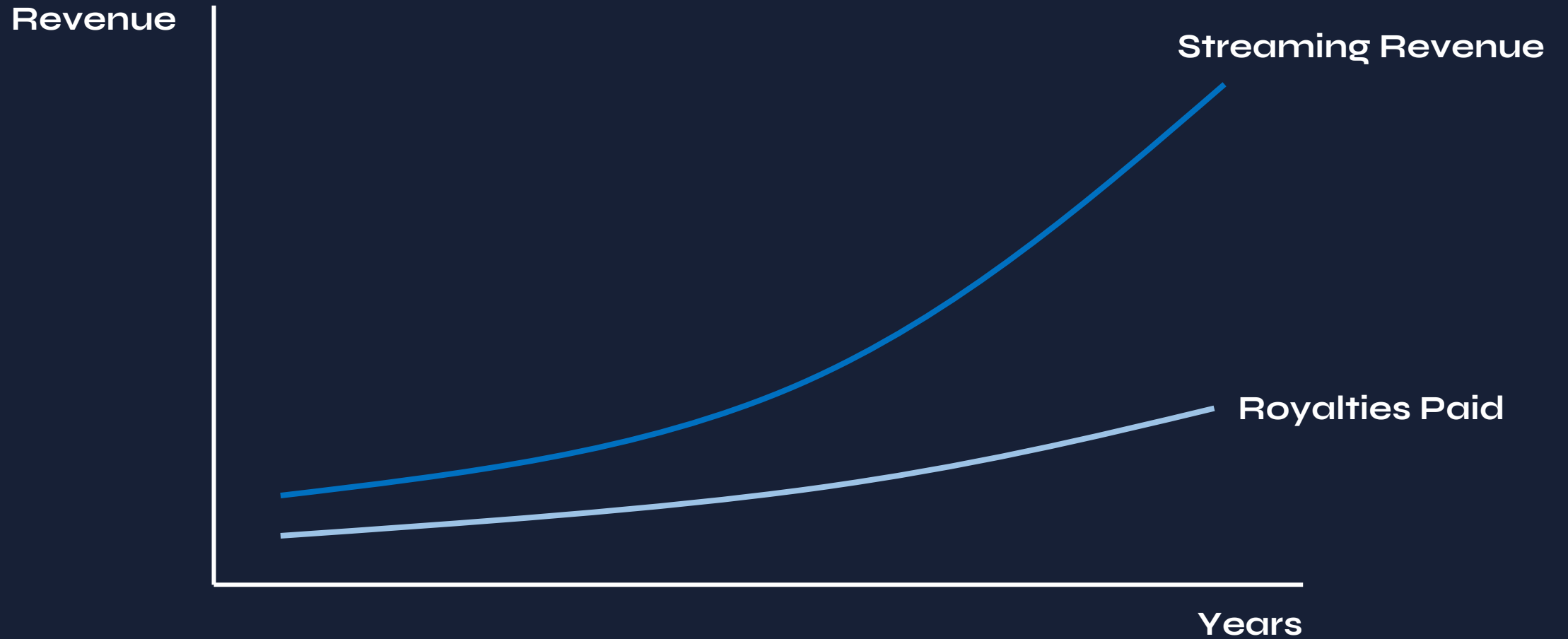
**ISRC can't identify original
behind a song**

Human Error + Lacking Databases

Corrupted Metadata



Problem





Positioning





k o l a t e

P i t c h d e c k

A p r i l 2 0 2 2



kolate
Metadata Collation Tool

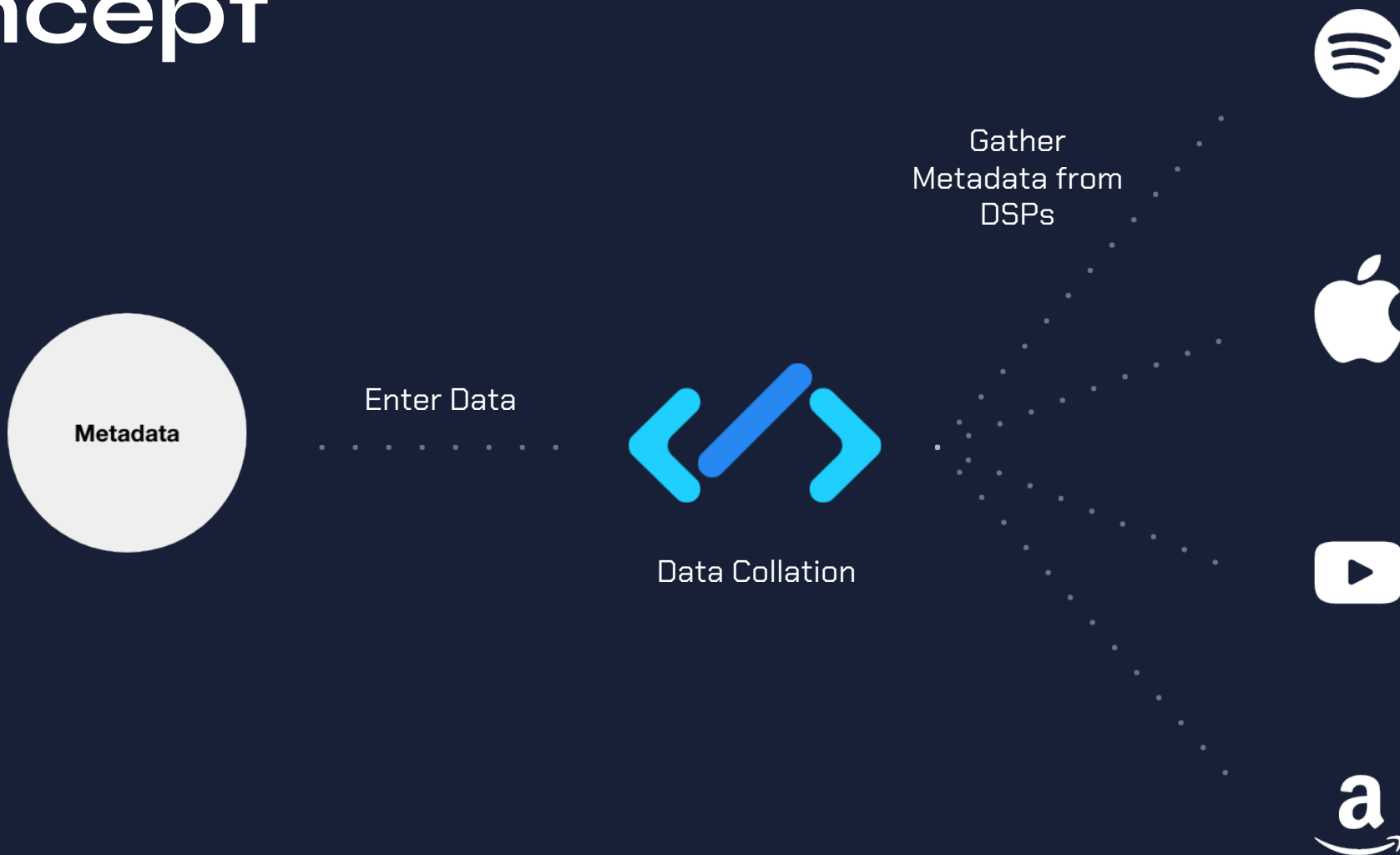
Management Tool

Data Integration
from DSPs +
Databases

2-Stage Verification Process



Concept





kolate

Pitchdeck

April 2022

HERE'S HOW IT WORKS



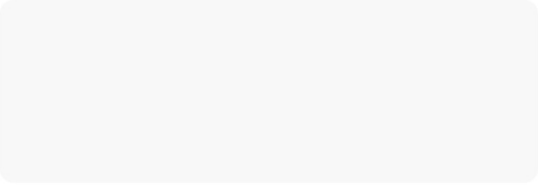
Profile

Submissions

New

[Role] - [Song]	Major
[Role] - [Song]	Major
[Role] - [Song]	Indie
[Role] - [Song]	Indie

Pending	5
Verified	3





k o l a t e

P i t c h d e c k

A p r i l 2 0 2 2



k o l a t e

Enter your details

Artist Name

Role

First Name

Percentage Split

Last Name

Independent Label

Major Label

Next



k o l a t e

Enter your details

Links to Artist Profile



Submit



Verification

Metadata verified



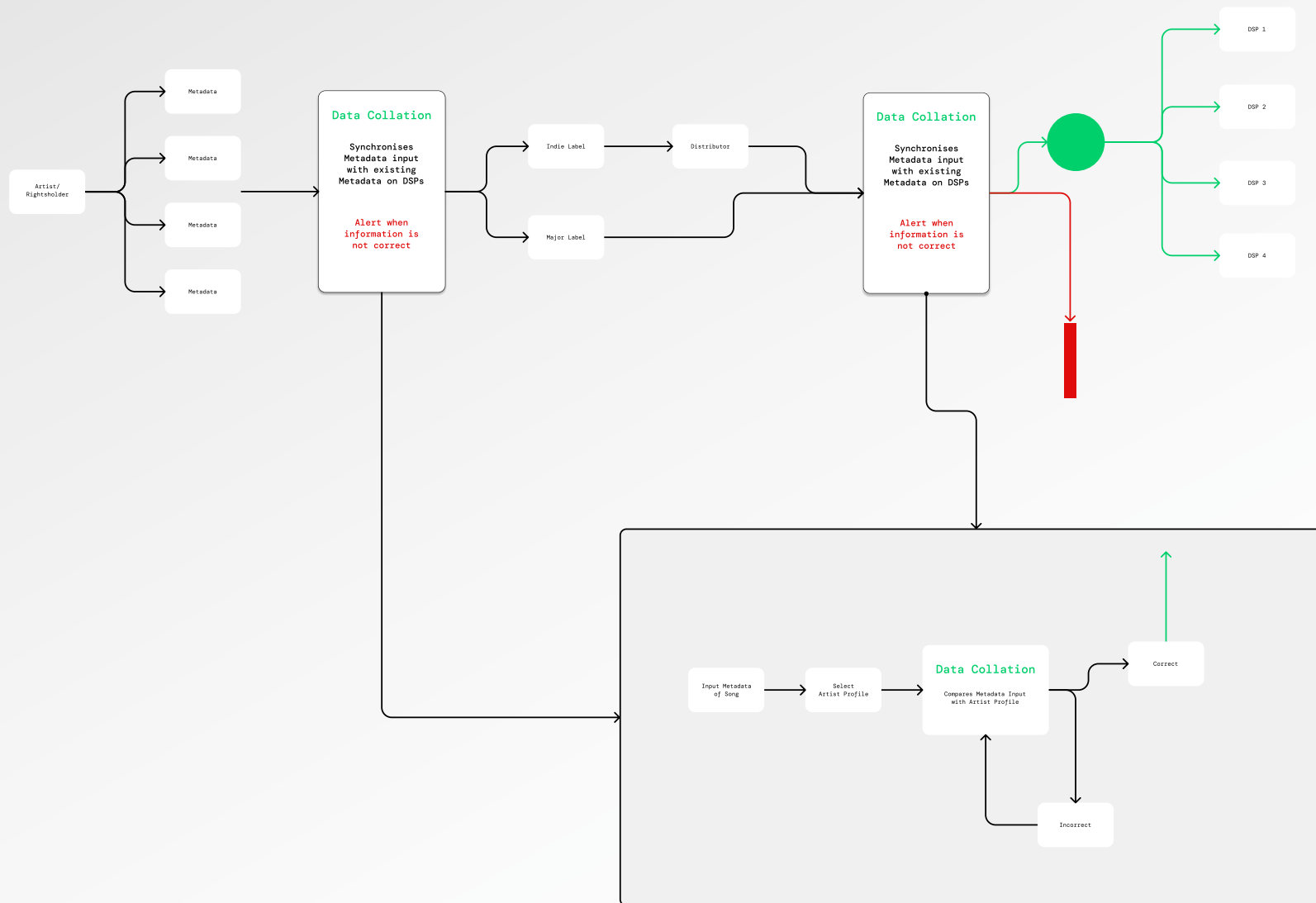
Waiting for approval...



Finish

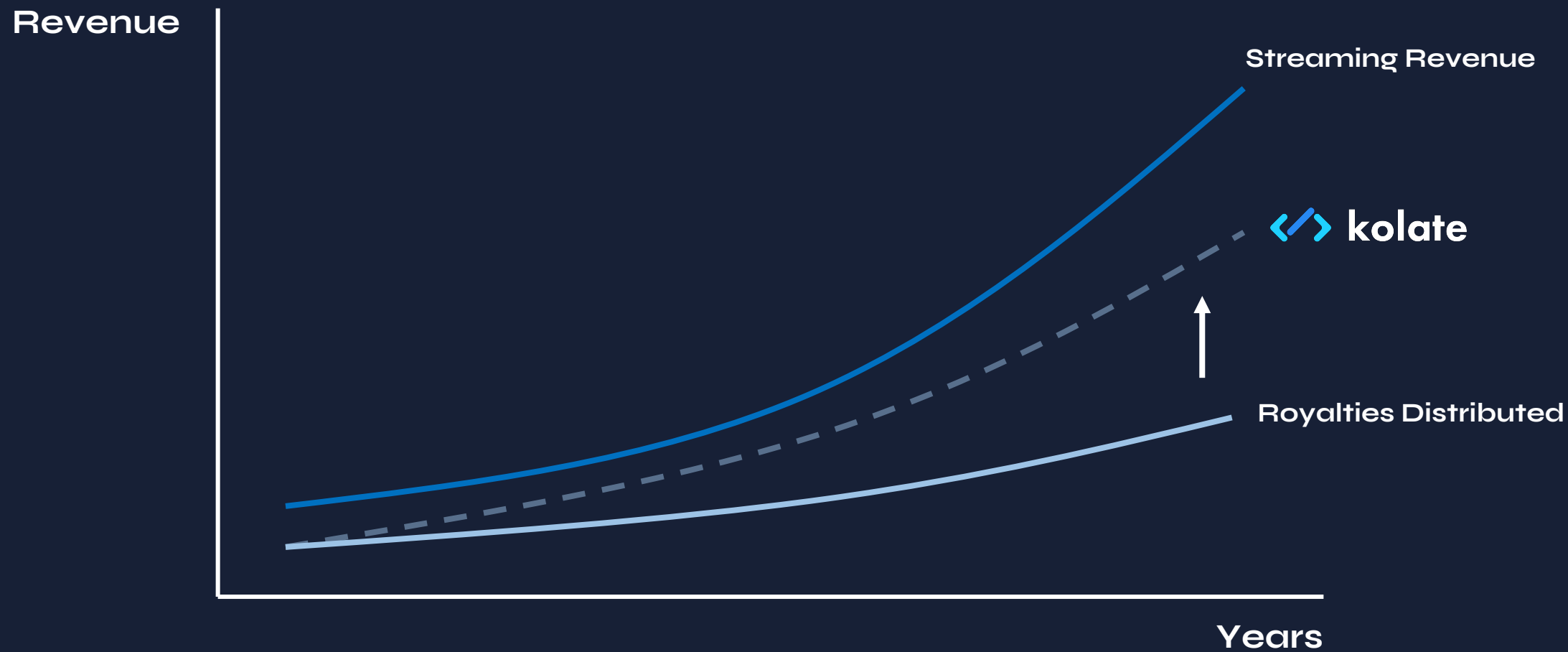


In more detail...





Solution

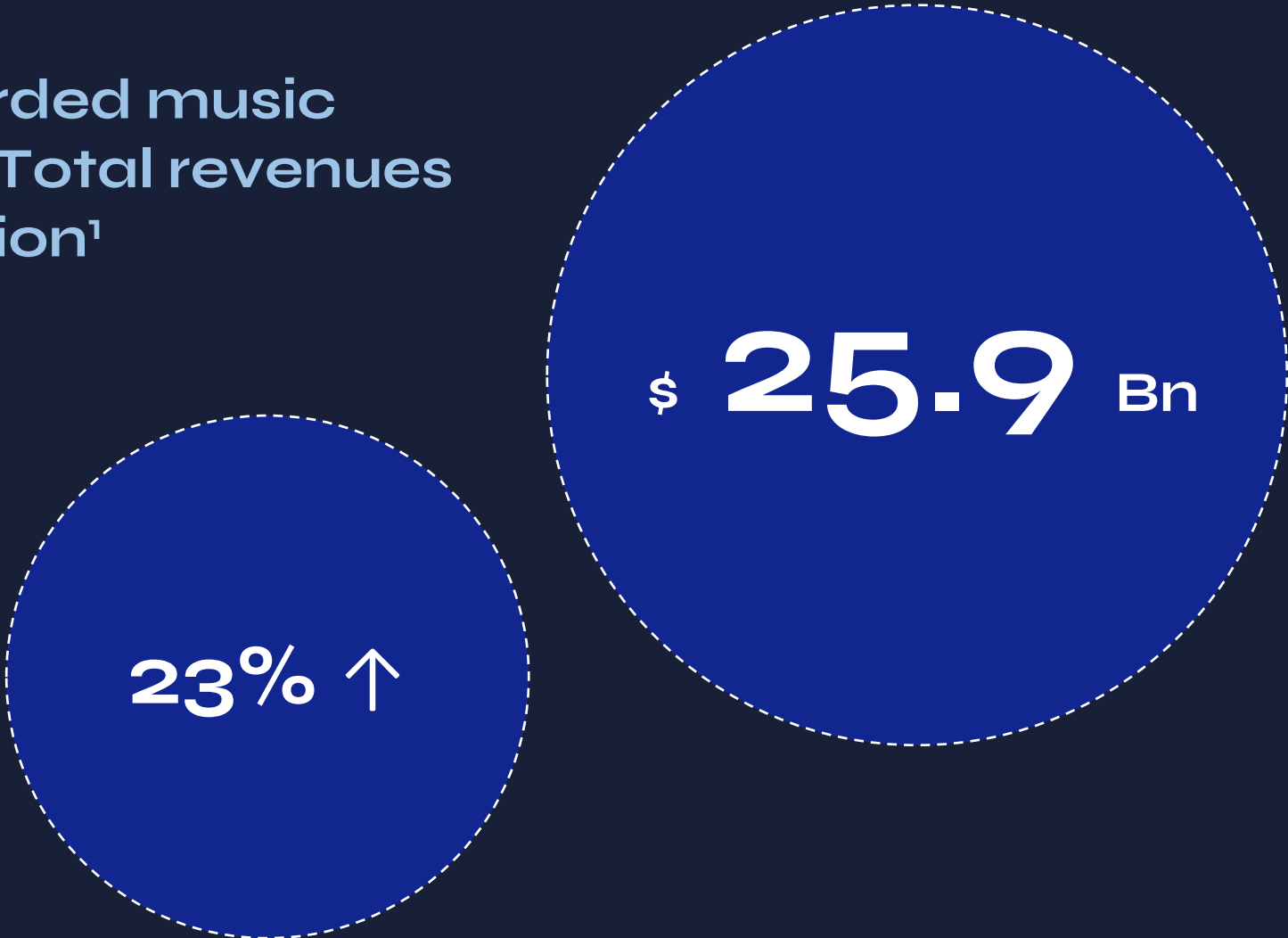




Market

In 2021, the global recorded music market grew by 18.5%. Total revenues for 2020 were \$25.9 billion¹

Streaming accounted for 84% of total music industry revenue, increasing by 23% in 2021



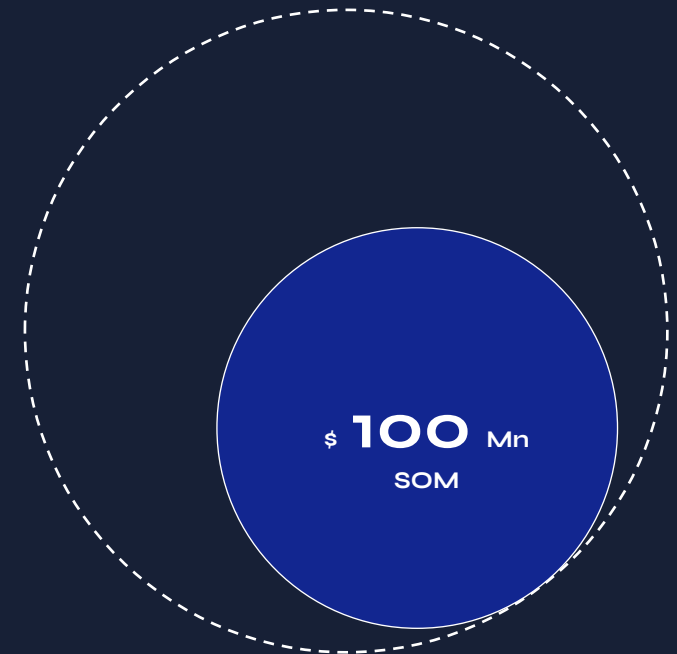
23% ↑

\$ 25.9 Bn

¹<https://www.ifpi.org/ifpi-global-music-report-global-recorded-music-revenues-grew-18-5-in-2021/>



TAM | SAM | SOM





Business Model

B2B - SaaS

Free	Artists	Labels
Free 1 song per month	\$9.99 / m Up to 5 songs per month \$19.99 / m Up to 10 songs per month (album)	Depending on size of label MIN. \$49.99 / m



Business Model

KPIs

Revenue by month

Monthly recurring revenue (MRR)

Annual recurring revenue (ARR)

Number of contractions

Customer retention rate



Roadmap

1

Test Product on selected user profiles

Improve front end, build marketing virality loops, build integrations, improve web performance, build backend database, build analytics to measure engagement metrics

2

Test Business Model

Test marketing channels to optimise CAC, adjust subscription tier pricing, measure LTV and other unit economics metrics

3

Raise Capital

Identify suitable investors, map out strategic key hires, pitch to investors

THANK YOU FOR LISTENING



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Profile