

**NEW TECHNOLOGY IN MUSIC &
CREATIVE ENTERTAINMENT**
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OUTLINE

1. What is Fancircles
2. Case study
3. Overview of industry
4. Our service
5. Competitive comparison
6. Company performance
7. Business model
8. Our Team
9. Conclusion

CUSTOMER CASE STUDY

Reach 100% of your fans 100% of the time.

Social media is not always the best option.

Costs money.

Algorithms will stifle organic reach.

You pay for ads to target your own fans.

What happens if the site goes down?

You don't own any of the data.

why should you have to negotiate with middlemen and gatekeepers?



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MUSIC INDUSTRY OVERVIEW

Technology advances have led to easier access but lower revenues for artists.

Artists are not making money from streaming.

Over 98% of people that listen to Spotify are passive listeners.

Today's currency is attention and fans are easily distracted.

A large number of 'followers' are exactly that! Just followers, not fans.

Likes don't equate to revenue and neither do followers. Fans do!



OUR SERVICE

1. App based technology
2. Personalised app based on each artist
3. Play music, videos and buy merch in app
4. Direct engagement with fans
5. Enables artists to collect data
6. Artists can set subscription fees
7. Earn income
8. Fancircles earn 20% of subscription fee for the build and maintenance of site

COMPETITIVE COMPARISON

PATREON

Patreon is similar but you don't own the site or the data

Has strict guidelines and breaches can lead to de-monetisation or cancelation.

Patreon is more effort to use for the creator, you have to go to the website, login, upload content etc, it takes a little more thought.

Patreon ultimately is the boss.

FANCIRCLES

Fancircles builds you a bespoke app to your specifications and you own all the data.

Your app, your fans, your views, your voice. Fancircles is the tech that drives the app not the owner of the app.

You have your fanclub in your pocket with all the tools needed to engage instantly at the touch of a button.

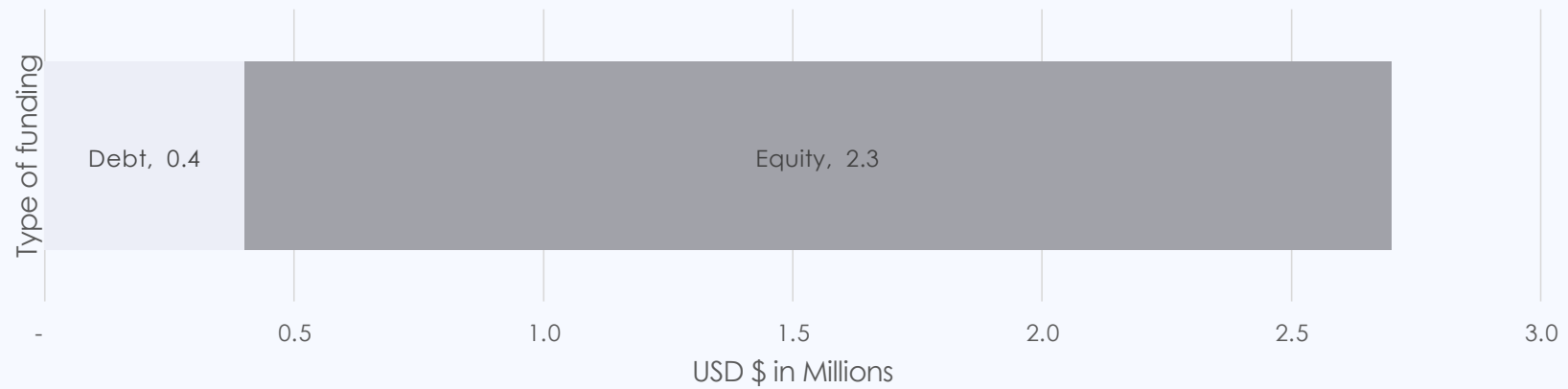
The creator is 100% the boss

COMPANY PERFORMANCE



Valued at \$15m in Sept 2020 prior to \$1m funding raised

Funding raised \$2.7m



BUSINESS MODEL

We will only recommend the app to artists who have more than 25,000 fans.

We can get approximately 15% of your Facebook followers onto the app.

1% of Fb followers are likely to pay £4.99 a month.

Robbie Williams has 5.2m followers on FB and has the potential to earn £52000 a month of additional income.



OUR TEAM



KEVIN BROWN



KOSTAS MELAS



LISA ALLEN

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=VXH115-
EHSG](https://www.youtube.com/watch?v=VXH115-EHSG)

1. BUILD YOUR FAN BASE.
2. GENERATE REVENUE.



 FANCIRCLES



QUESTIONS?

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