kolate

ENSURING YOUR RIGHTFUL REMUNERATION

Problem

In 2017, the global value of royalty black boxes estimated to be $2.5 billion[2]

More than 46 million instances of NOIs since 2016

$ 2.5 Bn

46 Mn

[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

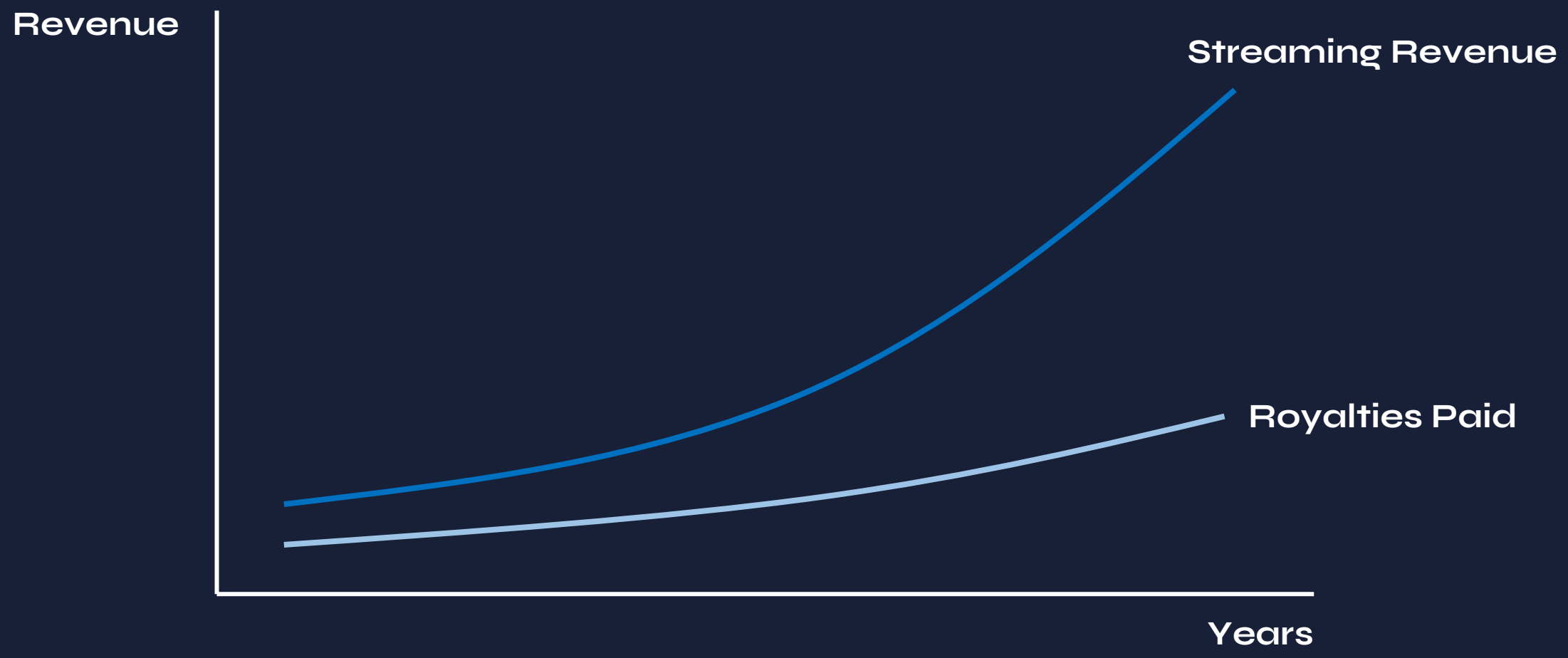
ISRC Codes only assigned to sound recordings

ISRC can't identify original behind a song

Human Error + Lacking Databases

Corrupted Metadata

Problem



Positioning

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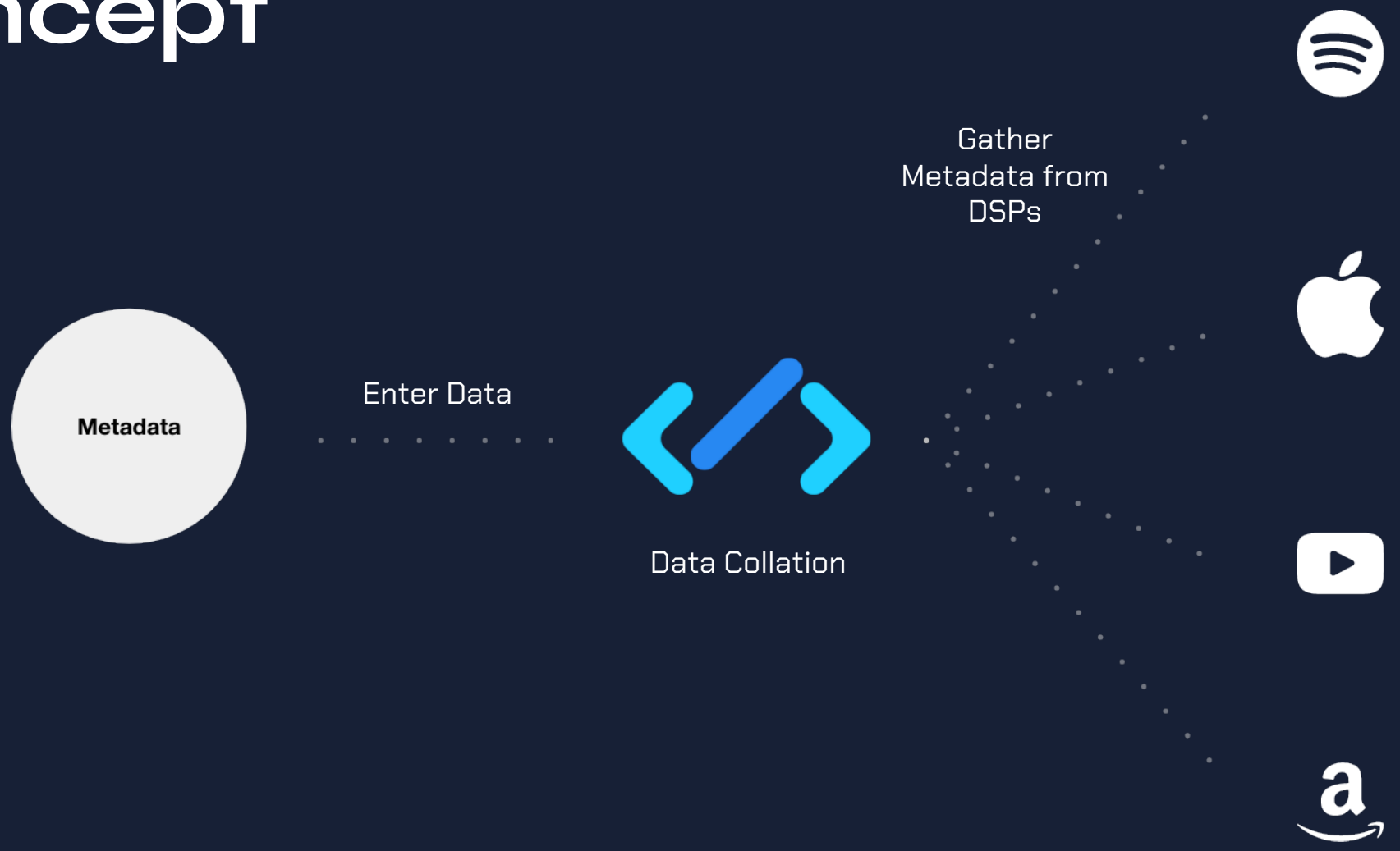
Metadata Collation Tool

Management Tool

Data Integration from DSPs + Databases

2-Stage Verification Process

Concept


Metadata
Enter Data
Data Collation
Gather
Metadata from
DSPs

HERE’S HOW IT WORKS

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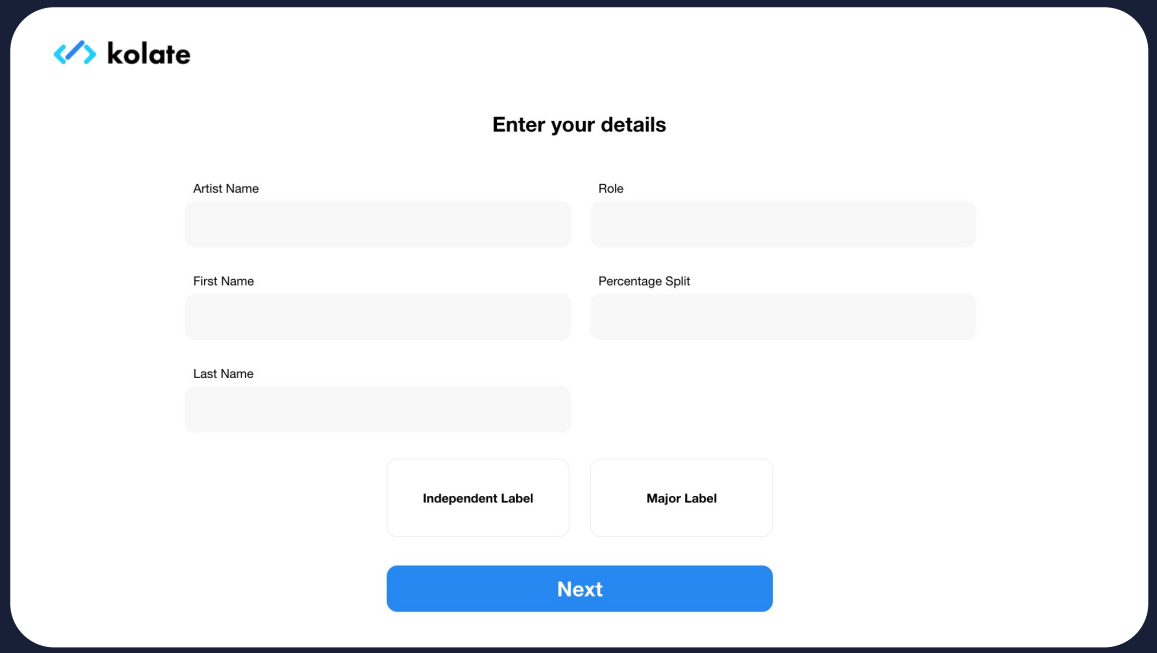
Profile

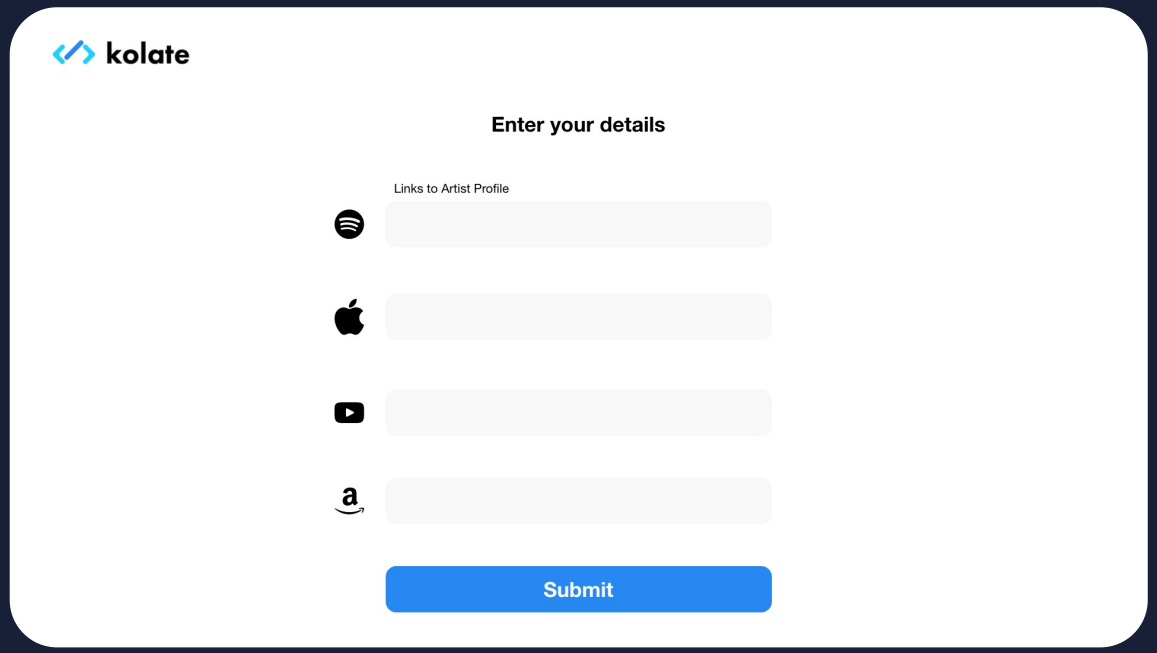
Submissions

New

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

Pending	5
Verified	3


kolate
Enter your details
Artist Name
Role
First Name
Percentage Split
Last Name
Independent Label
Major Label
Next


kolate
Enter your details
Links to Artist Profile
Submit

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Verification

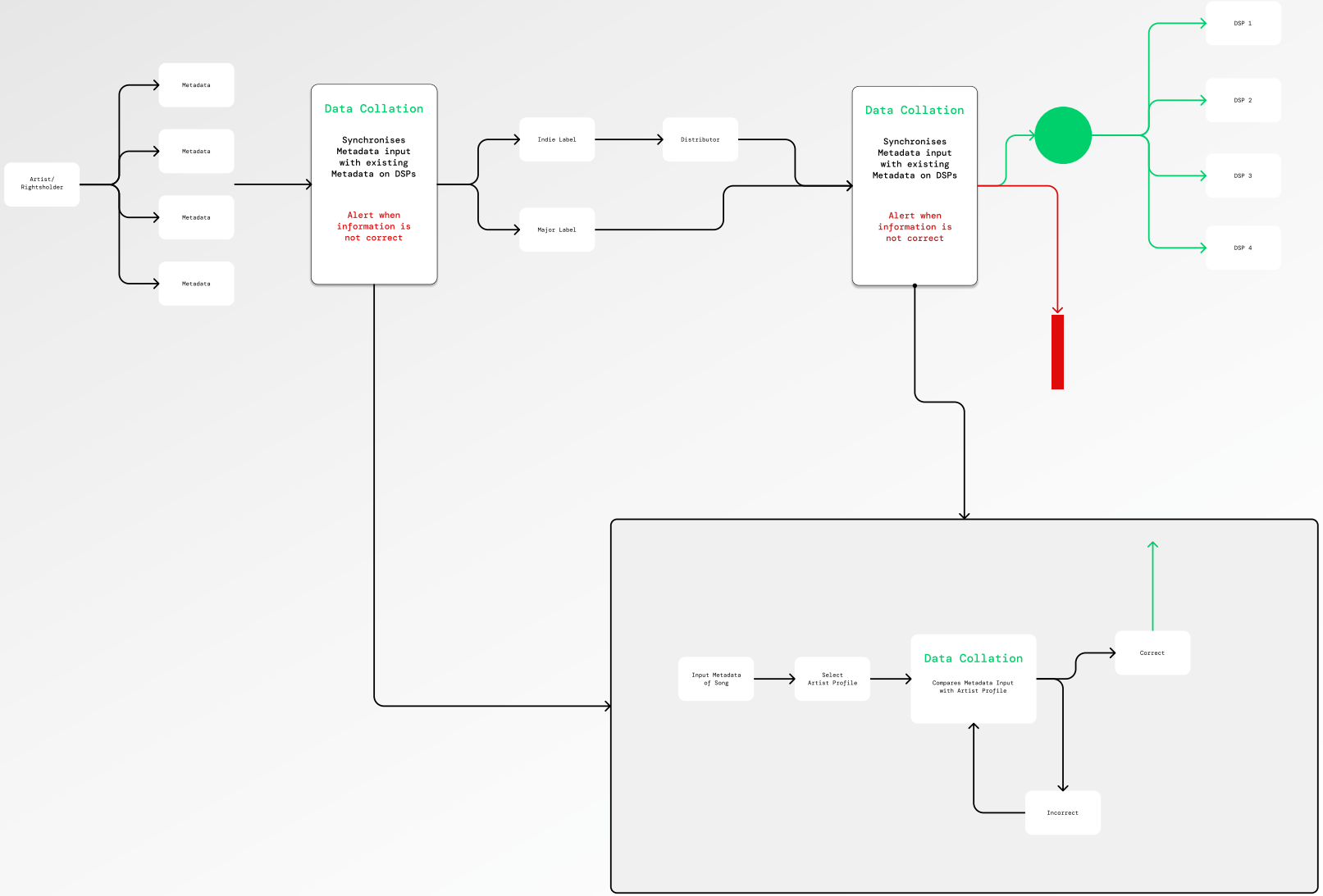
Metadata verified

Waiting for approval...

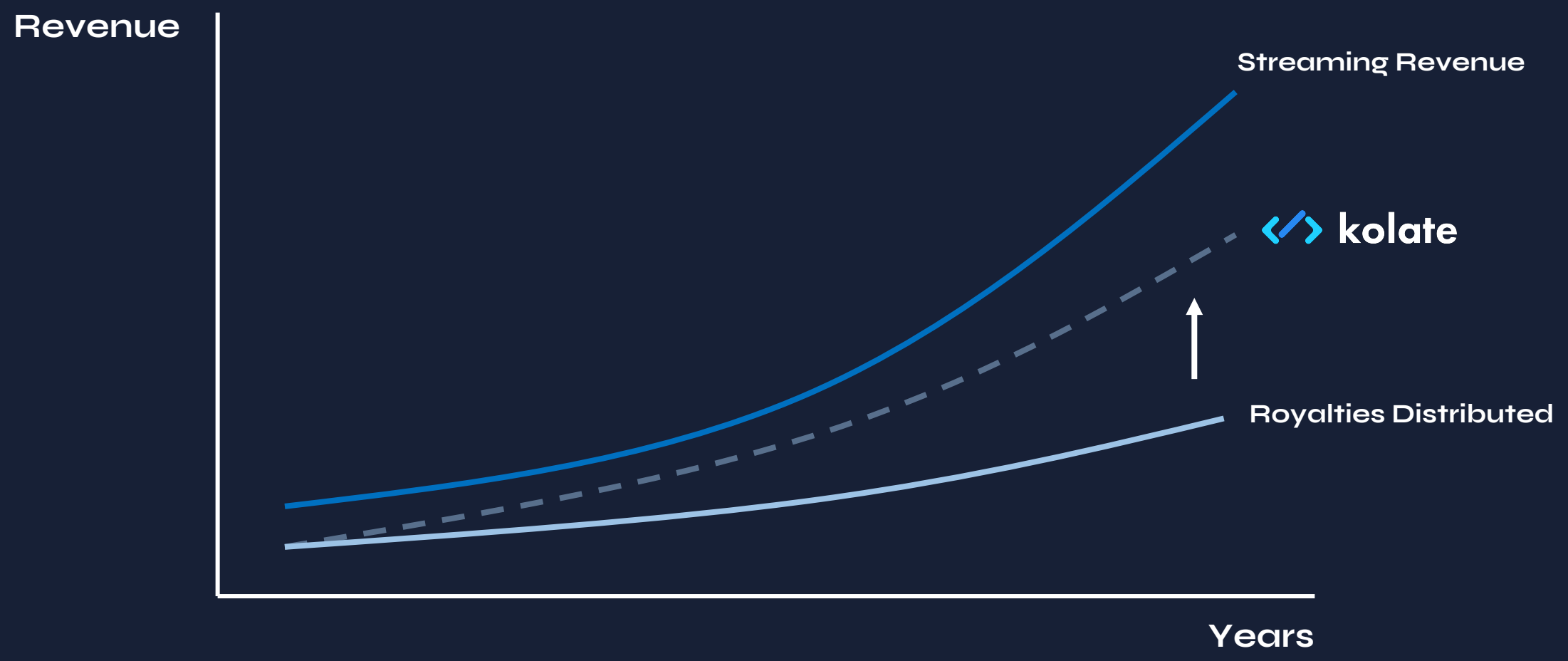
UNIVERSAL
UNIVERSAL MUSIC GROUP

Finish

In more detail...



Solution


Revenue
Streaming Revenue
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Royalties Distributed
Years

Market

In 2021, the global recorded music market grew by 18.5%. Total revenues for 2020 were $25.9 billion[1]

$ 25.9 Bn

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

23% ↑

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

TAM | SAM | SOM

[1] https://www.ifpi.org/ifpi-issues-annual-global-music-report-2021/

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