

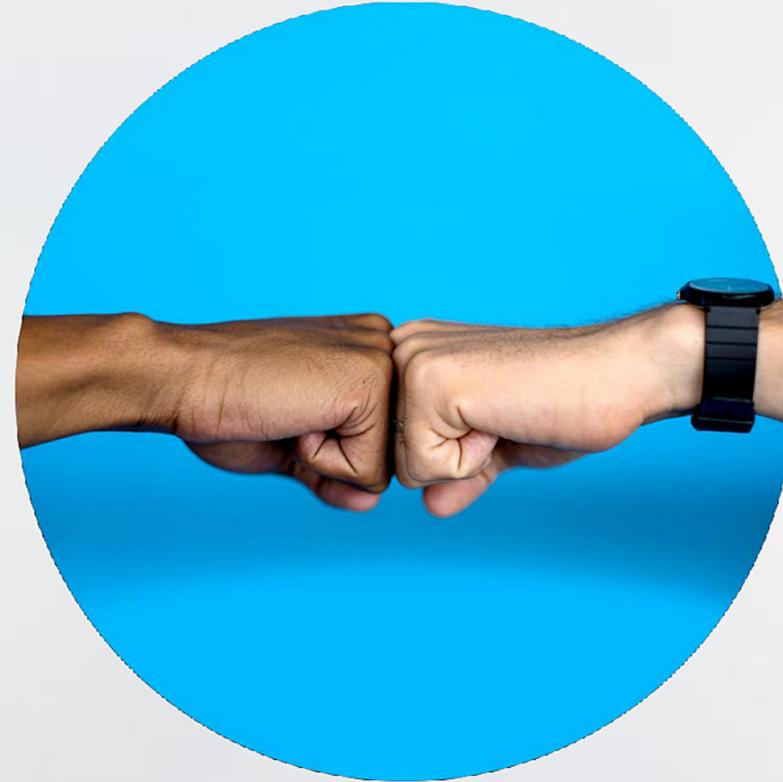
weeshing.com



NIKE



**FANS VALUE
EXPERIENCES**



**PROMOTERS NEED
PARTNERS**



WEESHING EMPOWERS THE CROWD

to invest and profit from successful live events

EXCLUSIVE BENEFITS

- Option to meet favorite bands
- VIP seating and access
- Official ambassador status



PROFIT POTENTIAL

- Result guaranteed solely through ticket sales
- Promoters required to warranty performance
- Investors contribute to promoting events

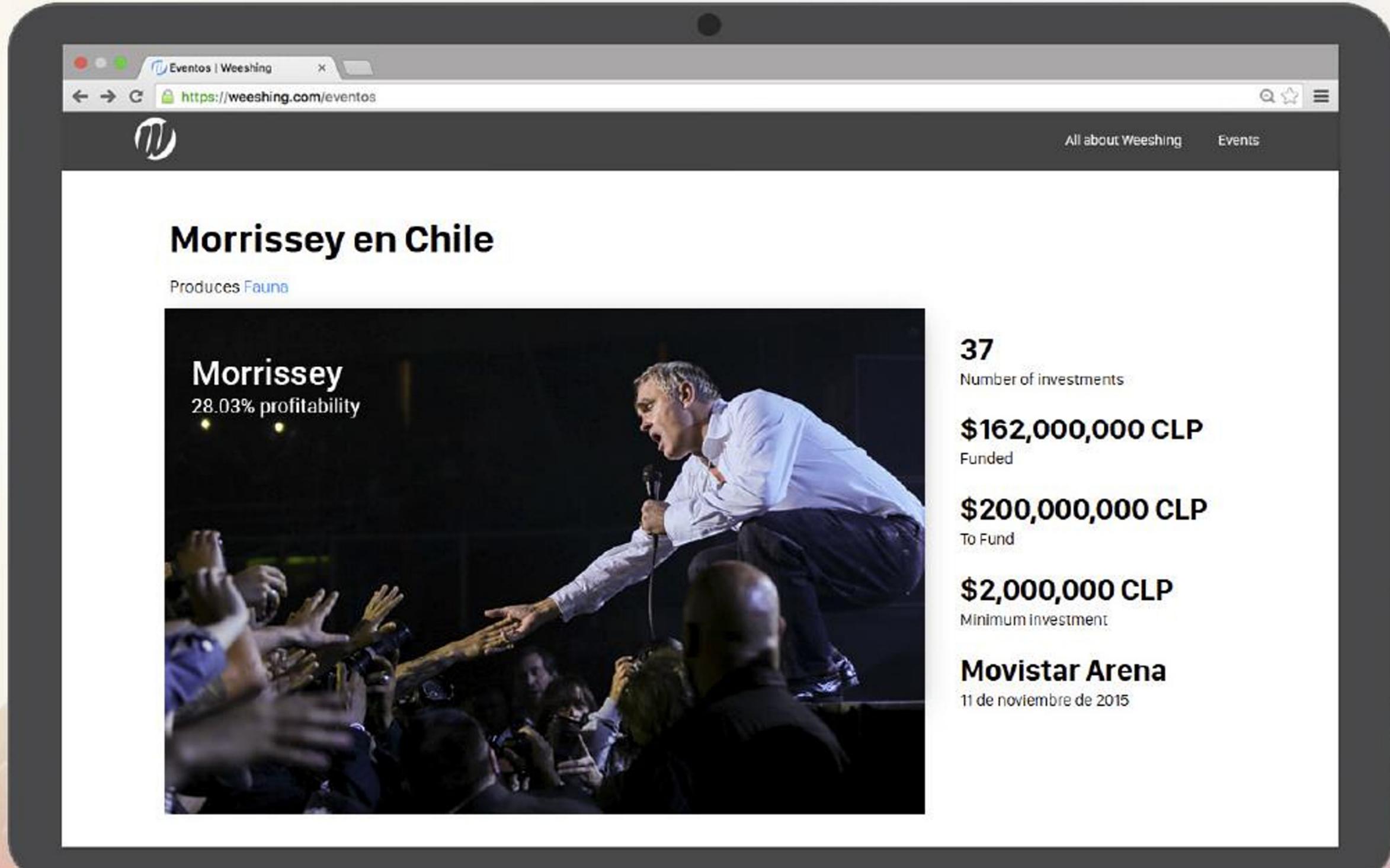


LOSE



WIN

ONE OF OUR HITS



The screenshot shows a web browser window with the URL <https://weeshing.com/eventos>. The page features the Weeshing logo and navigation links for 'All about Weeshing' and 'Events'. The main content is for the event 'Morrissey en Chile', produced by Fauna. A large image shows Morrissey performing on stage, reaching out to the audience. To the right of the image, key statistics are listed: 37 investments, \$162,000,000 CLP funded, \$200,000,000 CLP to fund, and a \$2,000,000 CLP minimum investment. The event is held at the Movistar Arena on November 11, 2015.

Eventos | Weeshing x

<https://weeshing.com/eventos>

All about Weeshing Events

Morrissey en Chile

Produce [Fauna](#)



Morrissey
28.03% profitability

37
Number of investments

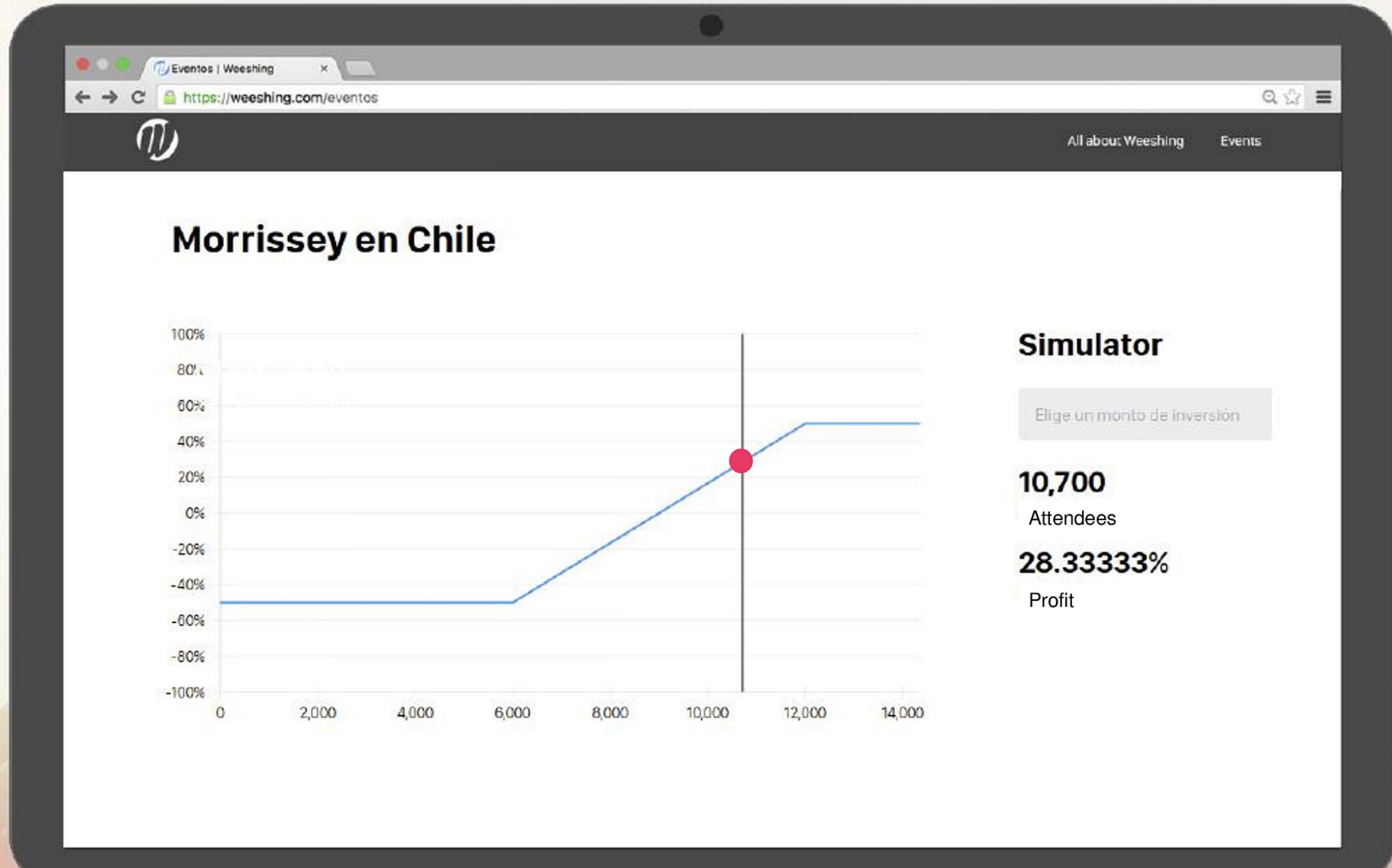
\$162,000,000 CLP
Funded

\$200,000,000 CLP
To Fund

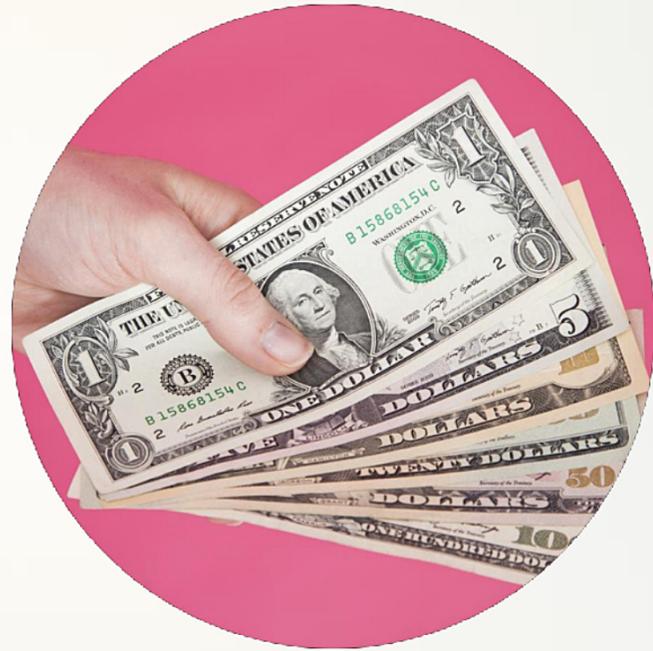
\$2,000,000 CLP
Minimum investment

Movistar Arena
11 de noviembre de 2015

ONE OF OUR HITS



BUSINESS MODEL



INVESTOR PAYS

1% transaction fee
on amount they invest

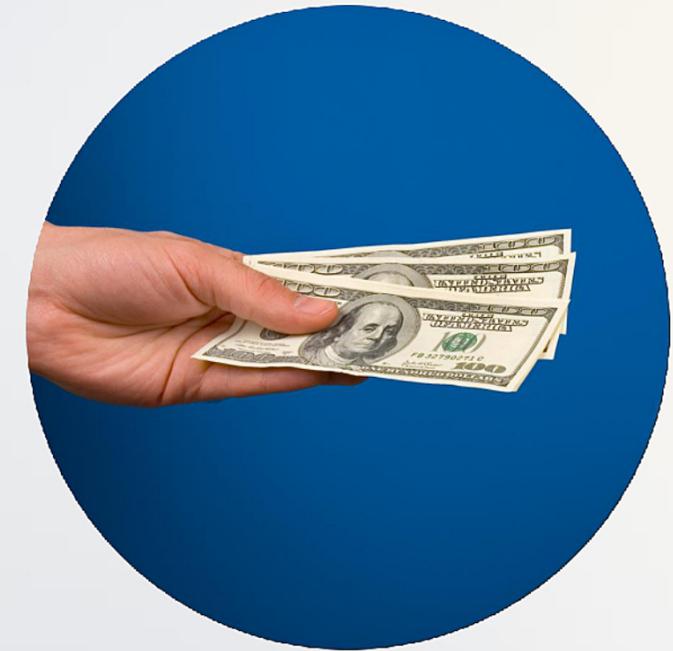
+

1% success fee
from their ROI



WEESHING EARNS

7% COMMISSION
on raised capital



PROMOTER PAYS

1.5% interest rate
on financed capital per month

+

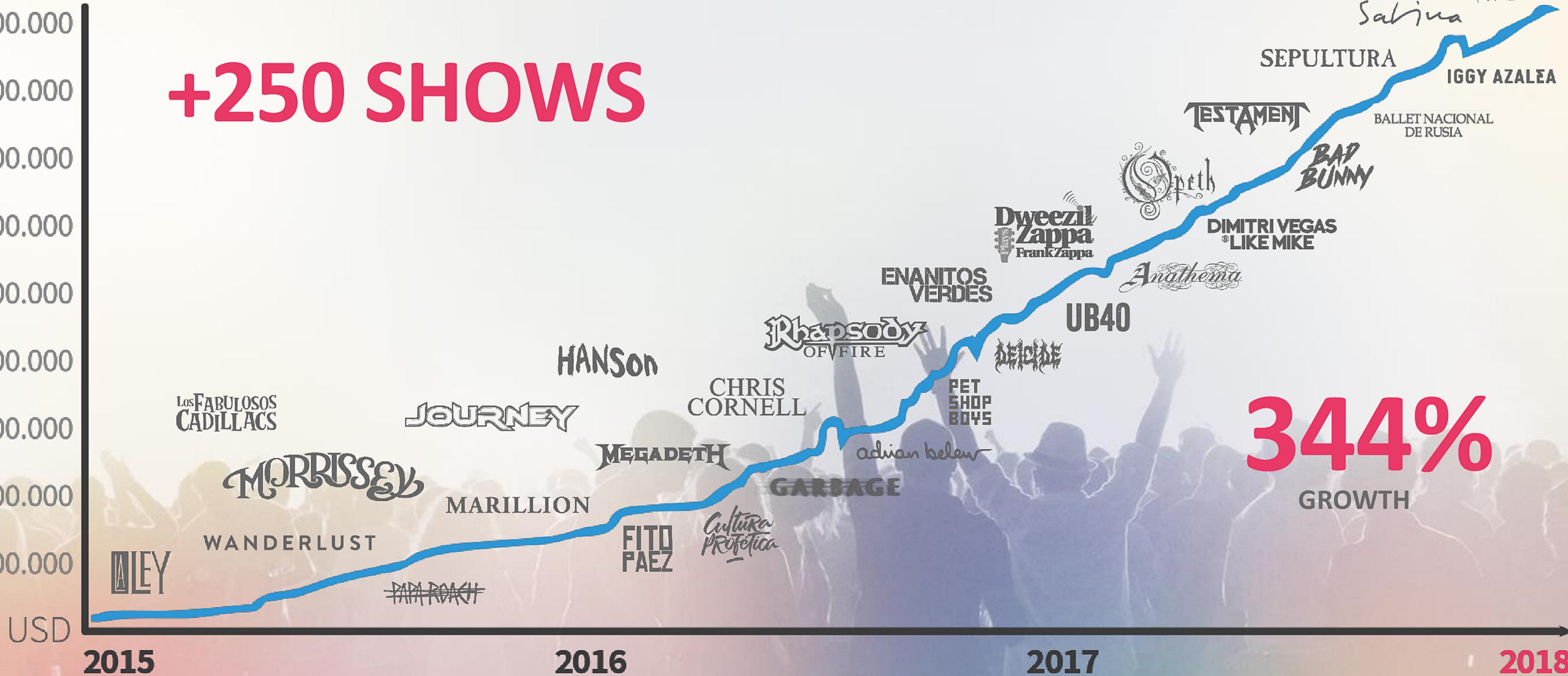
35% of carry
above break-even

TRACTION - SHOWS

+\$10 M USD
RAISED CAPITAL FOR SHOWS

+250 SHOWS

344%
GROWTH



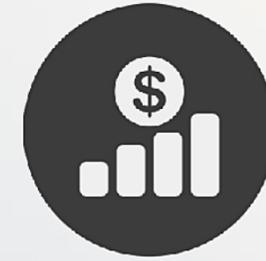
TRACTION – FANS / INVESTORS

+16,000
REGISTERED USERS



+2650 / 860

INVESTMENTS / INVESTORS



22%

AVERAGE PROFIT ANNUALIZED

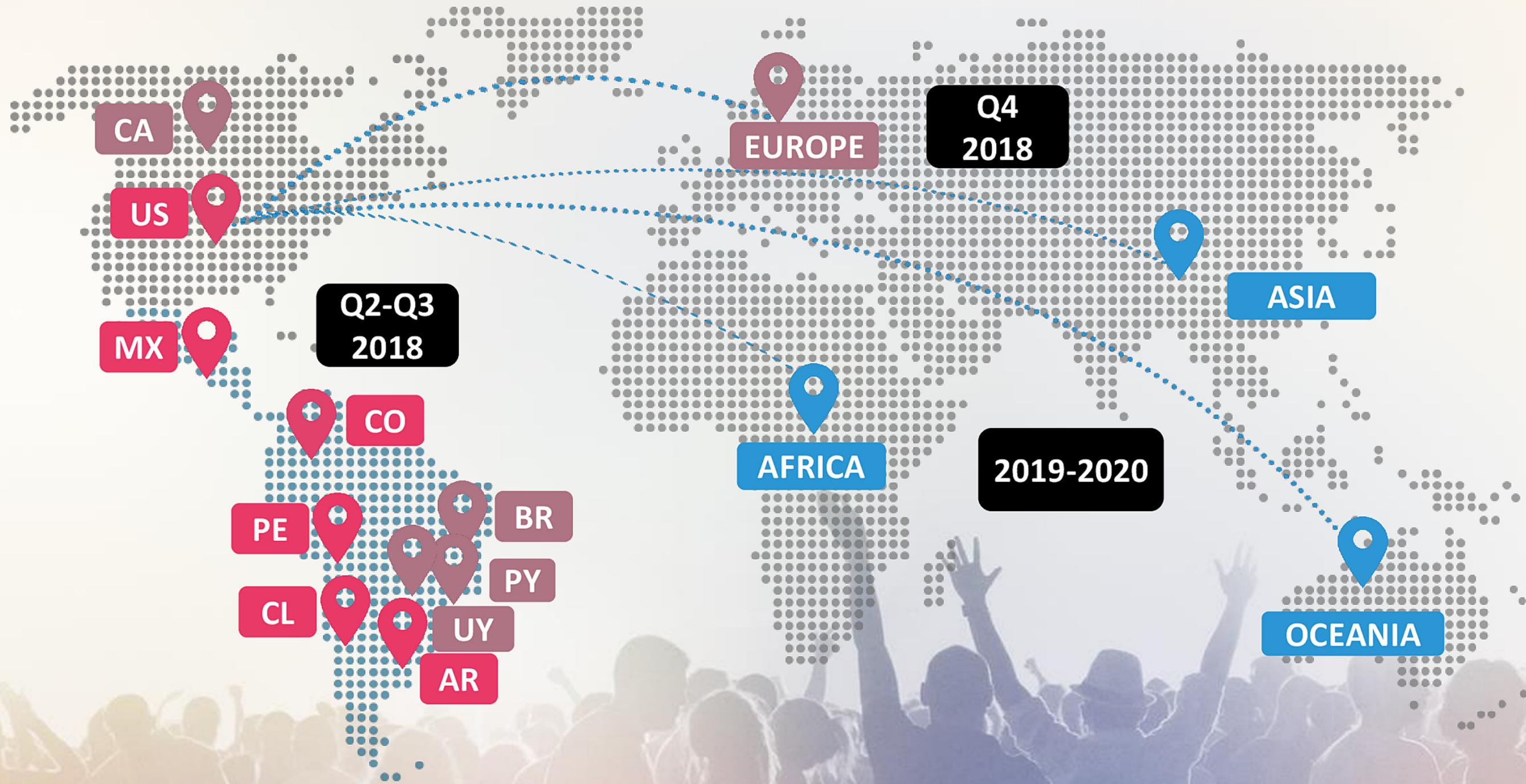


LIVE MUSIC MARKET 2017



GOAL: ENLIST MID-TIER PROMOTERS IN EVERY COUNTRY
10,000 OPERATING GLOBALLY

EXPANSION PLAN



 LONG TERM  MID TERM  CURRENT OPERATIONS

VERTICALIZATION



BLOCKCHAIN

THE TEAM



REUBEN KATZ

CSO

STRATEGY

Angel investor
+20 investments
+4 exits



JAVIER HASBÚN

CFO - CO-FOUNDER

FINANCE

+ Serial entrepreneur
+ 7 companies founded
+ \$2MM USD raised for startups



RODRIGO SEGAL

CCO - CO-FOUNDER

EXPANSION

+ Serial entrepreneur
+ 5 companies founded
+ 100 shows, festival and tours



JUAN PABLO DUCH

COO - CO-FOUNDER

OPERATIONS

+ 100 shows, festival and tours
+ 10 years working with Rodrigo & Javier



MARIO SANTA CRUZ

ADVISOR



PABLO SOLER

ADVISOR



NICOLÁS LOPEZ

ADVISOR



SCOTT MCINTYRE

ADVISOR



IT

GLOBAL OPS



R&D
ON-DEMAND



LEGAL
DIRECTOR

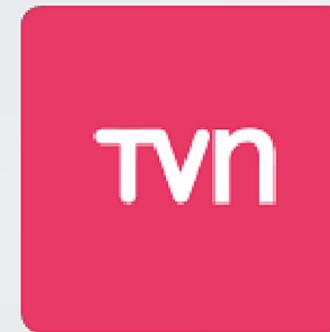


CM & UX
DESIGN



GROWTH
HACKING

GETTING TRACTION THROUGH MEDIA



weeshing.com



INTERNATIONAL ACCELERATORS & INSTITUTIONAL INVESTMENTS

2014

venture capital
investment group

2015

Semilla
Corfo

brota

incubatecufro

svb
Silicon Valley Bank

2016

>Nxtp.Labs

SWITCH
2016 / FAST OR NEVER

2017

P 1 8
parallel

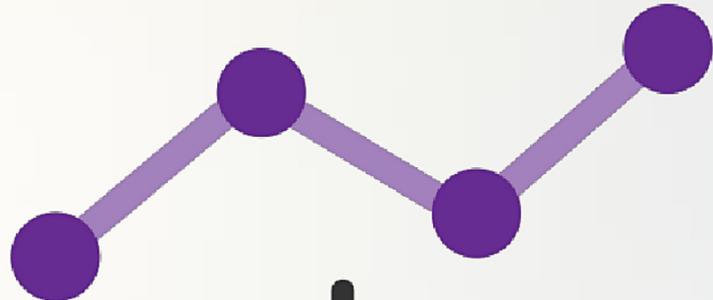
play business

LAB4+
TORO DE EMPRENDIMIENTO E INNOVACIÓN

FUNDABLE

2018

endeavor
GLOBAL



analyzer

Through our **Weeshing Analyzer** we have created the optimal filter to identify the bands with the highest sales potential.





Our filter is structured as follows::

- Musical style according to **Spotify** (POP, ROCK, INDIE, etc.)
- Number of Likes obtained on **Facebook** in the period that one defines.
- Bands with the highest growth of views on **YouTube**.
- Parameters to eliminate very small bands and very large ones.
- Integration with **Pollstar** to identify the agent and historical sales history.

The screenshot shows the 'Analyzer' web application. The search bar contains 'Lana del Rey' and a 'QUERY' button. Below the search bar are icons for notifications, a lock, a document, and a trash can, with a link to 'Activate notifications for this query'. The filter section includes 'Sort by' set to 'Spotify followers' and 'Country' set to 'United States'. There is an 'ADD' button under 'Conditions'. The main table displays the following data:

#	Band	📈	📺 Views Global	📺 Views in Country	👍 Likes Global	👍 Likes in Cou
1	Romeo Santos	<input type="checkbox"/>	12,709,764,069	728,619,419	34,691,804	1,628,995
2	Nicky Jam	<input type="checkbox"/>	5,998,295,016	301,162,760	24,176,443	1,370,751
3	Prince Royce	<input type="checkbox"/>	4,480,802,255	167,102,011	33,242,887	1,343,295
4	Wisin & Yandel	<input type="checkbox"/>	0	0	22,710,630	1,222,129
5	Shakira	<input type="checkbox"/>	8,668,153,399	237,886,341	104,586,466	1,181,064
6	Bob Marley	<input type="checkbox"/>	948,719,118	21,306,567	73,934,959	1,176,666
7	Rihanna	<input type="checkbox"/>	10,217,863,934	133,889,753	81,713,486	1,015,654
8	Don Omar	<input type="checkbox"/>	3,333,319,956	158,347,049	21,157,612	1,004,460
9	Eminem	<input type="checkbox"/>	8,673,272,786	71,468,240	90,532,263	1,002,475
10	Michael Jackson	<input type="checkbox"/>	6,503,431,753	115,462,790	75,096,068	1,001,055
11	Luis Fonsi	<input type="checkbox"/>	3,382,744,007	207,623,063	13,229,217	982,575
12	Chayanne	<input type="checkbox"/>	3,085,619,360	237,119,135	13,076,396	960,570
13	chay	<input type="checkbox"/>	0	0	13,076,296	960,546

ONCE THE BANDS ARE SELECTED, THEY ARE TRANSFERRED TO THE **BOOKING AREA**
WITH BOOKING ASSISTANTS OVER AMERICA

The Weeshing Agency

+380 analyzed bands
+ 89 bands contacted
+ 8 bands in process
+ 3 sales

*BAD
BUNNY*

CL

PETER FRAMPTON MX

FARUKO MX

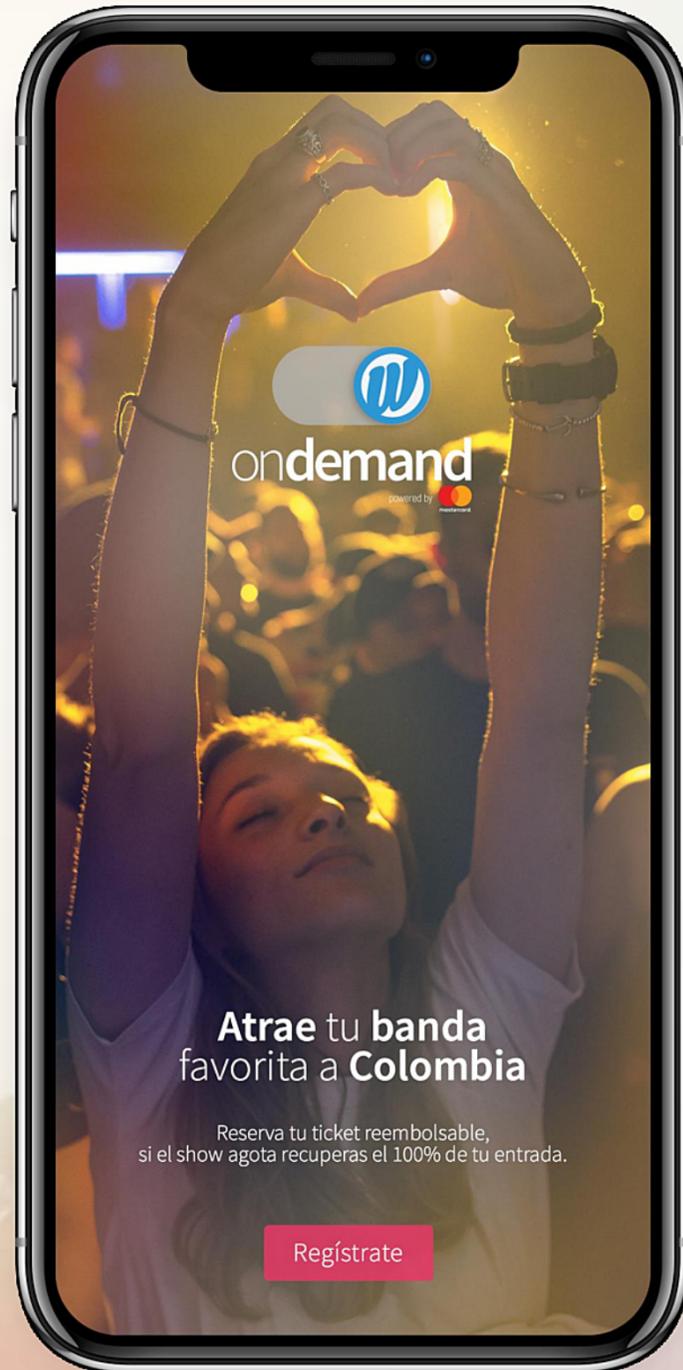
WE TAKE 10% OF THE ARTIST FEE

BRINGING BANDS CLOSER TO FANS





*Book tickets to a show of your favorite artist ...
where and when you want them!*



Fans will be able to indicate interest in a range of tickets to a prospective concert they'd like to attend. If reservations surpass a tipping point...

...Weeshing will arrange the show with artist management and a network of loyal and accountable promoters across the hemisphere.

In addition, fans are consulted to design at-show experiences, deepening bond with the band, and offering more intimate engagements with an artist they love through Meet and Greet, pictures, signed media and other VIP benefits.



CREATE CAMPAIGN

1

A FAN
CREATES A CAMPAIGN



SPREAD THE WORD

2

SHARES THE CAMPAIGN
SOCIALLY TO REACH GOALS



DESIGN ROCKSTAR EXPERIENCE

3

A PERFECT SHOW FOR THE
SUPER-FAN BASE IS DEFINED



PROMOTE AVAILABLE "REFUNDABLE" TICKETS

4

FANS BEGIN BOOKING
SHOWS LIKE A PROMOTER
WOULD



CONTRACT SHOW

5

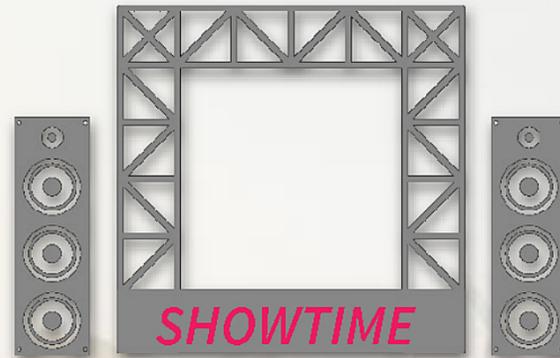
CONTRACT ARTIST
AND CLOSE DEAL
INCLUDING DATE,
VENUE AND
CONDITIONS.



REFUNDS

9

FANS EARN A REBATE
TIED TO VOLUME OF
TICKETS SALES



SHOWTIME

8

A VIP EXPERIENCE IS ENJOYED
AT AN EVENT FANS DESIGNED
AND FUNDED!



SHOW ANNOUNCES

7

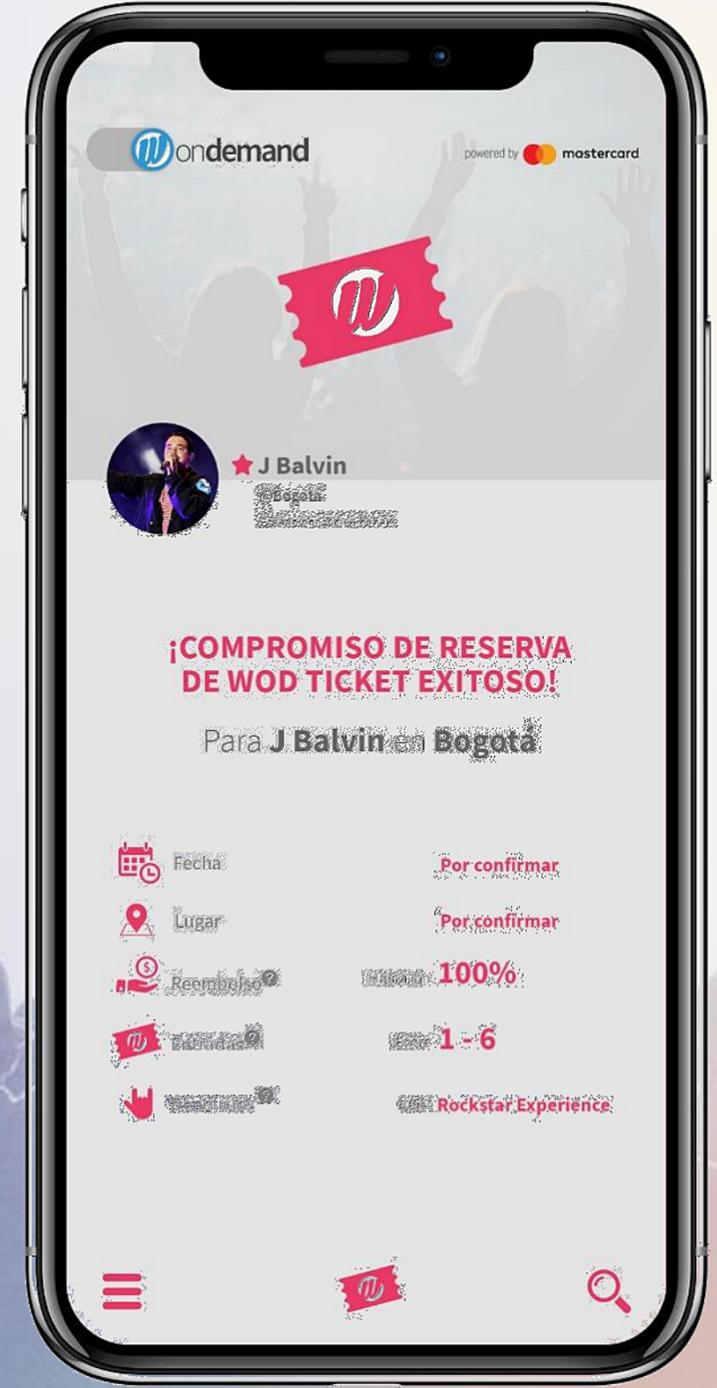
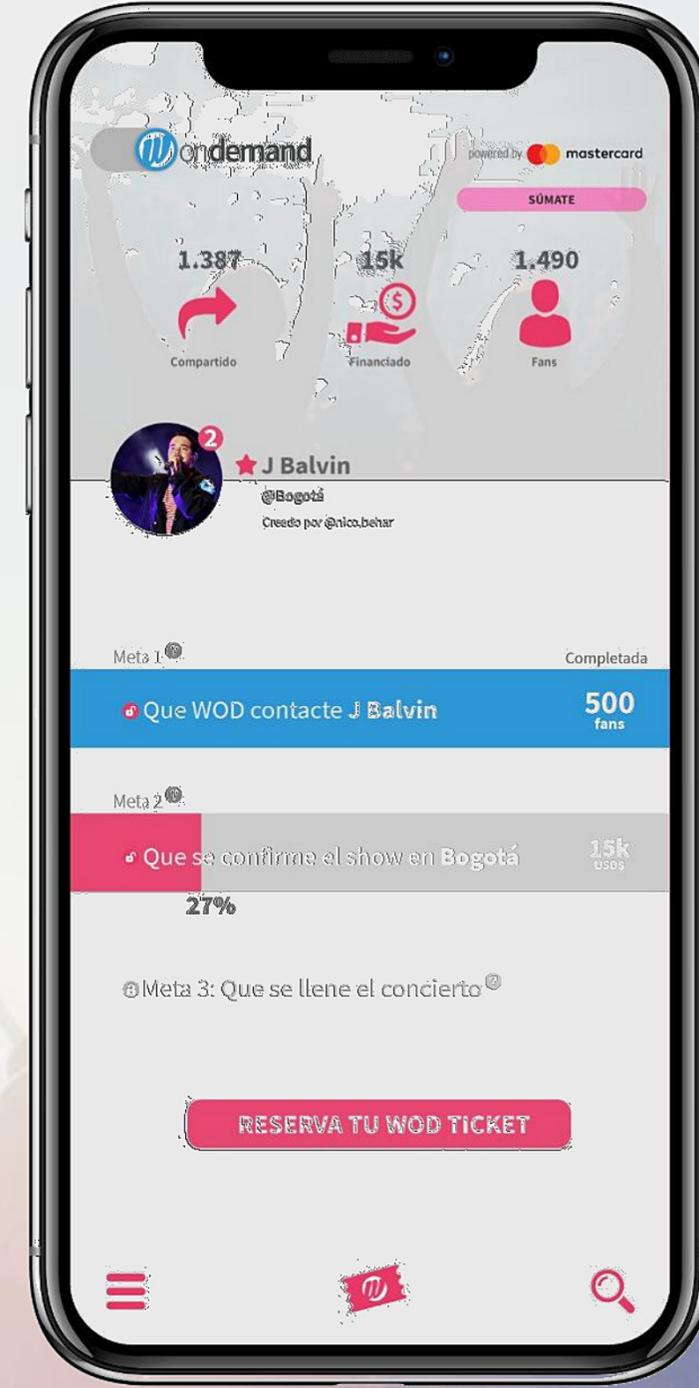
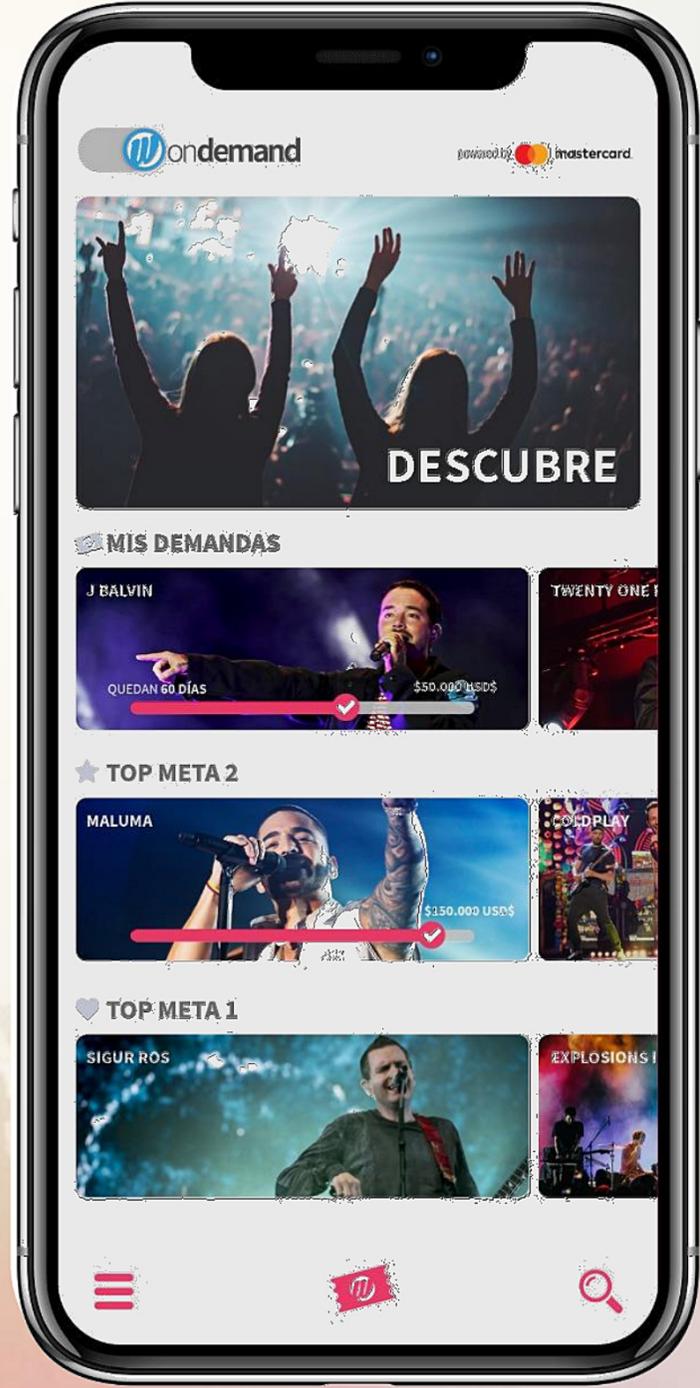
SHOW SALES BEGIN THROUGH
TICKETING CHANNELS



FANS PRE-PURCHASE

6

CREDIT CARDS CHARGED





Access to sponsorship for medium and small brands

Enabling brands to finance concerts and tours aligned with their corporate media & marketing strategy

Brands clients will enjoy VIP treatment and ...

**IF THE SHOW SELLS OUT,
THEY EARN BACK UP TO 50% OF
THEIR SPEND**

BRINGS BANDS CLOSER TO SPONSORS

A screenshot of a website interface for Justin Bieber's concert. On the left is a large photo of Justin Bieber crouching, wearing a red and black plaid shirt and blue jeans. On the right, the text reads 'Justin Bieber', 'June 19, 2017', 'Estadio Nacional', and '50,000'. Below this, it says 'Capacidad: No Disponible'. There is a row of social media icons (email, Facebook, Google+, LinkedIn, Pinterest, Twitter, WhatsApp) and a prominent pink 'SPONSOR' button. At the bottom, a navigation bar includes 'INFORMACION', 'PRODUCTOR', 'IMAGENES', 'DOCUMENTACION', and 'SPONSORS'. To the right of the navigation bar is a pink 'CONTACT PROMOTER' button. Below the navigation bar, there is a search bar with 'Justin Bieber' entered and a dropdown menu showing 'Eve...' and 'Justin Bieber'. A 'Nombre' label is visible at the bottom right.

¿How Works Weeshing Brands?

Normal Sponsorship

\$1.000.000



- Activation
- Impact to attendees
- ROI. How many sales
- Tickets
- Sale / product demonstration
- Branding presence.

Sponsorship Weeshing Brands

\$1.000.000



50% Earnings for the brand

Weeshing Brands Credit for a next sbow

- Activation
- Impact to attendees
- ROI. How many sales
- Tickets
- Sale / product demonstration
- Branding presence.

50%

PROFITABILITY



weeshing.com 