

The logo for 'woiKE' is centered on the page. The word 'woiKE' is written in a white, rounded, sans-serif font. The letter 'o' is replaced by a stylized orange and black icon of a pair of headphones. Inside the circular part of the headphones, there is a black symbol that resembles a stylized 'H' or a musical note. The background is a dark blue, semi-transparent overlay of a photograph showing a group of people lying on their backs on a bed of straw, with some wearing headphones.

**woiKE**

**Digital music for emerging markets**



# *The problem*



There is no Digital Music Platform that accommodates to Emerging Market's consumer needs and consumption habits



# *The problem*



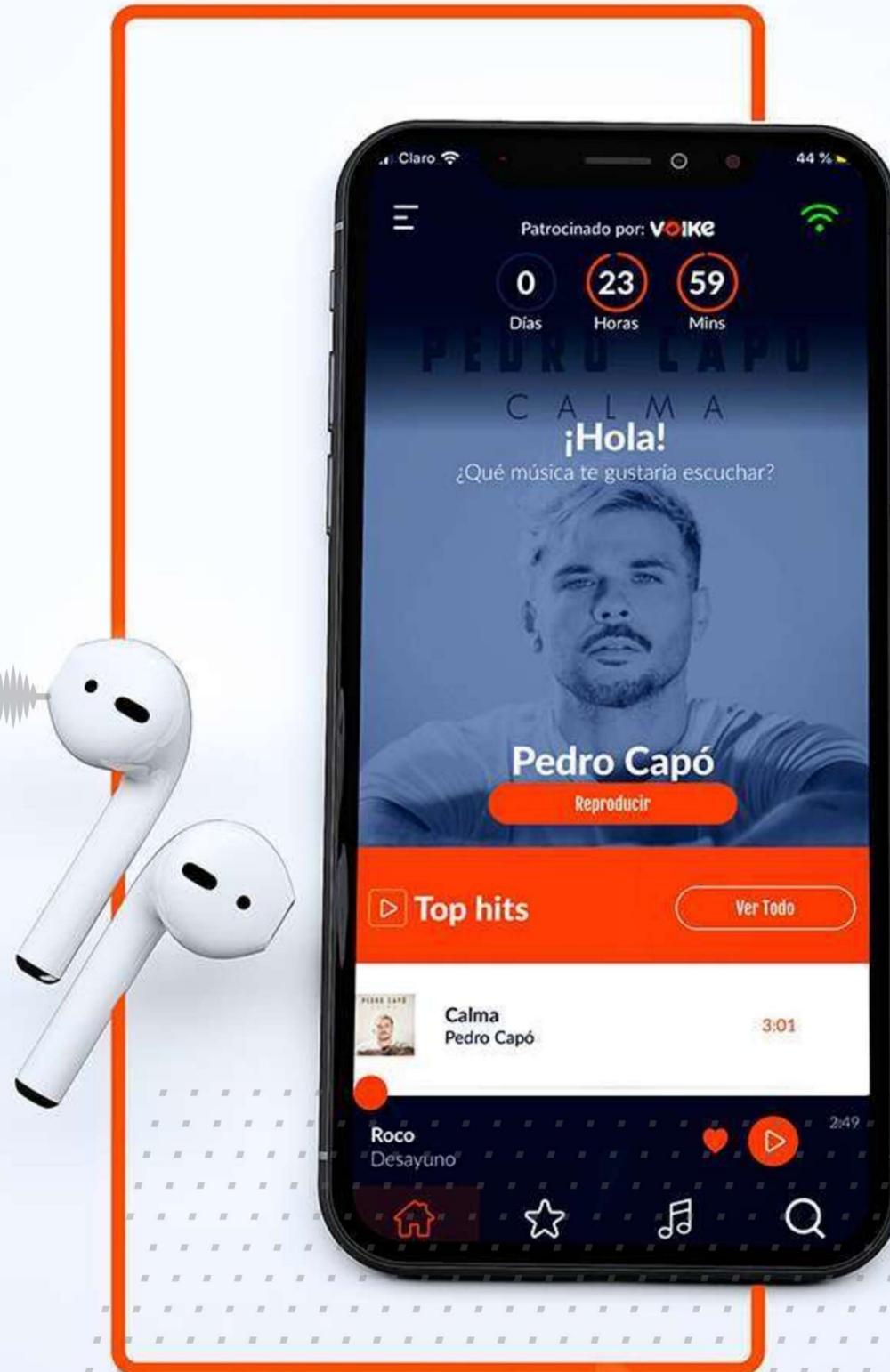
Vast majority of users are Prepaid, having limited or no-mobile data plan.



“Metered-mindset”: Saving airtime / minutes / data, users scramble for Wi-Fi



# The problem



No credit-card or reluctance to use online - Cash transactions are norm



Users can't afford long-term commitments



Digital ads ineffective with users unreachable, thus Ad Sponsored models fail

# *The solution*



Voike has created a Digital Music Platform for Emerging Markets considering consumption habits while enabling advertisers to reach this audience online and off-line



# The solution

- Off-Line functionality emulates On-line experience without data usage
- PIN-based local-currency cash sales at 1,000s of neighborhood stores

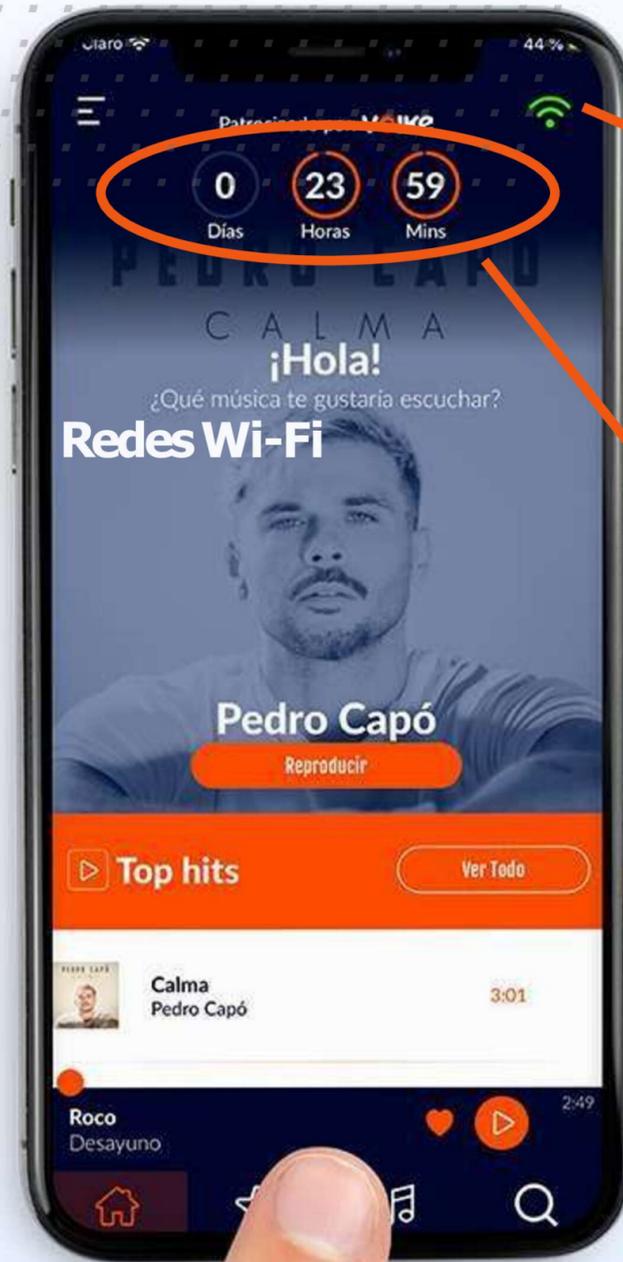
- Pay-as-you-go: No commitments – Streaming Packages: 12 hours on demand, 2-days or 1-week

- Unique Ad / Corporate Sponsored model





# Functionalities

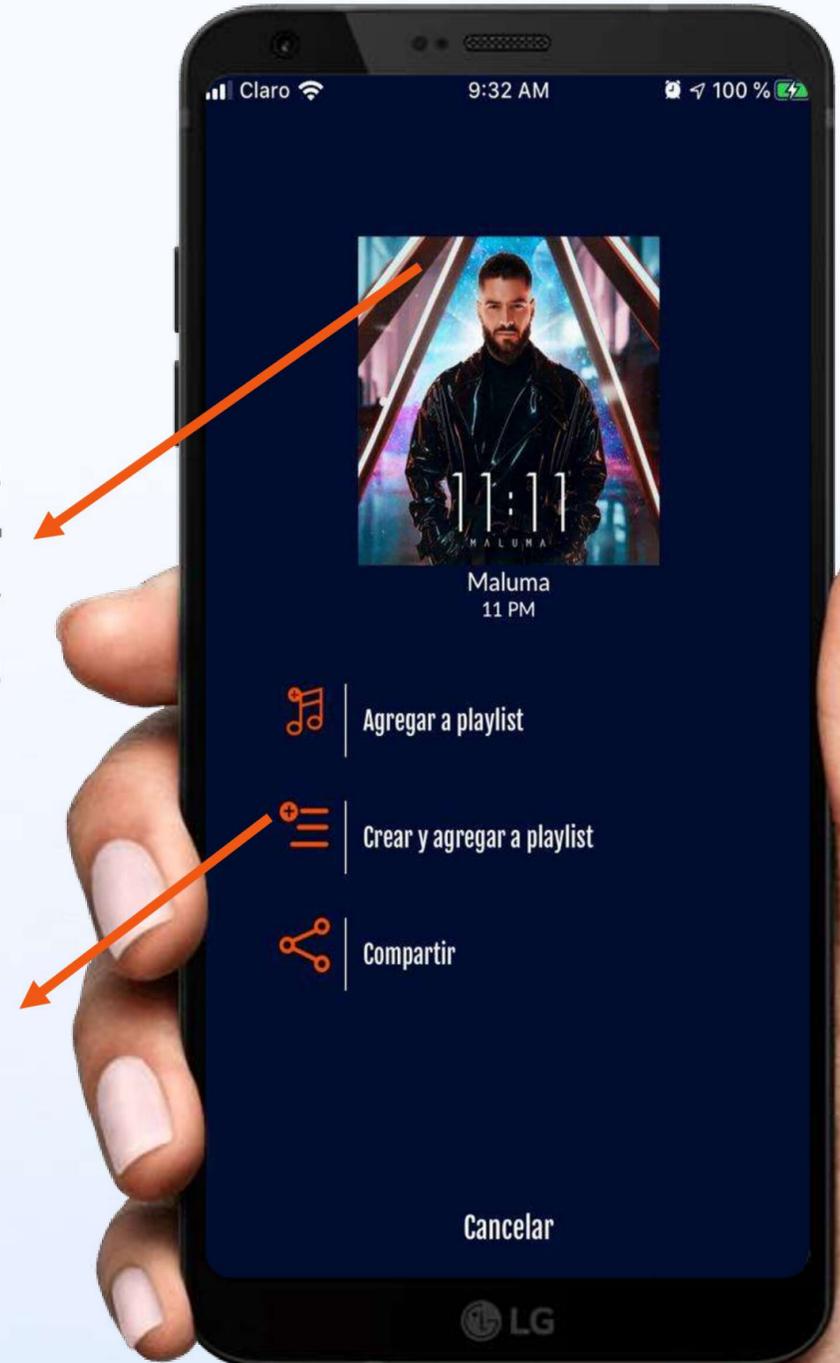


**Wi-Fi Control  
Music without  
Data charges**

**Local  
Chronometer  
Controls  
content Access  
Allows online  
experience  
while offline**

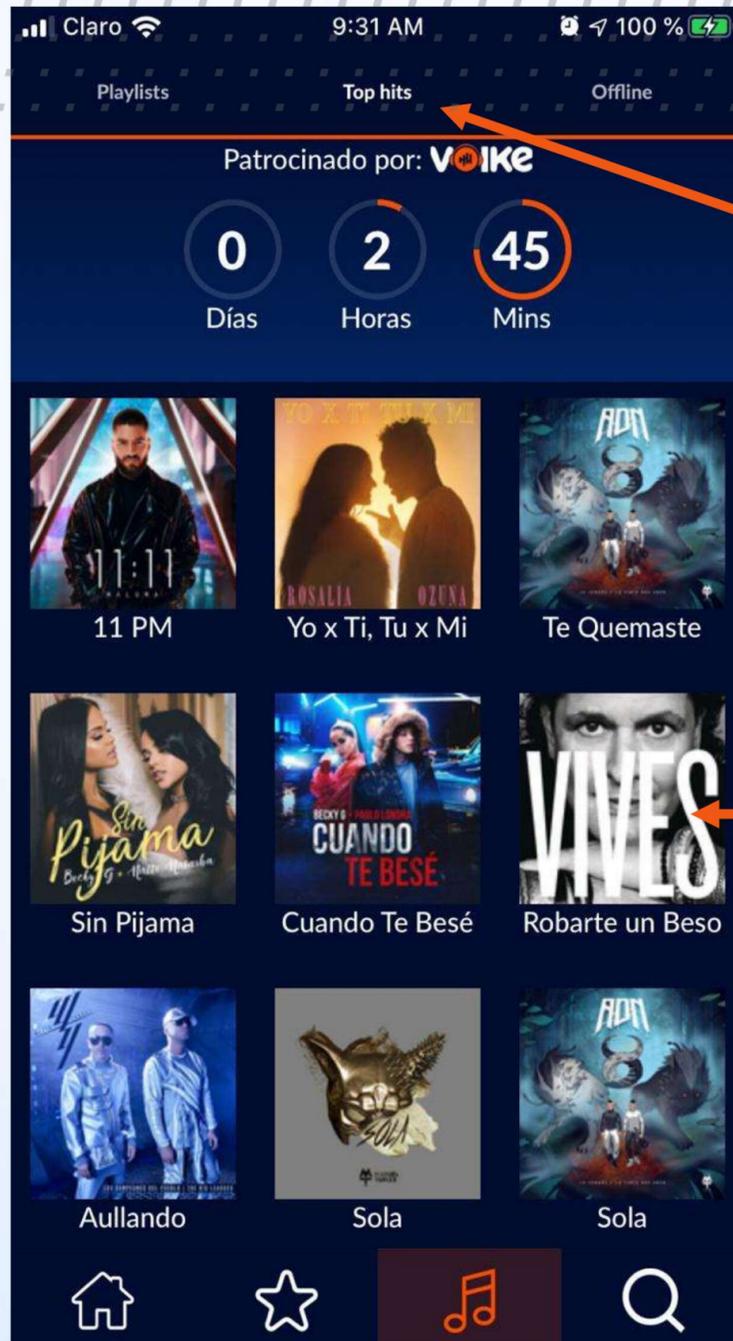
**Audio Files  
Optimized for  
Device's Memory  
Sizes**

**Play, Playlists,  
Download, Share**





# Functionalities



Easy content exploration

Extensive local catalogue



Accumulate points & Earn prizes





# Business Model

Voike has a Freemium model, monetizing through 2 mechanisms:



## PIN – Paying Users



- PINS sold at retail networks for streaming time
- Users incentivized to buy PINS and earn prizes.
- PINS sold in local currency (cash)
- Mini Plans for short periods from USD \$0.50 to USD \$2.00

## Sponsored Sessions



- Free streaming by interacting with brands.
- Voike sells effective ad packages that reach users by CPM, CPC and SMS.





# *Underlying Technology*

## CHALLENGES

**Unable to Reach Mass Market: Western Business Models don't apply in EM, due to Prepaid plans**

**On-line Data Plans: Customers do not consume Data and prefer being off-line or in Wi-Fi**

**Subscription Models: Have not been accepted massively**

**Lack of Security: Emerging markets' lack of trust in internet transaction security**

**Lack of Simplicity / Anglo Content & USD focus on Card payments**

**App Only Service: Consumer access varies by location**

## VOIKE'S SOLUTION

**Easy Reach: Voike = easy access to Emerging Markets / respecting habits.**

**Online Simulation: On-line usability for off-line customer allows for great user experience**

**Metered Mindset: Service considers Pay as You Go Mentality, as well as Subscription Periods**

**Cash-based: No credit cards needed. Cash Payments accepted at Retail Networks**

**Ease of Use / Geo-Focus on Content & Currency: Friendly interface with local content & currency**

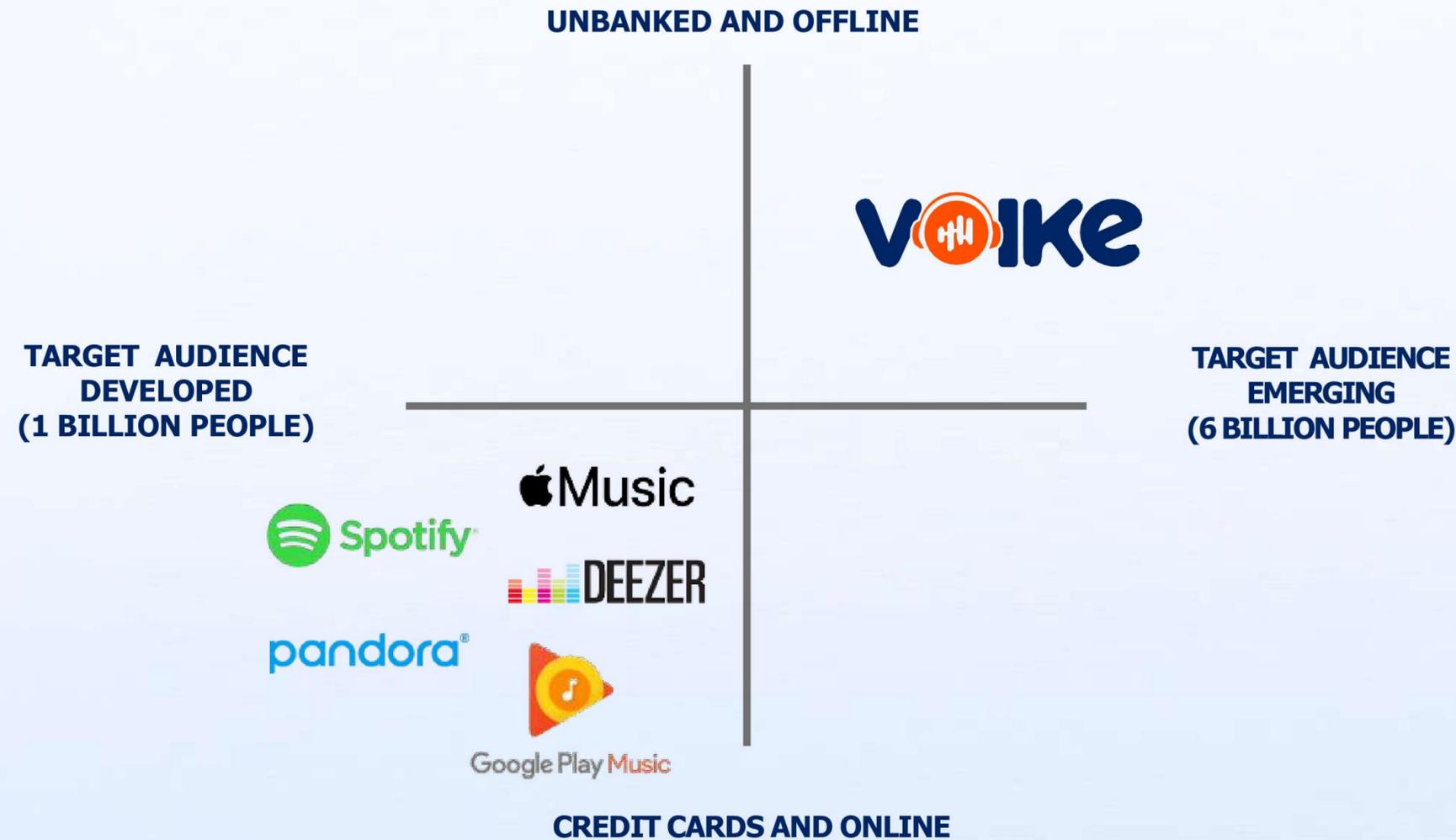
**Multiple Screens: Multi-Platform Access to accommodate customer's location**



# Competition

**Voike** replicates Spotify's success with Emerging Market twist

**Voike** gives music listeners the content they want as needed, while providing a profiled audience with on-line and off-line reach to digital advertisers. All in an untapped market





# The Music Market

14% of Global Population accounts for 90% of music Revenues



## EMERGING MARKETS

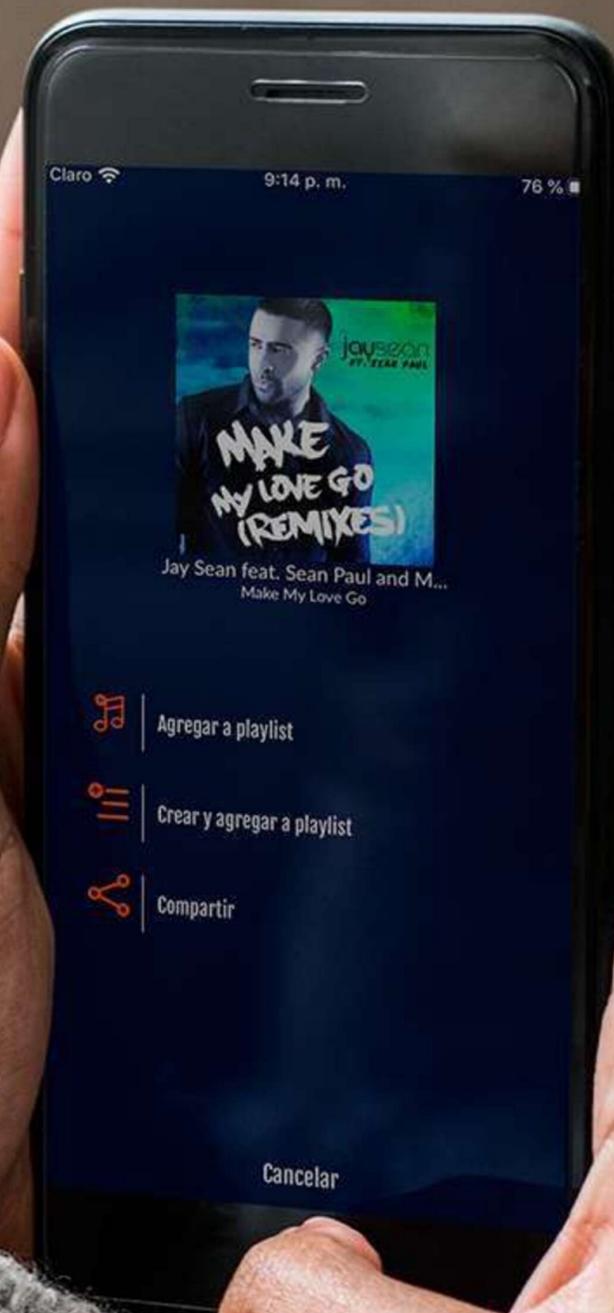
6 Billion People ~ USD \$1.7 B in yearly sales (\*)



## DEVELOPED MARKETS

1 Billion People ~ \$15.6 B in yearly sales (\*)

(\*) Estimated



# Importance of Music

Entertainment is a human need due to psychological components associated with Rest, Personal and Social Welfare.

Music = Psychological stimulator, social catalyst, communication mechanism, form of expression, mobilizer of masses. Singers are great influencers in advertising.

Low & Mid income populations in emerging markets without digital music solution.

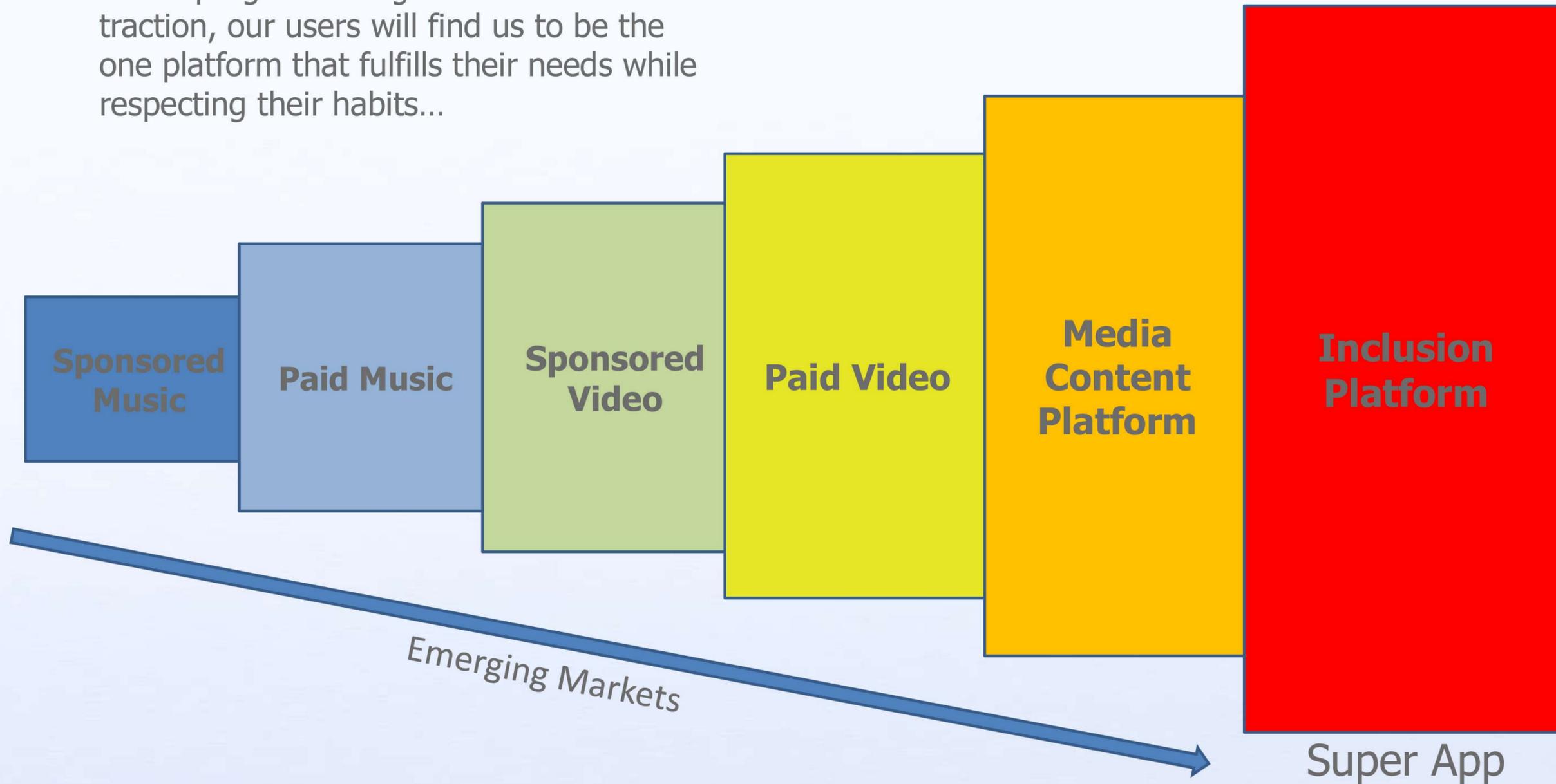
Voike = digital music available to population ready to digitize life. Voike is ideal platform to digitize other services and tool for Inclusion.





# *And keep going...*

As we progress and grow user base and traction, our users will find us to be the one platform that fulfills their needs while respecting their habits...





# Team



**JAIME JARAMILLO**  
**CEO / FOUNDER**

**15 + Years**  
**Payments & Technology for**  
**Underserved Populations**  
**Specialist.**  
**Previous Successful Exit:**  
**Americana MT sold to Lindsey**  
**Goldberg**



**ANDRES CHISCO**  
**COO / RECORD LABEL RELATIONS**

**20 + Years**  
**Technology Sales**  
**Executive**  
**Specialized in**  
**Latin American**  
**Telecom**



**BRIAN REINA**  
**CTO**

**10 + Years**  
**Technology Expert leading**  
**and recruiting high**  
**performance multifunctional**  
**development teams.**





# Projections and milestones

	Year 1												Year 1	Year 2	Year 3	Year 4	Year 5
	Mo 1	Mo 2	Mo 3	Mo 4	Mo 5	Mo 6	Mo 7	Mo 8	Mo 9	Mo 10	Mo 11	Mo 12					
Promotional Code Users *	0	0	1	1	1	2	3	4	6	9	13	19	19	499	5,074	17,688	34,402
PIN Paid Users *	0	0	0	0	0	0	0	1	1	1	2	3	3	109	1,343	5,559	12,778
Corp Sponsor Users *	1	1	1	2	3	4	6	9	13	19	28	41	41	952	8,506	27,291	51,112
Total Users *	1	1	2	3	5	7	10	14	20	30	43	63	63	1,561	14,923	50,538	98,293
Growth %	0%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	#DIV/0!	2385%	856%	239%	94%
Revenue *	\$0	\$0	\$0	\$0	\$0	\$1	\$3	\$3	\$8	\$10	\$14	\$17	\$56	\$1,914	\$24,750	\$120,665	\$303,417
COGS *	\$0	\$0	\$0	\$0	\$0	\$1	\$2	\$2	\$5	\$6	\$9	\$11	\$37	\$1,371	\$18,234	\$89,414	\$225,454
Gross Profit *	\$0	\$0	\$0	\$0	\$0	\$0	\$1	\$1	\$3	\$3	\$5	\$6	\$19	\$543	\$6,517	\$31,251	\$77,963
Gross Margin %	24%	24%	24%	24%	24%	24%	29%	29%	36%	34%	35%	33%	33%	28%	26%	26%	26%
Expenses *	\$57	\$65	\$70	\$70	\$70	\$70	\$105	\$117	\$130	\$143	\$145	\$165	\$1,209	\$3,514	\$10,463	\$28,745	\$58,535
EBIT *	-\$57	-\$65	-\$70	-\$70	-\$70	-\$70	-\$104	-\$116	-\$128	-\$140	-\$140	-\$159	-\$1,190	-\$2,972	-\$3,946	\$2,506	\$19,428
EBIT Margin %	-56054%	-44125%	-32544%	-22335%	-15327%	-10518%	-3731%	-3454%	-1652%	-1455%	-1014%	-931%	-2116%	-155%	-16%	2%	6%
Headcount	6	7	8	8	8	8	10	11	13	14	14	15	15	32	58	67	77
Avg Rev / Empl (Annual) *	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1	\$1	\$1	\$1	\$4	\$60	\$427	\$1,801	\$3,940
Cash (End of Period) *	\$1,773	\$1,683	\$1,612	\$1,542	\$1,472	\$1,401	\$1,297	\$1,181	\$1,053	\$914	\$774	\$615	\$615	\$3,105	\$8,859	\$11,366	\$30,793

\* in 000s

This slide contains forward looking projections which cannot be guaranteed.



# Status and Timeline

Content Distribution Agreement signed with Sony Music



2020

2021

2022

## Technology & Integrations

Operational Networks  
Colombia (45,000 POS)  
Dominican R. (2,000 POS)

## Business Model defined

Validation of Emerging  
Market realities &  
“Exponential Organizations”  
mechanisms in place

## Market Test Betas in 2017 & 2018

Understanding Consumer &  
Digital Advertisers

## Copyrights Protection

Protection for business model  
obtained under Berne  
Convention. Valid worldwide.

**Launch May 2020**  
First country: Colombia

## Operation roll-up guaranteed

\$2 M Bridge to Series A to be defined as launch evolves

**Record Label Agreements Q2 2020**  
Warner & Universal

**Series A Capital Raise Q2 2021**  
\$6 M

**Product Enhancements Q1 2021**  
E.g. FB & Twitter connection to artist Lyrics

**Expansion beyond Latin America 2022**  
Other Emerging Markets TBD



# Summary and call to action

Voike is ready to roll!

Voike will enable the largest and most exciting market frontier for the music industry!

Voike is looking for **\$2M** cash capitalization for OpEx

<b>Uses</b>	<b>000s</b>
Platform and Operations Build	\$ 398
Marketing	\$ 442
Staffing	\$ 900
Transaction Costs/Fees	\$ 150
Miscellaneous/Debt repayment	\$ 70
<b>Total Uses</b>	<b>\$ 1,960</b>



**JAIME JARAMILLO**

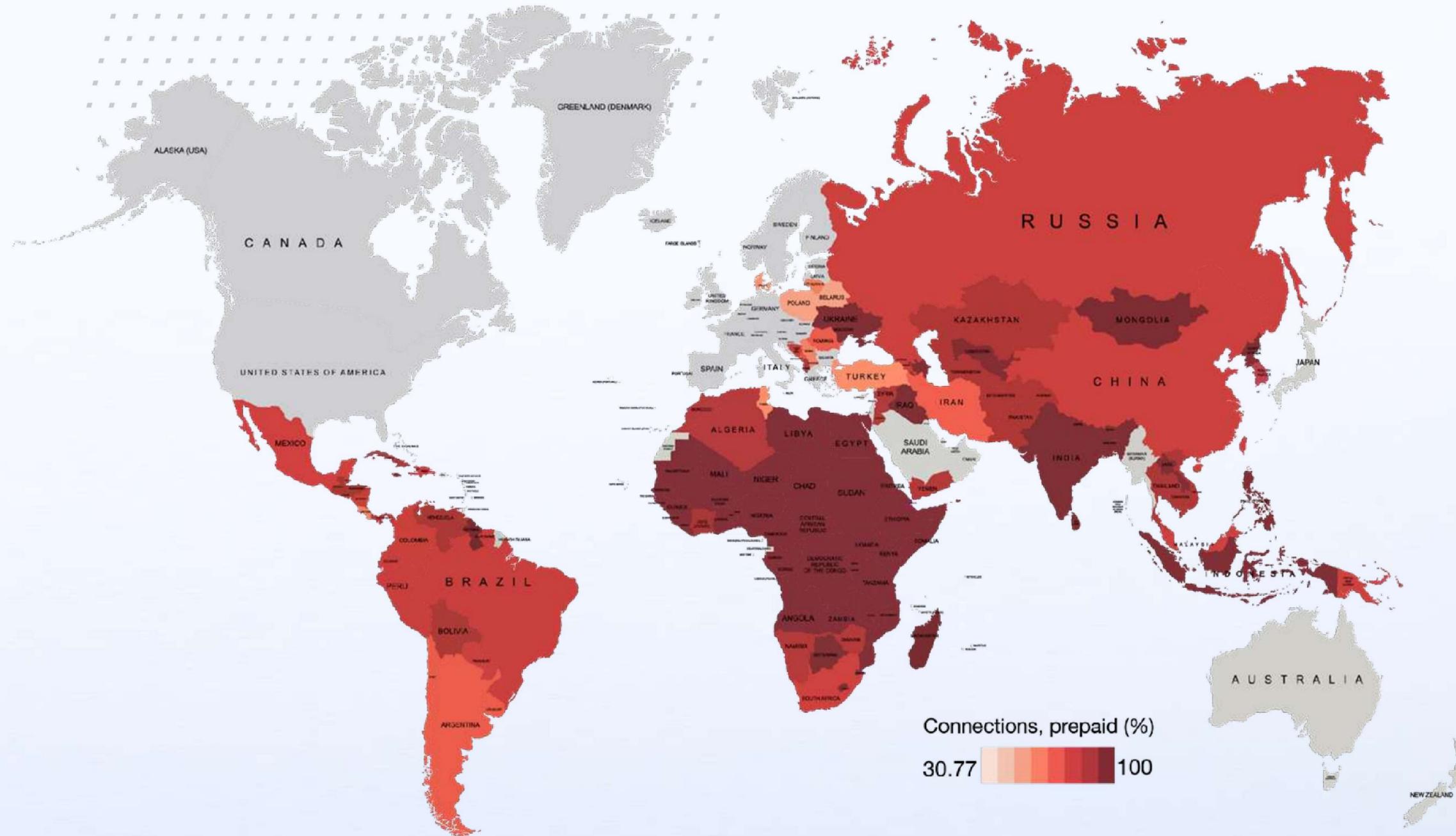
CEO · FOUNDER

[jj@voike.net](mailto:jj@voike.net)

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# Emerging Markets Data

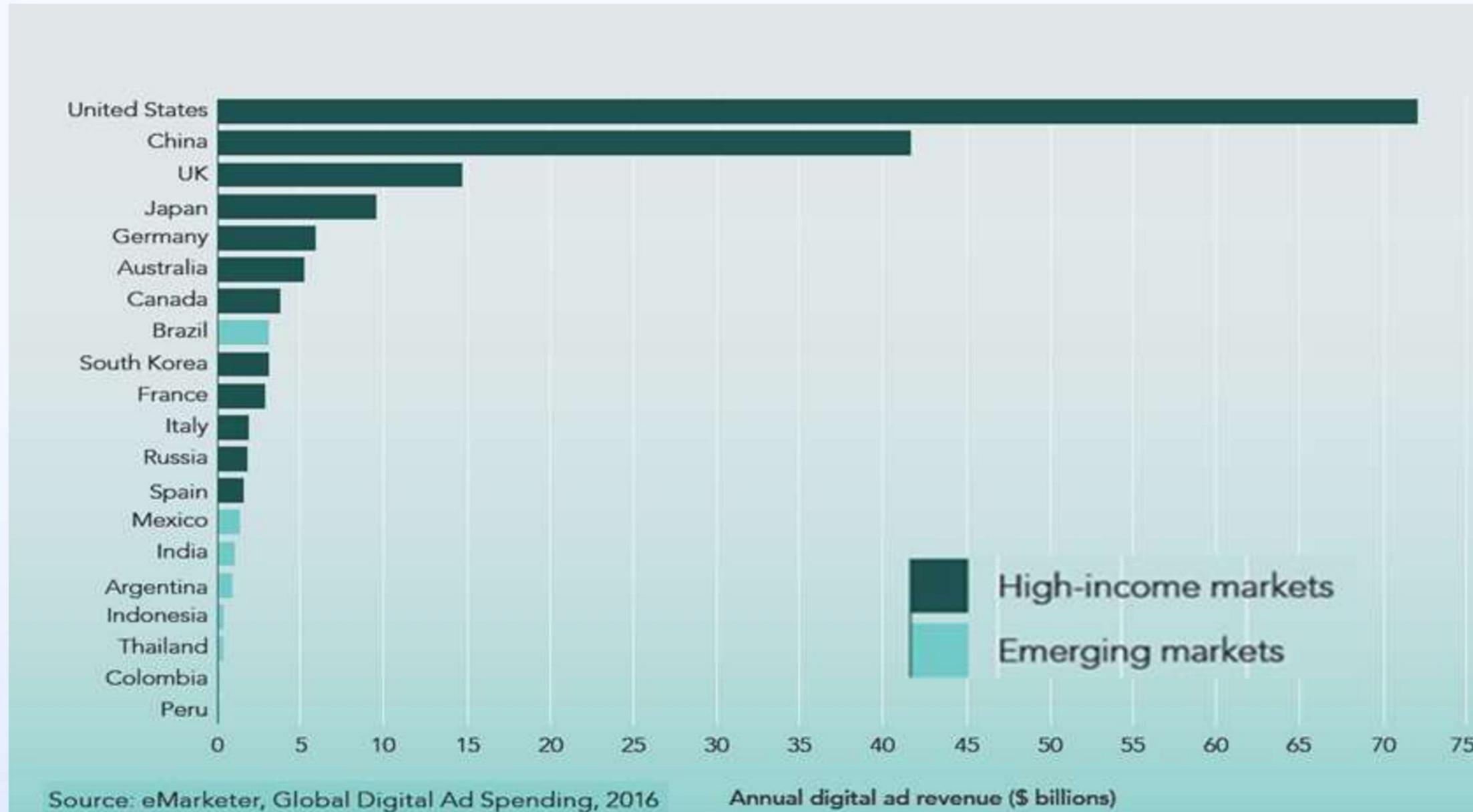


The darker the red shade, the higher the share of Prepaid / Red = > 50 %

# Digital Ads in Emerging Markets



Digital Marketing Industry in Emerging Markets has not developed due to same circumstances affecting Digital Music.



Voike solves this problem, while incentivizing music access to these emerging communities...

By focusing on the music problem, Voike opens up a huge opportunity to exploit this digital marketing gap...

[www.cariboudigital.net](http://www.cariboudigital.net)



# Traditional Shopping

“Most transactions made at local store level”



80%-100% Mobile Penetration (GSMA Intelligence)



90% Transactions made in cash

## Latin America

630 M Population



2M+ Local convenience/mini-market/grocery stores



1k People/week/store traffic (avg.)  
Total “weekly eyeballs” ~ 2 Billion



20 Spanish & Portuguese speaking countries

## Global

6 B Population

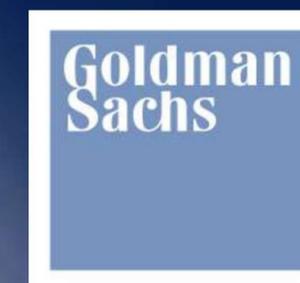


20M+ Local convenience/mini-market/grocery stores



14% of Global music = Emerging markets  
0.31% GDP Dev. Markets  
Vs.  
0.05% GDP Emerg. Markets

# Why Now?



- Streaming model has solidified as growth opportunity
- Emerging Markets await for adapted solution
- Voike is uniquely ahead and ready to take advantage with right alliances in place.

## Total Revenue Projections for Music Streaming Industry

2015  
USD \$1.4 B



2030  
USD \$37.2 B