

Book A Musician for a Virtual Performance

JOIN 131 INVESTORS HELPING MUSICIANS CREATE A SUSTAINABLE INCOME



Enjoy a private virtual performance at an affordable cost



TEAM & ADVISORS FROM:




doodeo.com Los Angeles   

Software Technology Entertainment Community App

OVERVIEW DETAILS UPDATES 31 WHAT PEOPLE SAY 52 ASK A QUESTION 18

Highlights

- 1 🏆 \$429k raised to date
- 2 🌟 Team and advisors from The Voice, Sony Music, Amazon, and Google.
- 3 📈 145% average WOW growth on new accounts
- 4 💰 \$390,000 in gigs income to our artists (GMV)
- 5 ❤️ 3,400 registered users with limited marketing
- 6 🌐 30M middle-class musicians in the US with 880M globally.

Our Team



Rony Hage Founder and CEO

12 years experience in entertainment and worked on some of the biggest TV music shows, The Voice.

The idea for Doodeo came about because musicians deserve a better way to connect, collaborate, and find opportunities. We're on a mission to build the biggest online community for performers.



Rani Lian CTO

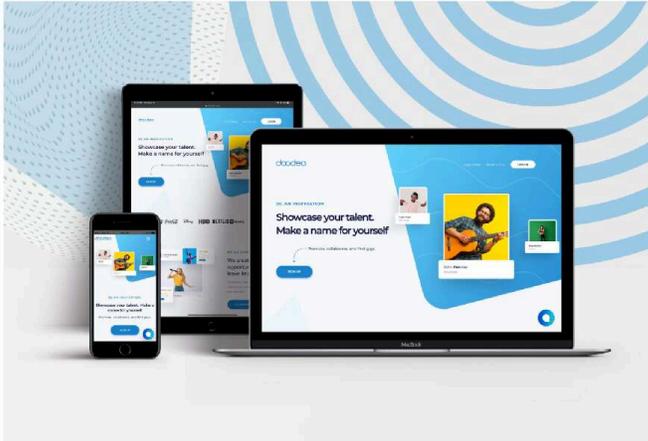
11 years full stack developer at Amazon HQs. Previously video game developer at Electronic Arts (EA)

WE LAUNCHED THE LINKEDIN FOR ARTISTS

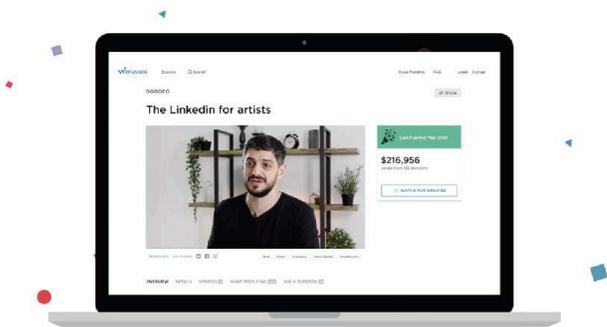
The average entertainer has to use multiple platforms to find work - LinkedIn is for networking, Classifieds is for finding gigs and Instagram is for showcasing content

for networking, Craigslist is for finding gigs and Instagram is for sharing content, but they don't seamlessly work together to connect artists with opportunities.

On the other hand, gig managers are always searching for artists, but online directories lack transparency and clarity, leaving them to depend on less-preferred recommendations. *We launched Doodeo to solve these problems.*



WE RAISED \$429K TO DATE, WITH 131 INVESTORS JOINING OUR MISSION IN OUR PREVIOUS CROWDFUNDING ROUND



HERE'S WHAT WE'VE ACCOMPLISHED SINCE

 **3,400**
registered users

 **145%**
growth WOW

 **Generated**
\$390,000+
for our artists

CHECK OUT WHAT DOODEO'S ARTISTS THINK!



BUT WE WEREN'T DONE...

We break geographical barriers to help our artists generate an income from the globe without leaving their homes, and YOU can enjoy a private live-streamed performance for your gathering.



INTRODUCING DOODEO 2.0



PRIVATE LAUNCH AT WEFUNDER'S PARTY

On March 26th - 2022, Wefunder had a private event by invitation only, during which we privately launched Doodeo 2.0.

We arranged for a DJ in Ukraine to perform at the event, which was held in Los Angeles. The mere idea that the invitees were seeing someone perform live and privately from another part of the world that is unstable too....blew their heads.

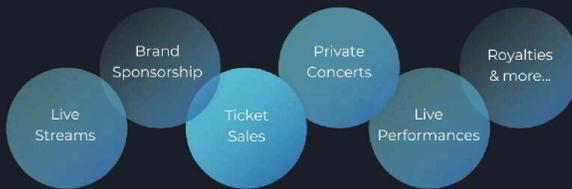
Here's 2 quick videos from the event:





THERE ARE MORE "MIDDLE-CLASS" MUSICIANS THAN EVER.

Because there are more ways for musicians to monetize their audience and music than ever.



BUT EXISTING TOOLS CATER TO RISING STARS

To pay \$1,250 for an avg. 1 bedroom in the US.

You need one of these:



The "middle-class" music industry is in danger.

source: <https://lickd.co/blog/social-salary-calculator>

BY LOWERING THE BARRIERS TO ENTRY FOR MUSICIANS TO MAKE MONEY, WE CAN EXPAND THE INDIE MUSIC INDUSTRY

Finances are #1 reason people do not pursue careers.

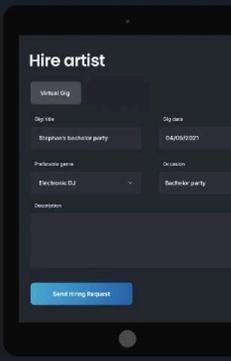
¼ of US households have at least 1 musician.



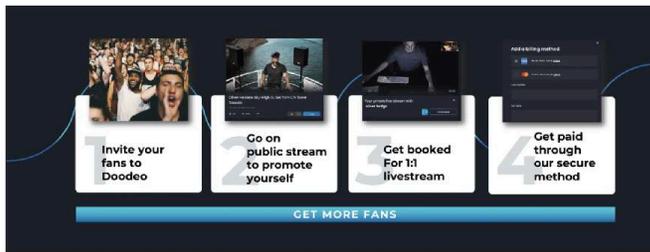
WE ARE INTRODUCING A NEW TYPE OF GIG TO THE MUSIC INDUSTRY - THE E-GIG

Fans or customers can book musicians directly through Doodeo for private live-streamed performances.

Parties One-On-One experience
House Gatherings Afterparties
Anniversaries Dinners & more

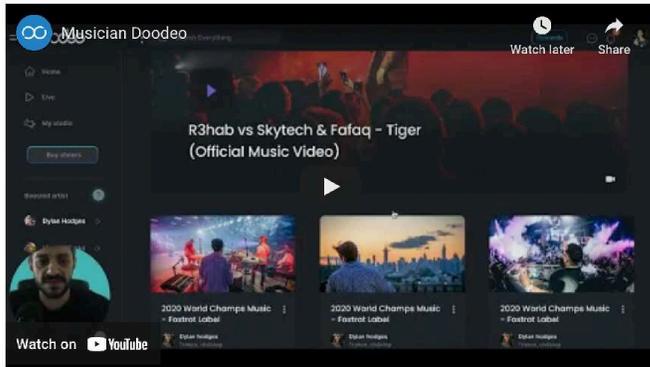


FOR MUSICIANS, DOODEO IS A POWERFUL TOOL TO BUILD AND MONETIZE THEIR AUDIENCES



- 1 Invite your fans to Doodeo
- 2 Go on public stream to promote yourself
- 3 Get booked for 1:1 livestream
- 4 Get paid through our secure method

GET MORE FANS

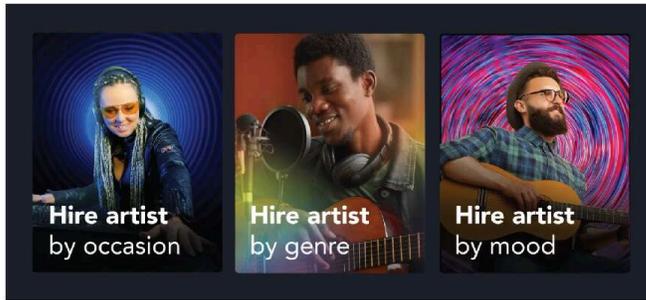


FOR FANS AND CUSTOMERS, DOODEO IS A DISCOVERY PLATFORM WITH A SAFE PAYMENT MODULE.

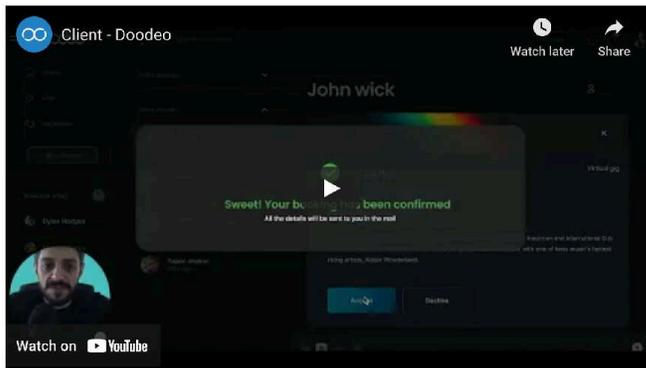
- Ease of discoverability
- Book artists for 1-on-1 live streams
- Payments are held in escrow until performance is complete



EASE OF DISCOVERABILITY



A PEAK INTO HOW IT WORKS

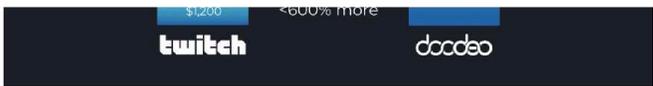


UNLIKE OTHER PLATFORMS, DOODEO SUPPORTS THE MIDDLE-CLASS AND NOT ONLY RISING STARS.



POTENTIAL EARNINGS FOR ARTISTS FAR SURPASSES THE CURRENT HIGHEST PAYING PLATFORM





"...by 2017 it had become apparent that "making it" on Twitch required more than a 9-to-5 commitment - WIRED" (<https://www.wired.com/story/twitch-turns-10-creator-economy/>)

Twitch (users largely monetize from subscriptions):

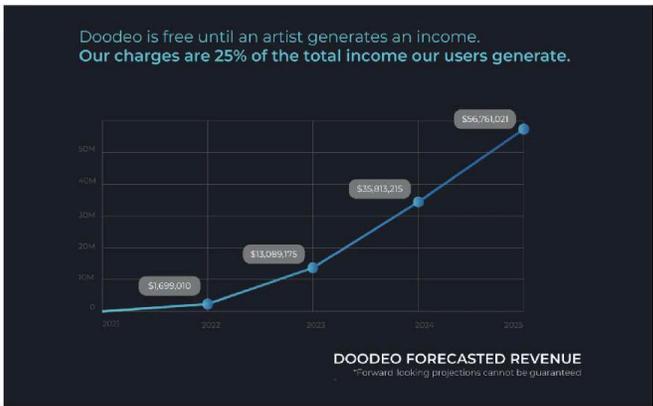
- Followers to subs ratio: 3.7%
- Avg. subscription fee: \$5.11
- Twitch fees: 50%

Rest of the amount is generated through ads and collaborations.

Doodeo (users will largely monetize from their super-fans):

- Followers to bookings ratio: 1.41%
- Avg. e-gig rate per 30 mins: \$35.45
- Per day: 4.7 hours
- Doodeo fees: 25%

HOW DO WE MAKE MONEY?



OUR GO-TO-MARKET STRATEGY FOR DOODEO 2.0

- 01 Engage 200+ member**
on our Discord channel
- 02 3,400 current users**
of Doodeo 1.0
- 03 Educate Community**
Educate our Musicians on how they use Doodeo to monetize
- 04 Partnership**
Channel partnerships with service providers who serve the streaming community
- 05 Digital Marketing & PR**

Each new Doodeo musician brings their fans. A gamification technique will be implemented to enhance our platform's network effect.

M&A MARKETS ARE IN FAVOR OF MUSIC AND LIVE-STREAMING PLATFORMS.



The increase in acquisition activity in 2021 exhibits the live-streaming industry is ripe for consolidation.

DATE	ACQUIROR	COMPANY	EV
OCT 2021	DICE	Baker Room	NA
AUG 2021	Apple	Primephonic	NA
JUL 2021	Carlyle	LiveU	\$600M
MAY 2021	Square	Tidal	\$302M
SEPT 2019	Spotify	Soundbetter	NA
JUL 2019	Etay	Reverb	\$275M
AUG 2014	Amazon	Twitch	\$980M

OUR TEAM IS GRINDING DAY AND NIGHT TO MAKE A CHANGE



Rony Hage
Founder & CEO

12 years experience in entertainment and worked on some of the biggest TV music shows, The Voice.





Rani Lian
CTO

11 years full stack developer at Amazon HQs. Previously video game developer at Electronic Arts (EA)





Veronika Sabir-Idrissi
Marketing Manager

Wealth of experience in marketing and advertising, agency background.



Geraldo PJunior
Head of Growth

Head of Growth at JivoChat in Brazil. A business messenger app generating multi-million \$ in yearly revenue.



Rishabh Agnihotri
Head of Product

Product manager for a leading Neo bank and Ex-Silicon Valley intern at Facebook.

BACKED BY ACCOMPLISHED ADVISORS



Dr. Evan Luthra
Executive Advisor & Crypto celebrity



6 exits by the time he turned 25. Honorary Ph.D. in Blockchain. Featured speaker at Google, TedX, World Economic Forum, and many more.



Irene Chung
Executive Advisor - Technical & Leadership



EX-GOOGLE & AMAZON. Irene has vast experience in building teams to launch cool things that matter for Google, Netflix, Amazon, & IBM. Delivered conference talks from engineering excellence to design thinking.



Isabella Bedoya
Executive Advisor - A&R



A former head of A&R for a label under



Ken Ma
Executive Advisory - Growth

Early investor in:
Snap Inc. Etsy



1 acquisition and 2 IPOs.

Sony Music and currently the founder of
Fame Hackers that helps independent
artists establish profitable and sustainable
music careers.



Want to change a musician's life? [Join us!](#)
