

The ultimate destination for streaming music concerts



mysongbird.com New Buffalo MI Entertainment Media Social Impact Music Community

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

Highlights

- 1 Founder invested \$1.1 MM nine years after successful exits in 2010.
- 2 "I believe mySongbird will have an incredible trajectory," Linda Johnson Pres. SD
- 3 The live-streaming market in 2019 was larger than the entire US recorded market in 2017: Forbes
- 4 The Global Music Market will hit 30B by 2030: Goldman Sachs
- 5 A realistic objective: capture 5% of the Global Music by 2025
- 6 Universal Music contracted with mySongbird to provide 500+ concerts
- 7 mySongbird introduced a new way to view concerts, interactively trademarked myWay™
- 8 Music Streaming is Hot! We want to be a Fan-Owned Force for Good. We need your help.

Our Team



Michael Mountford Founder/CEO

Mike Mountford is a proven executive and entrepreneur with nearly 40 years of experience operating, growing, and acquiring subscription-based television businesses in the United States.

This is an idea whose time has come. People spend basically the same amount of money to watch live sports as they do going to concerts. They watch sports on TV but not concerts. Why not. Technology! Streaming gives music fans a great new opportunity to see concerts they never could with great audio-video and choice.



Stephen Prendergast Executive Vice President

Stephen is an entrepreneurial leader who brings expertise in not only music but also media, sports, and digital content. Stephen has worked with Live Nation/Ticketmaster, Ninja Metrics, officialCOMMUNITY, and BMG/Sony/Arista Records.



Meghan Thornton Vice President and General Manager

Meghan brings her prior experience on both the creative and technical sides of the entertainment industry to help give mySongbird its voice. A WGA Award-nominated writer, she finds peace in nature and wants to return the favour.



Thomas E. Mountford Director of Operations

LEAD INVESTOR

Rick Larkin Retired Financial Executive

I think the next revolution in major concerts will be to livestream them online through your phone, tablet, computer or HD TV.

mySongbird is an exciting new business that will provide just such a platform and will have a massive collection of legacy and live streaming concerts.

I am investing in mySongbird because 1) I believe in its extraordinary potential as the new platform for streaming concerts, and 2) I believe in its founder, Mike Mountford, and the team he has assembled and the shared vision they have to bring this exciting new platform to life.

Invested \$100,000 this round & \$500,900 previously

[Learn about Lead Investors](#)



Thornton E. Montford Director of Operations

Thornton is an avid music fan who also happens to be very passionate about operations. As a proven manager and leader he has shown his strong belief in realizing the potential and the value of his team members. His favorite band of all time is Oasis.



Bob Angone Executive Creative Director

The creative brains of mySongbird, Bob is a lifelong gear junkie who loves music and exploring the great outdoors. Bob's musical tastes vary from classical to alternative/punk, and both he and his wife are avid fans of live music.



Omar Lopez Lead Design Artist & Producer

A musician himself, Omar is passionate about mySongbird's mission to help bands. He uses his creative talents to design and create artwork for the website and promotional materials.



Neil Sheehan Director of Business Development

Neil Sheehan has been working in the music industry since 2001 and brings his experiences in the industry and as the owner of a leading independent record label to mySongbird.

Pitch



THE MUSIC INDUSTRY IS **EXPLODING**

The global recorded music industry is expected to more than double by 2030, reaching **\$45 billion**

The global live music market will reach **\$31 billion** by 2022

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THE MUSIC INDUSTRY IS **EVOLVING**

The streaming market in 2019 was larger than **the entire U.S. recorded music market** in 2017

YouTube is the largest global music force

Live-streaming is up by **99%** year over year. 45% viewed in March and April

Video streams are up **27.1%** year over year and have outperformed audio in 2020 growth

Music revenue will be driven by **streaming, globalization, new tech & form factors**

The Motley Fool | Forbes Future of Music | The Verge | Forbes | Ozancan Sachs

THE CURRENT MARKET IS **GROWING**

“mySongbird will have an incredible trajectory, especially given the current market is primed for this type of behavior. I do think ramp up time is typical for a year or two while libraries are being built out, features are being created, and name recognition is growing to convert viewers

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MYSONGBIRD WILL REVOLUTIONIZE THE MUSIC INDUSTRY

OUR MODEL ALLOWS FANS TO INVEST

We believe we will create the ultimate concert viewing experience that **aligns interests of the fans, the artists, and the world as a whole.**

Fans can own a piece of the action.

HOW MYSONGBIRD WILL REVOLUTIONIZE THE MUSIC INDUSTRY

UNIQUE TECHNOLOGY FOR CONCERT STREAMING

MYWAY™ INTERACTIVE VIEWING PLATFORM

UNIQUE VIEWER EXPERIENCE

MYSONGBIRD REVENUE POTENTIAL

Assuming we can capture just 5% of the TAM of an average musician our audience of 800k+

\$2.4B+

Disclaimer: These projections cannot be guaranteed.

THE MYSONGBIRD TEAM

Unique and deeply skilled team with over a century of combined experience in the technology, music, and entertainment industries.

EXECUTIVE TEAM

Michael Mouriford
Founder & CEO

Mike Mouriford is a proven executive and entrepreneur with nearly 40 years of experience operating, growing and acquiring home satellite television services in the United States. Founding his first company, Earth Terminal TV, at the age of 27. Mike gave the business from a start-up to one of the nation's top satellite distribution companies by the mid-1990s.

Stephen Prandergast
Executive Vice President

Entrepreneurial leader with experience in business development, innovation, and rapid business growth in music, media, sports, and digital content.

Live Nation, Ninja Metrics, office: COMMUNITY

Meghan Thornton
Vice President - GM

WGA Award-nominated writer, proven creative and technical expertise across film and gaming industries.

Fortnite Games, Telltale Games, indie: Lip Lip Magic

Robert Angove
EP, Creative Director

Award winning and to-and-to ad campaign, content strategy, visual design and data expertise.

Leo Burnett, Am, Worldwide, Facebook, Avast

Cmar Lopez
Artist + Producer

Producer, Singer-Songwriter, musician and artist from Houston, TX currently working for Mysongbird

USE OF FUNDS



Raising Funds for

- Additional artist streaming contracts
- Acquiring more legacy concerts
- Platform development, and marketing

Target: \$5,000,000

Funds come from a crowd-funded Regulation CF offering

Initial funds will be deployed for growth

- MVP of mySongbird™ platform launched 2/9/21
- Marketing to music concert fans
- Targeting major concert artists contracts
- Children, Christian, Classical music growth areas
- Additional trademark myWay™ productions
- Continued app development/deployment Spring '21
- Rollout of ad-supported free TV channel
- Development of mySongbird™ Label

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EXIT STRATEGY



Two paybacks:

#1:

From our four primary revenue streams: Subscription, PPV / premium events, ad supported, merchandise

#2:

From the planet-saving inventions that come from mySongbird: providing the funding and business skills needed to assist companies and entrepreneurs in finding solutions to environmental issues

Fans own shares!

Regulation CF offering now!
\$.11/share!

Purchase shares **now** at a discount to our anticipated IPO

Offer expires at \$5,000,000 raise!

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