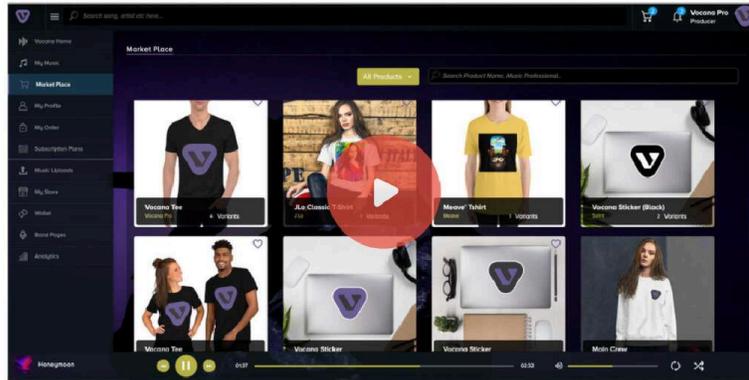


Vocana is a Platform for Musicians to Engage, Activate and Monetize their Fanbase

PITCH VIDEO INVESTOR PANEL



vocana.co Akron OH Technology Entertainment Software Social Music

LEAD INVESTOR

Stephen Martin Schmitz

As I get older, I listen to my old favorites and new music introduced by my 20-something sons. There is so much young, unsigned talent that is getting severely underpaid by the mainstream music industry. Vocana is radically changing that by giving the artist much more of the revenue and a change to create their brand and community, using innovative technology. An investment in Vocana, no matter what level, is an investment in the future of music. Please join me and give some new voices a chance at living their dream.

Invested \$25,000 this round & \$125,000 previously

[Learn about Lead Investors](#)

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

Highlights

- 1 Streaming Platforms currently generate more than 30 Billion annually
- 2 Our app strives to level the playing field for artists, allowing them to generate more \$ from fans
- 3 Allows fans to better engage with their favorite new and old artists, helping to support their dreams
- 4 100K streams on a major streaming platform pays an Artist only \$400 and no direct access to fans
- 5 Vocana is a desperately needed business tool for Music Professionals to easily promote their brand

Our Team

Jim Knight C.E.O. and Investor

Entrepreneur who has created a Healthcare Outsourcing company which has grown to nearly 20 Million and is also passionate about music and investing and creating an application that can allow artists the ability to create a self-sustaining business.

Independent and unsigned artists do not get paid appropriately for their music. We leveled the playing field for them and made it possible for anyone to build their brand on Vocana. We exist to help ease the pain points in the music industry.

Dale Chorba President and Co-Founder

Dale is Vocana's lead investor. He has over 33 years of executive recruiting & client development with Fortune 500 firms and privately-held companies. His firm Action Management is featured on the 2021 list of Forbes America's Top Recruiting Firms.

Dave Petruziello Co-Founder & Business Development

Dave is a proud serial entrepreneur who has an impressive track record with his start ups. He brings the vision and drive to the business while building a top team around him to help get the job done.

[SEE MORE](#)

Vocana Business Opportunity



The Music Industry is Broken

Independent Artists can't monetize their content or reach their fanbase...



"The vast majority of Artists make no money"

[Biggest Problems of the Music Industry](#)
[Citi GPS: Putting the Band Back Together](#)



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Problem: Costly Middlemen

 Artists aren't fairly compensated through royalties

 No one-stop-shop to manage, distribute and consume music content

 Lack of authentic connection between artists and fans



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Welcome to Vocana

Liberating "Music Professionals"
Promoting the entire music industry to thrive
Connecting artists and fans with one platform

"Music Professionals" are...

- Artists
- Bands
- Labels
- Producers
- Publishers
- Managers
- Songwriters
- Venues



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We aren't just another Streaming Company

All your revenue streams.
All in one place.

1. E-Commerce/Merchandise
2. Royalty and Digital Management
3. Data & Analytics
4. Event Promotion



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Manage your Career on One Platform



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The Vocana Experience



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Web and iOS Features

- E-Commerce Marketplace**
 - All you need is a legal upload brand directly to match to create custom and unique products not found elsewhere
 - On Demand Printing. No inventory, overhead or up-front cost
 - Connect merch to songs for increased visibility
- Stream and Purchase Music**
 - Interactive content for music uploaded on Vocana
 - Stream, purchase or download music
- Import Music from 3rd Party Providers**
 - Sync your playlists from YouTube, Spotify, Apple Music
 - Play music from all your sources in one place
- Notifications and Social Connections**
 - Always stay connected with our internet, email and push notifications
 - Connect your social accounts and start promoting!
- Speed & Security**
 - CDN integrated for faster file uploads
 - Helmet and ACL for security
 - Trusted partners, API's and secure payment gateways
- Royalty Management**
 - Keep all the rights to your music
 - Management tools for artists to define Rights Holders and allocate royalties for every song
- Personal Wallets**
 - Transparent digital wallet to track all your revenue streams
 - Monthly payout directly to your account
 - Integration with Stripe for sales and royalty payout
- Band Management**
 - Join solo or with your band. Have a custom profile for every band you are in
 - Centralized view of all music and events created by band managers
- Analytics for Artists**
 - Real Time Analytical
 - Reporting on listener demographics, music reach, performance and sales data
- Admin Controls**
 - Multiple management tools including User Management, Subscription Rates Management, Royalty & Market share statistics and more

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The Independent Music Market



"The fastest growing segment of the music industry is the Independent Artist Sector"

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Go-To-Market Strategy



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Investment Opportunity

We are ready to go and seeking \$1M for our beta launch

What We Will Launch

- Proprietary End-To-End Technology Platform
 - iOS mobile app + web
 - Streaming
 - Merchandise
 - Royalty Management
 - Digital Marketing
 - Payments
 - Reporting

Goals of Beta

- Collect Internal Market Data
- Acquire Artists: Get artists onboarded for case studies and metrics (500 Artists)
- Drive Fan Engagement: via data-driven social media outreach; leverage artists to 'pull' fans
- Scale and Support Technology: Ongoing development and support
- Validate Artist Monetization: Positive ROI for artists via royalties, merch, and other streams



Vocana Timeline



Financial Projections

A viable and compelling economic model

Key Highlights

- Recurring revenue from artist subscriptions + Merchandise Sales (data/analytics, ticketing, etc. represent additional upside)
- Free consumer model
- 70% average gross margins
- Cash flow positive by Year 3
- Low cost/low overhead operating model

Selected Metrics

	Year 1	Year 2	Year 3	Year 4	Year 5
Artists	3.5K	7.5K	20K	40K	70K
Fans	75K	150K	450K	900K	1,500K
Revenue	\$1.2M	\$4.7M	\$14.5M	\$37.0M	\$81.8M
Gross Profit	\$0.9M	\$3.6M	\$10.3M	\$24.6M	\$50.4M
EBITDA	(\$1.2M)	(\$0.1M)	\$2.8M	\$10.0M	\$24.3M



These are forward looking projections and not guaranteed

Exit Strategy



Vocana Team

Jim Knight
Chief Executive Officer

An avid music fan, he takes great interest in up-and-coming young artists and bands. Jim is also an owner in Deep Tropic, a Music, Art & Style Festival in Nashville, TN.

Dale Chamber
Co-Founder / President

Dale has over 33 years of executive recruiting & client development with Fortune 500 firms and privately-held companies. Dale recently led Action Management to be featured on the 2019-2021 list of Forbes America's Top Recruiting Firms.

Dave Petroskiello
Co-Founder / Business Development

Dave is a proud serial entrepreneur who has an impressive track record with his start ups. He brings the vision and drive to the business while building a top team around him to help get the job done.

Tom Pappas
Chief Information Officer / Chief of Staff

Tom came to Vocana with a strong background in Finance and Analytics. In addition, he focuses on internal administrative operations, business strategy and technology development/integration.

Dan Ramirez
Chief Technology Officer

Dan has helped propel several companies from capital raise to acquisition. Assists start ups across business, tech, through a successful launch and exit strategy. He has been working with labels, managers, and artists for over 15 years.



Vocana Team Continued...



 <p>Austin Kautzer Chief Financial Officer</p> <p>Austin is a seasoned startup executive, management consultant, and angel investor. His experiences center on incubating and scaling companies, resulting in innovative businesses that impact the world.</p>	 <p>Mary Lorenz Digital & Social Marketing Director</p> <p>Mary specializes in digital and social media strategy and execution. To complement this, she contributes to reputation management, content generation, messaging and branding.</p>	 <p>Austin Knight Artist Relations Social Marketing</p> <p>Austin's industry experience started with building digital marketing campaigns for indie artists. He applies his skills in the event/promotion world, with a focus in growing dance music & hip hop in the Southeast.</p>	 <p>Joe Ciminski, Esq. Patent Attorney</p> <p>Joe has over 25 years of experience counseling clients on obtaining and protecting intellectual property rights. Joseph has prepared and prosecuted patent applications in a wide variety of technical areas.</p>
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