



## INVEST IN GIGMOR

# Music Discovery, Booking & Ticketing App. The Anti-Ticketmaster Solution for Independent Music.

### LEAD INVESTOR



**Alex Amin**

Gigmor is a fantastic product for a large untapped market, led by experienced, talented, successful founders. As a CEO who understands talent/creator marketplaces, I believe Gigmor has built a best in class set of tools for musicians that connects them with opportunities to grow their audiences and monetize their talent. I've tracked the business and known the founder for some time, and believe that they will win this category. I am honored to lead this round and excited to join the Gigmor team on this journey.

**Invested \$5,000 this round**

[gigmor.com](https://gigmor.com)

Los Angeles CA



Technology

Fintech & Finance

Notable Angel

Female Founder

B2C

# Notable Investors

## **Tom Hamilton**

Musician and Songwriter, Aerosmith

## **Jan Brandt**

Former Vice Chair & CMO, America Online

## **Alex Amin**

Co-CEO, Talent Systems

## **Todd James**

Former SVP, Portfolio Manager, Capital Group

## **Ted Samuels**

Former Global Equity Portfolio Manager, Capital Group

## **Brian Kennedy**

Analyst/Portfolio Manager, Capital Group

## **Alex Fries**

Serial Entrepreneur with multiple exits. Now Venture Capitalist.

## **Lewis Stanton**

CEO, World Gym International

**Eric Fleiss**

CEO, Regent Properties

**Todd Christiansen**

Venue Owner, The Mint

## Featured Investors

Investors include

**Tom Hamilton**

Jan Brandt

Alex Amin

Todd James

Ted Samuels

Brian Kennedy

Alex Fries

Lewis Stanton

Eric Fleiss

Todd Christiansen

Alex Amin



**Tom Hamilton**

 Notable

Follow



## Highlights

- 1 🙌 Music Platform helping independent musicians get booked, earn income and grow their fanbases
- 2 ⭐ 100,000 artist, venue and fan accounts — growing 30% per month
- 3 🤑 \$250K Annual Revenue, growing 200% YoY with multiple revenue streams
- 4 ⭐ Sticky subscription product that has just 1% monthly churn rate - better than Spotify's 3.9%!
- 5 🏠 Partnership with indie music brands: SYCM, DM, SoundCloud, Whiskey - Co - Co - Co

- 5 🍷 Partnerships with iconic music brands: SXSW, BMI, SoundCloud, Whisky a Go Go & The Mint.
  - 6 😊 Independent artists are the growth engine of the \$120B music industry, w/revenues growing 30% YoY
  - 7 ★ Executive Team from America Online (AOL), QVC, Hewlett Packard, Expedia and Salomon Smith Barney
  - 8 🍷 Key Investors: Aerosmith's Tom Hamilton, Capital Group Portfolio Mgrs. and AOL's Former CMO
- 

## Our Team



**David Baird** Founder & CEO

Serial entrepreneur, technology executive and musician/bandleader. Previously founder of Troubadour Digital Media, a digital agency. Former head of AOL's E-Commerce group, overseeing growth from \$0 to over \$1B in revenue.



**Tracy Eumont** Co-Founder

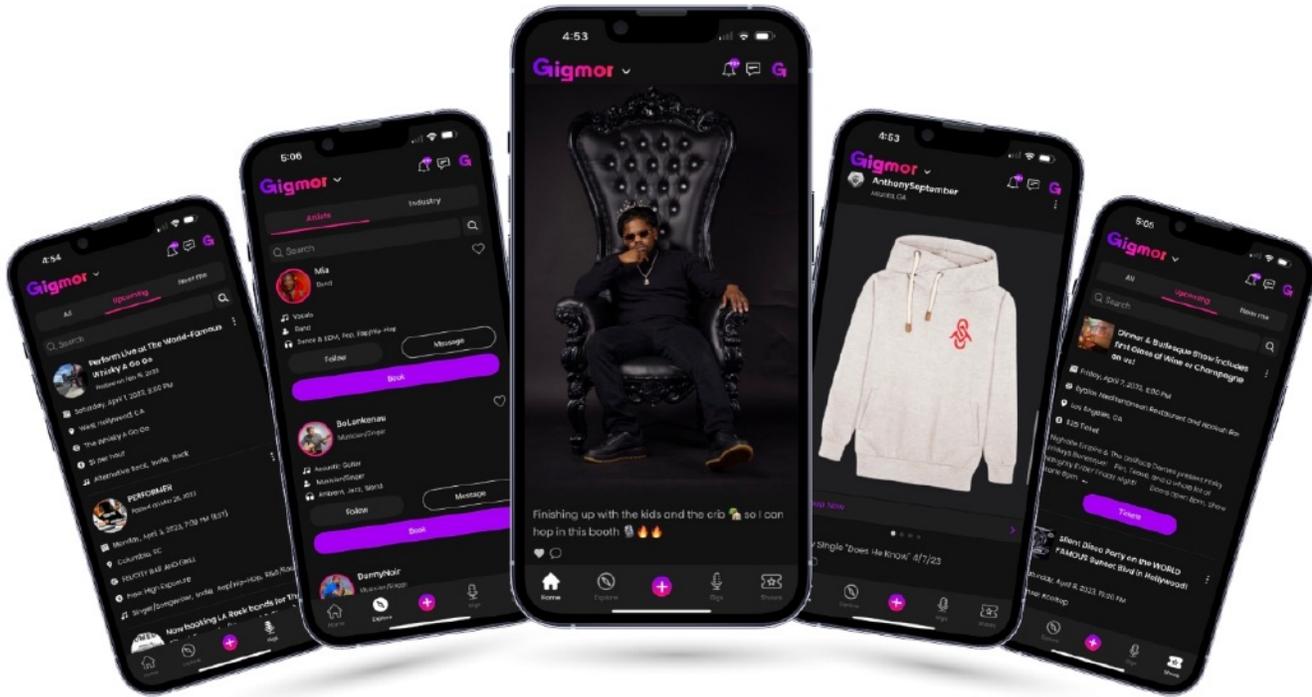
Gigmor Co-Founder, Head of Product, Chief Brand Officer. 20+ year tech career that includes extensive experience spanning marketing, business development, product design and e-commerce. Oversaw the growth of AOL's Shopping Channel to 20M MAU.



**Mac Dziedziela** CTO

Senior technology executive and entrepreneur with over 20 yrs experience at blue chip companies like HP and Expedia. Oversaw technology development for Pottermore, a platform with over 18 million users and over 150 million page views a month.

# Why Gigmor?



Gigmor is a marketing and monetization platform that connects bands, venues and fans through booking, ticketing and event promotion. Our app empowers creators to grow their fan bases and monetize them through gigs, tips, crowdfunding donations and merchandise sales.

We're working to build the largest network and ecosystem in the world for musicians, venues and music fans. We know firsthand the frustration and the problems faced by millions of artists who need to grow their careers by getting booked and playing live, as well as growing their fan base.

Mission



Empower 60M Musicians  
to **earn** income,  
**grow** their fan base &  
**build** their careers

**Gigmor**

## Music is a \$120B Industry

The music industry is a \$120B global business with strong growth ahead according to Goldman Sachs. Gigmor is focused on two drivers of growth: independent live music and fan → artist direct payments.

Independent live music is an inefficient, fragmented business with a ton of unused capacity: venues sit empty, artists can't get enough gigs, fans don't know how to find local live music. Technology platforms like Gigmor will vastly reduce that inefficiency, just as Airbnb has done for excess space, OpenTable did for reservations, etc. A 10% lift in that sector alone is \$1.2B in new revenue!

Fans paying artists directly (instead of paying for a streaming service or buying tickets to a show), is a new concept, one enabled by innovative technology. Whether it be through online tips, paid subscriptions to exclusive content, buying merch online or other monetization features, our platform was built to enable artists to grow their income by connecting directly with fans.

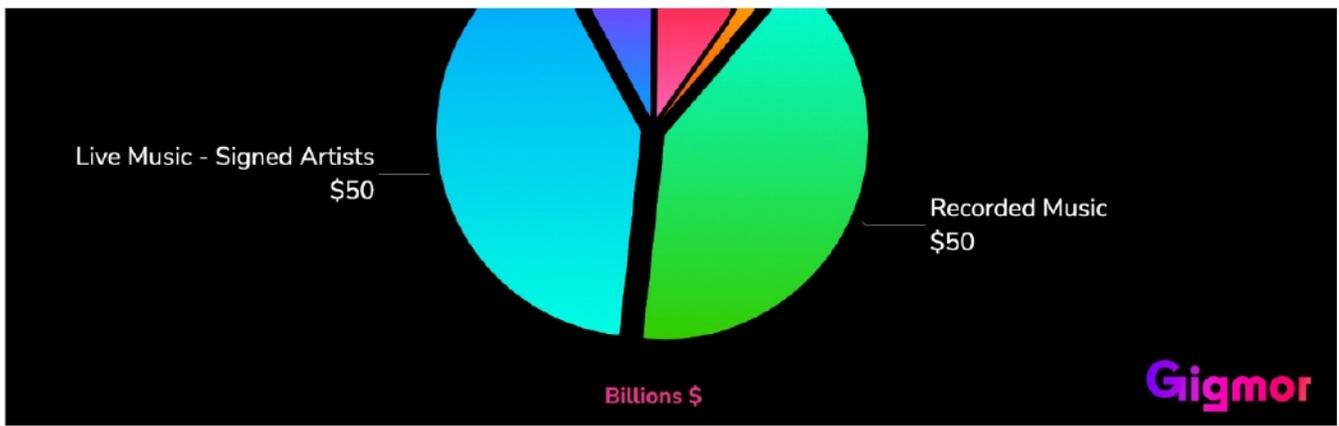
## Global Music TAM: \$120B

Publishing  
\$10

Live Music - Independent Artists  
\$12

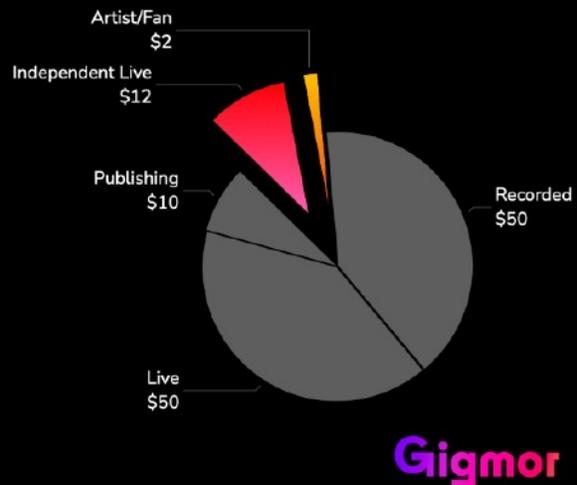
Direct Fan - Artist  
\$2





## How We Will Grow the TAM

- Massive **Unused Capacity** in Independent Live Music
  - Fragmented, Inefficient Market with No Dominant Platform
  - Venue dark nights, Hotels, Restaurants, Breweries, Private Events, Retailers...
- **Direct Payments** from Fans to Artists are a Game Changer
  - Tips, Subscriptions, Fundraising Campaigns, Music/Merch Sales



Our mission at Gigmor is to empower 60 million artists worldwide to earn income, grow their fan base and build their careers.

Everyone knows Taylor Swift, but there are only 20,000 signed artists in the US—a tiny fraction of the millions of music creators at various stages of their careers. Independent music is the growth engine of the music business.

And of course, music itself is part of the creator economy, which is doubling every two years.

Twenty years ago only small number of artists were able to create and record music because the costs of renting a recording studio were so high they could only be funded by a record label.

That world has changed radically. Now you can create music in your bedroom that sounds just as professional and polished as what you hear on the radio.

As a result, there's a massive amount of new music content created. That content finds its way to the streaming platforms. But what then? Artists are in a completely DIY world, left on their own to find gigs, build an audience and earn income.

Over 120,000 music tracks or songs are uploaded daily every day to the major distribution services like Spotify, Apple Music and other platforms.

Fact - More than 50% of all music tracks were uploaded in the last 3 years alone.

This is a \$120 billion+ market that is ripe for disruption!

## **The Problem**

Growing and monetizing a fan base is insanely difficult!

- Existing social networks aren't built for easy monetization
- Streaming services pay only \$0.004 per stream
- Live shows/tours have high costs and need extensive promotion
- Maintaining multiple accounts to connect with fans is frustrating and hard work

## **Our Solution**

Meet Gigmor: A Scalable New Revenue Source for Artists - Convert Fans into Paying Customers

Artists' primary channel to find and engage an audience and grow their

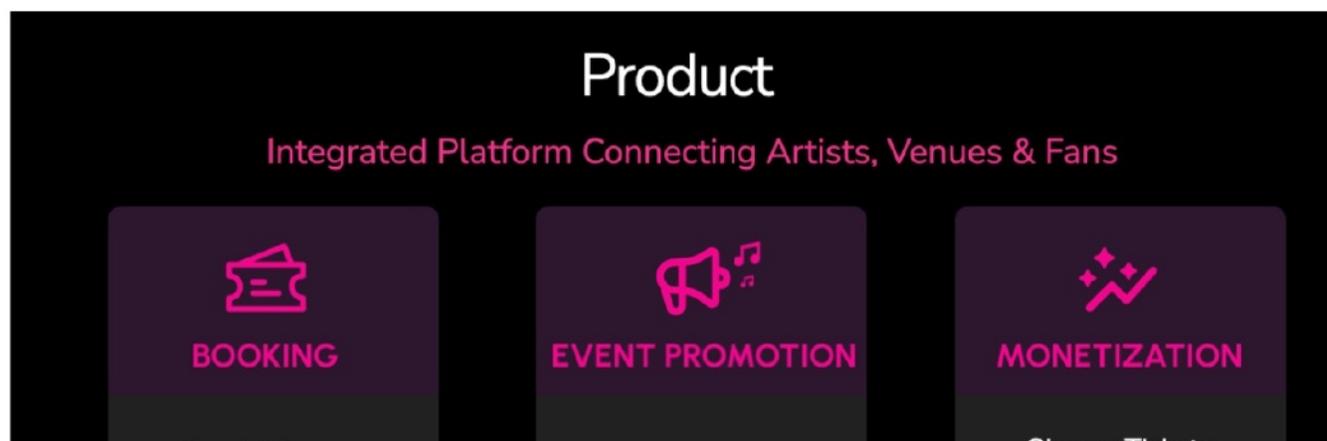
fan base is via social networks. But social networks weren't designed for their needs. Instagram is a photo sharing platform, so using it to promote music and shows necessitates workarounds and strange software tools like Link in bio.

Similarly, streaming services weren't designed to help musicians and artists to find and connect with fans. Our new app is a platform that helps artists earn income by finding gigs at music clubs, festivals and private events and by offering tools that help them connect with and monetize their fan base.

Live music is everywhere—it's not just in music venues but in restaurants, breweries, hotels, weddings, malls, airports. Gigmor's marketplace connects music artists with gigging opportunities of all kinds and helps event organizers find, evaluate and book the right talent.

But we're not stopping there. The opportunity is much larger. We're helping artists and venues promote their shows in our live music directory and we're helping fans discover artists and local live music. Our flat fee ticketing platform is specifically designed for independent artists and venues. Ultimately, our goal is to become an income-generating platform that helps artists convert their fans into paying customers. We're building a three-sided network that will create massive network effects, building sustainable competitive advantage.

## How it Works





Gigmor is already a leading music network in the US with over 100,000 artists, venues and fans.

We're based in L.A., which is the music capital of the world.

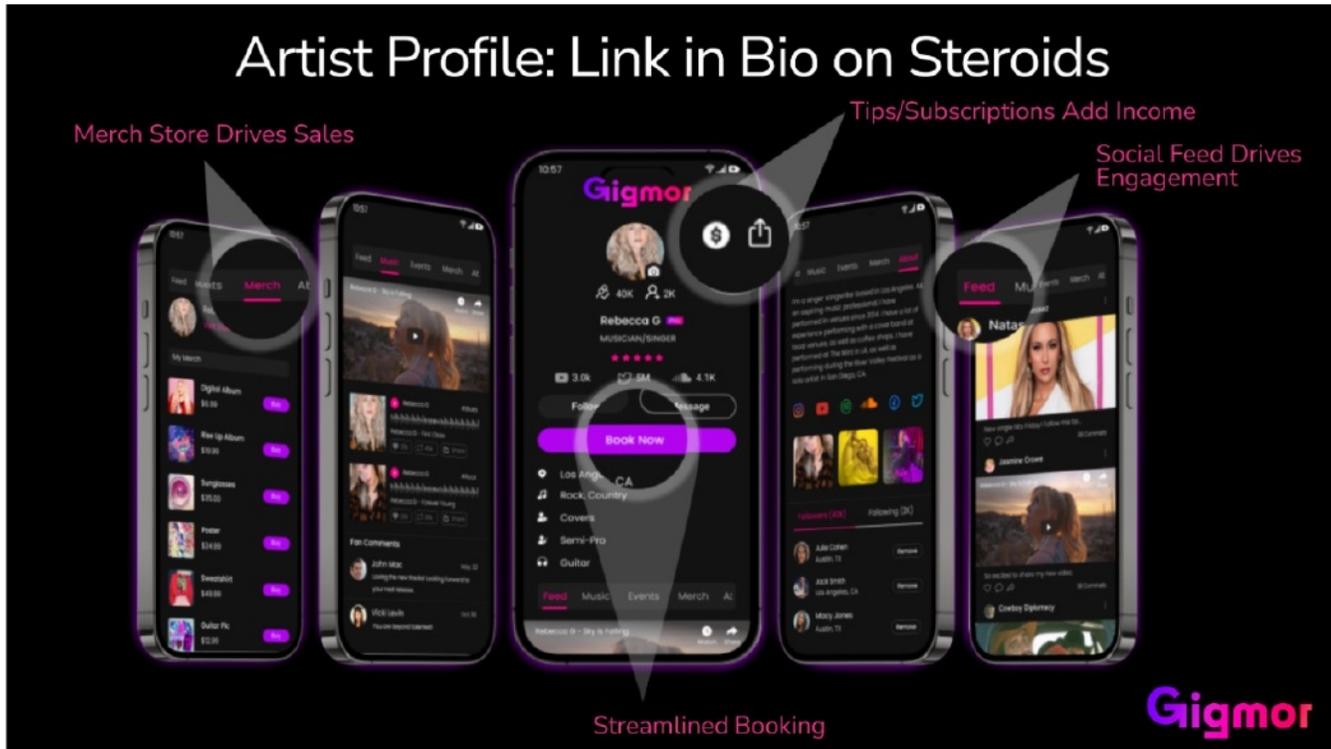
And many of the venues we've signed up are iconic venues like The Whiskey A Go-Go, and the Viper Room.

## Booking

We've built a lot of partnerships along the way that have fueled our growth. BMI, one of the largest PROs (performance rights organizations), approached us after COVID to help reboot the live music industry. We have a longstanding partnership with SoundCloud, the largest streaming service for independent artists. And in the last year we became a presenter at SXSW, where we have an annual showcase much sought after by artists at many stages of their careers.

- **Leading Booking Platform**
  - 100K Artists, Venues & Fans
  - 90+ Countries
- **LA-Based Team with Proven Track Record**
  - Former Senior AOL E-Commerce (\$1B+ Revenue)
- **Strategic Partners**
  - BMI, SoundCloud, SXSW
- **Multiple Revenue Streams**

# Artist Profile



The artist profile on Gigmor is designed to be a one stop shop for event organizers and fans looking to discover, book and interact with artists. We call it "Link-in-bio on steroids." It integrates everything that a fan or a venue would need to know about an artist, including their music, upcoming and past shows, merch, bio and social media accounts.

# Business Model

## Business Model

	<b>Subscriptions</b>		<b>Tips/Subscriptions</b>
	Indie Artist: \$9.99/mo		% of Transaction *
	Pro Artist: \$19.99/mo *		
	Fans/Influencers *		



## Ticketing

\$1/Ticket Fee

Venue Event Promotion \*



## Promotion/Sponsorships

Sponsored Posts \*

Upsells for promoted posts/profiles \*

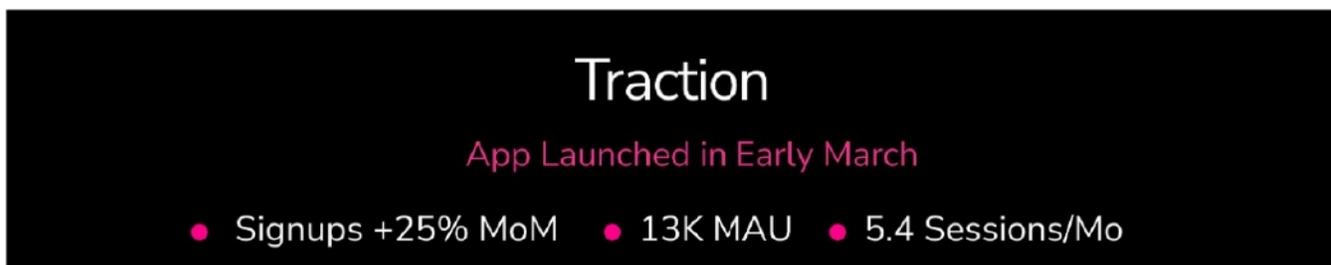
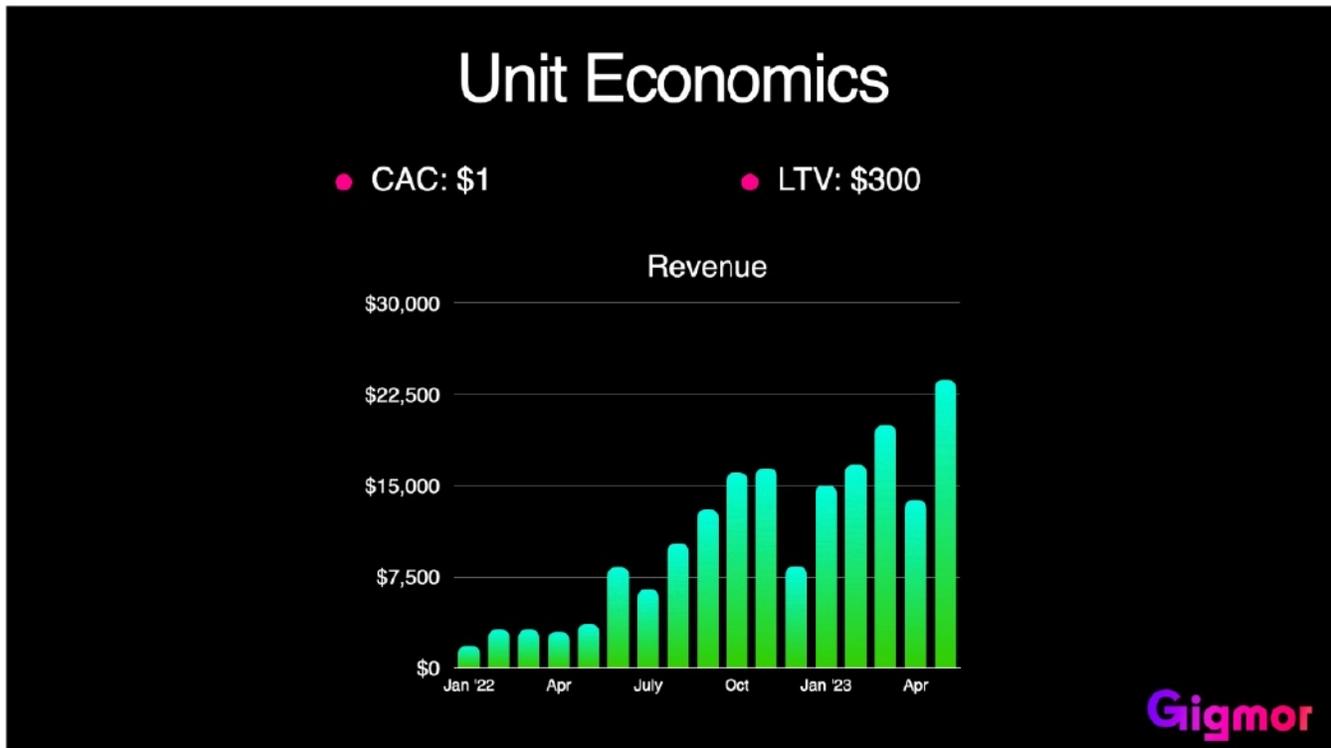
\* On Roadmap



Our strategy is to build a business based on multiple revenue streams: two tiers of artist subscriptions, venue subscriptions, ticketing fees, and ads/sponsorships.

Artist subscriptions offer increased visibility, access to high profile opportunities and other promotional features. Our roadmap includes new services such as tipping and fundraising, where we will earn a percentage of the transaction.

## Unit Economics and Traction





**Gigmor**

Our unit economics have always been one of our core strengths. We know how to market to artists and onboard them in a very inexpensive way.

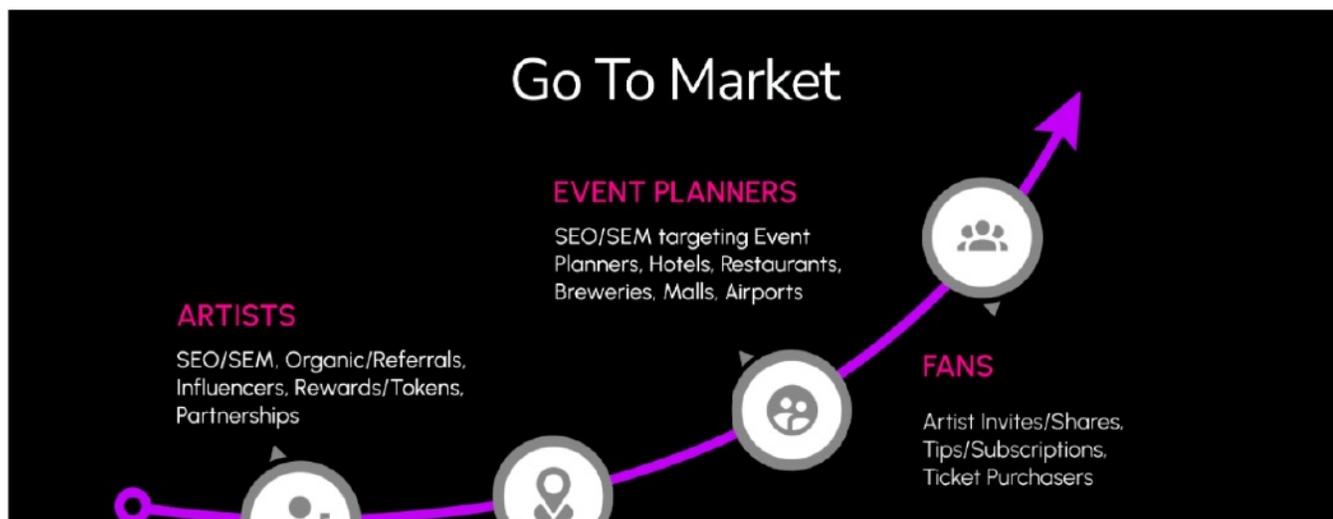
**Our cost per acquisition is \$1 per new member.**

To date, our marketing budget has been in the low thousands per month. Raising capital will allow us accelerate our growth and grow our member base and revenues significantly.

Our churn is very low. It's historically 2%.

The ratio of the cost per acquisition to lifetime value of over \$300 is extremely attractive and our revenue has grown on average 25% month over month.

## Go To Market Strategy



## MUSIC VENUES

Regional Rollouts, Bus Dev team and Brand Ambassadors, Industry Conferences, PR

Gigmor

# Competition

### Competition

	Gigmor	patreon	eventbrite	bandsintown	Beacons	KOMI
Artist Directory	✓	✓	—	✓	—	—
Venue Booking	✓	—	—	—	—	—
Social Features	✓	—	—	—	✓	✓
Ticketing	✓	—	✓	—	—	—
Event Promotion	✓	—	✓	✓	✓	✓
Fan Network	✓	✓	—	—	—	—
Tips/ Subscriptions	✓	✓	—	—	—	—

Gigmor

# The Next 5 Years: LiveNation for Independent Music

## 5 Year Vision

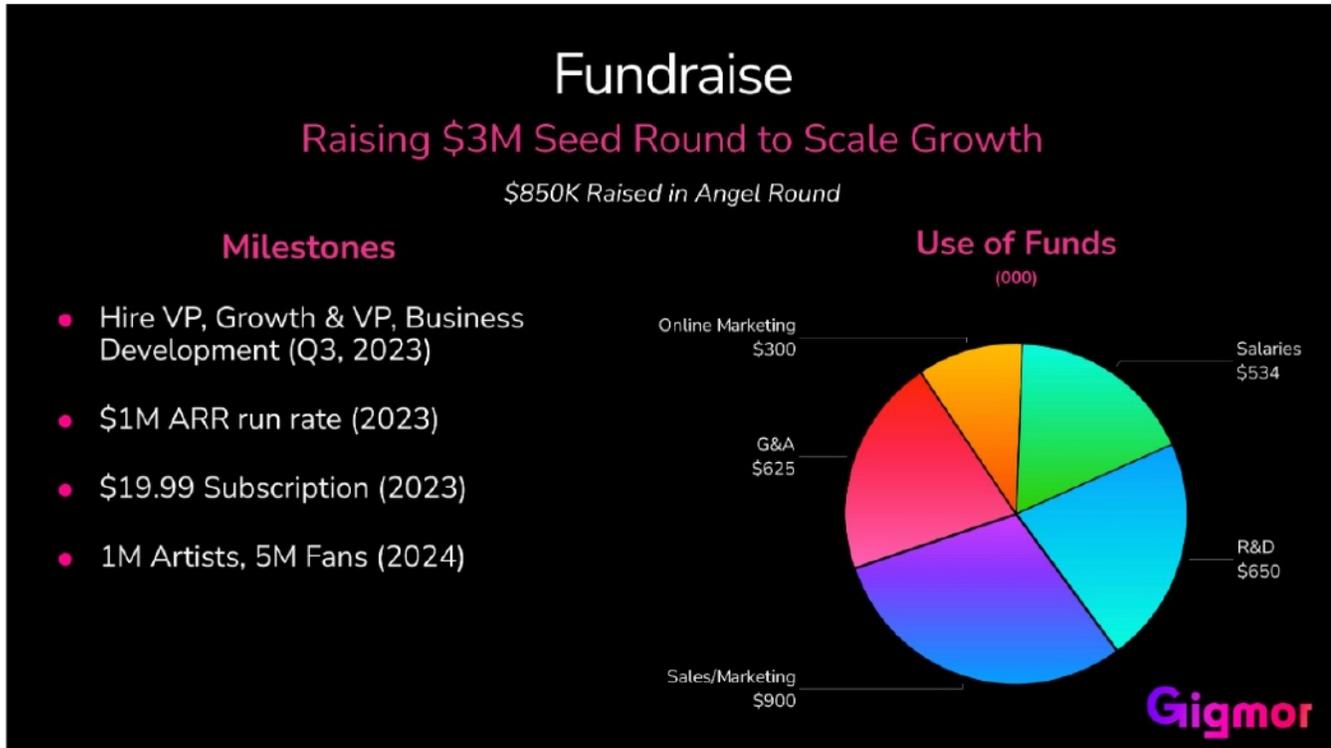
Dominant global platform enabling millions of artists to earn income and grow their careers and helping fans discover, connect to and support artists.

- AI-Fueled Discovery & Recommendations
- Monetization Platform for 20M Creators
- 100M Highly Engaged Fans
- Leading Global Brand



*Forward-looking projections cannot be guaranteed.*

## Use of Funds



*Forward-looking projections cannot be guaranteed. Also, only \$1.235M of the \$3M will be solicited through Wefunder.*



**“I wish Gigmor had been around when my band was starting out!”**

**Tom Hamilton**  
Aerosmith Bass Player  
Gigmor Investor



“Gigmor is sort of like Uber. It’s a brilliant concept, easy to use and I wish I had invented it. ”

Brent Harvey  
Talent Agent

Founder, Hollywood Independent Music Awards

Gigmor



“Gigmor is an innovative live music platform that connects bands and venues, offering booking, ticketing and promotional services. They’ve booked and promoted a number of successful nights at The Mint and we look forward to working with them for years to come.”

The Mint  
Music Venue, Los Angeles

Gigmor

**Click to Invest  
in Gigmor**

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