

TuneGO: Unlocking the Superfan Economy

WHY TUNEGO?

The music industry is undergoing a monumental shift, and TuneGO is at the forefront. Our platform eliminates middlemen like streaming services and ticketing agencies, allowing artists to connect directly with superfans. With a **\$4.5 billion addressable market** for Superfan products and experiences, we're uniquely positioned to transform the way artists engage fans and generate revenue.

The Market Opportunity



The global music industry generated **\$98 billion in 2023** and is projected to grow to **\$163 billion by 2030**.



20% of music fans are superfans, and they spend **80% more** than casual listeners, representing a major untapped revenue source.



Goldman Sachs highlights a **\$4.5 billion opportunity** in the Superfan economy, which TuneGO is primed to lead.

What Sets TuneGO Apart?



Patented Technology

TuneGO's platform is secured by **15 granted patents**, giving us a competitive edge in direct-to-fan engagement.



Validated by Top Artists

We've completed proof-of-concept projects with major artists like **Snoop Dogg** and **Usher**, and we're in discussions with leading record labels for long-term rollouts.



Revenue Model

TuneGO earns **20% on direct music sales** and **3.5% on fan-to-fan music sales**, with potential future revenue from fan subscriptions.

TuneGO By the Numbers

15

...patents protect our proprietary **Vault** and **Superfan** engagement technologies.

56M

...projected fan accounts by 2027, with over **11 million Superfans**.

\$29M

...projected EBITDA by 2027, highlighting a clear path to profitability.

A Team You Can Trust



John Kohl (CEO)

Raised over \$25 million and grew TuneGO's valuation from \$7.5 million to \$110 million



Stacy Haisuka (CTO)

Co-founded NetZero and scaled it to a \$3 billion valuation post-IPO



Ofek Hayon (COO)

Brings extensive experience in global operations and growth capital strategies



JOIN US IN SHAPING THE FUTURE OF MUSIC

Become a part of the movement that's revolutionizing the music industry. By investing in TuneGO, you'll help empower artists, engage superfans, and capture a share of the \$4.5 billion Superfan economy.



EXECUTIVE SUMMARY

REVOLUTIONIZING THE MUSIC INDUSTRY THROUGH DIRECT-TO-FAN ENGAGEMENT

Why TuneGO?

TuneGO is positioned to revolutionize the \$163 billion global music industry by focusing on the underserved \$4.5 billion Superfan economy. Artists and record labels struggle to directly connect with their fans and maximize revenue potential. Traditional streaming services and middlemen limit the ways artists can engage with fans, leaving substantial revenue opportunities untapped.

TuneGO empowers artists and labels to sell music and merchandise directly to superfans through a B2C SaaS platform, driving increased fan engagement, loyalty, and monetization. With patented technology, TuneGO provides the infrastructure needed for direct-to-consumer (D2C) sales and fan interactions at scale.

Market Opportunity: Capturing the Growing Superfan Market

The global music industry is poised to grow from \$98 billion in 2023 to \$163 billion by 2030 (source: Goldman Sachs), driven by direct-to-fan experiences and superfans. Superfans, who make up 20% of the audience, spend 80% more than regular fans. TuneGO is uniquely positioned to capture this market with its suite of direct-to-fan products and services.

With fan subscriptions launching in 2026 and artist-driven direct music sales through the TuneGO platform, TuneGO is expected to become the go-to platform for artists looking to engage superfans. The company is expanding beyond music into other verticals, such as sports and film, using its patented technology to secure digital assets and fan engagement data.

Patented Technology and Competitive Advantage

TuneGO has 15 granted patents securing its competitive edge in direct-to-consumer fan engagement. The company's proprietary Vault technology protects artist metadata and digital assets while facilitating fan-to-fan sales and collectibles, creating new revenue streams for artists and record labels. Unlike streaming platforms, which offer limited artist-fan interaction, TuneGO provides artists with full control of their music assets and fan data. This gives TuneGO a defensible long-term advantage as artists shift towards direct monetization.

Revenue Model: Diversified and Scalable

TuneGO has built a diversified revenue model with multiple streams to ensure long-term growth. The company earns 20% on direct music sales and 3.5% on fan-to-fan resales. In 2026, TuneGO will launch its subscription service, providing a new revenue stream for superfans to access exclusive content. Additional monetization opportunities include:

- Live event activations that engage fans in real-time.
- Digital collectibles tied to exclusive content and events.
- Fan-to-fan marketplace for reselling music and merchandise.

Growth Projections and Financial Highlights

TuneGO's business model is designed for high scalability. By 2027, the company is projected to reach:

- 56 million fan accounts, including 11 million superfans.
- A gross profit of \$52 million and an EBITDA of \$29 million.
- Major label partnerships and growing relationships with independent artists are expected to drive further artist onboarding and fan growth.

These financial highlights position TuneGO for significant profitability as it scales globally.

Strategic Partnerships and Industry Validation

TuneGO has earned the trust of industry leaders such as Snoop Dogg, Usher, Method Man, Sony Music Publishing, and Primary Wave. These partnerships validate TuneGO's platform and demonstrate the company's potential to disrupt traditional music distribution channels. Furthermore, the company's patented technology and scalable infrastructure allow it to expand across different entertainment verticals.

The Team Behind the Vision

TuneGO is led by a highly experienced team with a proven track record of success:

- **John Kohl (CEO):** Raised over \$25 million and grew TuneGO from a \$7.5 million to \$110 million valuation.
- **Stacy Haitzuka (CTO):** Co-founded NetZero, scaling the company to a \$3 billion valuation after its IPO.
- **Ofek Hayon (COO):** Brings expertise in global operations, product innovation, and growth capital strategies..

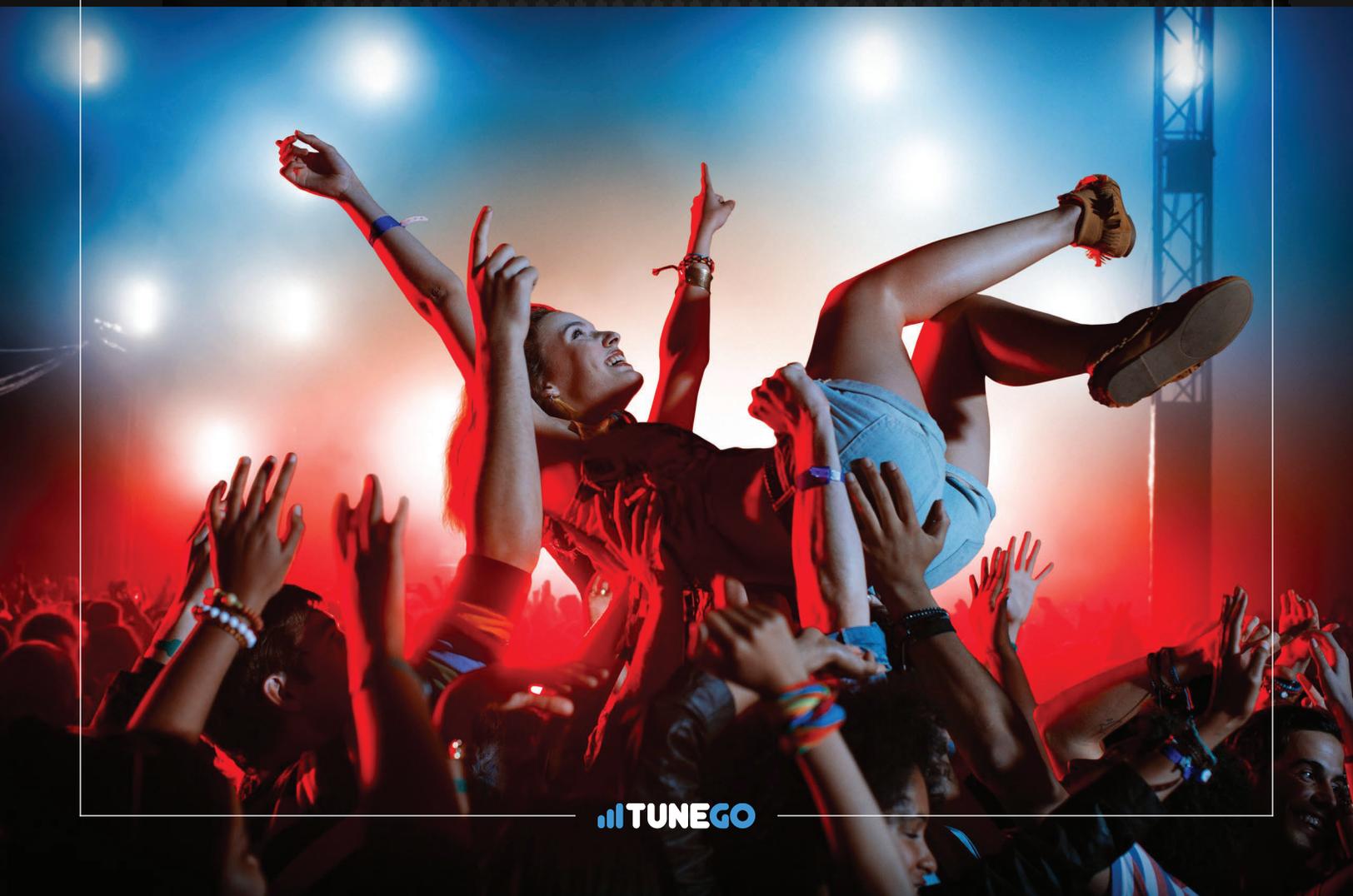
The leadership team's extensive background in building and scaling tech companies positions TuneGO to execute its ambitious growth plans.

Join Us in Revolutionizing the Music Industry

The time to invest in TuneGO is now. By leveraging our patented technology, strong industry relationships, and expanding market opportunities, TuneGO is well-positioned to become a leader in the Superfan economy and direct-to-consumer music sales.

Investors are invited to join TuneGO in shaping the future of the music industry by unlocking new revenue opportunities for artists and engaging superfans at scale.

This draft should cover all key points without overwhelming investors. Let me know if you'd like to make any adjustments or add further details!



|||TUNEGO

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ISTS. ENGAGE SUPERFANS. REVOLUTIONIZE

WE BELIEVE...

...the music industry is on the verge of a monumental shift. Artists should connect directly with superfans, without middlemen. Superfans are key to unlocking new revenue streams for artists. We can change the world by connecting people through music.

WE BELIEVE IN THE FUTURE OF MUSIC.

A \$4.5 BILLION SUPERFAN ECONOMY

rapidly shifting toward direct-to-consumer products and experiences for superfans, and they spend 80% more than casual fans, representing a \$4.5 billion addressable market opportunity for Superfan

Our patented platform uniquely positions us to lead the industry's inevitable evolution towards direct-to-consumer engagement



LEM

DIRECT ENGAGEMENT

technology platform capable of
and engaging superfans at scale.

media, and ticketing agencies
using fan engagement data,
ers to Superfan relationships.

don't have direct relationships
on the full potential of direct-



TION

D TECHNOLOGY

Technology allows artists to securely store and
uring full control over their content.

s to sell music directly to superfans, creating
es and unlocking new revenue streams.

convert concert attendees into superfans,
ectibles and personalized engagement.

tics provide artists and labels with data-
ize marketing and product offerings.



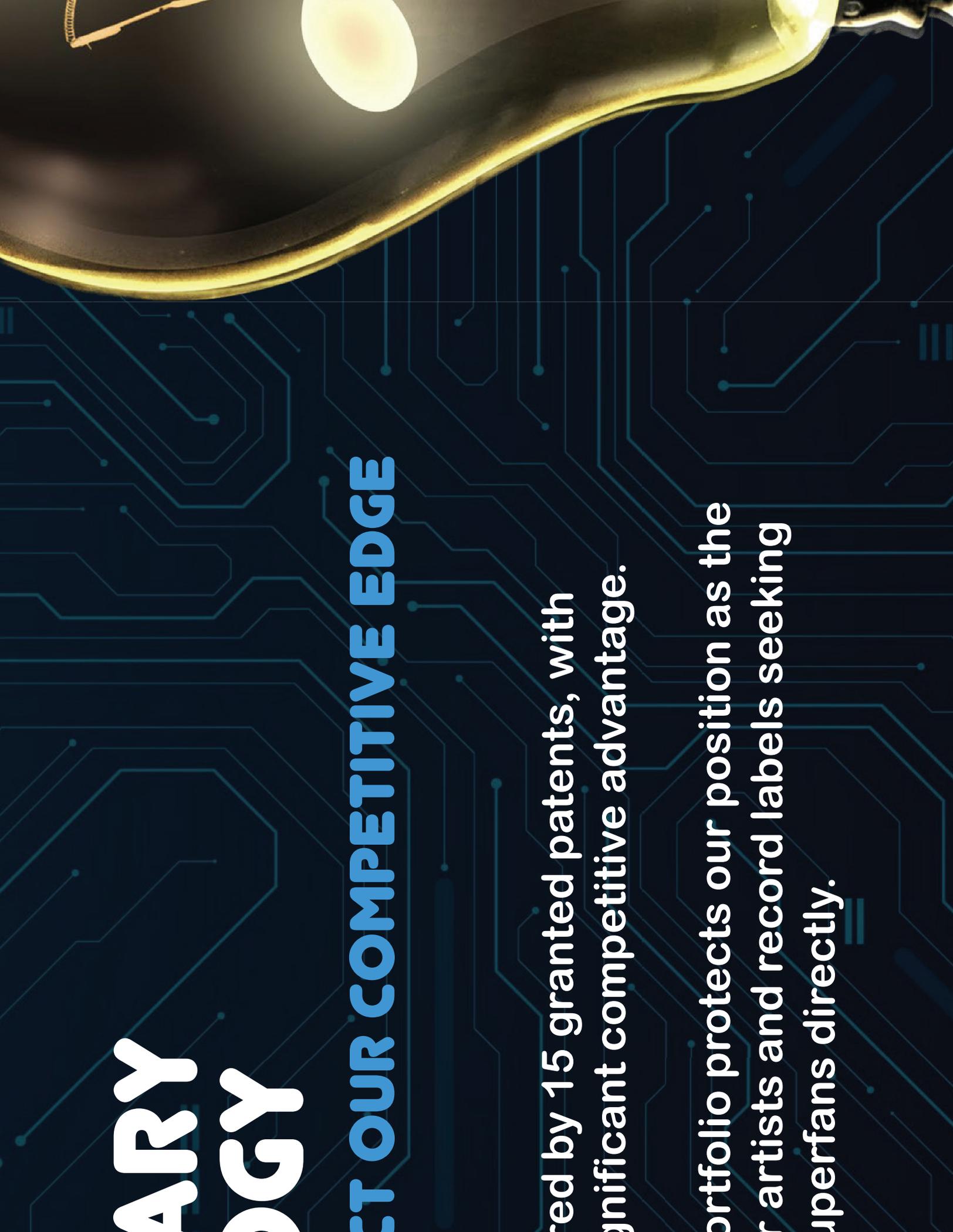
ING ARTISTS & LABELS

d through proof-of-concept
e Snoop Dogg, Usher, and Sony
isions with major and independent
rollouts of TuneGO's technology.
uding Billboard, Forbes,
featured TuneGO, building

RollingStone

Bloomberg





ARY OGY

ET OUR COMPETITIVE EDGE

ered by 15 granted patents, with
nificant competitive advantage.

ortfolio protects our position as the
r artists and record labels seeking
uperfans directly.

MARKET

A GLOBAL MARKET READ

The global music industry generated \$1.5 billion in 2019 and is projected to grow to \$2.5 billion by 2025.

There are 4 billion music fans globally, with 1 billion as superfans, representing a market of 25% for direct-to-consumer.

THE SUPERFAN ECONOMY REPRESENTS A \$1.5 BILLION ADDRESSABLE MARKET

5 MODEL

creator-to-fan music
to-fan music sales.

Community = Fan
Subscriptions for
Advanced Features
(Artists)



Partnerships: TuneGO provides a platform for products and experiences directly to music fans. It provides the platform and technology for the music industry's shift towards direct-to-fan experiences and record labels are responsible for providing experiences to their fan communities.

Direct-to-Fan Following:

50-60% of signed artists): 50-300 million followers

10-20% of signed artists): 5-20 million followers

1-4% of signed artists): 500K-5 million followers



PHIL



technology executive with a proven history of solutions at global scale. An avid inventor, John patents on innovative technology solutions that industry's transition to direct-to-consumer products successfully secured over \$25 million in his leadership, TuneGO increased its valuation 100 million.



STACY HAITZUKA

Co-Founder / CEO

Stacy Haitzuka is an expert with a record of building global technology solutions. He led NetZero and helped lead the company's growth to a post-IPO valuation of \$1 billion. He developed global solutions for clients including Pacific, and IBM.

RYAN



Entrepreneur and executive operator with 15 years of international business operations in the domestic markets of China, Malaysia, Singapore, United Kingdom, and the U.S. with extensive experience in the financial markets providing growth capital and providing operational support to major U.S. retail brands.



HAROLD MACKENZIE

Chief Innovator / SVP Enterprise

Harold MacKenzie is an expert with 15 years of experience designing and implementing applications, along with providing solutions to providers. Harold MacKenzie led a company to an IPO at a valuation of \$3 billion. Harold's MacKenzie

ROJECTIONS

	2025	2026
(cumulative)	5,800	22,200
	800	2,200
artists	5,000	20,000
(cumulative)	8,615,417	30,439,615
	1,723,083	6,087,923
	2,584,625	9,131,885
	3,015,396	10,653,865
(%)	1,292,313	4,565,942

IAL PROJECTIONS

	2025	2026
	\$18,716,993	\$114,970,430
	\$3,743,399	\$26,829,477
	\$1,123,020	\$8,048,843
	\$2,620,379	\$18,780,634
	\$6,550,947	\$13,414,739
	-\$3,930,568	\$5,365,895

USE OF FUNDS

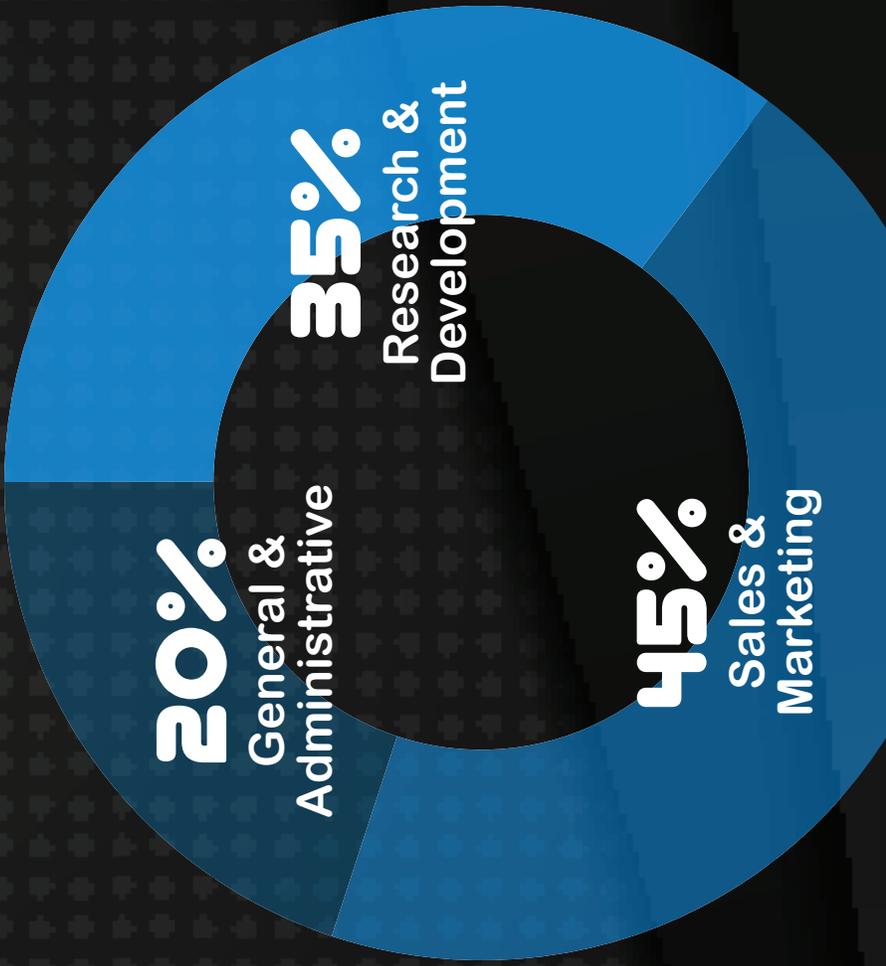
2025

Foundation
with



2026

Scaling &
Monetizing Focus



2027

Optimizing
Pr



SHAPING THE FUTURE

GO and gain equity in the leading platform driving the Super
monetize their fan bases directly, and capture a share of t
part of the transformation of the music industry as we elimi
middlemen and empower artists to engage superfans directl

INVEST NOW



FORWARD-LOOKING STATEMENTS

Forward-looking statements, including but not limited to, statements regarding our position, future financial projections, and objectives of management based on our current expectations, estimates, projections, and assurances that could cause actual results or outcomes to differ materially from our current expectations.

Forward-looking statements are often identified by words such as “anticipates,” “believes,” “estimates,” “expects,” “intends,” “may,” “might,” “plans,” “should,” “will,” and “would,” and similar expressions. These statements are not guarantees of performance and are subject to risks and uncertainties that are difficult to predict. Factors that could cause our actual results to differ from our forward-looking statements include, but are not limited to, changes in market conditions, customer demand, regulatory requirements, and other factors.

We do not intend to update or revise our forward-looking statements, except as required by law. Investors should evaluate the forward-looking statements in this prospectus in light of the risks and uncertainties that we face.

Investment in our securities involves risks, including the loss of your entire investment. Potential investors should consult their own legal, financial, and tax advisors to determine the appropriateness of an investment in our securities.