SUPPORTIFY™

"When we're on Supportify,
not only do we make better music,
we make music better."

-Early Stage Musician, 25

SUPPORTIFY™

An App-Based Platform for a New Music Community

- Virtual Studio
- 24/7 Artists' Platform
- Freemium Playlists
- Early-Stage-Musician Rewards
- Royalties for the rest of us

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SUPPORTIFY™

A 24/7 ARTIST PLATFORM +
ROYALTIES FOR THE REST OF US

WHY SUPPORTIFY?

Since digital streaming debuted, the perceived value of music has kept declining.

Supportify is a *new marketplace* for fans to connect with and support their favorite musicians.

With more incentives to actually create, musicians can finally prioritize their craft and produce better, more authentic music.

"You can't make music if you can't eat!"

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"We all start with a dream -- a muse. Something that lights a fire inside of us to create, to do, to bring something good into the world. A lot of people just give up because it's not sustainable. And that just isn't good for humankind."

-Max DeVincenzo, co-founder, Supportify

THE PROBLEM

'Right now, hit songwriters are driving Ubers'

By Mark Savage
BBC music reporter

8 December 2020

Nile Rodgers and Fiona Bevan were among the stars giving evidence on the impact of streaming

The songwriters behind some of the UK's biggest hit singles "are driving Ubers" to make ends meet, MPs have been told.

Fiona Bevan, who has written songs for One Direction, Steps and Lewis Capaldi, said many writers were struggling because of the way streaming services pay royalties.

A CALL TO ACTION

Paul McCartney and Kate Bush lead call for change to music streaming payments

Open letter to Boris Johnson signed by 156 musicians including Led Zeppelin and Annie Lennox aims to reword 1988 Copyright Act

THE MOVEMENT

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TOP "SIDE-GIG" OPTIONS FOR MUSICIANS (UNFORTUNATELY)

- Work-when-you-can Apps (Door Dash, Uber, Instacart)
- Studio Intern / Assistant
- Patreon Content Provider (Steve Vai, Cory Henry, Jacob Collier)
- Freelance Music Teacher

"Where's the Moolah?"

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Why Supportify?

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I mean, look at the lame stream payouts…

	Spotify	Apple Music	YouTube	SoundCloud	Amazon Music	TIDAL	
Monthly Listeners	47M	49.5M	2B	34.2M	55M	N/A	✓
Revenue	$9B	$4B	$20B	$166M	$5B	$170M	✓
Payout per Stream	$.003	$.0056	$.005	$.0032	$.003	$.003	✗

*Using fan base / mutual fund model

CONFIDENTIAL

Because unlike Soundcloud et al, Supportify flips the math + pays real revenue direct to artists – up to $.23 per stream!*

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SUPPORTIFY FORTIFIES.

Let's Supportify the music streaming platforms.

+

=

BETTER MUSIC.
HAPPY MUSICIANS.

"Supportify is like a side dish for streaming platforms."

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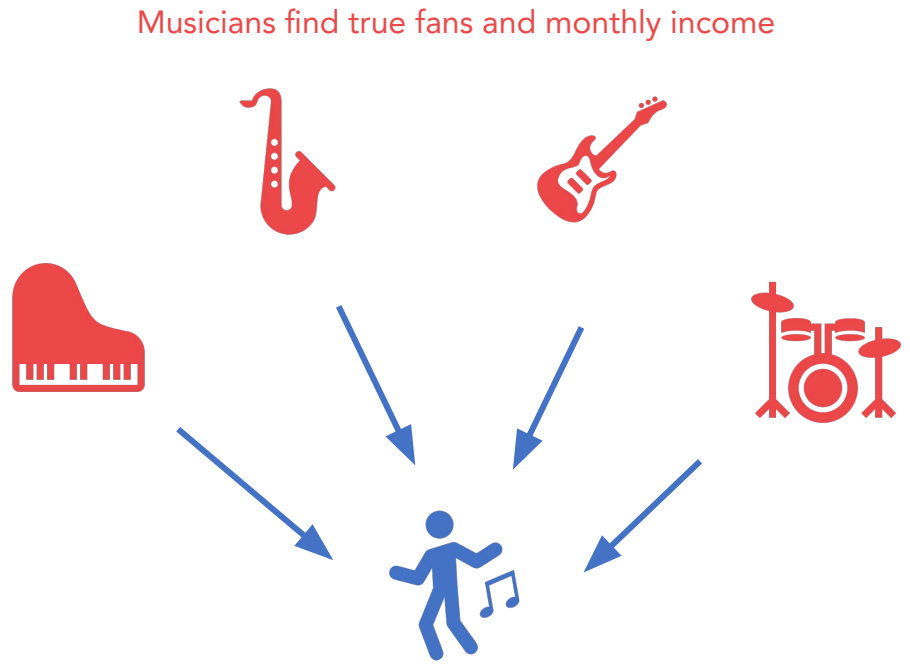
HOW IT WORKS

Musicians Gain:

- A solid monthly income boost
- Enthusiastic fan base who wants good music
- An online recording studio
- One platform to focus their efforts into
- Actual royalty rates from their music (initial downloads, streams)

Fans Gain:

- Behind the scenes content
- Direct connection to their artists
- Midnight Hour access, stems, track outs and clinics
- Live community hangs
- Playlists with purpose



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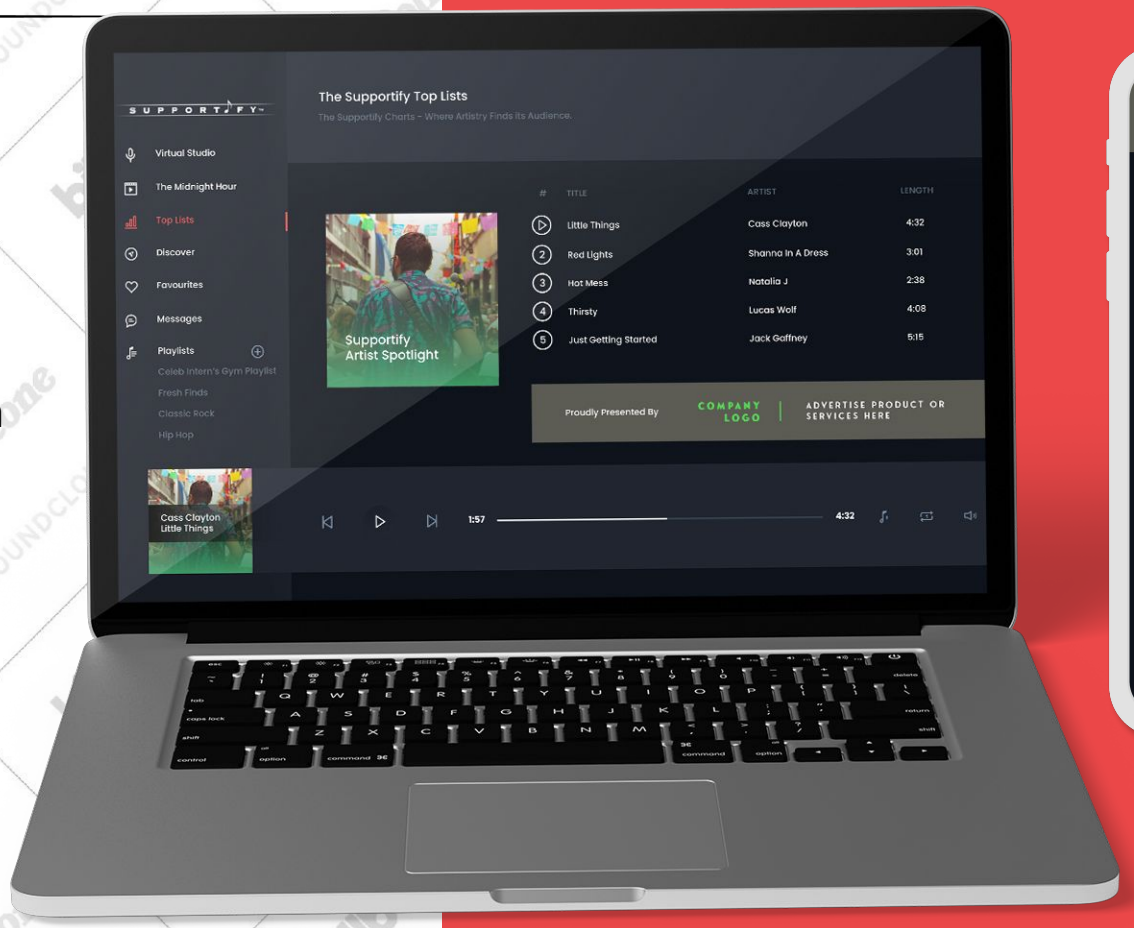
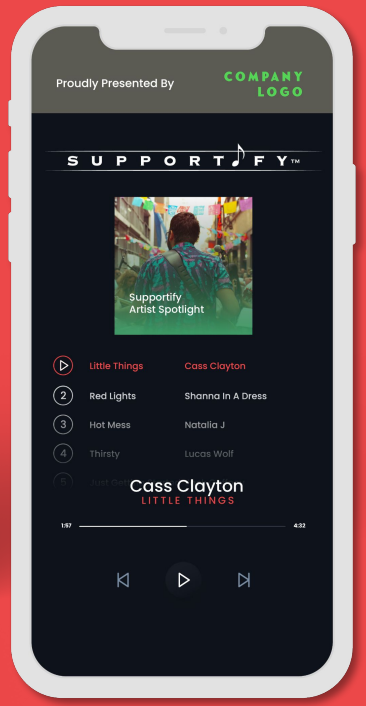
PLAYLISTS THAT RAISE THE BAR.

- The 10 Top ‘Unheard-of’s’ This Month
- Celeb Intern’s Gym Playlists
- What Billie Eilish’s Producer Listened to Pre-’Bad Guy’





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PRESENTS…THE MIDNIGHT HOUR'!

- Mini Concerts Every Thursday
- "Mix-house" - Virtual Clinics and Podcasts
- Virtual Studio - 24/7 Artist Resources/Production Tool-Kit
- Invaluable Archives of Artists Before They've Made It
- Early-Stage Musicians' Sponsorship opps
- Multiple revenue streams (Freemium platform, Exclusive resources, Live interactive ads, and more)

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SUPPORTIFY REVENUE

- Subscriptions
- Creation and monetization of '10 Top' Curated Playlists
- The Supportify 'Midnight Hour'
- College Radio, Gym Radio, Innovative Play-listing
- Mini-Economy Based in part on 'TipStream'™ Crypto

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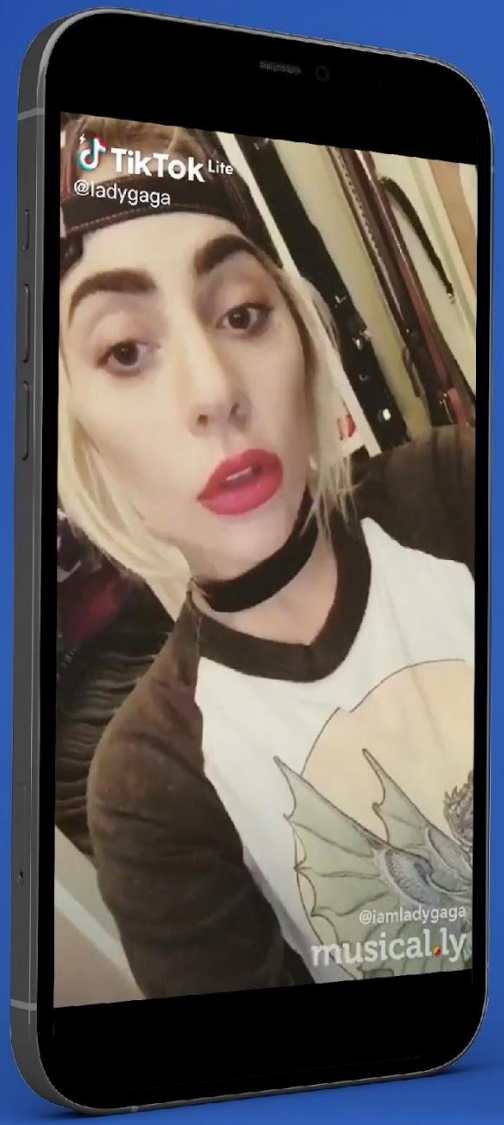

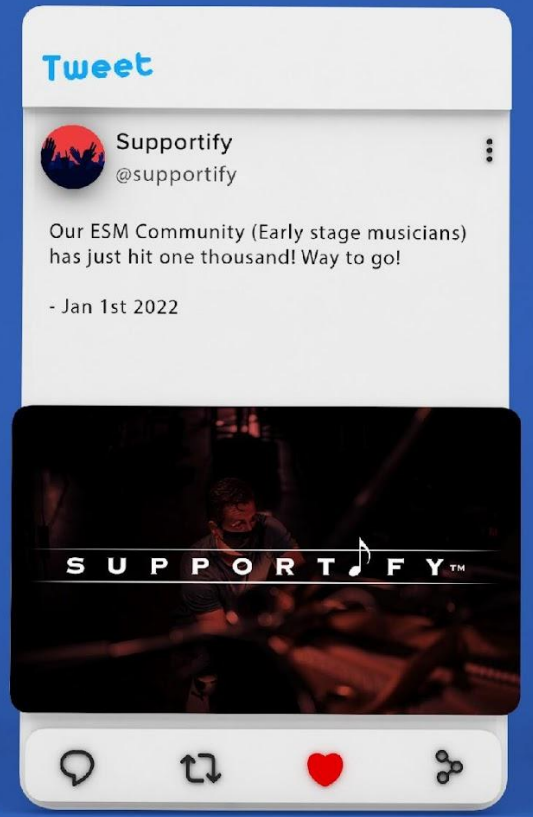

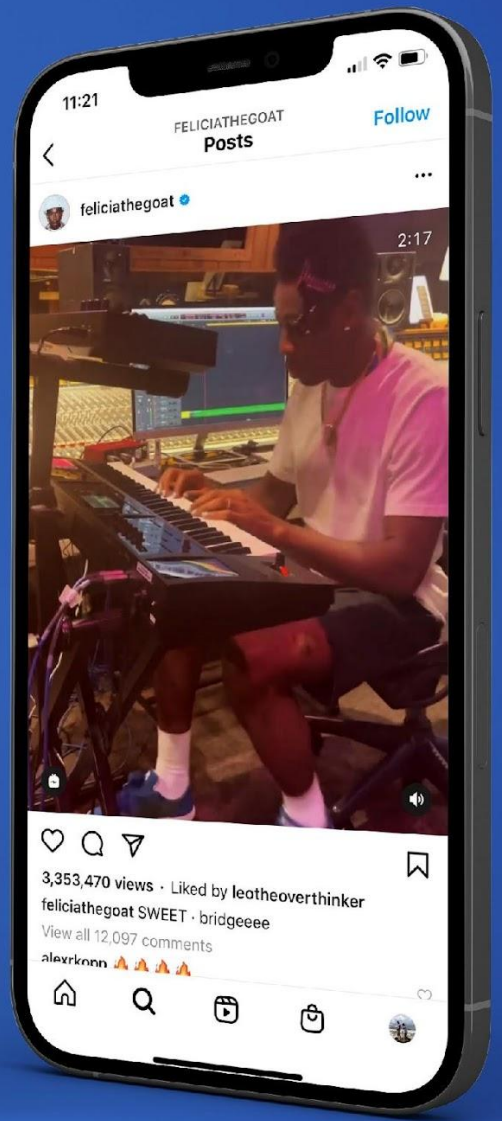

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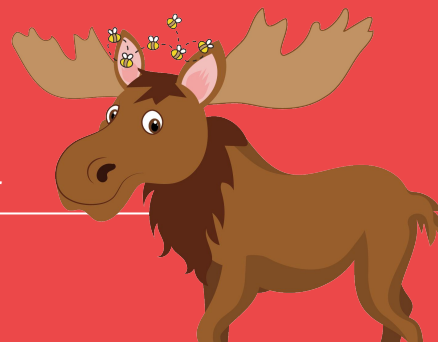
COMMUNITY BUZZ



"There's two things you can't live without – water or music." — Quincy Jones

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THANK YOU.

MAX DEVINCENZO

CO-FOUNDER, SUPPORTIFY

Max DeVincenzo is a music producer and founder of the online studio Fox Tracks Music. Max is passionate about helping musicians finish their music and avoid burnout during the music production process.

maxdevincenzo@gmail.com

CURT PESMEN

CO-FOUNDER, SUPPORTIFY

Curt Pesmen is a 7-time author and multimedia creator, who served as both associate producer on the Tribeca Film hit documentary, "Keep on Keepin' On," and executive producer on the documentary LIV (2020), aimed at a young adult audience.

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Supportify's Music Database

Archive of music schools, administrators, and contacts

- 104 contacts/influencers/music educators nationwide
- Database of 750+ colleges, email addresses of music educators
- 4,241 downloads/streams of film delivered to music students

2014 Award-Winning Music Documentary

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Prototype Midnight Hour Financials

Above The Ashes

Virtual Concert for Fire Relief (Feb 2022)
A Supportify Sponsored Event

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Artist Example

Artist	Trout Steak Revival (High Profile Band in Colorado)
Audience	12,000 Facebook, 7,000 Instagram (2022)
Ticket Price	$50
Venue Cap	60
Act 1 (Show) Total	$3,000 in ticket sales + $tbd in Donations
Act 1b (Live Stream) Total	$10,000+ (07/2021)
Act 2 Premiere Total	$5,000-$10,000 (As estimated)
Act 3 Archive Total	$1,000/mo (100 New Patreon Subs, 5% Conversion of Audience)
Event Total	$25,000+ & $1,000/Mo Raised

Production Costs

Work Product	Gear, Crew, Venue, Promo, Editing, Post-Production
Total	$2,400

Artist Content Provided by Supportify

3 to 5 Recorded Songs (Video)	Edited Videos synced w/ Studio-Quality Audio
3 to 5 Recorded Songs (Audio)	Mixed, Mastered Audio for Distribution
10 Photos (Action shots and Portrait)	Edited, Touched Up
Video Interview	Edited, Questions Provided
Live Concert Recording (Video)	Single Video of Full Concert w/ Studio-Quality Audio
Live Album (Audio)	Mixed, Mastered Audio
Additional Artist Requests	B-Roll, Behind-The-Scenes Footage