



Muso



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What Keeps People From Pursuing Music?

Status Quo

- Major moneymaker is touring/performing
 - Lots of people, large payroll, more inefficiencies
- There is a lot to learn if you don't hire others
 - Independent artists have to take the role of a business leader
- This lowers the amount of music artists can produce

A dark, moody photograph of a piano keyboard, viewed from a low angle looking down the keys. The lighting is dramatic, with some keys and the surrounding console in shadow, while others catch a soft light. The overall tone is professional and artistic.

Muso:
Salesforce for Musicians

What is Muso

- Enterprise Software for the Music Industry
- Freemium model
- Targeted at major players: Artists, Labels, Managers
- Allocate resources more efficiently by removing middlemen

Benefits

- One Stop Shop
 - Finances, Legal, Marketing, Management
 - Better awareness of tools
- Connections
 - Managers and Labels still play a huge role for large artists
 - Make it easier for managers to find musicians, artists to work on their own terms, labels to find talent

Why this helps _____

- Musicians:
 - Lowers the barriers for pursuing music as a career
 - Allows pro musicians to more effectively manage themselves, keep more money, and have more time to create music.
- Labels/Managers:
 - Can spend more time pushing boundaries
- Consumers:
 - More music to listen to

Competitors

Lots of individual tools for musicians -, None provide comprehensive business solutions



Beatstars



Enterprise software



Fiverr

Goals

- Overall, with less inefficiencies, all players have more resources to utilize
- Increases total transparency of the industry



**Extends a proven model to benefit all
stakeholders**



Muso

