



nostrajamus

nostrajamus.com

April 2015 | Galant Challenge

nostrajamus is...

Fantasy sports for music lovers

The premier music prediction platform

People-powered new music discovery



Let's get started

Contests unlock engagement

Megaphone



Gamification



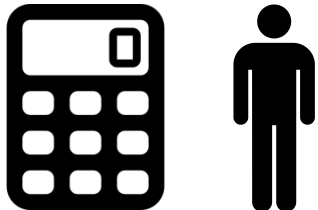
Playlists



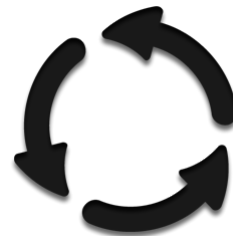
JOIN CONTEST

Human-Data

Hybrid



Cyclical



Urgency





The M Machine - Don't Speak (Manila Killa Remix) - The M Machine



JOIN A CONTEST



Submit by:
Apr 18th, 12:00 PM (ET)



Submit by:
Apr 22nd, 12:00 PM (ET)



Submit by:
Apr 22nd, 12:00 PM (ET)

CONTEST PLAYLISTS



Anything Goes
Apr 15th - Apr 22nd



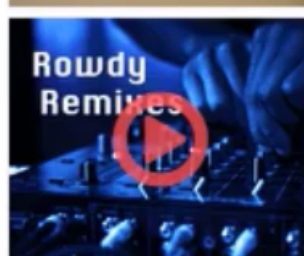
Anything Goes
Apr 8th - Apr 15th



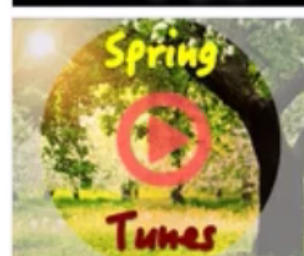
Original Tracks



Acoustic
Jams



Rowdy
Remixes



Spring

Tunes



PARTY STARTERS



Chill Vibes

MY LIVE CONTESTS

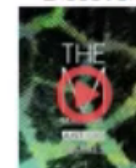
CONTESTS

RANK

HOTTEST TRACKS

Discover more [here](#).

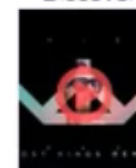
Discovered by: NEIL



The M Machine - Don't Speak
(Manila Killa Remix)
The M Machine

+ Plays	Followers	Jam Pts.
287.4%	81,783	13.9

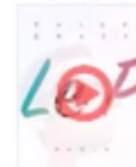
Discovered by: Ninger



Thief - Crazy (Lost Kings
Remix)
Lost Kings

+ Plays	Followers	Jam Pts.
416.6%	18,430	10.8

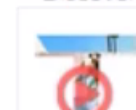
Discovered by: bmc4xv



Thief - Crazy (Le P Remix)
Vitalic Noise

+ Plays	Followers	Jam Pts.
433.4%	4,378	10.2

Discovered by: Jaylee



Frankie - Problems Problems
(Thero Remix Feat. Cay...)
Thero

Initial traction

Since January 21



460+

Registered users

JOIN CONTEST

800+

Contest entries



9,400+

Site sessions



~5:00

Avg. session

Since February 25



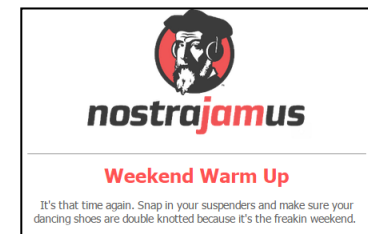
8,200 +

Track streams

HYPE MACHINE

~2

Weekly wins



~3,000

Newsletter opens

The Team

Mike Paris
Backend



Vince Ning
Frontend



Collin Waldoch
Strategy



Tony Olmert
Marketing



Robby Koch
Design



Software Development

Skills

Consulting, Banking, Analytics



Microsoft

Work

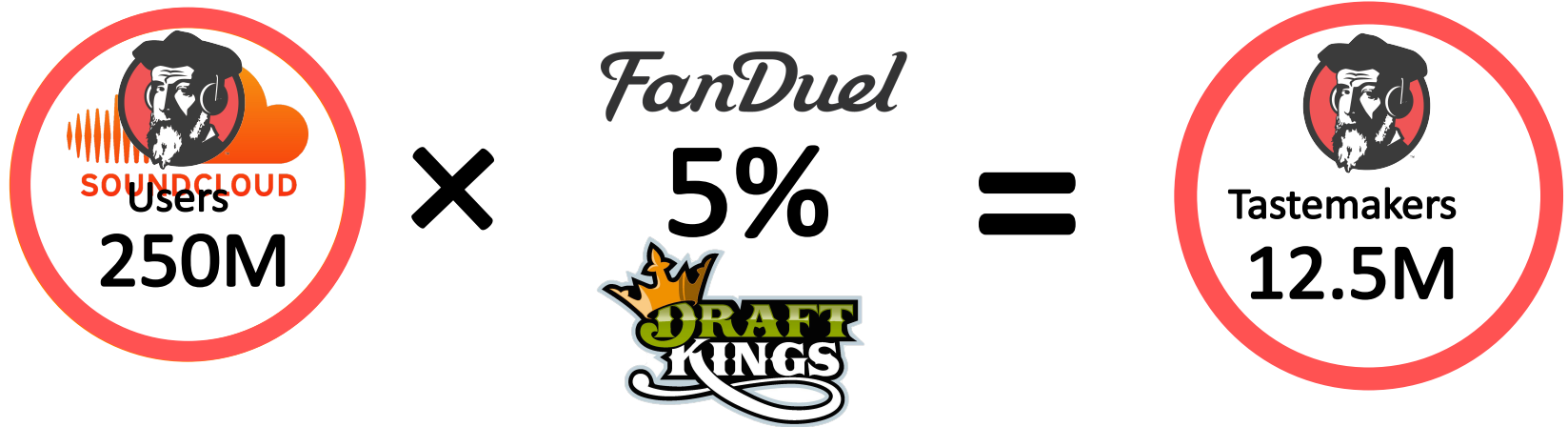


BAIN & COMPANY



comSCORE

Market and monetization



The diagram illustrates a market and monetization calculation. On the left, a red circle contains the SoundCloud logo (a bearded man with headphones) and the text "Users 250M". This is followed by a large "X" symbol. In the center, the text "FanDuel" is written in a script font above "5%", with the Draft Kings logo (a crown and the words "DRAFT KINGS") below it. This is followed by an equals sign "=" and another red circle on the right. This second circle contains the same bearded man logo and the text "Tastemakers 12.5M".

$$\text{SoundCloud Users 250M} \times \text{FanDuel Draft Kings 5\%} = \text{Tastemakers 12.5M}$$

Pay-to-Play

- Similar to daily fantasy sports
- Validated last fall

Partnerships

- Discovery tool for streaming platform
- Contribute 'leaned-in' users

NostraJAMus

Think you have good taste in music?



FACEBOOK



SPOTIFY



SOUNDCLOUD



CONTESTS

Hip. Hop.
\$25 Top Prize
SPECIALTY CONTEST • SUBMIT BY SAT. FEB. 21

WEEKLY CONTEST • SUBMIT BY WED. FEB. 25
Anything Goes
\$25 Top Prize

<5,000 Followers
\$25 Top Prize
SPECIALTY CONTEST • SUBMIT BY WED. FEB. 25

PLAY COUNT INCREASE WILL BE TRACKED WHEN THE CONTEST BEGINS

Next contest begins in 2 Days 1 Hours 57 Minutes 28 Seconds

NOSTRAJAMUS CONTESTS

Open

In Progress

Completed

OPEN CONTESTS

ENTRY FEE

TOP PRIZE

STARTS (ET)

Hip Hop

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

02/21/2015, 12:00 PM

Enter

Anything Goes

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

02/25/2015, 12:00 PM

Enter

<5,000 Followers

\$0

1st: \$25, 2nd: \$10, 3rd: \$5

02/25/2015, 12:00 PM

Enter



Vance Joy - Wasted Time (Lost Kings Remix) - Lost Kings



JOIN A CONTEST

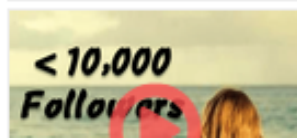
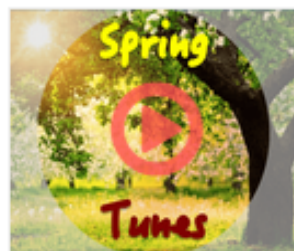


Submit by:
Apr 11th, 12:00 PM (ET)



Submit by:
Apr 15th, 12:00 PM (ET)

CONTEST PLAYLISTS



MY LIVE CONTESTS

CONTESTS	RANK
Rowdy Remixes (Apr. 8)	3
Spring Tunes	6
Anything Goes (Apr. 8)	11

HOTTEST TRACKS

Discover more [here](#).Discovered by: [tony](#)

Vance Joy - Wasted Time (Lost Kings Remix)
Lost Kings

+ Plays	Followers	Jam Pts.
2,754.6%	16,673	37.1

Discovered by: [keenadams](#)

Black Honey - Spinning Wheel
BLACK HONEY

+ Plays	Followers	Jam Pts.
3,538.8%	2,254	37.0

Discovered by: [tony](#)

Jessie Ware - Champagne Kisses
(Darius Remix)
Darius (Official)

+ Plays	Followers	Jam Pts.
332.2%	104,696	9.9

Scaling users to monetize

Funding uses

April 2015



460

users



\$75K

Late 2015



100,000

users

Further plans





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