



nostrajamus

nostrajamus.com

March 2015 | Confidential

nostrajamus is...

The first music prediction platform

Fantasy sports for music lovers

People-powered new music discovery



Let's get started

The goal

First listens are visceral.

Everyone wants to win.

Our vision: when listeners hear a mind-blowing new song, they immediately submit the track to Nostrajamus.

What's submit?

JOIN CONTEST

Song-picking contests

Contests gamify music sharing

Songs entered into contests accumulate **Jam Points** based on song playcount increases and artist popularity. Song submissions are tied to individual accounts to incentivize users to share their song and climb the contest standings. Contest winners receive prizes ranging from cash to concert tickets to band merchandise. Contests track songs over short time horizons to spur recurring engagement nonexistent on sites with music ‘portfolios.’

Contests crowdsource tailored playlists



Electronic Dance



**Anything
Goes**
Week of
Feb. 18 – Feb. 25



Tropical House

Contest tutorial

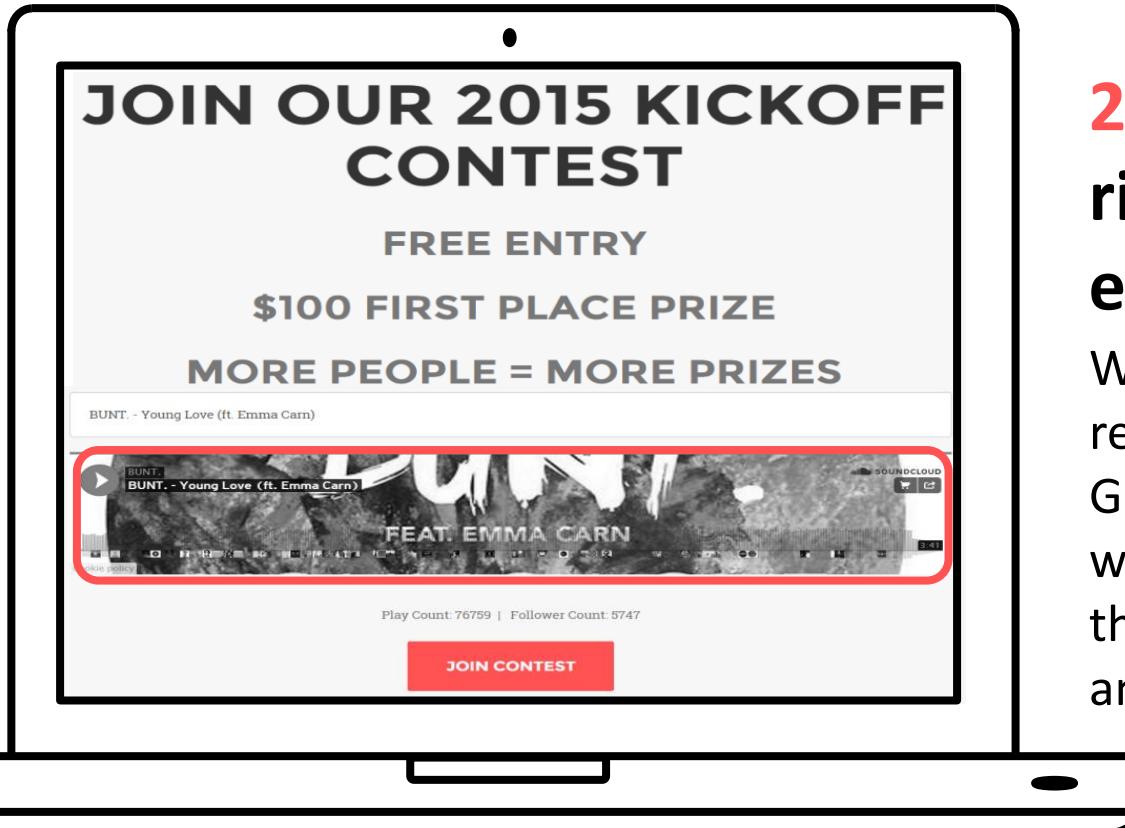
1. Discover a new song that you *know* is going to blow up

Find it anywhere. You never quite know *where* your next jam will come from, but once you hear it you *know* it's going to play on repeat in your headphones.



Real-life example: Robby found this new German band Bunt and he's pretty sure they're going to be the next Coldplay.

Contest tutorial



Real-life example: Robby submitted Bunt's new track "Young Love" into the Nostrajamus 2015 Kickoff Contest.

2. Predict the song's rise to stardom by entering a contest

We run various contests from remixes to acoustic covers. Give us a suggestion, and we'll make a new contest. All the contests have the details and prizes clearly explained.

Contest tutorial

3. Rack up Jam Points to win prizes and climb the tastemaker ranks

As your song gets more plays, we'll award you Jam Points. Check out contest standings, listen to other submitted tracks, and earn Jam Points for your profile.

YOUR TRACK 28.5 Jam Points **PLACE: 3** OUT OF 82

BUNT.
BUNT. - Young Love (ft. Emma Carn)

Cookie policy

3:41

80,530

TOP TASTEMAKERS

RANK	TASTEMAKER	JAM POINTS
1st	Vince	47.3
2nd	Liz	38.6
3rd	Robby	28.5

Real-life example: Robby's song placed 3rd out of 82 tracks. He won \$25 cash and a spot in the tastemaker leaderboard.



CONTESTS

Rowdy Remixes

\$25 Top Prize

SPECIALTY CONTEST • SUBMIT BY SAT. FEB. 28

WEEKLY CONTEST • SUBMIT BY WED. MAR. 4

Anything Goes

\$25 Top Prize

Acoustic Jams

\$25 Top Prize

SPECIALTY CONTEST • SUBMIT BY WED. MAR. 4

PLAY COUNT INCREASE WILL BE TRACKED WHEN THE CONTEST BEGINS

Next contest begins in 1 Days 21 Hours 14 Minutes 4 Seconds

NOSTRAJAMUS CONTESTS

Open

In Progress

Completed

OPEN CONTESTS

ENTRY FEE

TOP PRIZE

STARTS (ET)

Rowdy Remixes

\$0

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

02/28/2015, 12:00 PM

Enter

Acoustic Jams

\$0

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

03/04/2015, 12:00 PM

Anything Goes (Mar. 4)

\$0

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

03/04/2015, 12:00 PM

Can't find a contest that you like? Here's a chance to submit your own.

Submit



Black Honey - Madonna - BLACK HONEY

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[Open](#) [In Progress](#) [Completed](#)

2. In Progress and Completed tabs guide users to **contest playlists and standings**

Can't find a contest that you like? Here's a chance to submit your own.

[Submit](#)

Disrupting music tastemaking

Curated blogs, customized playlists, and even blog aggregators canvas the internet. These sites compete on music-picking taste and readership, but 'tastemaker' status is limited to their writers and founders. Blogs often favor specific artists and genres over time, limiting their diversity of selections and relying on precedence.

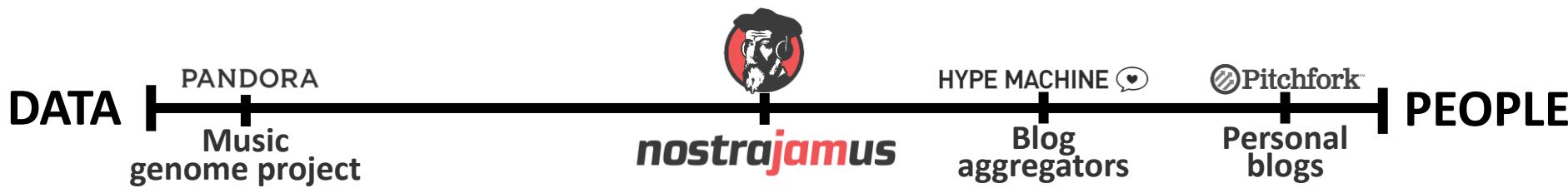
Every user on Nostrajamus is a potential tastemaker. It doesn't matter who you know or where you're from. Tastemakers must prove themselves with every pick and are held accountable by data-driven Jam Points. We want millions of personal music blogs, each with the same chance to prove their taste and be featured on the Nostrajamus homepage.

Nostrajamus provides the platform.
You provide the jams.

People + Data > People or Data

Best of both worlds

Nostrajamus occupies a unique position, with the perfect blend of user-driven and data-driven discovery. People pick their favorite songs. Top tastemakers featured on the homepage are real people, and their picks are validated from the song data we track. Jam Points are 21st century musical cred.



Social components

Spotify and Pandora need big data to predict the next big thing, but tastemakers know it the minute they hear a song. If there's a tastemaker whose tracks you love, you can follow her. You can check out her stats, you can find out who she follows. It's all up to **you**.



Black Honey - Madonna - BLACK HONEY



PROFILE



cowllin

Collin Waldoch
Geneva, IL

55.8

Jam Points

5

Contests

My Winnings

Overview

Settings

SUBMITTED JAMS



DIET CIG - SCENE SICK

Father/Daughter Records

Initial Plays	Play Increase	Current Plays	Followers	Jam Points
23,315	3.0	24,022	4,097	0.9



ALL CRIED OUT FEAT. ALEX NEWELL

Blonde

Initial Plays	Play Increase	Current Plays	Followers	Jam Points
12,898	501.6	77,599	51,288	18.9



ANXIOUS

Elseware

Black Honey - Madonna - BLACK HONEY

1. Connect with the tastemakers you follow**cowllin**Collin Waldoch
Geneva, IL**55.8**

Jam Points

5

Contests

My Winnings**Overview****Settings****2. Explore the song-picking abilities of that tastemaker****SUBMITTED JAMS****DIET CIG - SCENE SICK**

Father/Daughter Records

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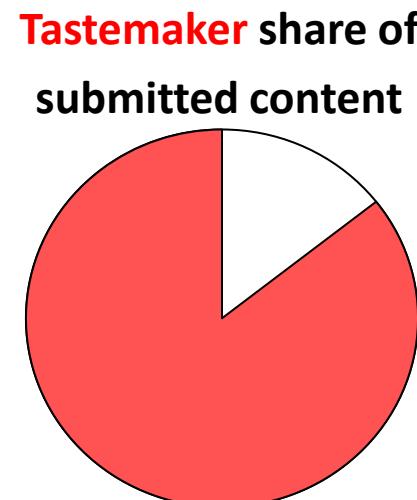
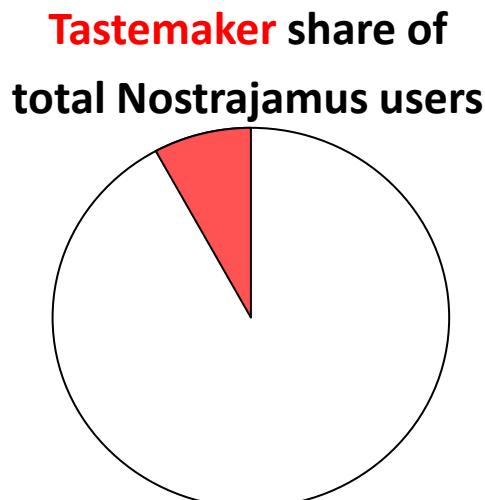
**ANXIOUS**

Elseware

Discrete user personas

Nostrajamus allows everyone to be a tastemaker, but we understand there are varying levels of music engagement. Only highly engaged and active music fans want to submit songs to these contests. These are our **tastemakers**. But we don't want to limit the site to only tastemakers.

Most users are here for a differentiated music discovery experience. These are our **discoverers**. We envision this breakdown similar to YouTube, with content submitted by a smaller core of tastemakers and then enjoyed by the larger discoverer community.



Discrete user personas

	<u>Tastemakers</u>	<u>Discoverers</u>
User traits	<ul style="list-style-type: none">• Spend time discovering new music every day• Actively follow their favorite artists• Want to support up-and-coming artists	<ul style="list-style-type: none">• Casually listen to radio and streaming sites• Passively 'discover' old tracks rather than new releases• Lack time or desire to actively research music
Gains from Nostrajamus	<ul style="list-style-type: none">• Public recognition of music taste• Time-stamped proof of discovery• Personal connection to selected songs• Cash and musical prizes• Meet and interact with similar fans	<ul style="list-style-type: none">• Access to premade playlists with the hottest new tracks in each genre• Exposure to trending songs and artists outside the publicity sphere• Ability to find and follow tastemakers



Black Honey - Madonna - BLACK HONEY



DISCOVER

TOP TRACKS

Today

Week

Month

All Time



BLACK HONEY - MADONNA

BLACK HONEY

Initial Plays
1,224Play Increase
2,210.2 %Current Plays
28,277Followers
1,643Jam Points
59.8

MS MR - HURRICANE (ADVENTURE CLUB REMIX)

Adventure Club

Initial Plays
11,598Play Increase
822.7 %Current Plays
108,903Followers
462,775Jam Points
18.9

FREDDY VERANO & DE HOFNAR & MÖWE - CRAZY LOVE (ORIGINAL EDIT)

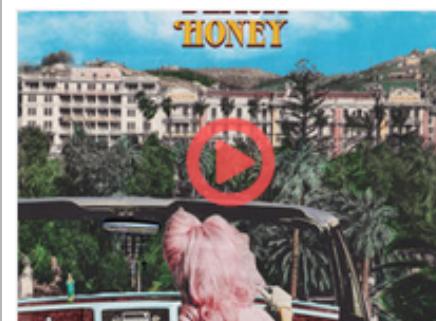




Black Honey - Madonna - BLACK HONEY



1. Universal music player keeps a queue of songs playing while clicking between pages



BLACK HONEY - MADONNA

BLACK HONEY

Initial Plays
1,224Play Increase
2,210.2 %Current Plays
28,277Followers
1,643Jam Points
59.8

Today

Week

Month

All Time



3. Discover the hottest songs submitted by our users, sorted by our algorithm

Initial Plays
11,586Play Increase
822.7 %Current Plays
106,903Followers
462,775Jam Points
18.9

FREDDY VERANO & DE HOFNAR & MÖWE - CRAZY LOVE (ORIGINAL EDIT)



Recap: 3 key site features

1. Contests

2. Tastemaker profiles

3. Discovery

Coming soon: Home page uniting all features

Validated assumptions

Prediction



A sense of ownership and personal conviction drive FanDuel users to spend hours managing their rosters of athletes. On Nostrajamus, users can build their 'rosters' of songs and measure up their expertise each week against like-minded fans. This sense of agency creates a stronger connection between tastemakers and their favorite songs than ever before.

Tastemaking



Tastemakers accumulate 'Jam Points' on Nostrajamus just as Reddit users accumulate 'Karma.' These Jam Points translate into leaderboard position and a testament to their tastemaking abilities for all to see. Nostrajamus personalizes the music discovery process so that every tastemaker can become a trusted musical curator for discoverers.

Discovery



Tastemakers enter music from around the world, filtering through the multitude of songs released every day. Nostrajamus provides an objective snapshot of the hottest tracks at any given moment. Contest playlists simulate song-recommendation algorithms and replace computers with real people. Imagine a playlist with your 1,000 best friends' absolute favorite songs that week.

Market sizing

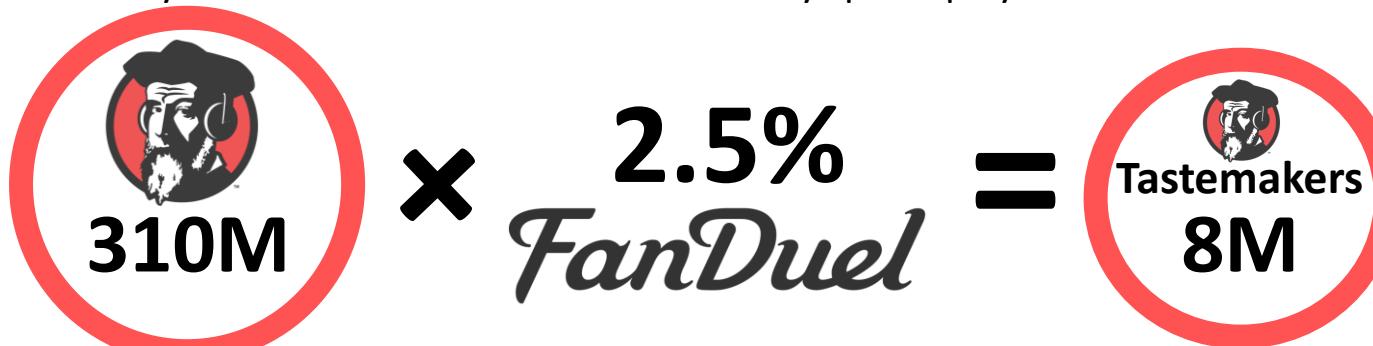
Discoverers

To estimate a total market for Nostrajamus users we focus on the three largest music streaming platforms. We recognize these platforms have user overlap, but we believe this balances with the dozens of platforms not included.



Tastemakers

To estimate our total potential number of tastemakers, we consider daily fantasy sports users. These players parallel our distinction between discoverers and tastemakers as daily fantasy sports players enter many more contests than standard fantasy sports players.



Note: Statistics reflect active monthly users. 2.5% 'engaged' metric based on 40 million active fantasy sports players and 1 million active daily fantasy sports players

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Monetization

We forecast **three possible revenue streams**.

Pay-to-Play

We ran a test contest with \$1 entry fee and \$50 top prize that attracted 60 entrants. We could expand this significantly.

Purchase Referrals

We will attach links on our tracks to iTunes or Amazon to buy the track. These companies then pay us a commission for the referral traffic.

Data Sales

Song data could be sold to record labels looking to find their next stars. Tastemaker data could be sold to blogs or agencies looking for music scouts.

Two monetization routes **we'd like to avoid**.

Banner/Audio Ads

We want to focus ruthlessly on the user experience on our site.

Promoted Artists

We want a level playing field for all artists to allow Jam Points to do their job.

Daily progress

Product refinement

User feedback drives Nostrajamus improvements. Two user-driven upgrades include **homepage redesign** and **weekly contest schedule**. We're internally testing a new homepage which combines contests, discovery, and tastemaker profiles in a more intuitive layout. We now launch two contests each Wednesday and one each Saturday to establish a consistent rhythm.

Customer communication

To engage users, **we send two weekly emails**, the Tuesday Tune-up and the Weekend Warmup (example on right). These share top picks from the past week, highlight tastemakers, and promote upcoming contests.

Guiding metrics

We focus on streams on our site and contest submissions to measure growth.



Initial traction

Beta version

Launched the first functional version of site with playable tracks, contest entry, and profile pages on February 9. Here's our traction up to March 4.



300+

Registered users



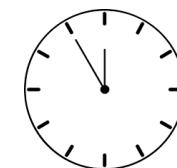
450+

Contest entries



3,300+

Site sessions



~7:00

Avg. session

Streaming metrics

We started tracking the total song streams across the site on February 25.



1,300+ Songs streamed

Next steps

User-generated contests

Our next engine for growth is user-generated contests, and we are in the process of building out this functionality. When users are able to create their own public and private (closed to specific group of users) contests, they will invite their personal networks to join the site. Users can set the duration, genre, and other variables to make each contest unique. We will implement a rewards system for users who create the most popular contests on our site.

Going mobile

We are in the early stages of discussion on a mobile application as a standalone, simplified version of Nostrajamus or as a supplemental, on-the-go listening tool for users.



The Team

We are a team of five seniors at the University of Virginia. Through our diverse backgrounds, varying areas of expertise, and mutual love of music, we believe we are the people to propel Nostrajamus to excellence.

Vincent



Tony



Robby



Mike



Collin



The Team: Developers

Mike Paris – Backend Developer (ft. Django)



School: Computer Science, Engineering Business

Work Experience: Microsoft, Summer 2014.

Music Cred: Created an original iPhone music app with social network for spontaneous rap verses (RapBack).

Current Jam: [Hurricane \(Adventure Club Remix\)](#) by MS MR

Contact: mike@nostrajamus.com |  | (757) 285-6806

Vincent Ning – Frontend Developer (ft. AngularJS)



School: Computer Science, Economics, Statistics

Work Experience: Microsoft, Summer 2014.

Music Cred: Plays four instruments, knows people in the music streaming industry, and is a big Beyoncé fan.

Current Jam: [All We Do \(LYAR Remix\)](#) by Oh Wonder

Contact: vince@nostrajamus.com |  | (703) 638-9313

The Team: Everything else

Robby Koch – Design Chief



School: Marketing, IT, East Asian Studies

Work Experience: comScore, Summer 2014. Shanghai startup Original Life, Summer 2013.

Music Cred: Composes original music, played in a band in high school.

Current Jam: [Mine \(Illenium Remix\)](#) by Phoebe Ryan

Contact: robby@nostrajamus.com | [LinkedIn](#) | (703) 344-6829

Tony Olmert – Marketing Chief

School: Marketing, Entrepreneurship

Work Experience: Centerview Partners, Summer 2014.

Music Cred: He considers his Bose headphones a fashion accessory.

Current Jam: [Dreamers \(Jamie Kuse Remix\)](#) by Hopium

Contact: tony@nostrajamus.com | [LinkedIn](#) | (410) 507-2545



Collin Waldoch – Strategy Chief



School: Finance, Economics

Work Experience: Bain & Co., Summer 2014.

Music Cred: Attended 100+ concerts, close friends in DJ/producer community.

Current Jam: [Madonna](#) by Black Honey

Contact: collin@nostrajamus.com | [LinkedIn](#) | (630) 674-4131

What's next on our playlist

We're going to Vegas

We need exposure to the worlds of technology and music. We were invited to exhibit at the [Collision Conference](#), and we hope to connect to potential investors and industry experts who can help us take Nostrajamus to the next level. But we aren't waiting around for you to find us. We would love to connect with SoundCloud before the conference and use that platform to spread the word on Nostrajamus.



**May
2015**

SoundCloud + Nostrajamus

We have the **vision** and the **team**.

We are building the **product**.

We need SoundCloud.

We can't stop thinking about the potential synergies of a partnership between SoundCloud and Nostrajamus. As the premier music streaming platform online today, SoundCloud's connection to artists and fans is unrivalled. Nostrajamus could add value to that platform by creating fan-to-fan and fan-band interaction that doesn't exist in the market today. We can't wait to become a part of your industry-leading team and platform.





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