

Kleisma



The first digital network for
music professionals

www.kleisma.com

Summary

The challenge

Idea & solution

Target and market

Competitors

Business model

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Team

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Additional material





The challenge

What we are going to fix, for whom and why

Problem

There is not a global, effective, trusted way for music professionals to find and interact each other online.



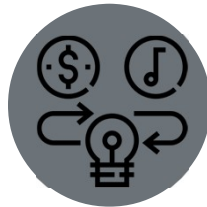
Musicians

They don't have a digital place where best present themselves, find partners, interact each other and create new successful music projects.



Music scouts

Labels, agencies and whoever may look for an artist or a band do not have a dedicated and efficient tool to find the right candidates for professional opportunities.



Music business activities

Companies offering music-related products or services do not have a focused vertical community where promote their offers.



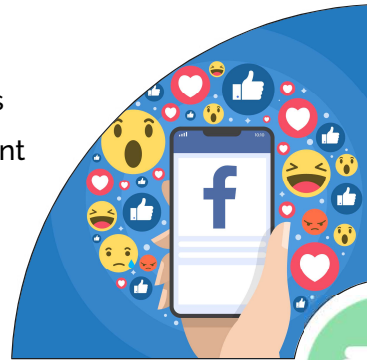
The music industry players are using different online services but an efficient and professional networking tool is still missing.

State of the art

Nowadays, available solutions for musicians' professional networking include:

Social networks

Musicians and bands on social networks can have a public profile/page to present their music-related activity, but lacking specific vertical features requested by professional musicians



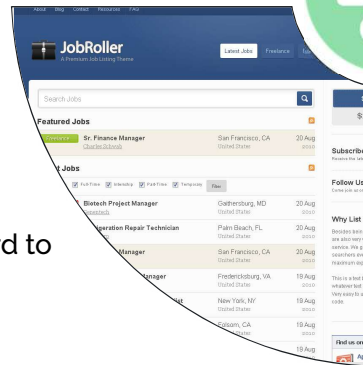
Professional networking platforms

These platforms have severe limitations when referring to music environment: they cannot adequately manage the music related needs, an artist do not sell products or services but makes art



Online notice-boards

They are flat directories, rank search results by looking at each Individual ad in isolation and asses professionals by looking at each individual claims, it's hard to match demands and supply



Word of mouth

Due to the unsatisfaction for available solutions, this is the currently most widely used one, but it is rather inefficient and unreliable resulting in a wide mismatch between potential offer and demand for musician's professional service



Opportunity

12 million musicians estimated and more than a million people officially employed in the music industry just in Europe



35%

Do not use the web

for their music activities, for the 70% it's because of existing services are not sufficiently professionals or reliable



65%

Use daily the web

to find new opportunities or services, the 80% of them are dissatisfied about the available digital tools

Survey on 4000 italian musicians, June 2018

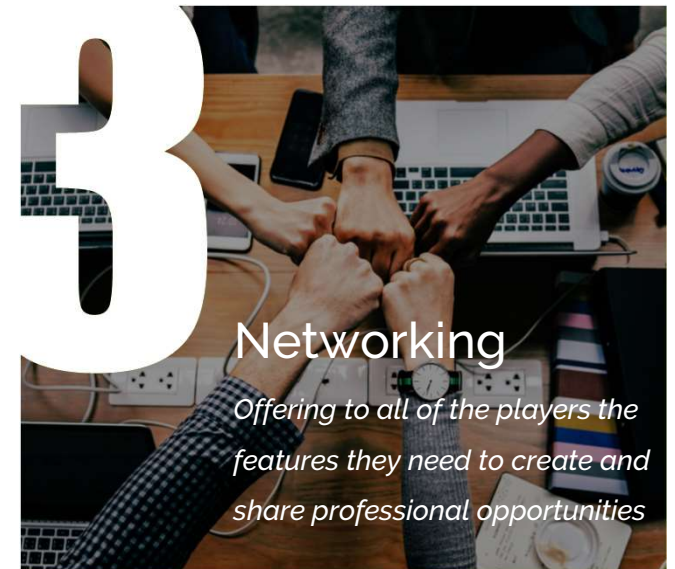


Idea & solution

How we are going to fix the problem

The idea

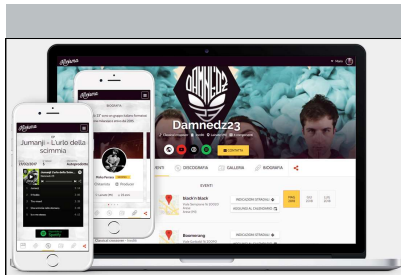
Music industry needs a professional and dedicated digital network, that's how we are creating it



Globally, very few attempts have been made to create such a network but none of the existing platforms, even those launched years ago, is offering what Kleisma is already able to offer in its initial stage: a professional digital place for networking, advertising and talent scouting in the music world.

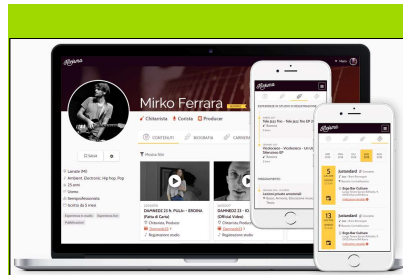
The solution

To connect the music industry it's important to have features who attracts all the different players, here is what Kleisma's is mainly made of:



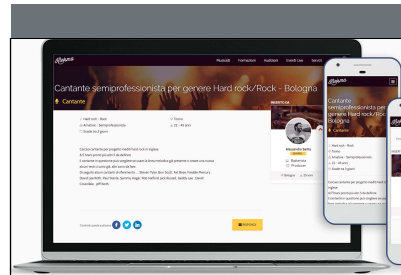
Artists profiles

Musicians and bands have a highly specialized and professional profile at their disposal, studied and developed to enhance their own careers



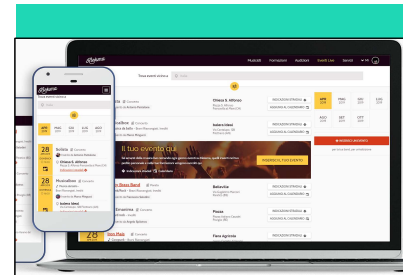
Search engine

The most advanced search engine available globally to find musicians with about a hundred research parameters available



Auditions

To enhance networking capability, this section allows to open a digital audition to ask for new musicians as partners



Music live events

All artists and bands can insert their live dates in a national calendar to promote them towards the live music lovers audience



Business pages

Companies have a multimedial page to sell products or services and a huge profiling capability for their promotion

Music services' pages

Each commercial activity has its professional multimedia page to show and promote at best product/service offered, Services are searchable through a dedicated search engine

Gallery

Geolocalization

Social link

Advertisement

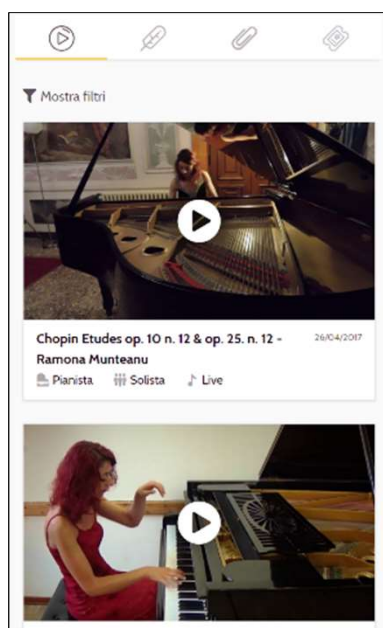
Marketplace



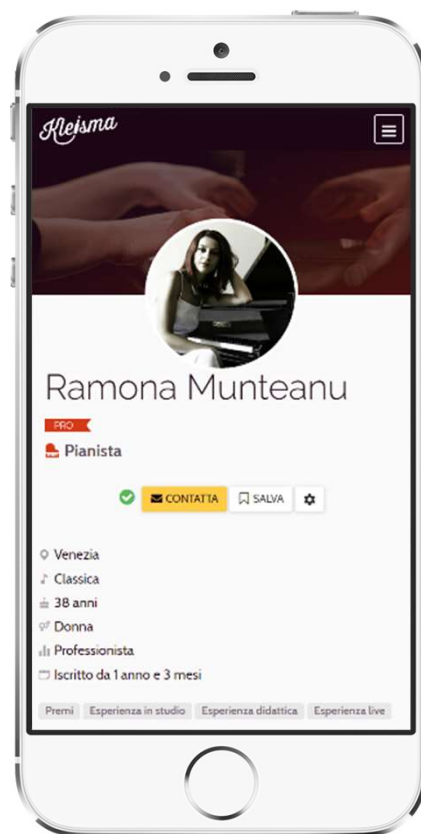
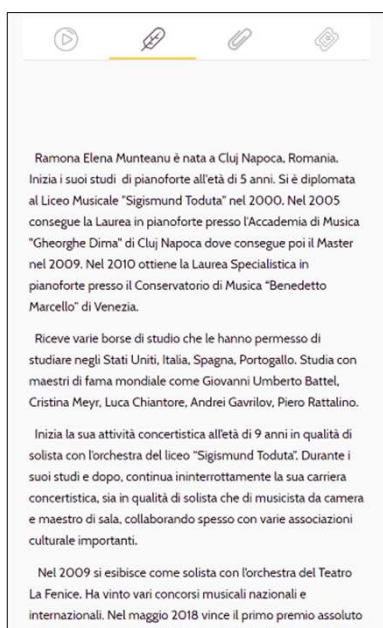
Artist and band profiles

The most complete digital profile for a professional presentation, a huge variety of information to show experiences and competencies

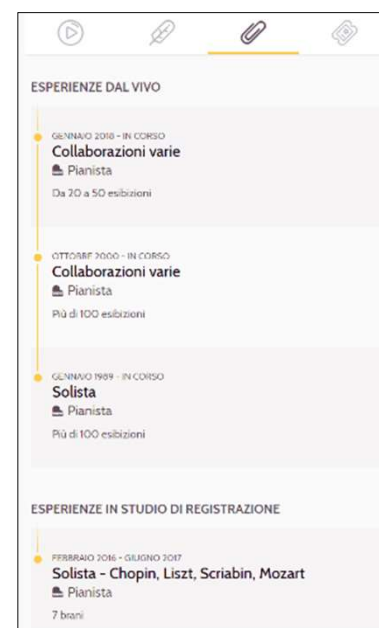
Multimedia



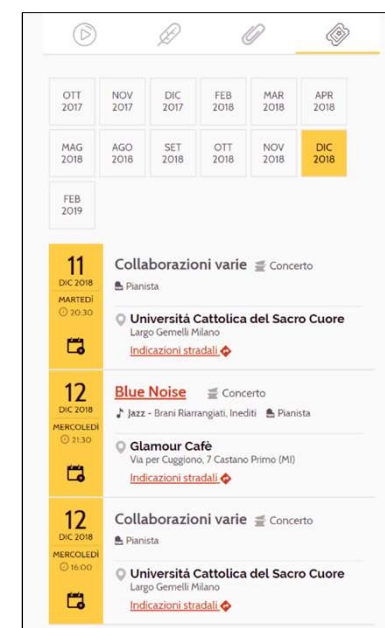
Biography



Studies & Career



Live dates





Target and market

How big is the environment we are working in

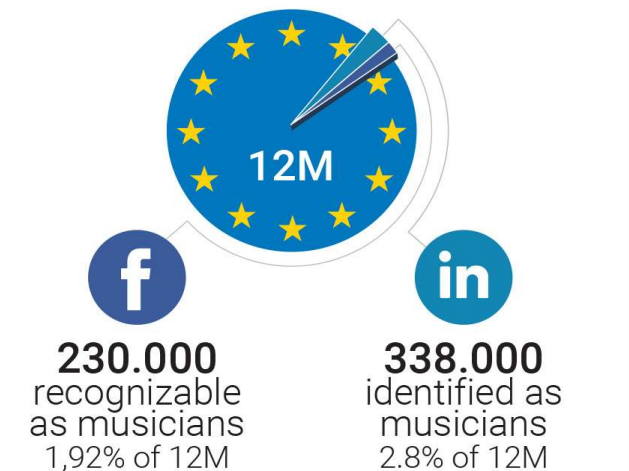
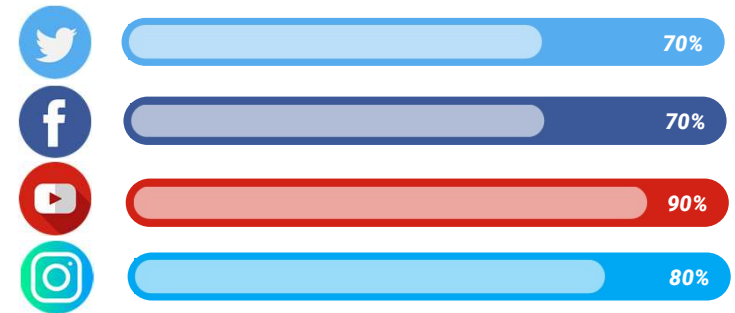
Target and opportunity



By understanding, promoting and supporting the sector, we contribute to individual well-being and social welfare and at the same time support economic benefit and job creation. The music industry employs 1,2 million people in Europe, more than any other creative industry, and it is growing very fast.

(Tibor Navracsics - European Commission)

Most popular people and influencers are artists



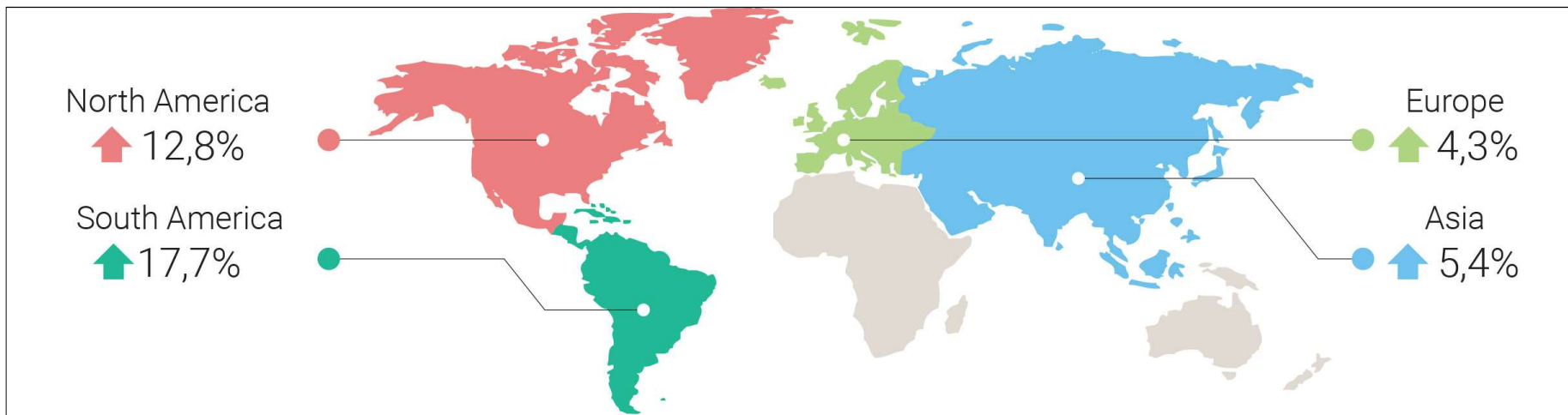


Market growth



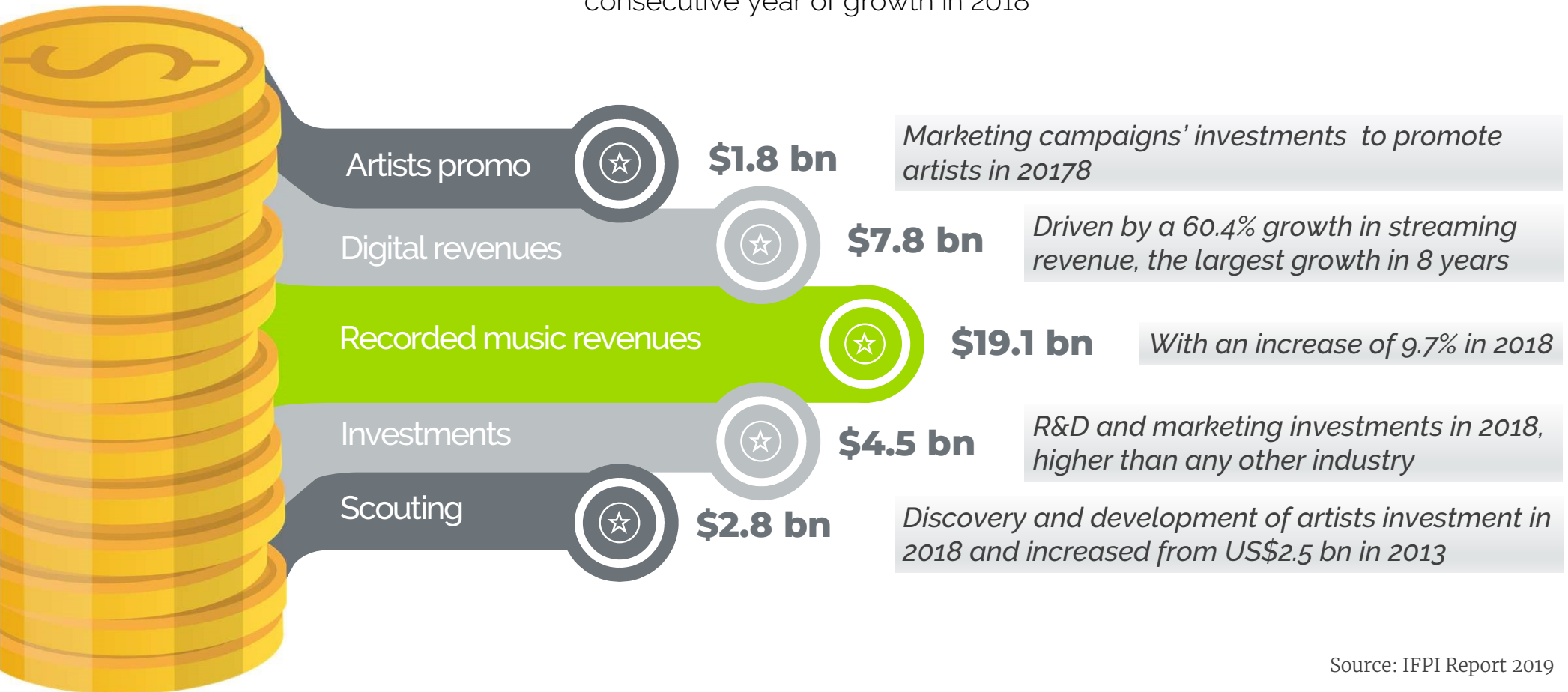
The music industry is booming: the key development in the market is competition and innovation. What is especially key is that it is competition based around market growing, not market stealing.

Will Page, Director of Economics, Spotify



Market value

After 15 years of decline, global recorded music achieved its fourth consecutive year of growth in 2018

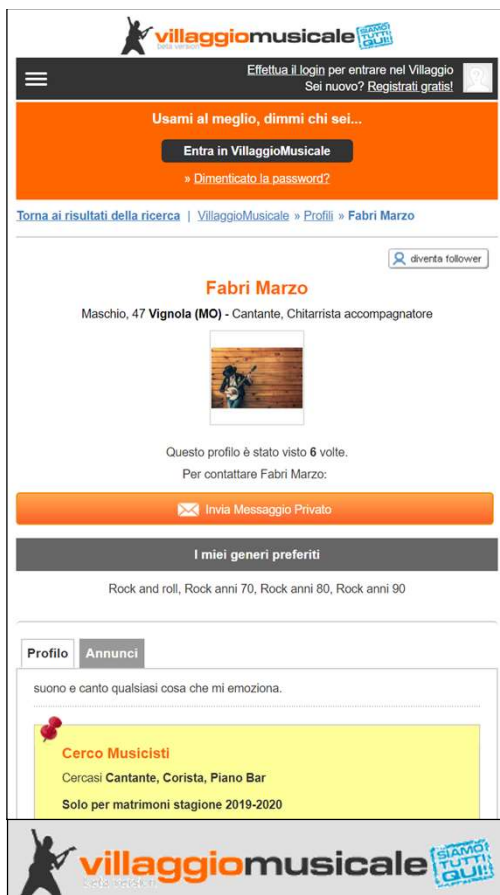


Source: IFPI Report 2019

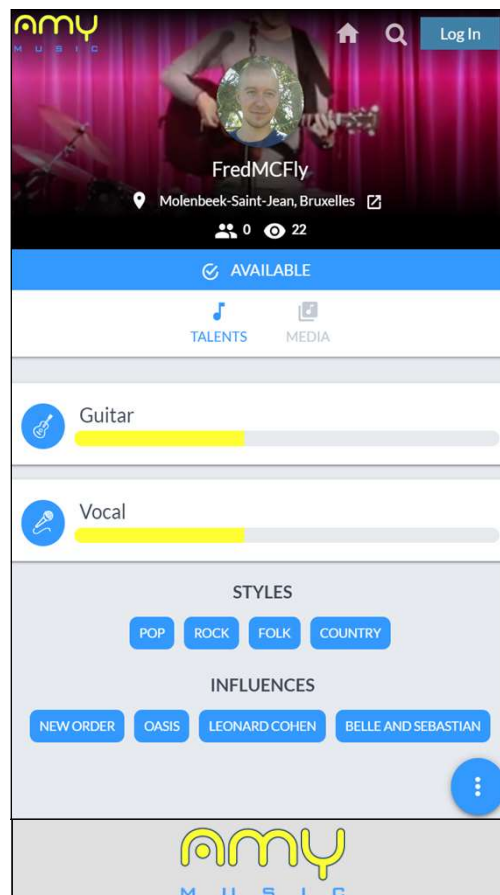


Competitors

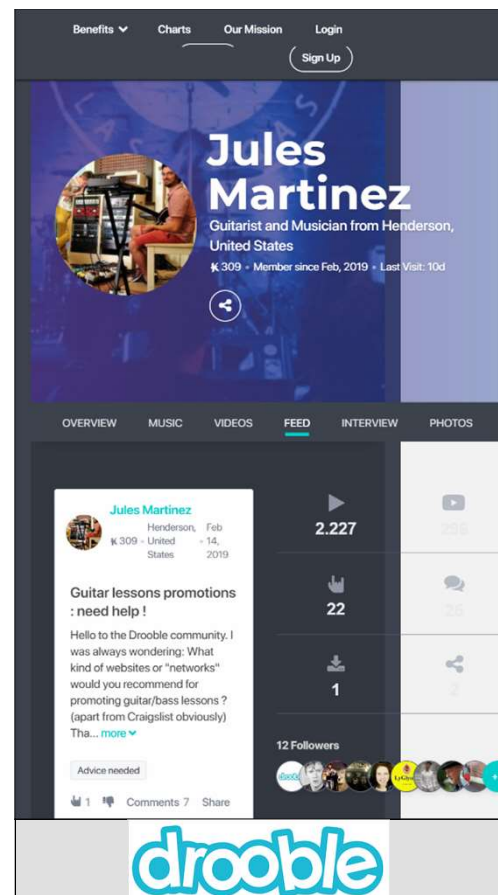
Solutions already in the market



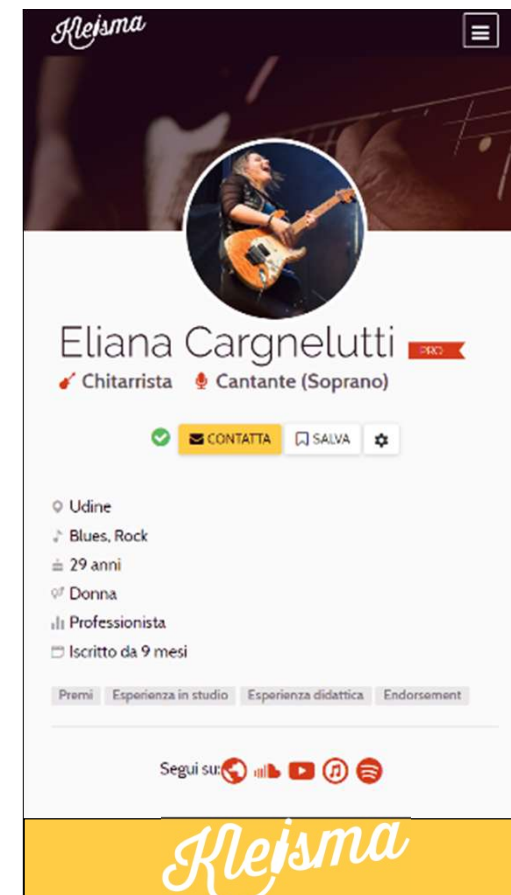
Heavy presence of banner and invasive general advertisement not related to music. Website is not responsive, the design features and the low quality front-end emphasize the idea of an obsolete platform.



Musician's profiles are not professional, only few details available to represent carriers and experiences and there's not an efficient search engine dedicated for best matching between artists












A kind of Facebook for artists, musicians have social features to interact each other. Not oriented to a professional use and only referring to artists to artists connections



A professional digital platform where all the players in the music industry can find their place: easy to use, efficient and innovative

Competitor comparison

Due to its innovative concept, Kleisma's competitors are very few, common point between all of them is the amateur target and the lake of features dedicated to all various players of the music industry

| |  Professional use |  Musicians search engine |  Teachers/services for musicians |  Users growth |  User experience |
|---|--|---|---|--|---|
|  | ● | ● | ● ● | ● ● ● | ● |
|  | ● | ● | ● ● | ● | ● ● |
|  | ● | ● | ● | ● | ● ● ● |
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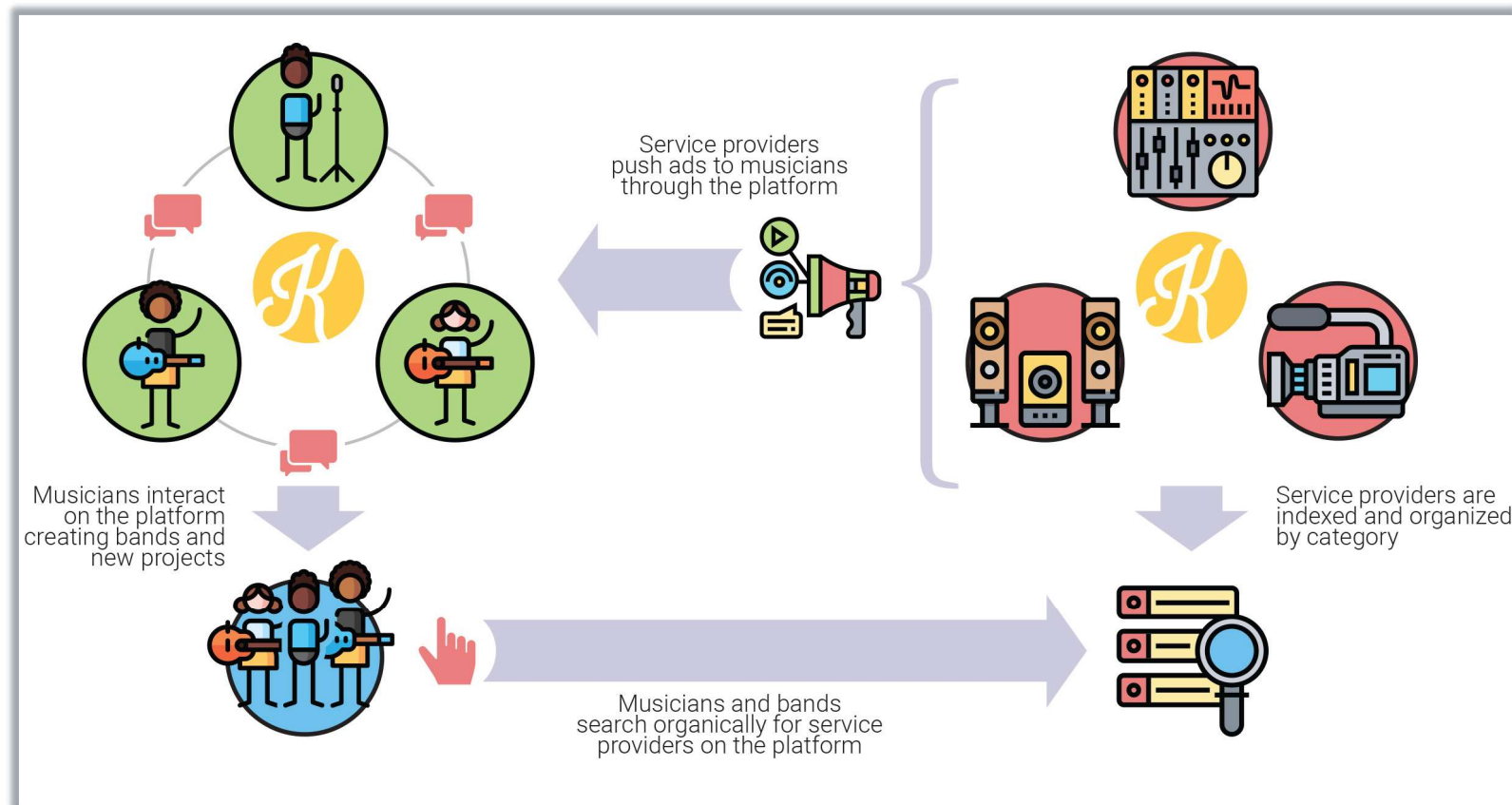
The background features a large yellow chevron pointing right, with a smaller green chevron nested inside it. A dark square is positioned on the left side of the slide.

Business model

How the project will be economically sustained

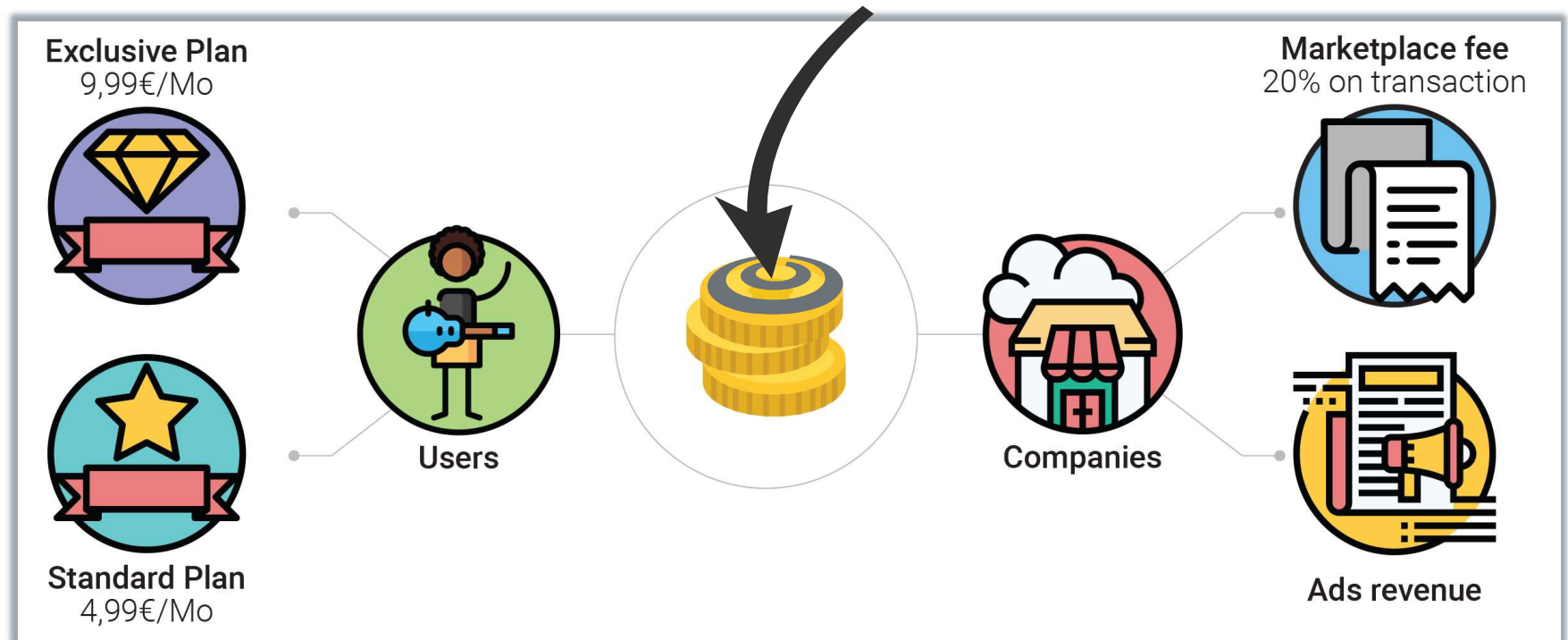
How to earn

The goal is to make Kleisma the first digital networking platform dedicated to the music industry, in Europe and soon globally. Kleisma's revenue model is based both on B2B and B2C.



Business formulas

A monthly fee for musicians' premium subscription plans, a monthly fee for commercial activities who wants to advertise their product and services inside the network and a fee for the professional activities who will sell product and services through the platform.



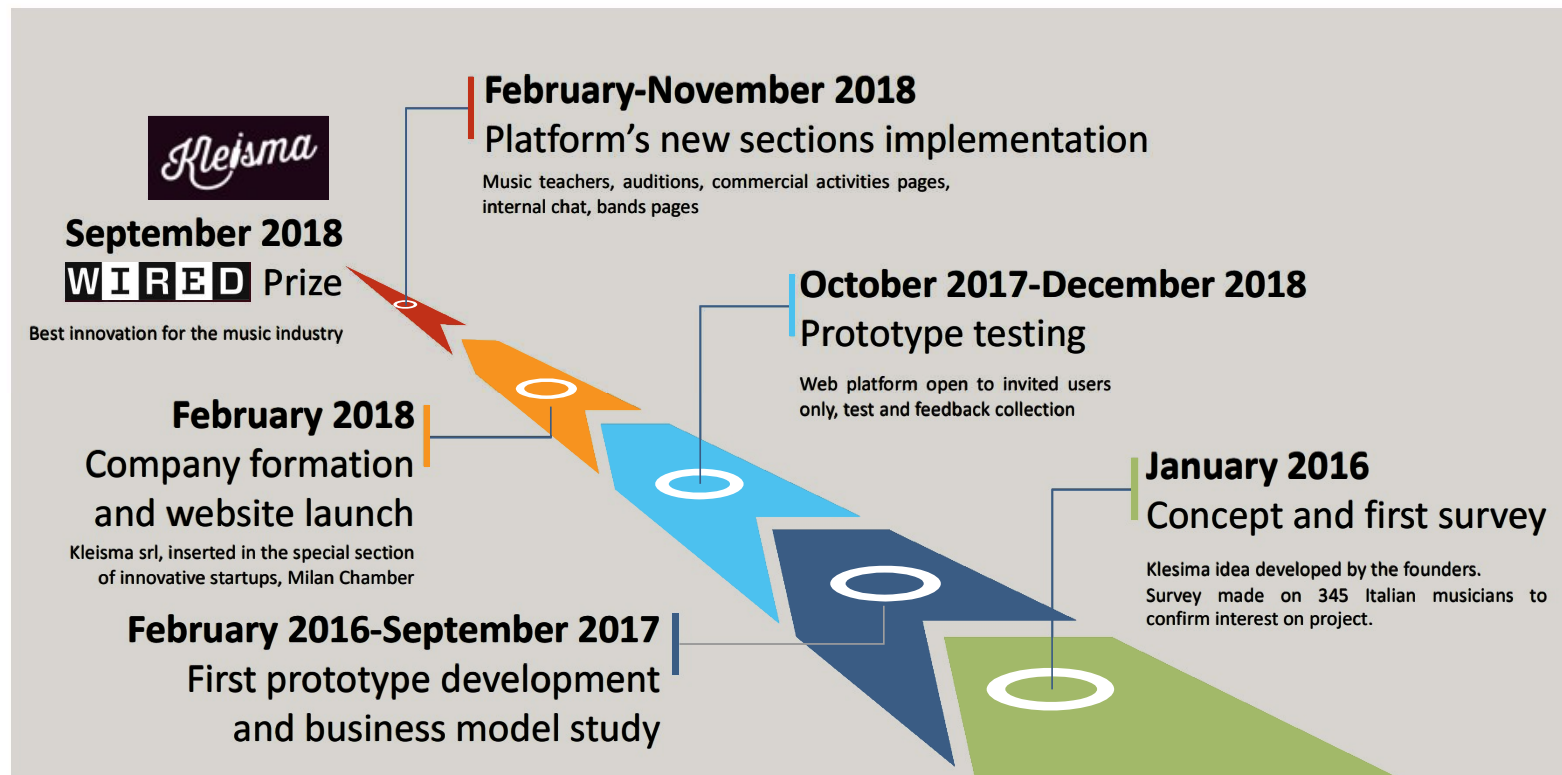


Road map

What's the plan

Past milestones

Many target has been already successfully reached since the platform launch in 2018, here a brief overview:



Metrics and awards

Many target has been already successfully reached since the platform launch in 2018,
here a brief overview:



“ Best digital innovation
for music industry
2108

Future milestones

Many target has been already succesfully reached since the platform launch in 2018,
here a brief overview:





Team

Who is working on the project

Kleisma' staff

The Kleisma team presents suitably complementary figures to follow the entire development of the business idea, the presence of two musicians in the team also allows in-depth knowledge of the needs of the target and the related development market, one of the keys to the success of the platform.

The team is able to address in total autonomy: i) **technical development** of the platform and the necessary IT infrastructure; ii) selection of **key partners** and services providers most suited to the needs of the project; iii) adequate **strategic planning** for the definition of milestones; iv) **communication, marketing** and **business** development; v) financial and funding management.



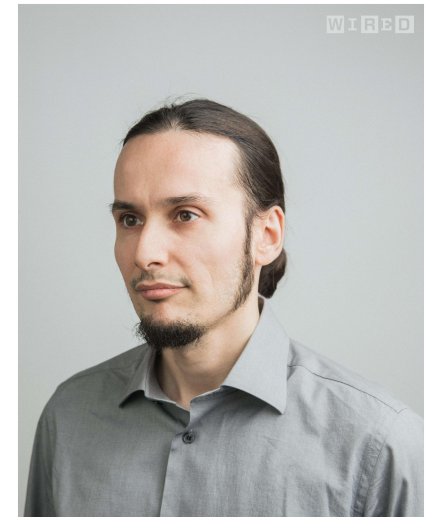
Saitta Alessandro

Web Developer



Saitta Daniele

Product manager
Sales



Farina Riccardo

Web designer - UX

Kleisma srl is an Italian Corporation established the 8 February 2018, it's registered at the Milan Chamber of Commerce, acknowledged as "Innovative Startup" and inserted in the relative special register



Financing

Funding needs and plans

Funding requirements

Following successful business model validation, the company expects to attract investments to fund a substantial company growth and economic potential. The overall **funding requirement** is estimated in **1 M€** for the next 2 years.



Marketing and community development
To increase users and brand awareness



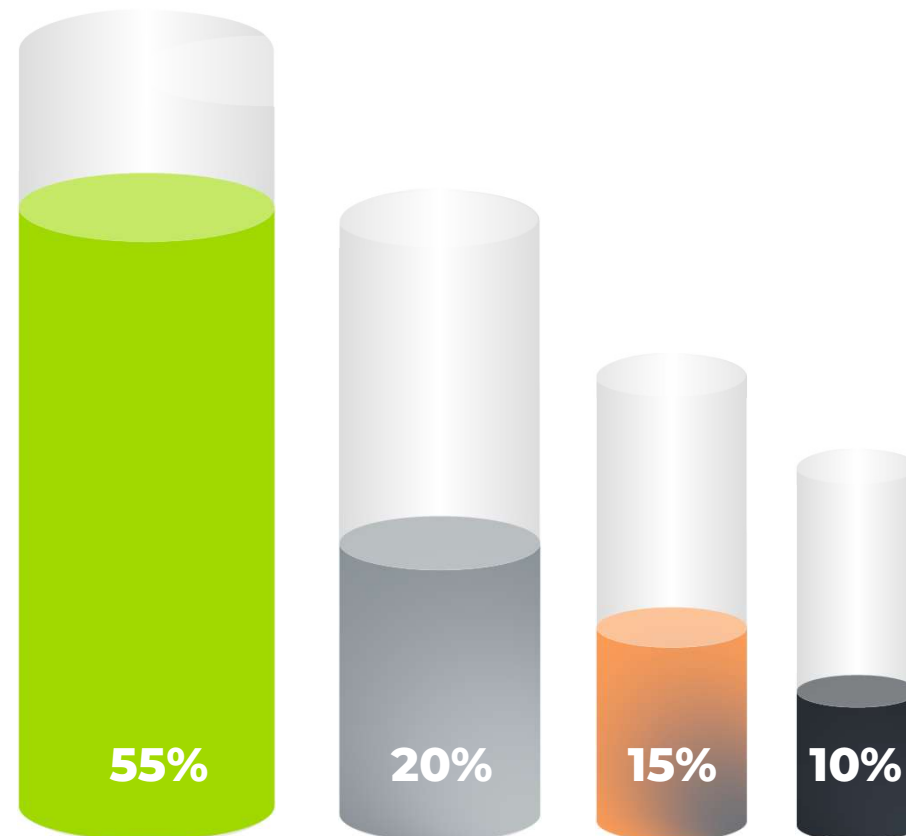
Software development and support
New features will be constantly released



Customer support
Being a network made by people, customer care is a key



General and administration



Financial plan

The financial plan table is shown below, with over 10 M€ revenues in 2023 and a net present value of about 4.5 M€.

| Year | 2019 | 2020 | 2021 | 2022 | 2023 |
|--------------------|-----------|----------|-----------|-----------|------------|
| Costs | 214,000 | 794,000 | 2,446,000 | 3,562,000 | 6,874,000 |
| Revenues | 110,000 | 660,000 | 2,640,000 | 5,280,000 | 10,560,000 |
| Cash flow (EBITDA) | -104,000 | -134,000 | 194,000 | 1,718,000 | 3,686,000 |
| Net present value | 4,550,054 | | | | |
| IRR | 177% | | | | |



Additional material

Kleisma's channels

Our relation with our users and fan is very strong,
here below our channels



www.kleisma.com



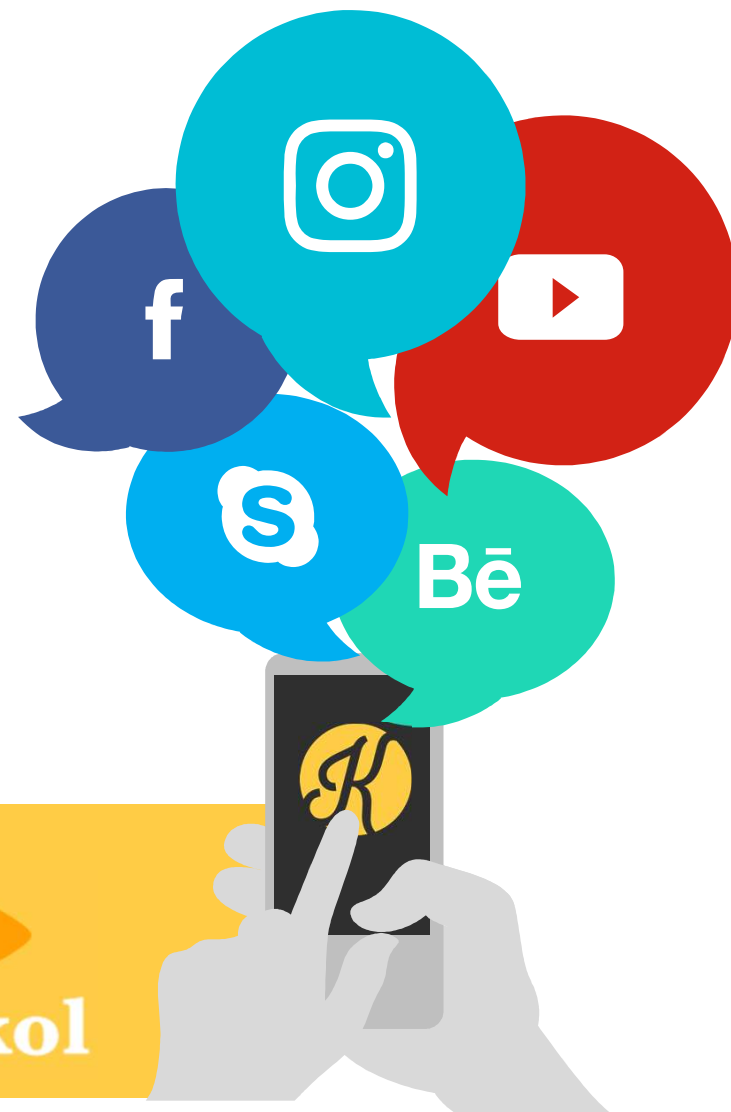
www.facebook.com/kleisma.com



www.instagram.com/kleisma_com



www.youtube.com/c/Kleisma



Talk about us:



MUSICOFF

WIRED

accordo
let's play

rockol



The digital music revolution is just started

Artists and music businesses now
need a network to drive it

Kleisma

Thank you