

## Investor Introduction

### What is Go To Hear?

gotohear.. is a truly innovative crowd-driven music eco-system with the power to change the music industry for the better, forever.

### The problem

- ▶ Musicians incomes have been eroded by current online streaming models. They are desperate for change.
- ▶ Music Industry Professionals are being squeezed out. They need a platform that considers their needs.
- ▶ Fans are offered average services that don't reward musicians enough or at all.

### The solution

Why musicians, the industry, fans and marketers will love and join our platform.

Go To Hear will liberate musicians from the current low paying streaming model.

Go To Hear will provide listeners with an ethical platform that pays musicians more.

Go To Hear will empower anyone to become a productive and positive music promoter at the touch of a button.

*“We are far more than just another music streaming service.”*

### The market

- ▶ Global reach across ALL geographies and genres of music.
- ▶ Appeals to a vast market of Music Fans & Music Industry Professionals (Musicians, Labels, Distributors, Publishers etc).
- ▶ Also designed for E-commerce, Retailers, Merchandisers, Bloggers, Marketers, Affiliates, Influencers and Promoters.
- ▶ Innovating Crypto/Blockchain for mass utility.

### Team

12+ person team, all with 10+ years experience in their relevant sectors. Team established and working together for over a year. Core dev team have worked together for 10+ years across multiple projects.



See the full team at [gotohear.com/the-team](http://gotohear.com/the-team)

### Achievements

Beta platform - 80% completed - [mvp.gotohear.com](http://mvp.gotohear.com)

Massively scalable infrastructure based on AWS EC2, S3, RDS and Cloudfront with a bespoke front and back end.

1000+ test members & musicians helping us develop our beta platform. With a current 1st level “Network Effect” reach of over 840,000

A solution based on a unique combination of proven business models.

### Potential

Achievable target/plan within 4 years. In Operating Profit within 2 years.

**8,000,000+** users.

Predicted revenue of:

**£2,000,000+** per month end of year 2.

**£5,000,000+** per month end of year 3.

**£18,500,000+** per month end of year 4.

**£60,000,000** profit end of year 4.

### Funding

Bootstrapped by 12+ person team so far.

Zero debt or finance taken so far.

Now seeking:

Minimum of **£300k** in our first finance (Angel, VC)

Optional follow up finance of **£200k** (Angel, VC, Crowdfunding)

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