

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

More Bass is Facebook and Pandora combined with events! Backed by a strong AI foundation, More Bass is the first true Social Music and Event discovery platform.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

Our two target markets are the EDM Industry, a \$7.1 Billion dollar industry in 2016, and the Streaming Industry, a \$3.2 Billion dollar industry in 2016. We are specifically targeting music artists and fans in the 18-34 millennial range, as they account over 80% of the EDM Industry and 70% of the Streaming Industries market sizes.

Is this market growing? How fast?

The EDM Industry has grown over 60% since 2013, and the Streaming Industry had a sharp uptick at 57.4% in the first Quarter of 2016 vs. the first Quarter of 2015.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

More Bass is focusing specifically on the Live Streaming Market, which currently accounts for 32% of the total Streaming Market. This segment consists of TuneIn, iHeartRadio and Di.fm

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Our customers are primarily up and coming artists looking for a better platform to promote themselves, stream their music and connect with fans. We have over 1300 registered users on MoreBass.com, 70% of which are artists that have confirmed that MoreBass.com creates a better, more interactive online environment for them to share and engage with fans. We have already sold merchandise, event tickets and advertising space on MoreBass.

Describe how you win customers today. Describe your future customer acquisition strategy.

Organically, with artists promoting on Social Media and word of mouth. Our future customer acquisition strategy will come through event production and on site incentives to download the app, partnerships with radio stations, labels and venues locally and internationally by virtue of our strategic partnerships, social media and email campaigns, and artist endorsements.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

Our strategy is to provide an environment that is so immersive through user interaction and discovery, that the music component will be viewed as a feature, not the purpose. We have proven the demand through MoreBass.com, and our competitors will need to produce a complete platform redesign to remain competitive. We have a strong marketing and event strategy to achieve this in addition to encouraging our existing userbase to promote user onboarding. We have several partnerships in place, including ShoutCast, the industry leader in streaming audio, as well as a partnership with Tilted Globe to provide a proprietary streaming technology that ensures licensing compliance and accurate ticketing and royalty distributions for artists.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

More Bass is a Social Music and Event Platform where artists and fans can listen, interact, promote, and discover, in one place.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

We already have a working app that is in the final stages of refinement and set to launch the second week of January, built on a cutting edge yet highly reliable stack. This can be demoed upon request.

Describe the remaining product development risks and your plans to overcome them.

We are already planning our second stage AI implementation. Our main risks are funding, employment and cyber security, with plans in place to cover those areas.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

More Bass includes fully integrated streaming, user profiles, groups, chat and private messaging, scheduling, and events, with an AI discovery system. By combining these features in one place, More Bass will become the best place for true artist, music and event discovery. All social interaction, streaming, event planning, promotion and discovery happens in one place.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

More Bass includes registered trademarks, provisional patents filed, trademarks, 100% custom code, and many trade secrets.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Our main challenges are attempts to reproduce our platform, potential data breaches (we have a tried and true stack and server infrastructure to prevent this), and potentially insufficient resources as we scale.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

We have replaced inexperienced developers, we have migrated to more reliable servers, we have increased security measures to block DDOS attacks, we reduced operating costs by 70%, filed patents and trademarks to protect IP. Next major risk reduction milestones will include IP protection audits, enhancing cyber security, and reducing labor costs.

Briefly list and describe your key team members.

Scott Allan Weber, Founder and CEO - Scott is an experienced DJ, Web Developer and Navy Veteran.

Nikolas Kairinos, CTO - 20+ years of Software Development and Start Up Experience. Led numerous start-ups grow to millions in monthly revenue. Nick has over 10 years in the Artificial Intelligence Industry, and is currently partnered in Lomi, an AI development company.

Scott Kelly, CRO and Marketing Director - Scott has secured over 10,000 TV, Radio, Print and Online interviews for clients, and has developed a social media reach of over 8 million. Scott has trained over 1,000 investment executives, and raised \$4 billion in public and private capital for corporate clients, and is a frequent speaker and lecturer on PR and Digital Marketing.

Steve Smith, CFO - Steve brings over 25 years of senior leadership experience to More Bass. His career has involved working for both public and private high tech entities in senior level finance, operations and business development roles.

Michael Hool, Legal Counsel – Managing Partner, law firm specializing in venture capital, finance, securities, technology, licensing, mergers & acquisitions, international and national business transactions.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Scott Weber is currently assuming the role of COO, however other members such as Steve Smith have COO experience and can assist operations as needed until a permanent replacement is named.

Briefly list and describe your key advisors, and their contributions to date.

David Blackledge - 30 years experience in sales and operations management of emerging, venture capital-backed technology businesses. David provides business and technical advice and guidance.