



ENGAGE | INTERACT | MONETIZE



We help artists & labels to create superior experiences to increase engagement, interaction & conversion.

Rezzonation is an interactive entertainment platform that comes with the ONE app.

We help artists & labels to convert UNKNOWN (social media) followers, into SUPER FANS with 100% data ownership.

On top of that we provide a unique technique to have LIVE INTERACTION between ARTISTS - FANS - FRIENDS!





Product Benefits

Artists & Labels

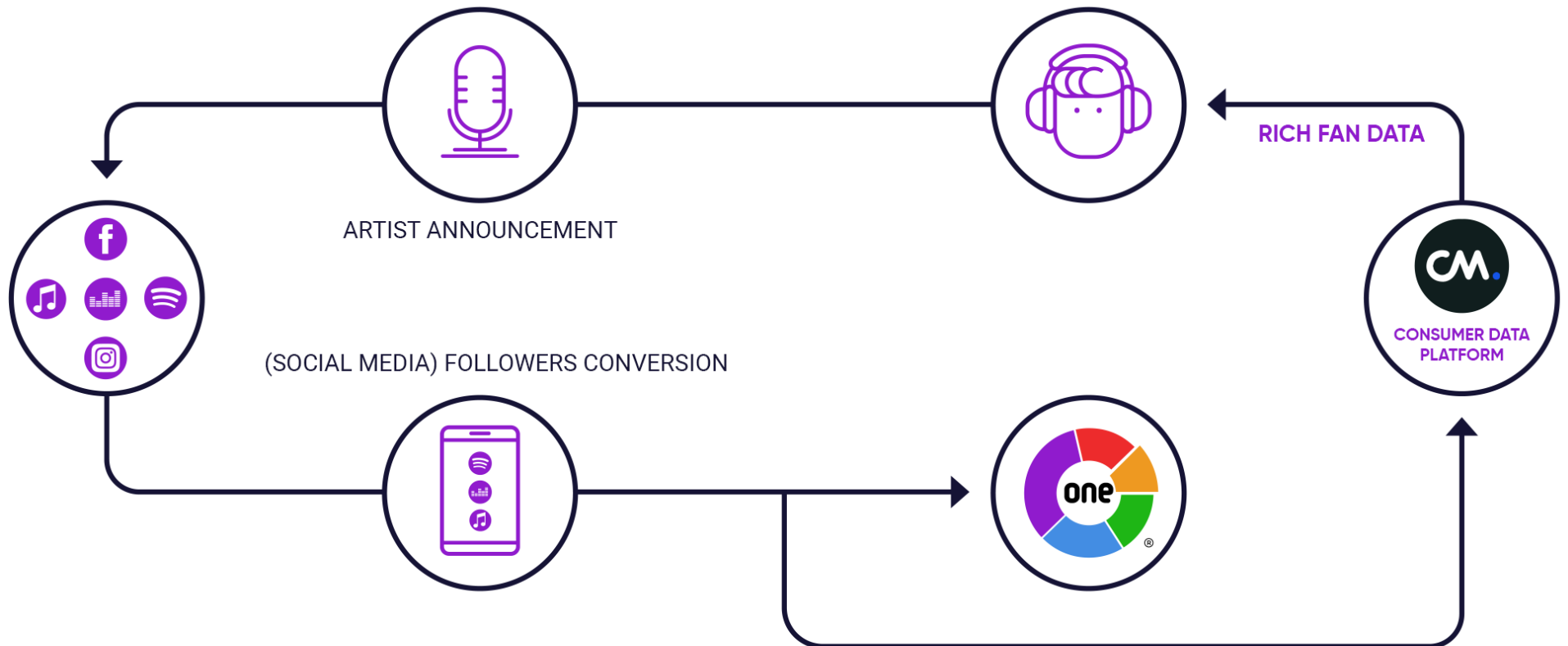
- 100% owned Fan databases
- Unique (Live) ARTIST-FAN engagement
- (Live) INFINITE TUNE IN
- (AI) Conversational Commerce
- Monetisation + Stream 'hit' accelerator

(SUPER) FANS

- Easy access to streaming provider
- LIVE TUNE IN & INTERACTION
- Access to exclusive artist products/content



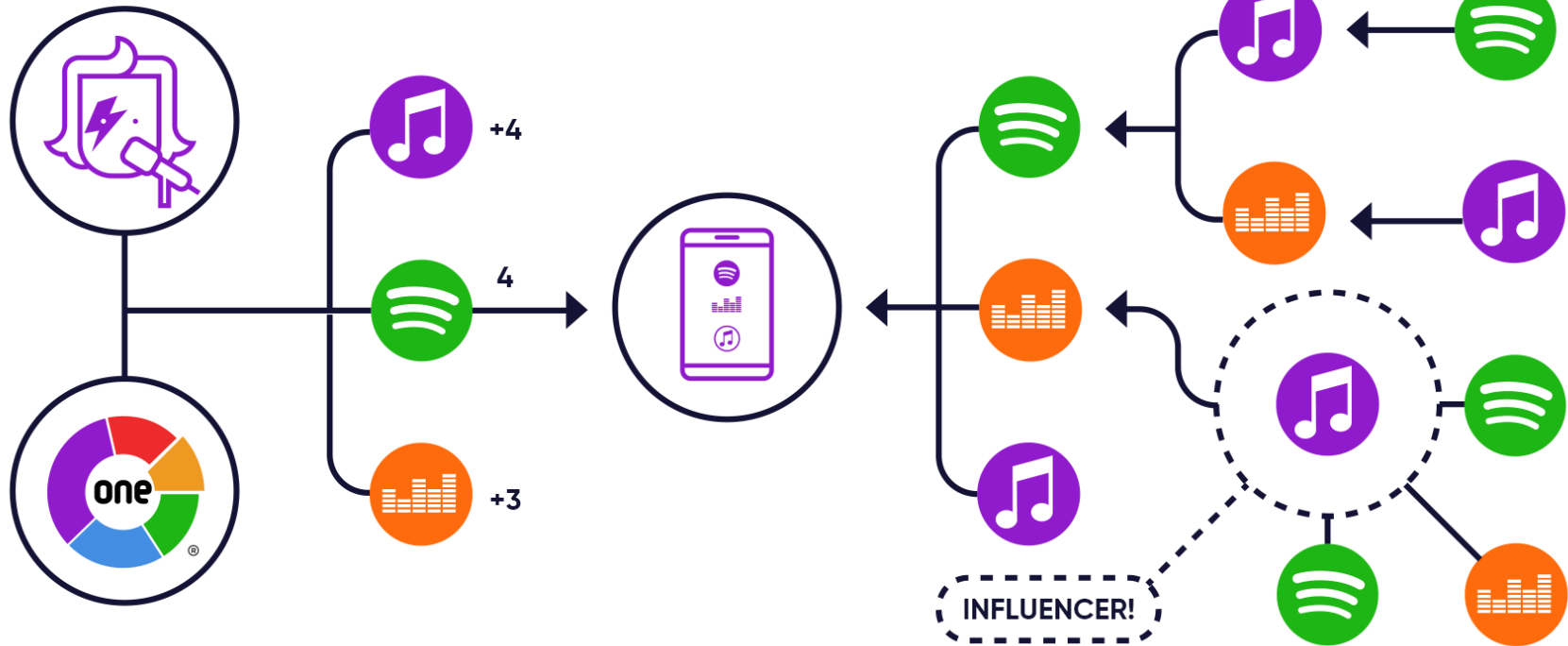
Downloads & User Growth (via onboarding Artists)





Tune in & Streaming 'Hit Accelerator'

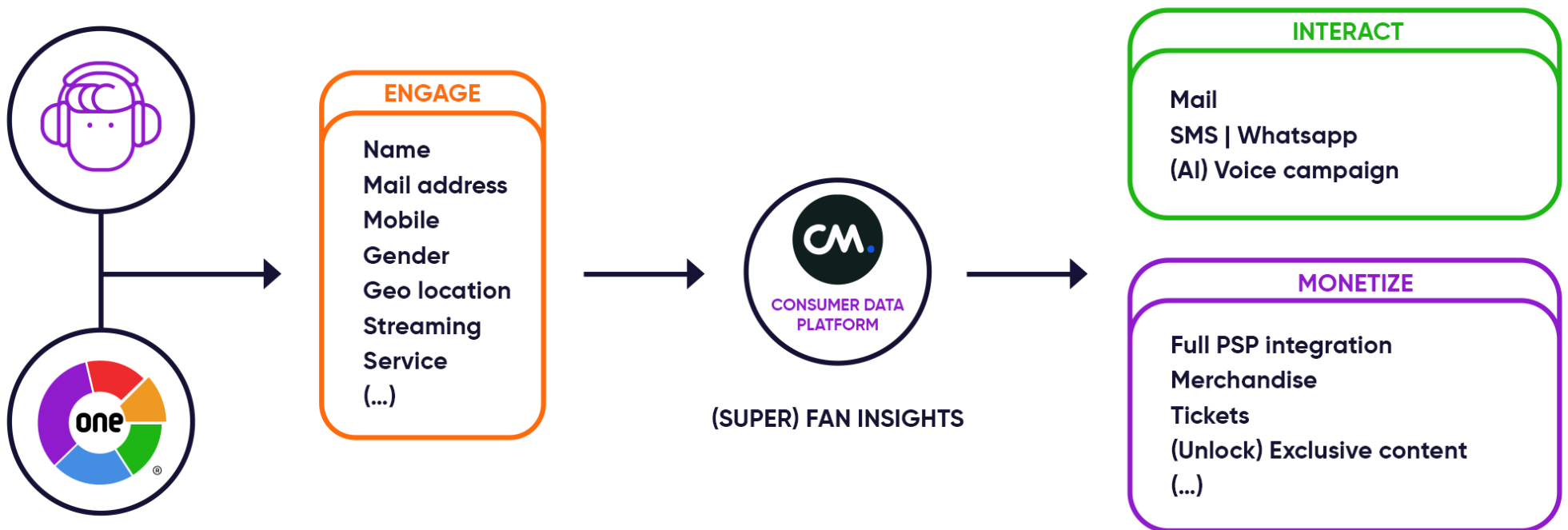
Total Tune In's: 11





Consumer Data Platform

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Market Size

500M+ MUSIC STREAMING SUBSCRIBERS

+20% ARTIST STREAMING REVENUE GROWTH OVER THE LAST YEAR

INDEPENDENT ARTISTS GENERATE MORE THAN \$2 BILLION IN 2020

+ 32% INCREASE IN THE PROFITS OF INDIE ARTISTS, THANKS TO **DIY** UPLOADS AND RAPID GLOBAL GROWTH

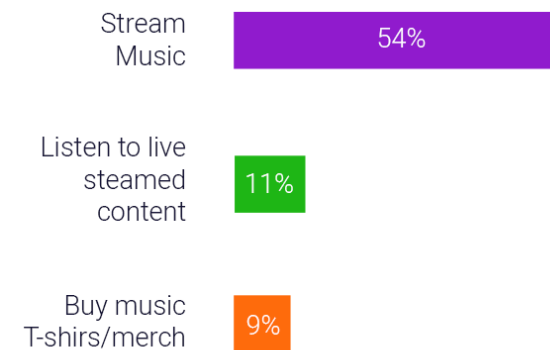
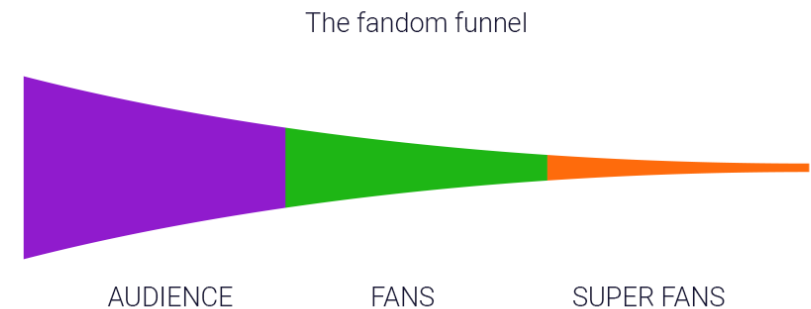
\$ 5.8 BILLION IS INVESTED IN **A&R** AND MARKETING BY RECORD LABELS, ANNUALLY



Market Insights

- Streaming technology made listening to music a solitary experience!
- The market is looking for an easy way for fans to engage- & interact with their Idols and have interaction with the fan community.
- Artists are struggling to convert their audience in to a strong community of superfans.
- Very few online platforms provide actionable- and 100% owned data for the artist.
- Artists are exploring new opportunities to reduce their dependance to traditional record labels.

Audiences are not fanbases, instead they are the top of the fan funnel, with higher engagement and monetisation existing further down it.

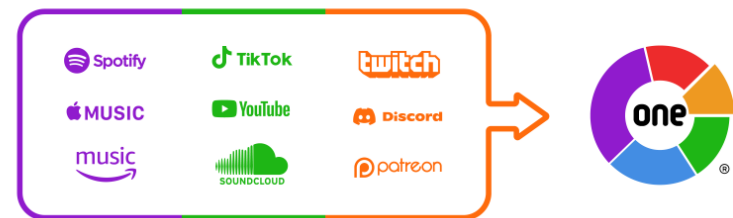
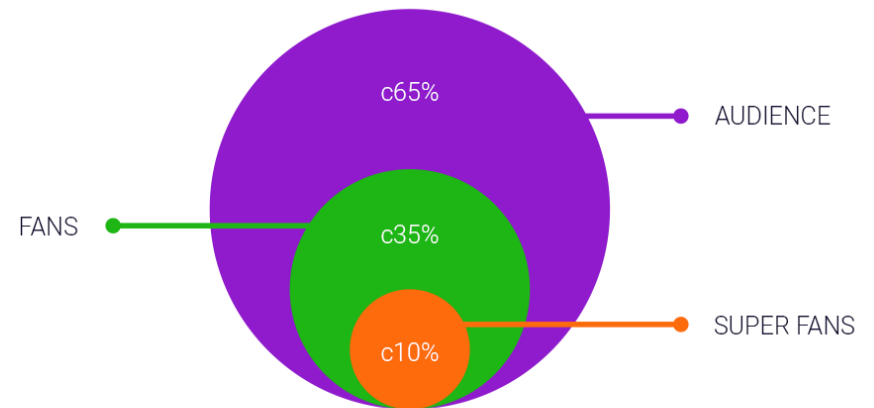




Why now?

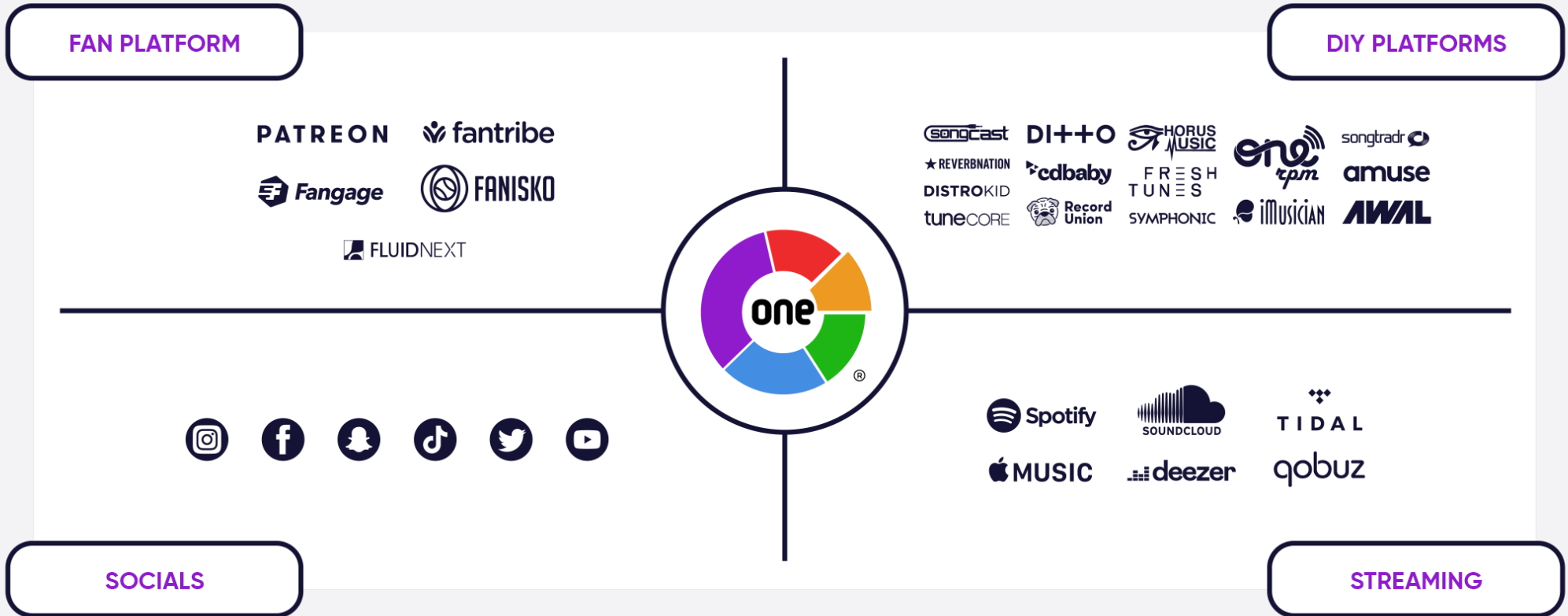
- Artists shift focus from **audiences to communities**
- Artists understand the value of **data ownership & monetisation**
- The **'DIY market' is swelling** and about to explode!
- Emerging fan-to-fan tools but **very few artist-to-fan**
- Artist-to-fan interaction opens secondary markets and **additional monetisation opportunities.**

Music and the fan funnel: streaming drives large audiences, but artists need to funnel superfans to platforms where they can better monetise.





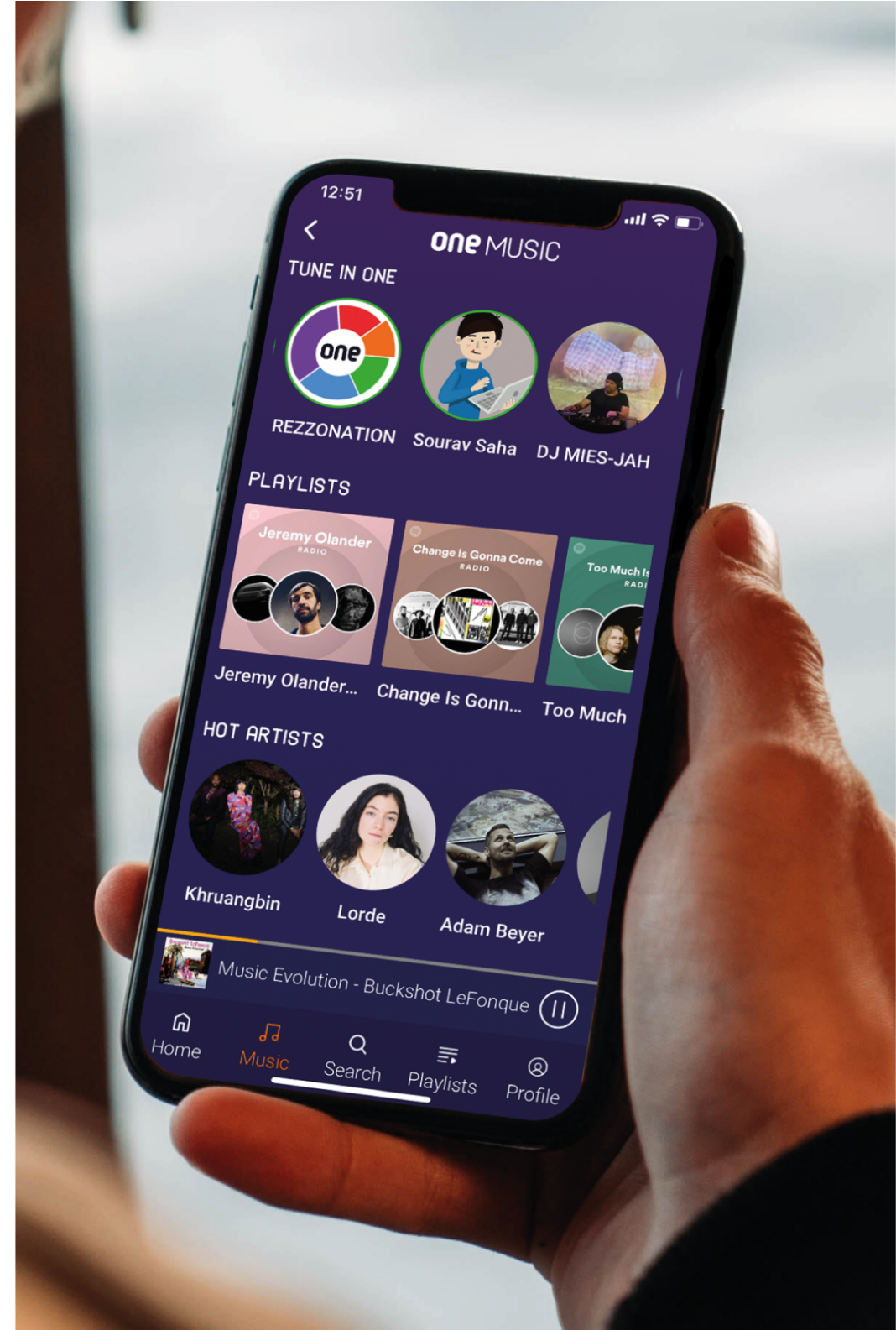
Positioning





Go to Market Strategy

- Collaboration with Artists
- Free app for end-users!
- Integration & partnership with CM.COM
 - Global player in (AI) Conversational Commerce
- Solid global network in Entertainment industry
- Onboarding artists
 - Pilot with 'In To The Music Management '
 - 1st artist: Sick Individuals
 - Facebook: 970K | Instagram: 325K | Spotify: 1,5M
 - monthly listeners
- More artists confirmed!





Business Model (Artist & label Packages)

BASIC

ADVANCED

EXPERT

Data collection (free entry, payment starts at 2.000 collected users + mail option)



Use of data + (automated+AI) conversational commerce

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Monetisation module

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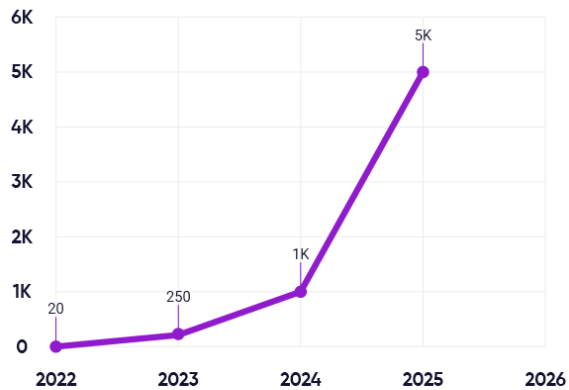
AFFILIATE COMMISSION: % of sales of merchandise, ticketing and additional affiliate sales like hotels, transport, (...)

ADVERTISING REVENUES: Standard advertising / Targeted advertising

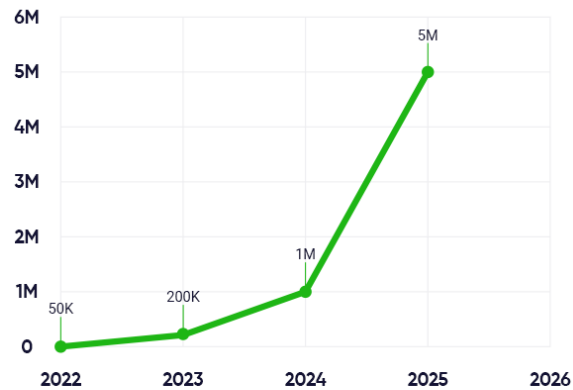


Financial & Key Metrics

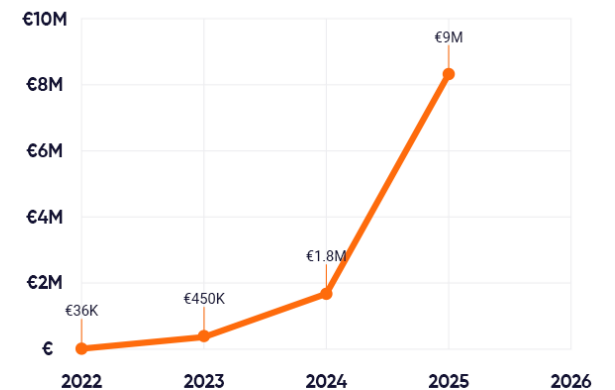
ARTIST ONBOARDING



APP INSTALL & MIU



REVENU



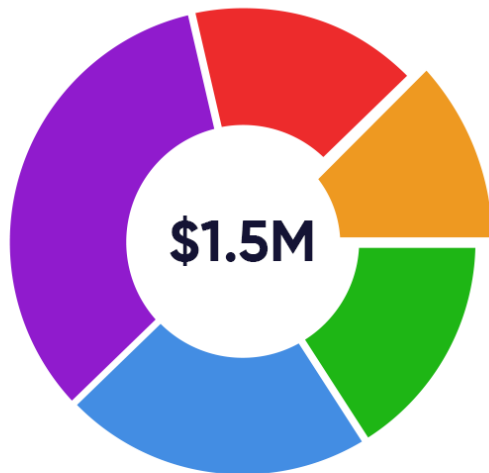


Investment

Total Funding needed: \$ 1,5 M

All SEED & ANGEL investment of \$365K is Convertible Loan based.

Founders committed investment of \$250K.





Team



Eric Derckx (Founder | CEO)

Entrepreneur, Tech investor

Proven startup experience + M&A's with Samsung & Amazon



Kees van den Broek (CTO)

Software architect & developer, successfully

launched various Saas platforms



Sander Weegels (Founder & Initiator | COO)

Creative- and conceptual thinker, 20+ years in entertainment industry

proven entertainment marketer.



Jon Hilbrants (Business Development)

Global music industry- & Business Development expert,

10+ years in entertainment industry



Bill Campbell (Advisor)

Global entertainment (licencing) expert/lawyer

Advisor of TikTok, Spotify, Soundcloud, Vimeo, Universal en Sony



Nigel Litchfield (Chairman of the Board)

Ex Nokia Boardmember, Entrepreneur, Tech investor

Proven startup experience + M&A's with Samsung & Amazon



Let's Rezzonate Together!

Rezzonation B.V.

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