

DIGITAL

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Enabling live music at scale

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GIGITAL is a tech-enabled marketplace for live music solving a **€300b** problem for independent artists and venues

TAM €300B+

Pre-pandemic numbers

Industry revenue growth 1,4% YoY (2019-2024) accounted for Covid-19 impact*****

The live music market is much more than festivals/tours

Our TAM is 10 times bigger than festival/tour market

+1,2M ARTISTS***

FRAGMENTED & RUN BY STREET HUSTLERS

68% of middlemen are small businesses****

Artists and customers struggle to find each other

Micro gigs
worldwide*
€300b



SERVE <1% OF ARTISTS

NETWORK OF FEW ANALOGUE EXPERTS
Profitability comes from owning
the whole chain of artists, venues, ticketing

*Global annual spending on entertainment in Meetings, Incentive Travel, Conferences & Exhibitions Industry **Global annual revenue in festival/tour industry ***Spotify Reveals 2019 'Wrapped' Year-End Insights for Artists ****US small-business recovery after the COVID-19 crisis *****LIVE MUSIC DOWN 64% THIS YEAR – BUT WILL REBOUND IN 2021

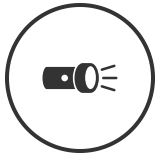
1,2M+ ARTISTS



Highly competitive market driven by the ease of becoming an artist



Majority are **DIY artists** with no tools to work with live music

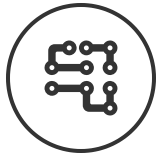


75% of income comes from **live music** but the artists struggle to find enough gigs



Used to **give away 1/3 of income** for handling of customer contacts, admin and payments*

COVID-19 PRESENTS A UNIQUE MARKET OPPORTUNITY



Booking infrastructure is gone
Agents and bookers were the first to go when the pandemic hit



Expected fast recovery for micro gigs
In September we sold **150 gigs(!)**



DIY trend among artists to recover financially
Booking agencies are losing their value towards artists*

GIGITAL IS WHERE YOU FIND, BOOK AND MANAGE LIVE MUSIC ARTISTS AND GIGS

DIGITAL Artists Gigs Bookings ¹ Cecilia Bjerkhede ¹

LOOKING FOR DJ SLOTS 9 open MAX BUDGET up to 1500 SEK

Select applications from your acts that you would like to go forward with [Send booking request](#)


Slots

Handle your slots
Click on an application to select it. Click send booking request in the top bar to send out requests.

Open acts (9) Booked acts (4)


2 October 2020 LOOKING FOR DJ BUDGET up to 1500 SEK

REQUESTS (1)




Hanna Brandén
[VIEW](#)


APPLICATIONS (9)




Johanna Lindberg
[VIEW](#)




Marcus Engberg
[VIEW](#)




VINCI BRIAN
[VIEW](#)




Martin Henning
[VIEW](#)




DJ Mandy
[VIEW](#)




Madeleine Minfalk
[VIEW](#)



Wesy
[VIEW](#)



Le Nomade
[VIEW](#)



Jennifer Love
[VIEW](#)

DIGITAL Artists Gigs Bookings ¹ Cecilia Bjerkhede ¹

Esther Kirabo

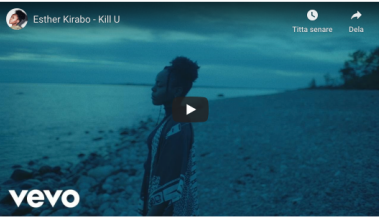
Artist based in Stockholm
Price starting at 30000 SEK

[Send booking request](#)
Sending a booking request is not binding.


FÖRETAGSFEST MINGEL LOUNGE
AKUSTISK SOUL POP

Esther Kirabo (uttalas CHI-rabo/Tjirabo) är artisten med esoterisk känsla och unik ton i både röst och sound som starkt strålar in intimt. Musiken har fött den organiska framgången som leder henne framåt. Med tastemakers hyllningar samt framträdanden på Polar Music Prize galan, Grammis galan, egen Gröna Lund konsert samt förbands turnéer, färdigställt det nya materialet till årskiftet.

Videos



Esther Kirabo - Kill U
[Titta senare](#) [Dela](#)



Polar Music Prize medley performed by Esther Kirabo & S...
[Titta senare](#) [Dela](#)

DIGITAL Artists Gigs Bookings ¹ Cecilia Bjerkhede ¹

This booking is completed [View contract](#)

Booking Oliver Holmes to AW at Beach Center Göteborg

Booking request Confirm details Sign contract

DATES
10 January 2020 - 7 February 2020

TOTAL PRICE
9739 SEK

PLACE
Beach Center & Beach Cuisine, Krutvägen 6, 415 27 Göteborg, Sverige

Contract details

Click on segments to expand them

Description

Gig type: CLUB

Beach Center i Göteborg söker efter en DJ som kan spela mellan 18:00-21:00 på deras härliga och sandiga AW. Utrustning finns på plats.

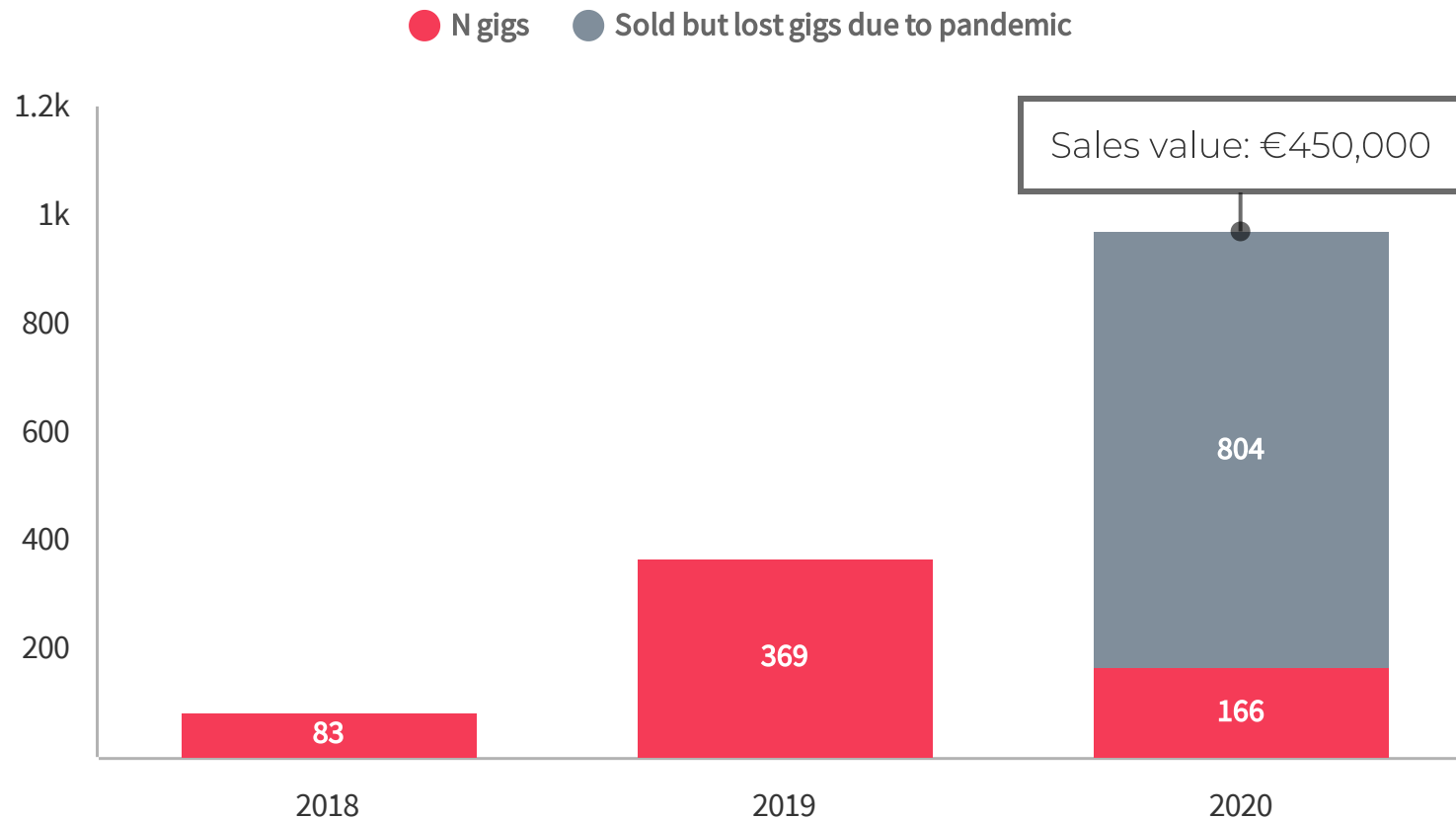
Location

Dates and soundchecks

DATE	SOUNDCHECK	SET TIME
10 January 2020	10 January 2020 18:00	4h
24 January 2020	24 January 2020 18:00	4h
7 February 2020	7 February 2020 18:00	4h

PRE-PANDEMIC TRACTION

The sales for 2020 were primarily done during October 2019-March 2020. Approx 150 gigs were sold in September 2020. 45 gigs were completed before second lockdown.



CUSTOMERS

MAIN FUTURE
GROWTH DRIVERS

TOTAL N
CUSTOMERS

116

Growth
within
hospitality
chains

N FRAMEWORK
CUSTOMERS

13

Lead
generation
powered by
artists

AVG. SALES VALUE
(OCT-MAR)

€ 101k/month

Framework
contracts
through
direct sales

AVG. CONTRACT
VALUE

€ 48k/year

ARTISTS IN NUMBERS

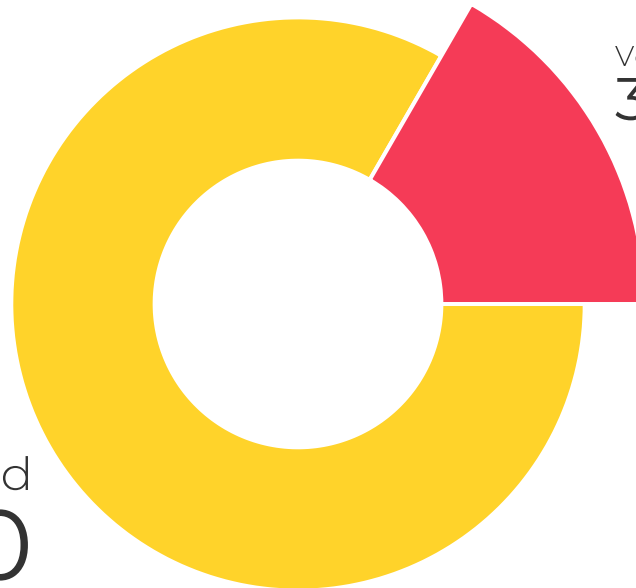
Registered artists

WORD OF MOUTH AS
MAIN INFLOW
CHANNEL

€0,3 CAC/ARTIST
SIGNUP

98,5% CUSTOMER
SATISFACTION AFTER
COMPLETED GIG

Non-verified
1,500



Verified to marketplace
300

AUTOMATED ARTIST
CURATION

Portfolio
builder
through third
party services

Review/rating
system
powered by
customers

Supply
curation based
on data driven
trend analysis

MAIN FUTURE
GROWTH DRIVERS

Marketing of
gigs

Artists as brand
ambassadors

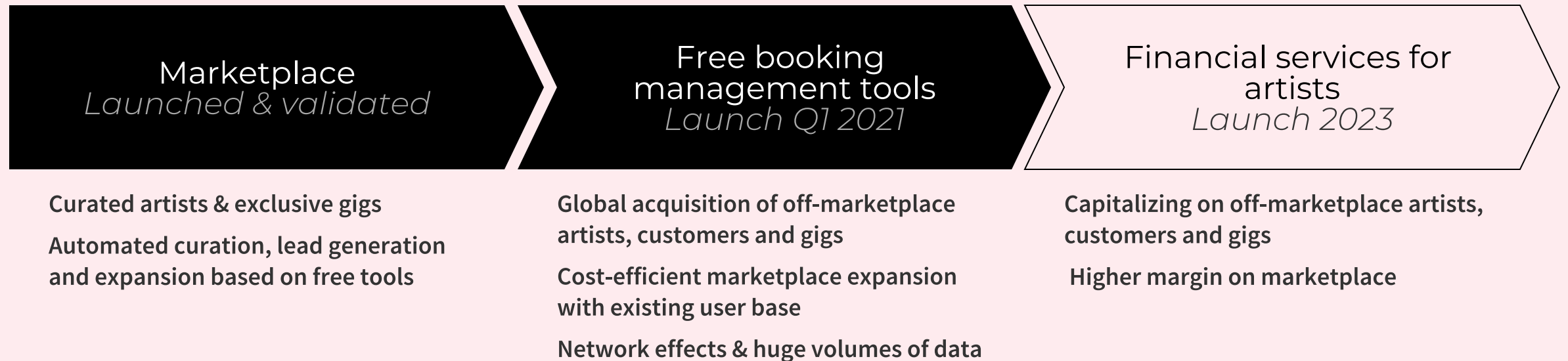
Niched
Facebook
forums

Referral
programs

Partnerships
with music
companies

OUR MODEL IS VALIDATED

Now we're adding one more layer to increase scalability and serve a larger portion of the gig market

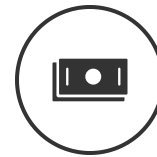


MARGIN OF 26% WITH OPPORTUNITY OF FURTHER MONETIZATION THROUGH PAYMENTS & BANKING SERVICES



Transactional 20-26% per gig

- Fees applied on both ends
- Framework contracts for high frequency customers
- Other customers of marketplace such as event agencies, conference facilities etc.



Future income streams

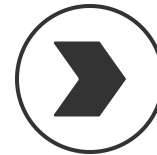
- Payments and Banking (quick pay/on demand payment, collect and distribute payments) with 5-10% per gig in and outside of the marketplace
- Paid tools for artists and customers
- Data sharing with third parties

ENABLING SCALABILITY GOING FORWARD



H1 2021

- Sales will be strongly affected by restrictions
- Enhance Gigital's offering by **new version of Gigs** and better matching through **artist reviews**
- Streamlining sales material, communication and functionality for a **more efficient customer journey**
- **Launch of free tools** for artists with the main focus on user base retention and virality with no marketing costs attached



H2 2021

- Expected sales recovery
- Prepare the sales and marketing for **50 contracted customers 2022** by the end of the year
- Free tools ready for **expansion**

€ 220M IN TRANSACTION VALUE IN 2025

	2021	2022	2023	2024	2025
N volume customers	10	50	180	340	580
N gigs	500	5,600	24,000	45,000	78,000
Active artist user base	600	2,780	8,725	15,668	28,138
Gross Transaction Value Marketplace (GTV MP)	€ 200,000	€ 3,523,220	€ 18,722,214	€ 34,444,470	€ 59,530,460
COGS + Artist Payout MP	€ (164,000)	€ (2,818,576)	€ (14,977,770)	€ (27,602,434)	€ (50,005,586)
GTV Financial Services (FS)	€ 0	€	€ 3,526,924	€ 42,941,490	€ 158,518,956
COGS + Artist Payout FS	€ 0	€	€ (3,280,040)	€ (39,935,586)	€ (147,422,629)
Revenue	€ 36,000	€ 704,644	€ 3,991,328	€ 9,847,940	€ 20,621,201
OPEX (MP)	€ (211,200)	€ (984,000)	€ (1,850,331)	€ (3,652,281)	€ (4,699,406)
OPEX (FS)	€ (52,800)	€ (246,000)	€ (910,000)	€ (1,966,000)	€ (3,900,000)
EBITDA	€ (228,000)	€ (526,306)	€ 1,230,997	€ 4,229,659	€ 12,021,795

Assumptions:

Active artists: Avg. n gigs/artist/year =31 + Avg. earning/artist/gig = €550. Avg. conversion from TTV to MP = 16,39%. Avg. margin MP = 18%. Avg. conversion from MP to FS = 17,19%. Avg. conversion from free tier to o FS = 13%. Avg. margin FS= 8%

SALES FOCUS

Large hotel, restaurant & bar chains

JUST THE HOTELS IN TOP 10 PREMIUM CHAINS EQUALS:

719 in SE/NO/DK (market entry 2021-2022)

1,456 in DE/NL (market entry 2023)

4,578 in FR/UK (market entry 2024-2025)

OPPORTUNITIES

Artist and customer leads converted to marketplace

Expansion to new markets through existing user base

Network effects and monetization potential of huge volumes of data

2 FOUNDERS & 3 EMPLOYEES

HONORS &
AWARDS



Givar Shabani (CEO)

- *Information Systems, Uppsala University*
- Software developer and project manager at two e-commerce launches in the furniture industry
- Former professional e-sport player
- **Forbes 30 Under 30** Europe Entertainment (2020)



Viktoryia Khromchanka (COO)

- *Business Management, Stockholm University*
- Ran previously her own PR/PA agency
- Opening speaker at **Brilliant Minds** (2019)
- **Forbes 30 Under 30** Europe Entertainment (2020)
- **Di Sveriges 40 superentreprenörer under 40** (2020)



CURRENT BRIDGE ROUND



Petter Nylander
Universum, TV3, Unibet,
Omnicom, Blixten & Co



Boel Swartling
Viacom, MTV, Charge Amps



Propel Capital
STING



Jonas Siljemark (new!)
Warner Music Sweden



Erik Segerborg (new!)
Avito, Hemnet, Fyndiq



Erik Dibbern (new!)
Bauer Media



Per Victor (new!)
First Vet



Stefan Hedelius (new!)
SAS, Human Care Group



Almi Invest