



# FRONTROW

The #1 online venue for live performers and their fans

# The Team



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**Founder-  
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The background of the entire slide is a photograph of a crowd of people at a concert or event. In the center, two hands are raised and positioned to form a heart shape. The image has a dark, blue-tinted overlay. Two white rectangular boxes with thin borders are positioned on either side of the heart, containing the text for 'Our Vision' and 'Our Mission'.

## **Our Vision**

Become the world's  
No 1 online venue for  
live performers and  
their fans.

## **Our Mission**

Help performers to  
earn money on live-  
streamed events and  
deliver an ultimate  
user experience.

# Lockdown

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Covid 19 hit the world and musicians lost their main source of income which was ticket sales for live audiences







# Live streaming

Chris Martin, John Legend and many other musicians began live streaming to reach their fans, but they have mostly been doing it for free.

# Problems



Live performers are experiencing a huge economic crisis due to Covid 19



There is no structured way to find and purchase tickets to online events



Artists give away their work for free online

# Solutions



Build the world's  
#1 online venue  
for the performers  
and their fans



Help performers  
monetize their  
time, talent and  
get paid for their  
work



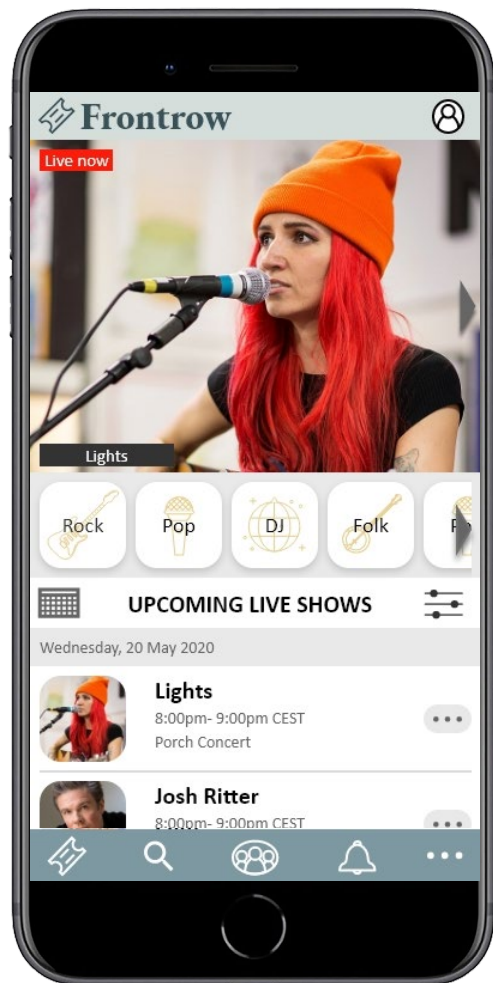
Build a state of  
the art user  
experience that  
connects fans  
and performers



Help performers,  
plan and  
organize their  
performance  
income.



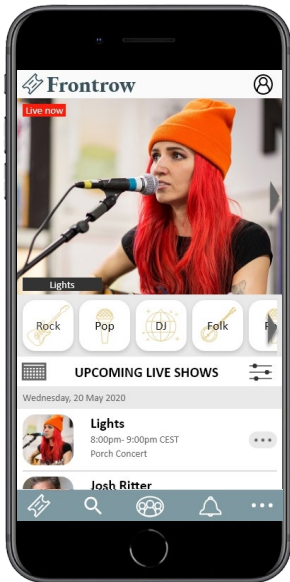
# The Product: FRONTROW



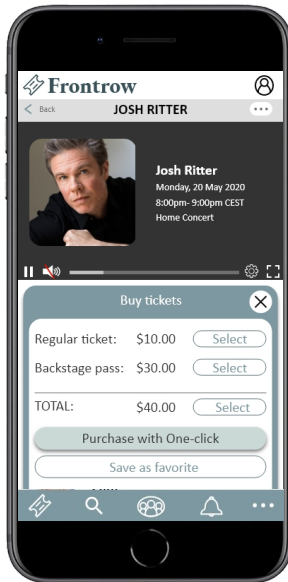


# How it works

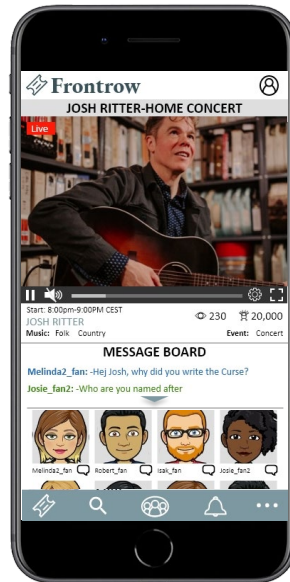
Find performers



Purchase tickets



Socialize



VIP Meetings



Cast to TV or screen



# Market Size

Pre-Covid 19, the live music tour market was growing and live-streaming was a growing venue for musicians.

**\*MUSIC TOUR GLOBAL  
GROSS REVENUE- 2019**

**\$57,5B**

**\*MUSIC STREAMING  
GLOBAL REVENUE-2019**

**\$11,4B**

**\*LIVE CONCERT GLOBAL  
TICKET SALES 2019**

**57,7M**

**\*\*ONLINE MUSIC  
SUBSCRIPTIONS-2020 Q1**

**42,7M**

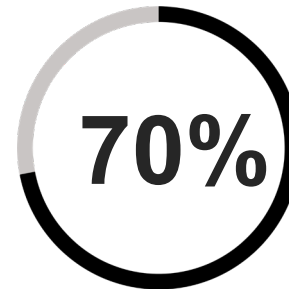




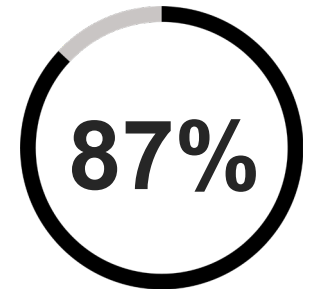
# Why Now

Live streaming performances have skyrocketed

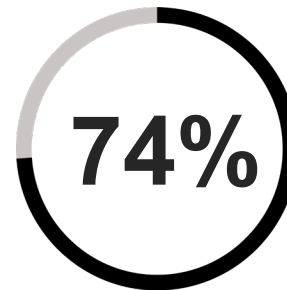
**\*\*FANS WILLING TO PAY  
FOR ONLINE CONCERTS**



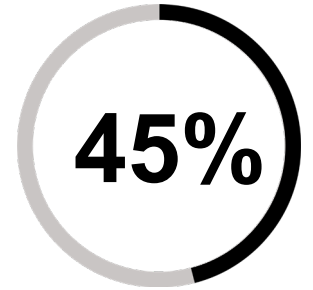
**\*AUDIENCE PREFERENCES TO BUY VIP  
EVENTS ONLINE**



**\*\*FANS INTERESTED IN LIVE  
STREAMING AFTER CRISIS**



**\*AUDIENCE PREFERENCE TO BUY  
MUSIC ONLINE**



\* Livestream & New York Magazine

\*\*Bands In Town user survey



# Target market



Individual performers



Party throwers



Bands relying on live performances for revenue



Dedicated music fans



# The Business Model



## **PAY-PER-VIEW TICKET SALES**

15/85% Split  
With Musicians



## **TICKET PACKAGE**

15/85% Split  
With Musicians



## **SUBSCRIPTION FEES**

\$9.98 Per Month  
for ad-free  
archived shows



## **AD REVENUE**

60/40% Split  
With Musicians



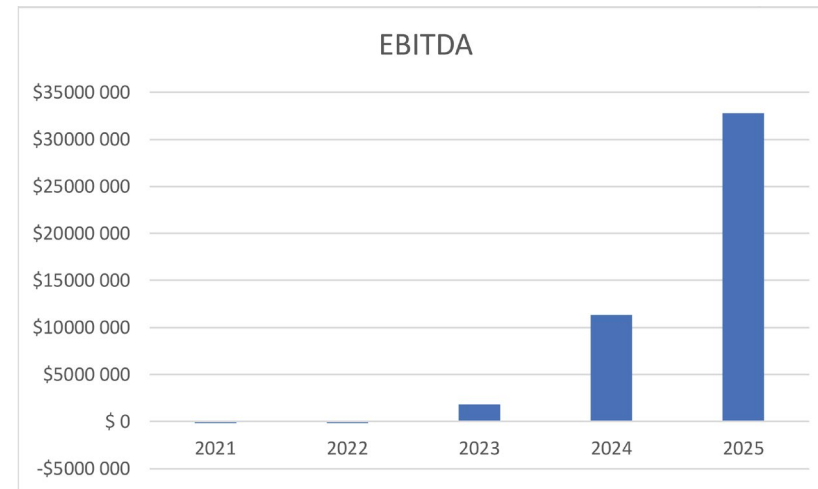
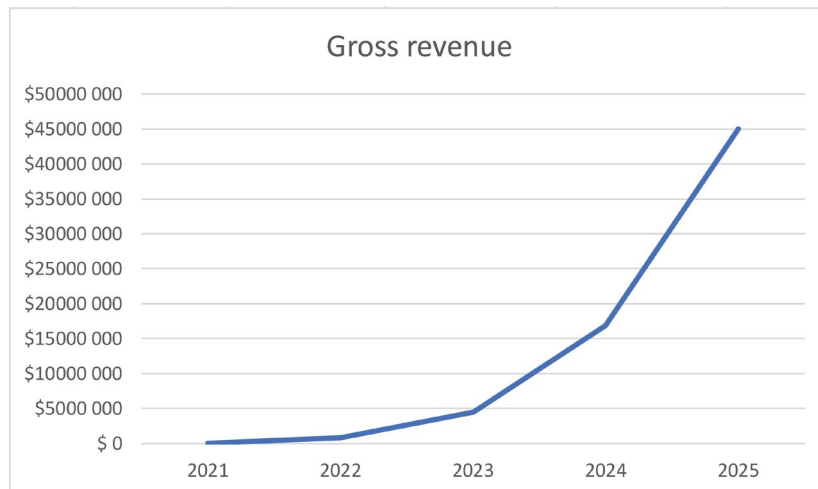
## **SPONSORSHIP**

50/50% Split  
With Musicians

Five year forecast

# Financials

5 YEAR FORCAST	2021	2022	2023	2024	2025
Number of artists signed in	50	500	2 000	5 000	10 000
On-line shows per year	50	5 000	20 000	50 000	100 000
Average number of on-line concert goers per show	50	75	100	150	200
Number of on-line concert goers	2 500	375 000	2 000 000	7 500 000	20 000 000
Average on-line ticket price	\$10	\$15	\$15	\$15	\$15
Commission (15%)	15%	15%	15%	15%	15%
<b>Gross revenue</b>	<b>\$3 750</b>	<b>\$843 750</b>	<b>\$4 500 000</b>	<b>\$16 875 000</b>	<b>\$45 000 000</b>
COGS (streaming costs, stim,sami mm)	-\$1 500	-\$225 000	-\$600 000	-\$2 250 000	-\$6 000 000
Wages	-\$100 000	-\$500 000	-\$1 500 000	-\$2 000 000	-\$3 000 000
Marketing & Advertising	-\$50 000	-\$250 000	-\$500 000	-\$1 125 000	-\$3 000 000
Operations	-\$5 000	-\$50 000	-\$100 000	-\$150 000	-\$250 000
<b>EBITDA</b>	<b>-\$152 750</b>	<b>-\$181 250</b>	<b>\$1 800 000</b>	<b>\$11 350 000</b>	<b>\$32 750 000</b>





# Business Goal Case for 2022

Example of gross ticket sales and onboarding goal for the end of year two.

AVG # OF SHOWS PER  
DAY

**55**

AVG # OF FANS PER  
SHOW

**100**

AVG PRICE PER SHOW

**\$15**

# OF DAYS PER YEAR

**365**

POTENTIAL GROSS ANNUAL  
PROFIT OF TICKET SALES

**\$30,1M**

FRONTROW'S 15% OF GROSS  
TICKET SALES

**\$4,5M**