



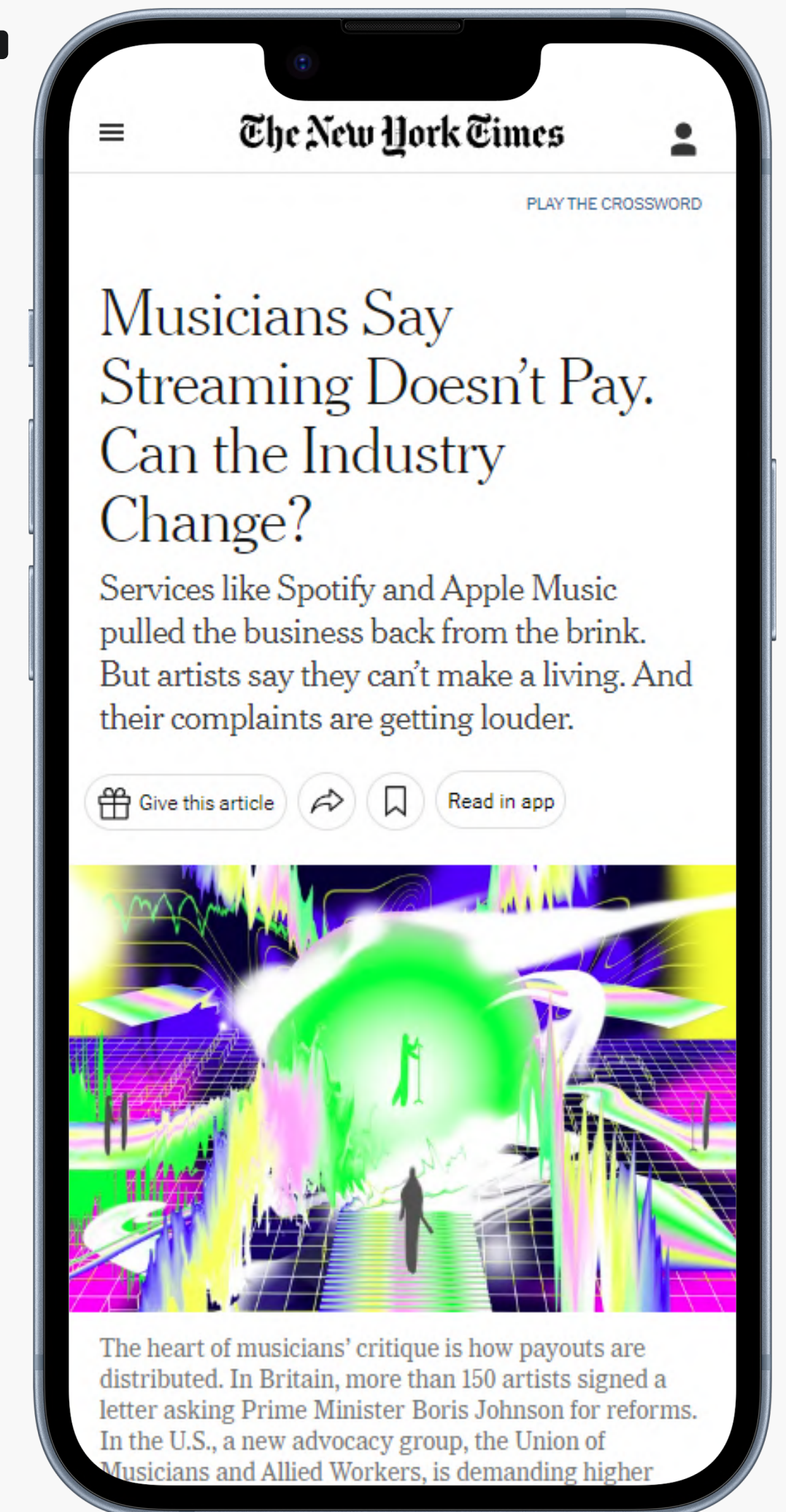
 clapsify

Unlocking the Full Potential of Musicians



Are you aware that most musicians can barely make a living?

- 💰 Streaming services take a bunch of their earnings
- 😞 99.3% of the artists on Spotify are generating less than \$10,000 a year
- 😬 Musicians rarely get paid the amount they agreed on
- 🚫 Most musicians have no contracts/ agreements signed before a gig
- 👁️ No central platform where musicians can tell their story

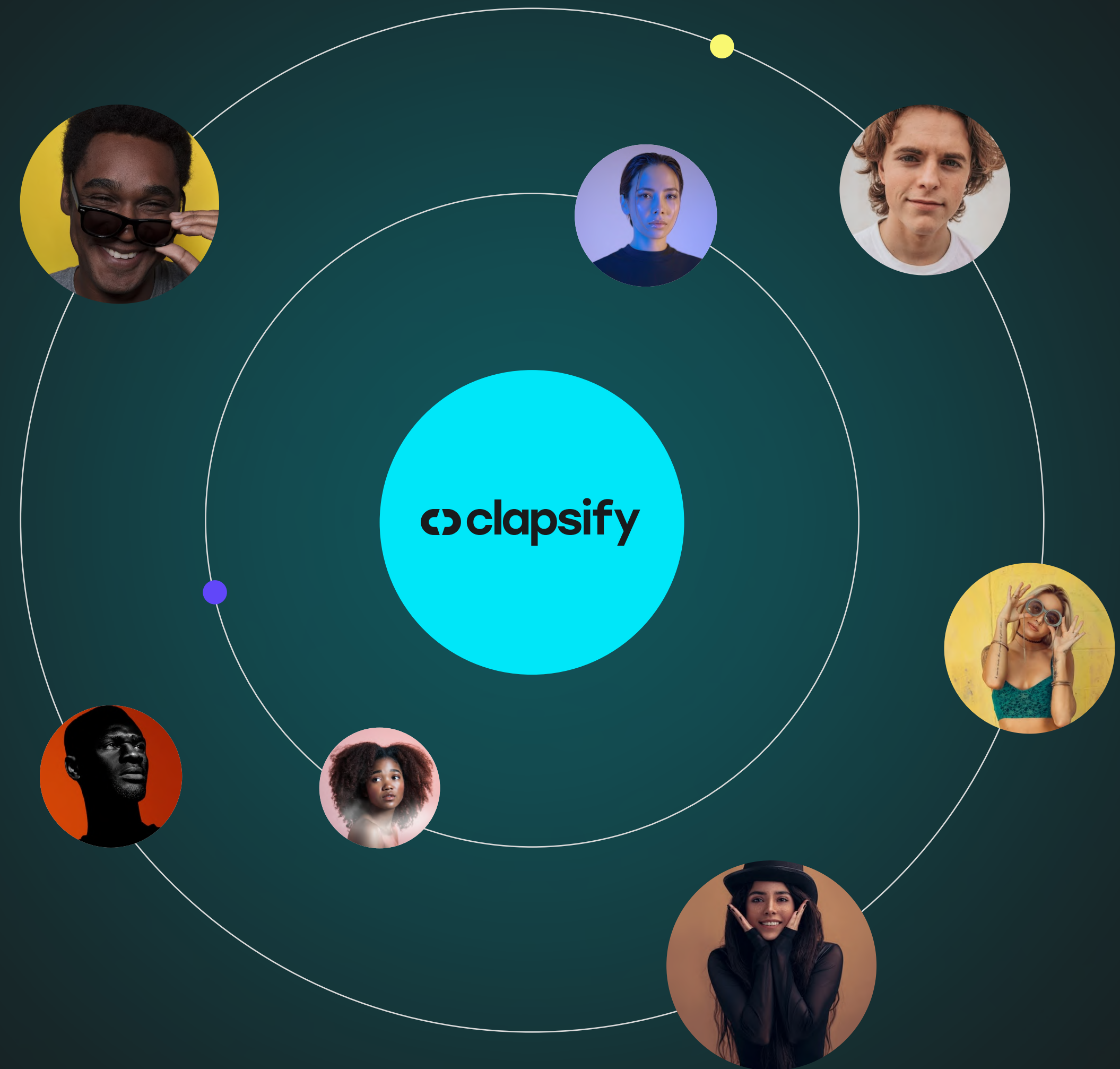


THE SOLUTION




Find and **book** top-notch musicians

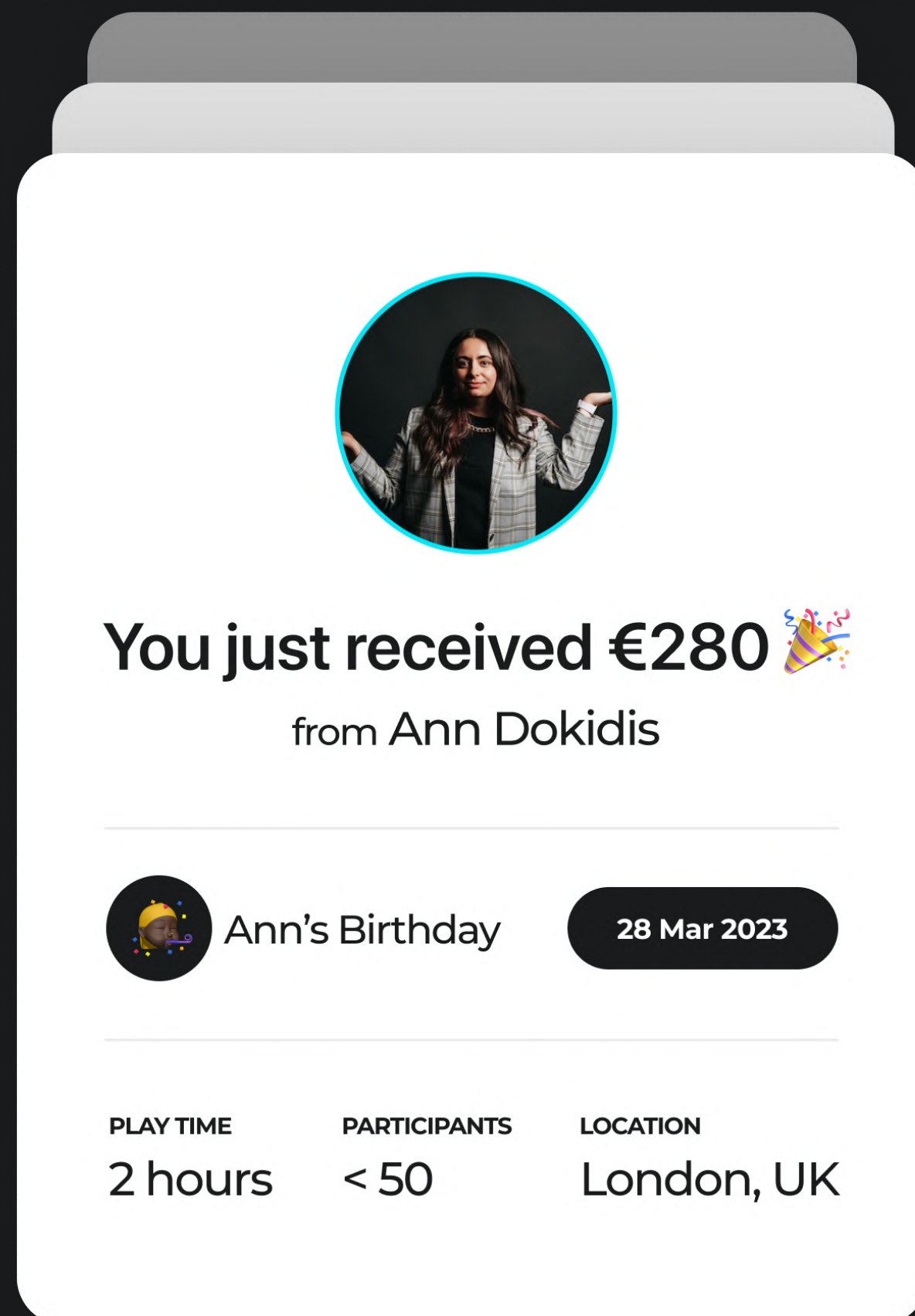
Find all musicians in one place, we are an online marketplace that allows anyone to easily book a musician with one click. Guaranteed payment.


We connect event organizers with musicians, enabling musicians to apply for upcoming gigs, and vice-versa, organizers to post gigs and choose the right musician for their event.




Monetize Your Passion

-  Sell tickets for upcoming events
-  Create your own pricing strategy
-  Online merchandise shop










You just received €280 🎉
from Ann Dokidis


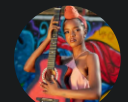

 **Ann's Birthday** 28 Mar 2023

PLAY TIME	PARTICIPANTS	LOCATION
2 hours	< 50	London, UK

Build Fan Connections

-  Exclusive content (unreleased songs, videos, etc.)
 -  Virtual meet-and-greets
 -  Detailed fan insights & analytics
 -  Increase reach and grow fanbase

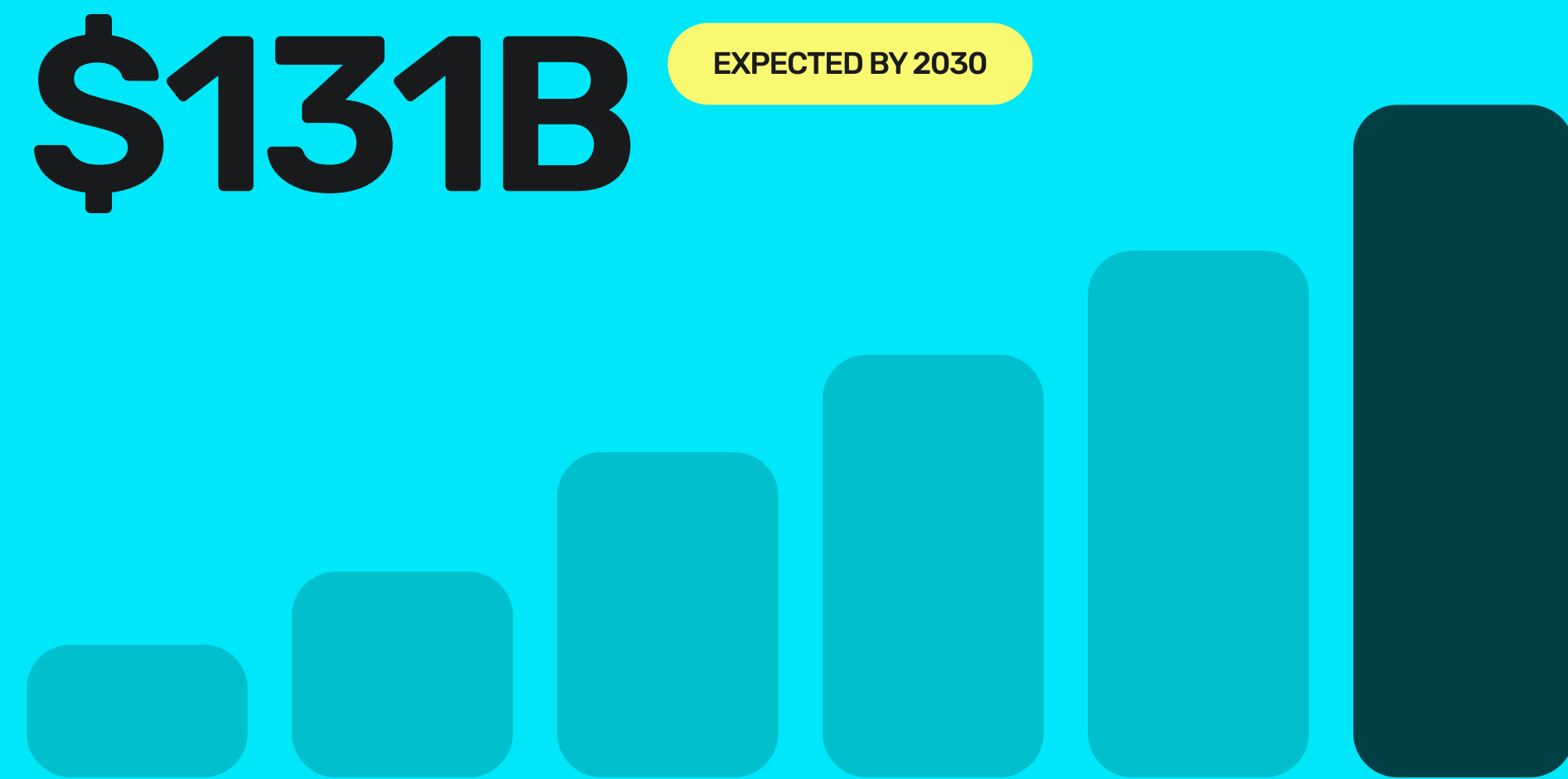


-  **Isaac Parker**
Paid \$10 for unreleased song
-  **Love**
Subscribed for 2 months (\$40)
-  **Earl Kerry**
Saw your profile 5 times today

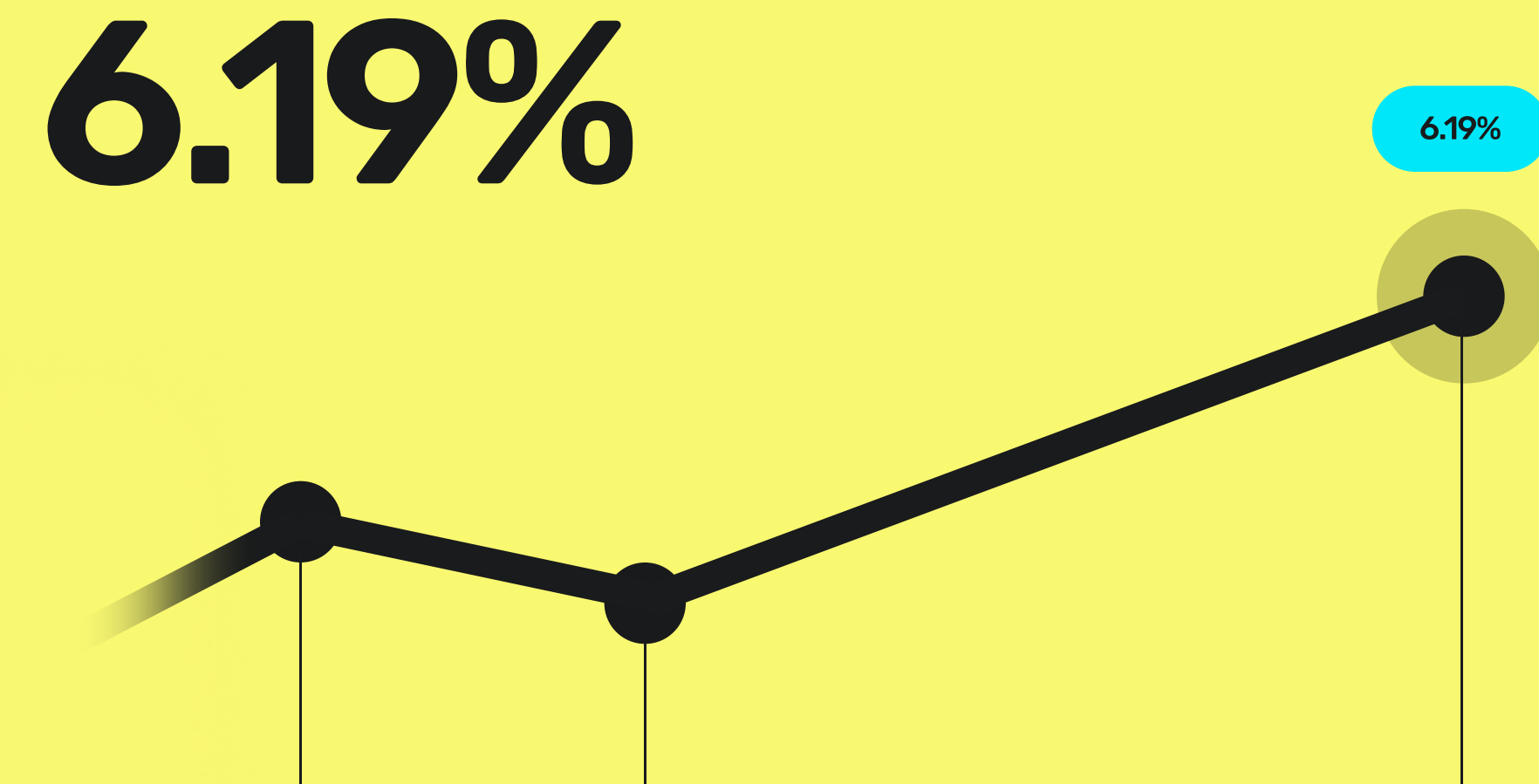
Live Music Industry to reach \$38B by 2030

The addressable market for Clapsify includes mostly the live music performances, but not excluding the music industry as a whole.


The global music industry market



Compound annual growth rate (CAGR) from 2022 to 2030



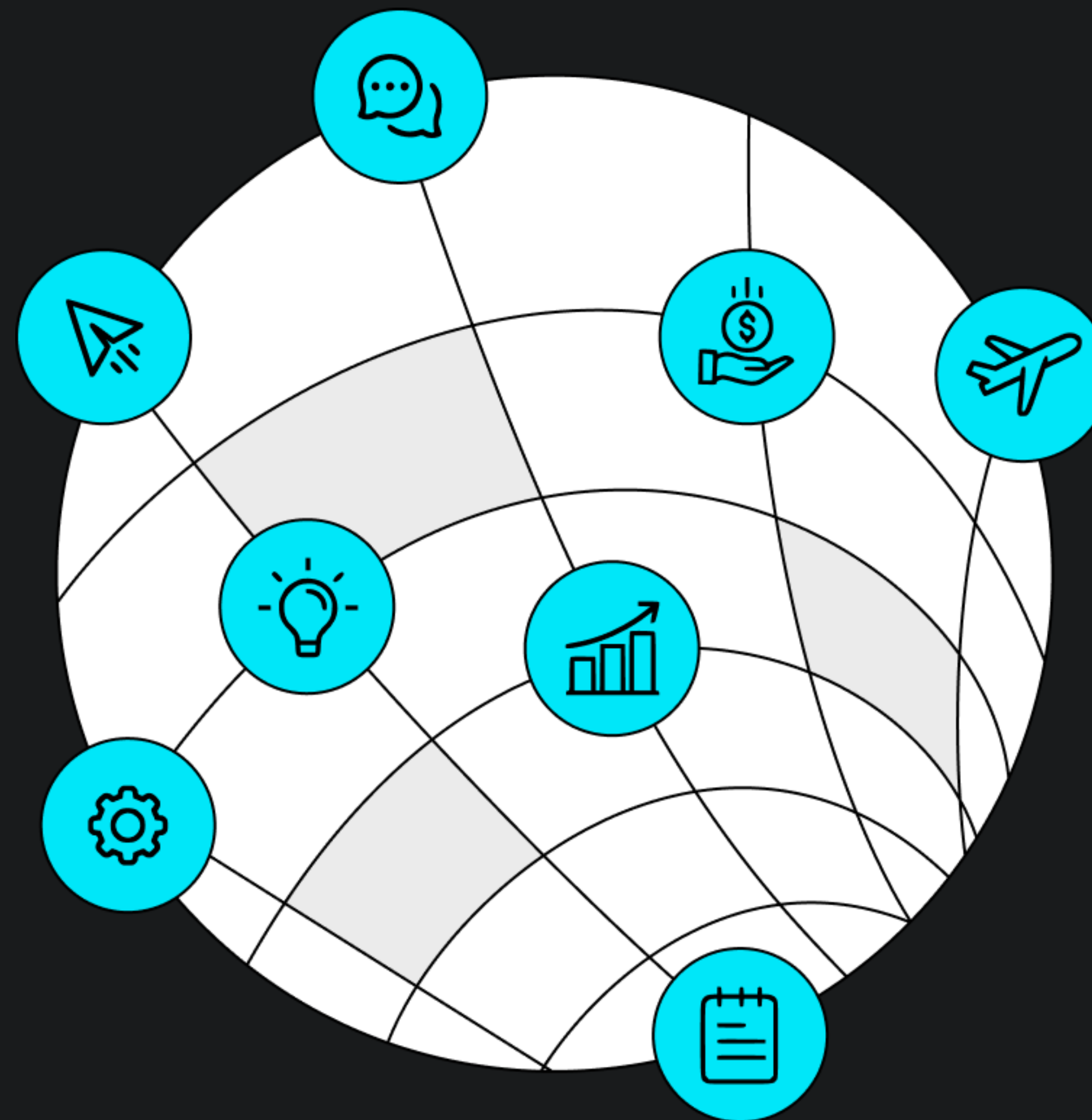
Clapsify vs competitors

	 clapsify	Ençore	<i>CUEUP</i>	Linktree*	koji
Support all types of musicians	✓	✓	✗	✓	✓
Book & pay for musician online	✓	✓	✓	✗	✗
Fan engagement (exclusive content)	✓	✗	✗	✓	✓
Sell event tickets (in-app)	✓	✗	✗	✗	✓
Promote work and talent without bounds	✓	✗	✗	✓	✓
Primarily focused on musicians	✓	✓	✓	✗	✗

Our Go-To Market Symphony

We have strategically identified our target audience, which includes music enthusiasts, event organizers, and emerging musicians.

- 👉 Form advisory board with relevant industry experts
- 💪 Bring Mani Nordine (aacbooking.com) on board for growth & expansion
- 🤝 Grow our partnership/ ambassadors network
- 🇺🇸 USA College Promotion
- 🌐 Be active where musicians hang out online (Discord)
- 🎯 Social media marketing, targeted advertising



Let's sing money!

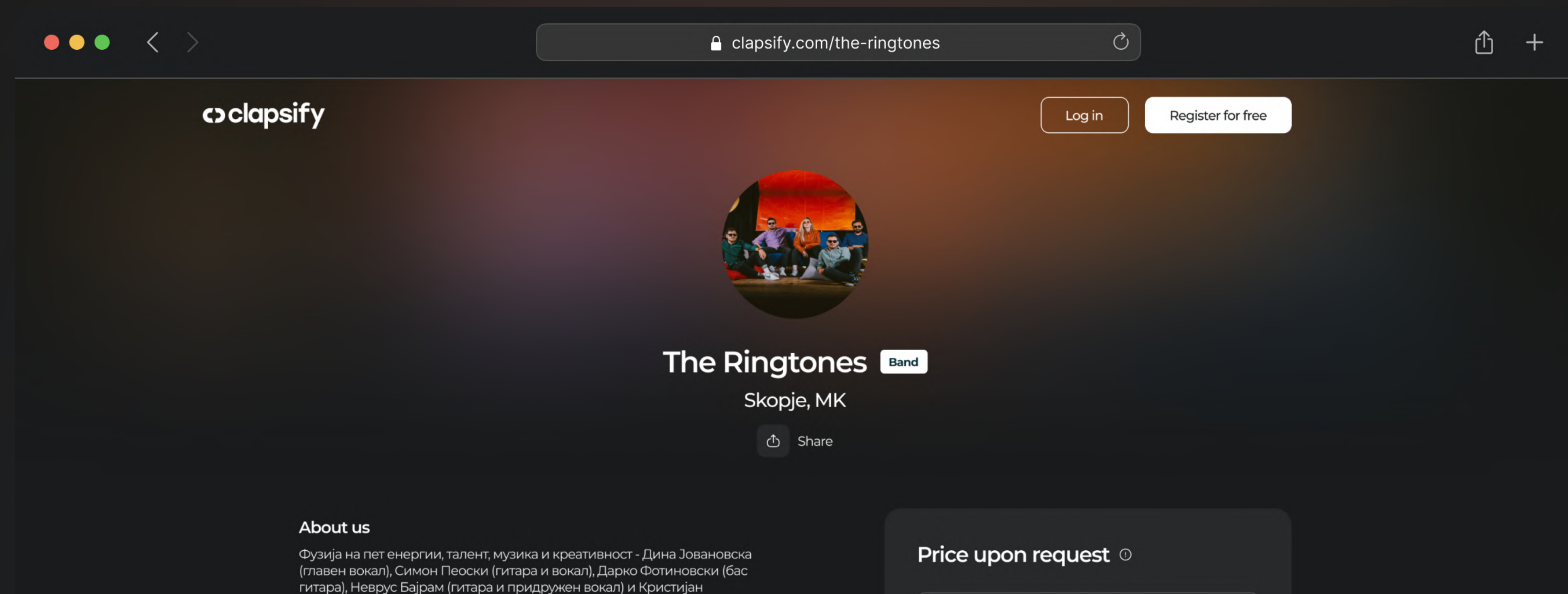
Commission fee 🙌

We have established a commission fee structure that is flexible and adjusts according to each transaction completed on our platform:

- Artist booking ~ 10 - 18%
- Sale of event ticket(s) ~ 3.2% + \$1 service fee
- Merchandise sale ~ 2% + \$0.30
- Subscription ~ 20%

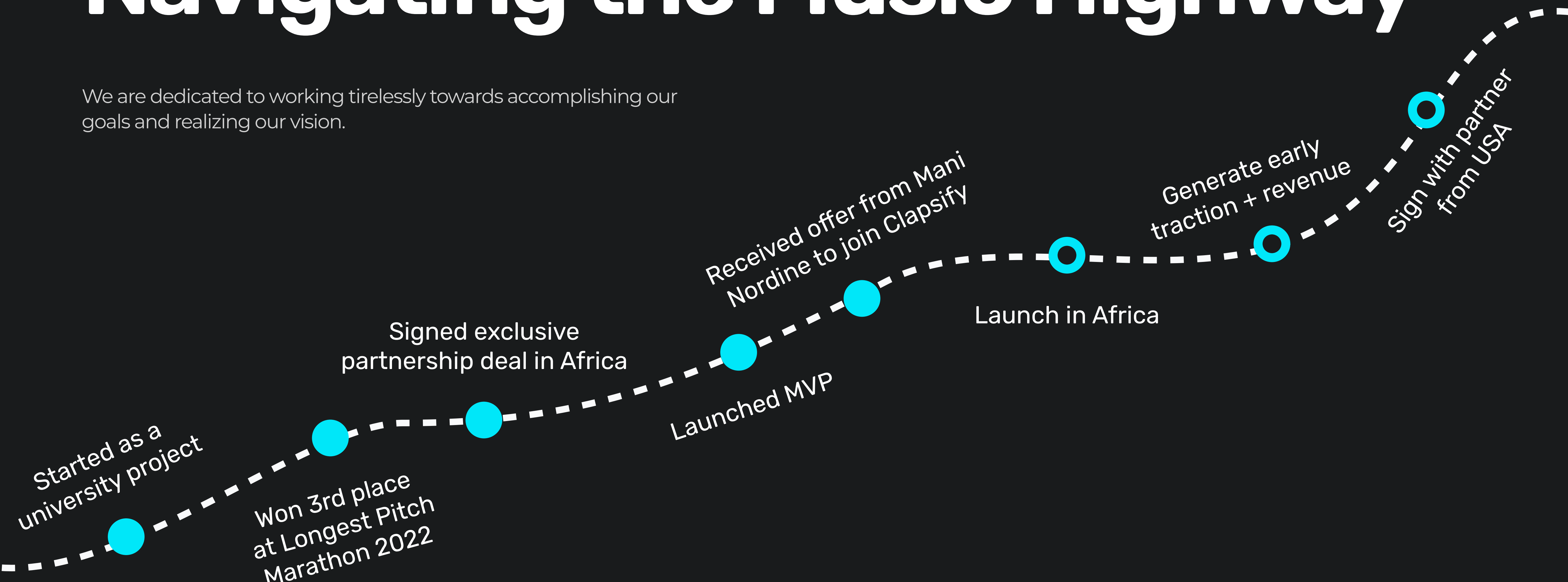
Subscription model 🔗

Introducing our exclusive content subscription model, where musicians have the freedom to set their own monthly prices for fans. Unlocking a world of exclusive content, this flexible subscription empowers musicians to connect with their most dedicated fans on a deeper level.



Navigating the Music Highway

We are dedicated to working tirelessly towards accomplishing our goals and realizing our vision.



TEAM

The Band of Innovators



Viktor Gavrilovic

Chief Executive Officer

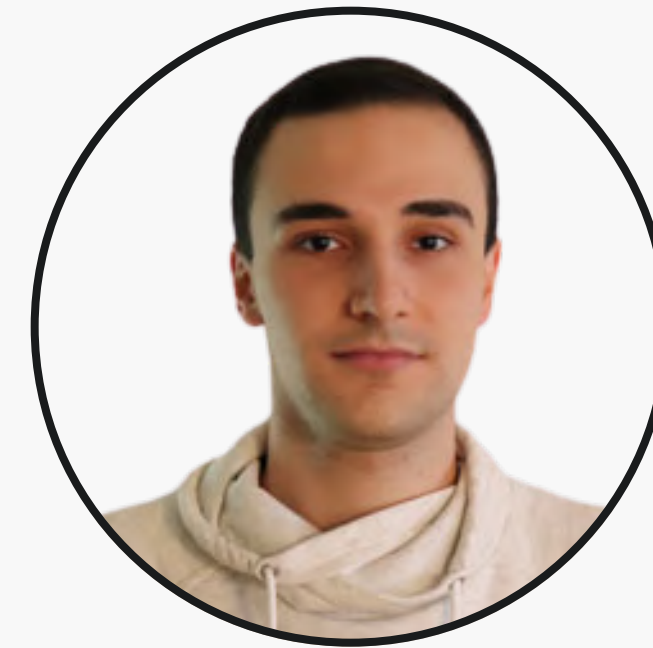
- Co-founder at digital agency [Afillix](#)
- Deputy Director of Technology at [Climate Cardinals](#)
- Co-owner of [Common.mk](#)
- Ex Chief Technology Officer at [They Youth Group](#) (UK's top 100 Startups for 2023)



Filip Eftimoski

Chief Operations Officer

- Strategic risk management at [Sparkasse Bank Skopje](#)
- Previously, QA Manager at [InterWay](#)
- Previously, Bank Loan Department at [Stopanska Banka Bitola](#)



Igor Danilovski

Chief Technology Officer

- Co-founder at digital agency [Afillix](#)
- Co-owner of [Common.mk](#)
- Ex Head of Technology at [They Youth Group](#) (UK's top 100 Startups for 2023)



Bojan Simichiev

Head of Engineering

- Software Developer at [Asseco SEE](#)





Get in touch

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