



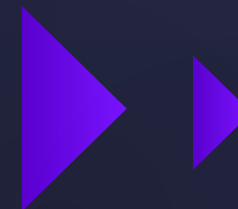
Reinventing How Music Events Are Organized

The Problem



Organizing an event of any size remains a slow and manual process, with high cost and connection barriers

- Quality performers or venues are hard to reach
- Lack of connections limits rising artists and new venues
- Agencies and middlemen are slow, inflexible, and expensive

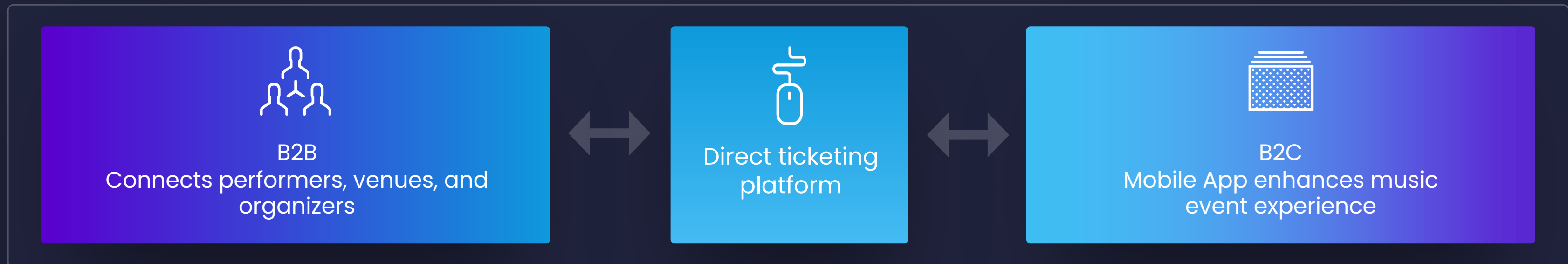


Demand in the industry is artificially restricted as artists and venues that create music experiences can't find their best deals of the moment

Our Solution

BeatBind

World's first event organization & talent auction platform that lets artists and venues focus only on serving unforgettable experiences to their fanbase



Strong Value Proposition

BeatBind simplifies and makes the event organization process more profitable; It also lets fans participate, connect, and enhances their experience



BeatBidder

Organizers create events

- ✓ Higher revenues for artists
- ✓ Lower costs for venues
- ✓ More opportunities and connections for all



BeatBuy

Sell tickets to fans

- ✓ Global direct ticket pool with transparent prices
- ✓ Auction mechanism for prime seating
- ✓ Scalping and forgery prevention



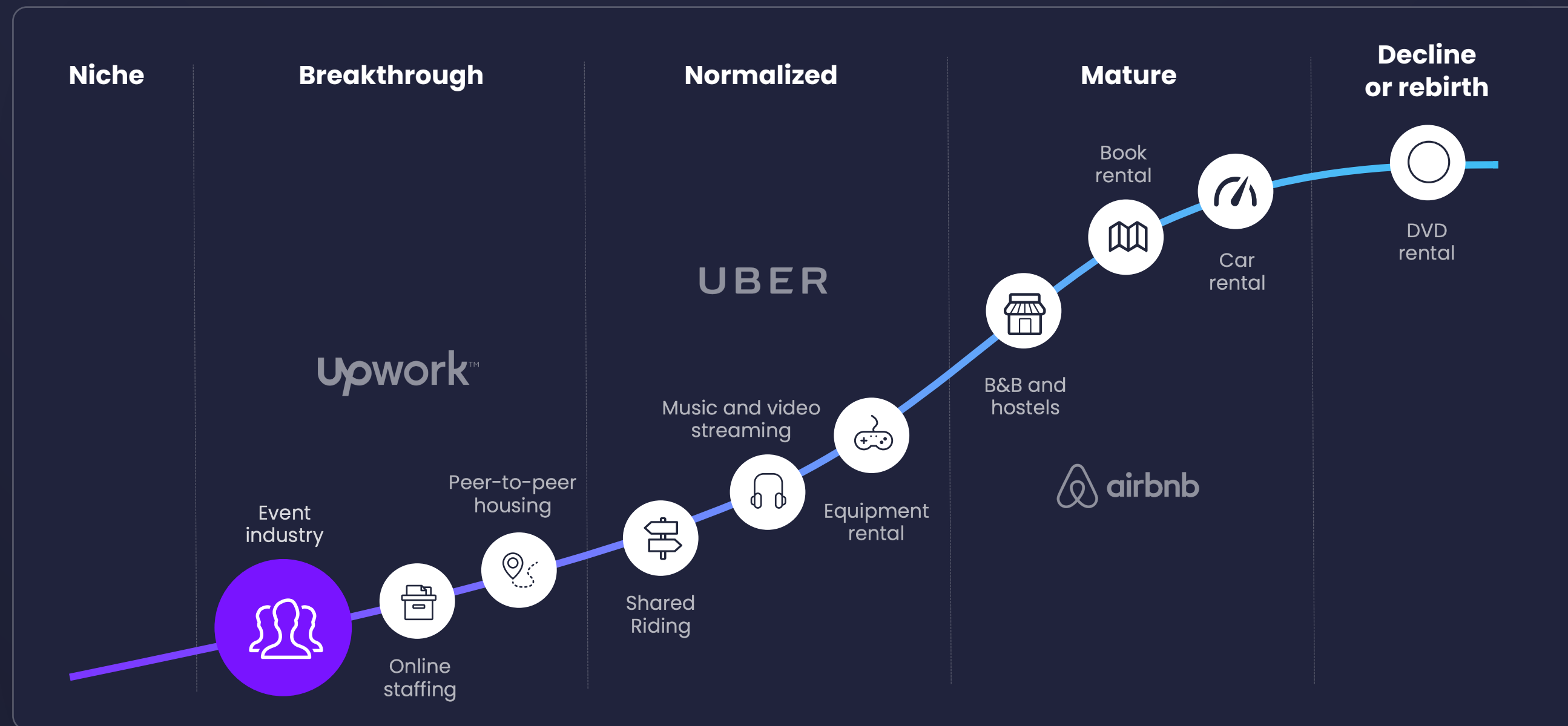
BeatX

Enhances on-site experience

- ✓ Event-related activity feed from artists and venues
- ✓ Dating & connecting with people attending the same event
- ✓ Fans' reviews partially determine performers' fees

Market Momentum

Breakthrough companies have the most potential, profitability, and the least competition – sometimes none



Addressable Market Overview

Music Events Industry Value



Source: Statista
CAGR: Compound Annual Growth Rate

BeatBidder Auction Engine

Our custom auction engine
for music events

- ✓ Cutting edge speed and flexibility
- ✓ Venues and artists can choose any bidder, not just the highest one
- ✓ Supports additional functions like organization outsourcing or venue leasing
- ✓ All transactions are transparent and searchable on the Blockchain

Auction Example



John Smith (DJ)

32 days, 4 hours

Bidding closes

7/16/2020

Target Date

Amsterdam, Netherlands

Target Area

Starting bid **\$50,000**

Hire me now **\$150,000**



BeatBuy

Seamless Ticketing for BeatBind Events

- ✓ Direct access to tickets for all BeatBind events
- ✓ Transparent pricing, no chance of fraud, forgery, or ticket scalping
- ✓ Fans have the ability to return tickets and get refunded
- ✓ Fans can pre-purchase tickets as an event is organized



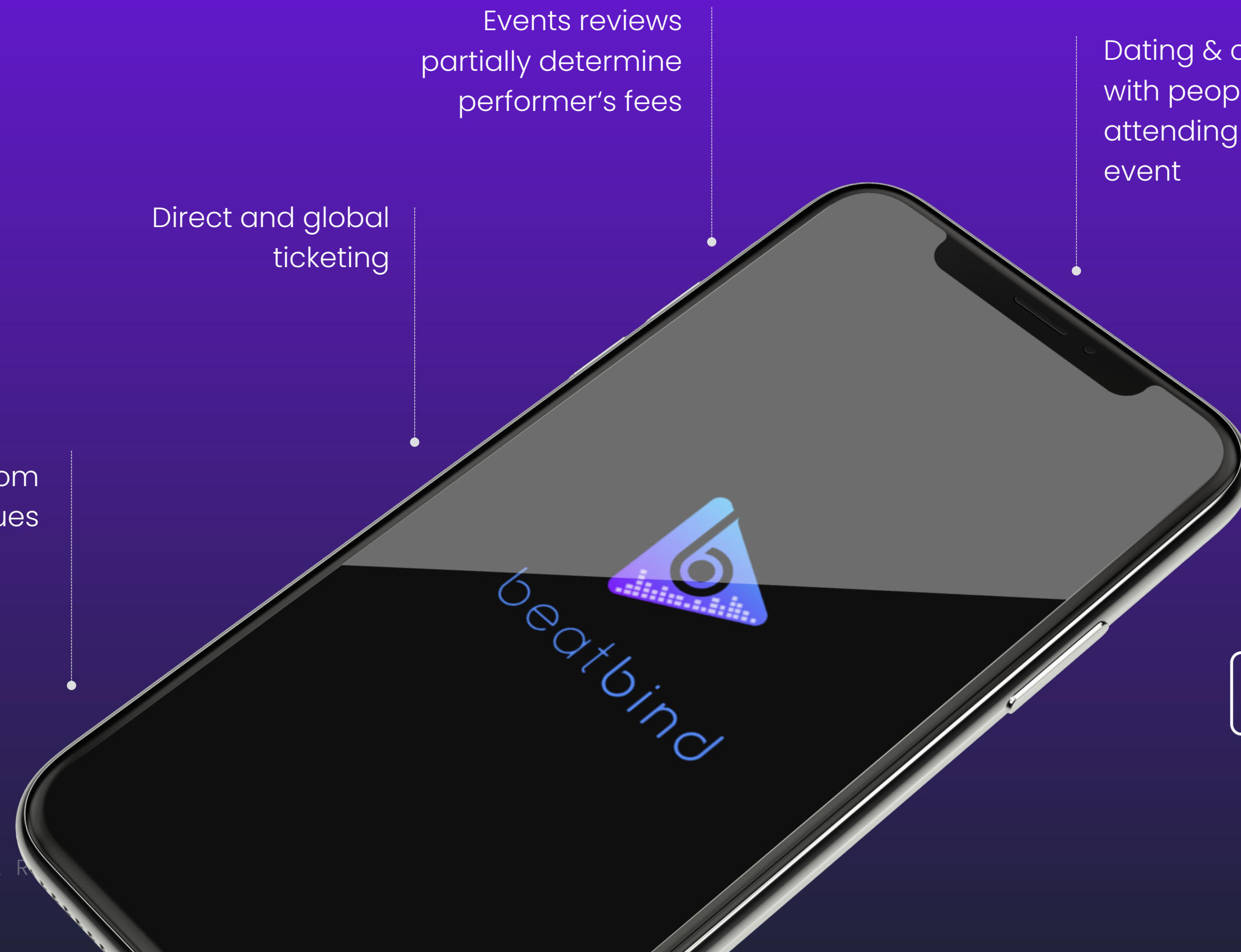
BeatBuy



Seamless Crowdfunding for BeatBind Events

- ✓ Our superior ticketing system supports purchase of tickets for currently organizing events, allowing an initial inflow of capital to organizers
- ✓ This form of seamless crowdfunding gives smaller venues the means to bring in big stars
- ✓ All money is refunded to fans if the event doesn't materialize

BeatBind App Features



Activity feed from
artists and venues

Direct and global
ticketing

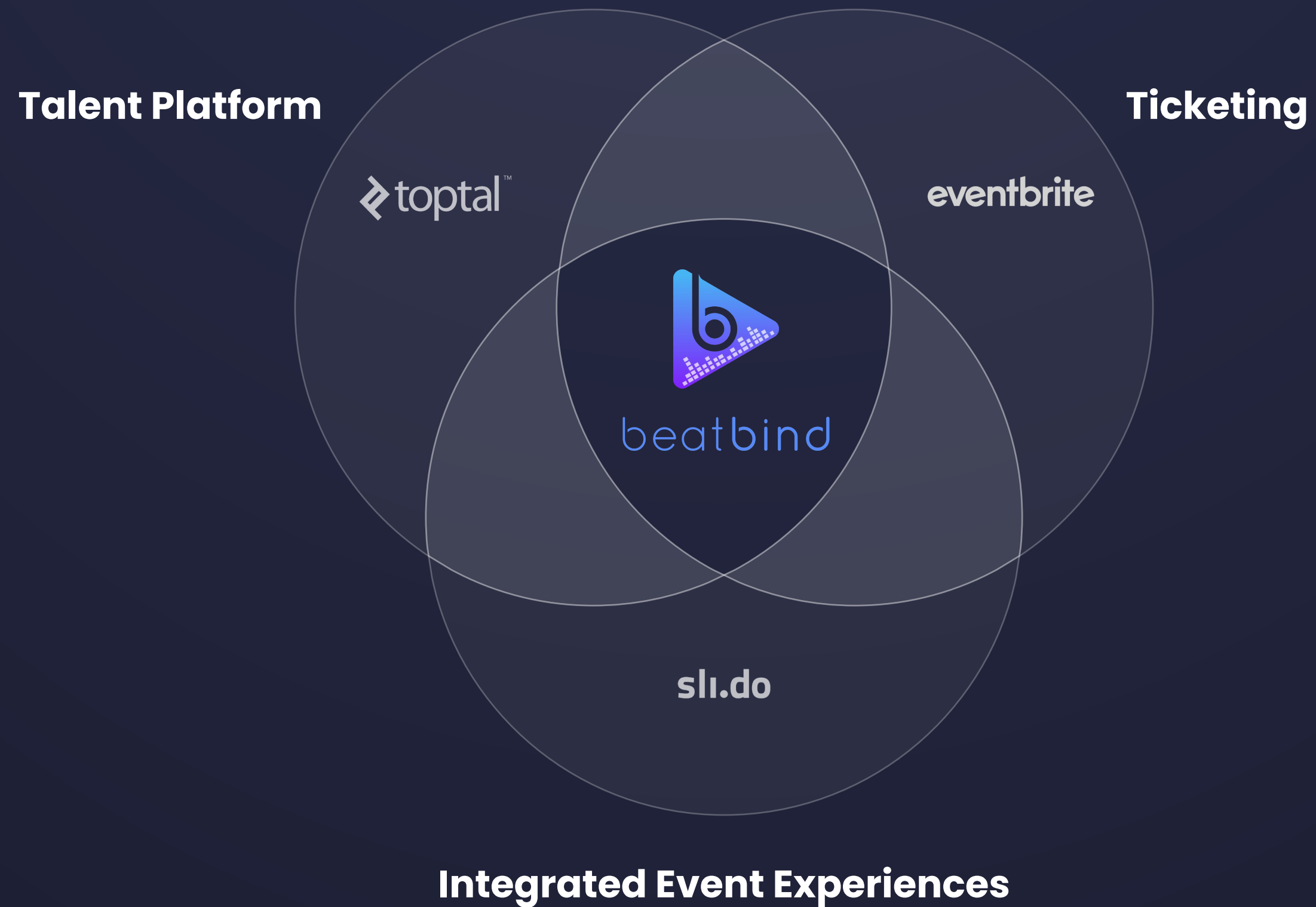
Events reviews
partially determine
performer's fees

Dating & connecting
with people
attending the same
event

COMING SOON



Market Positioning



Business Model

BeatBidder Talent Platform



4% fee on Platform transactions

including artist performances, event organization outsourcing, venue leasing, backstage access etc.

Variable fees for promotions & priority placements

BeatBuy Ticketing Platform



4% per ticket sold

8% per crowd-fund ticket

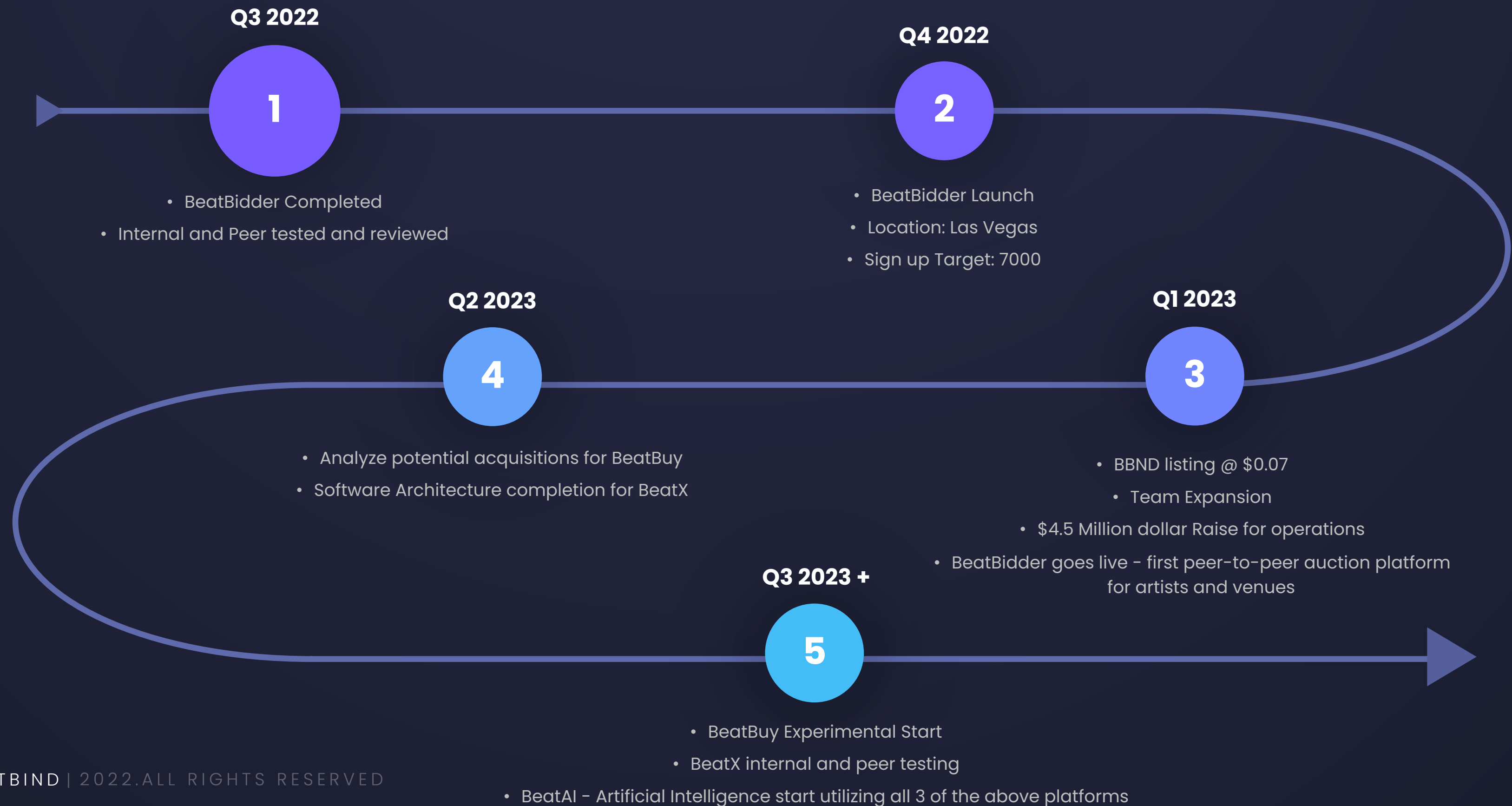
BeatX Integrated Experiences



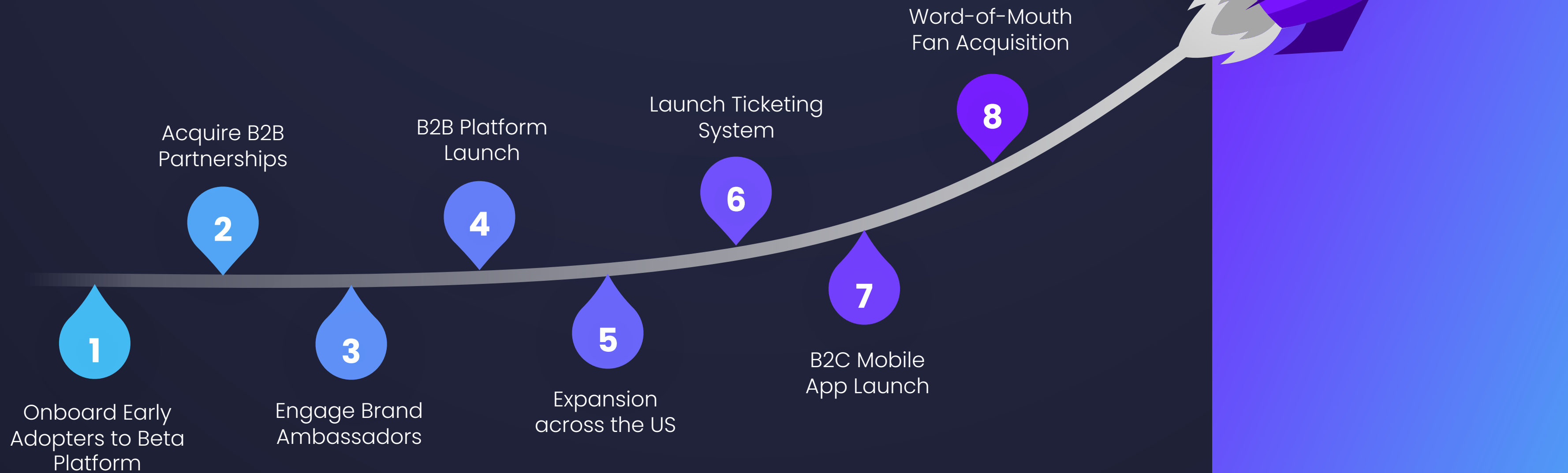
\$5/month for access to all features

Variable fees for transactions in BeatBind App

Product Development Roadmap



Go-to-Market Strategy



The Team

Experienced professionals with a strong track record of successful executions



Bosko Gasic

Founder/CEO

- Seasoned deal maker with 25+ years of experience in equity investments, start-up advisory and complex financial transactions
- 10 years working for Wall Street Firms as a Series 7 broker
- Past successes include Skechers IPO, The Keith Companies IPO, a Chinese Cable company reverse merger that reached a market capitalization of over \$200M



Dale Baeten

Co-Founder/COO

- 20+ years in marketing and structuring large projects
- 10+ years in financial planning and mutual fund portfolio selection



Ivica Panic

Chief Marketing Officer

- 10+ years of battle-tested experience in branding and digital advertising
- Notable clients include Victoria's Secret, RE/MAX and Regus amongst others



Goran Beko

Chief Design Officer

- Digital product designer with over 15 years of experience in creating digital products for organizations ranging from agencies, start-ups and large companies.
- Loves to learn how people think and behave, uses research to design experiences that solve both user and business problems.



Summary



Scalable and diversified first-mover business that will quickly grow user base and revenue in the music event organization industry

✓ **Unprecedented and modern approach** to conquering the music events industry, alongside neighboring market segments

✓ **First mover advantage** allowing BeatBind to capture most of the market with its strong value proposition for all participants

✓ B2B Platform and B2C Mobile App with different focuses and target users - each side brings **unparalleled value** to the other

✓ **Multiple breakthrough approaches** with a diversified business model

✓ **Battle-tested technical and business team** with a wide network of industry contacts

BBND Token

The official token used for all auctioning, transactions, etc. on the BeatBind Platform



A chance for all participants to participate in the growth of the platform



Allows BeatBind to incentivize all users in the ecosystem by offering benefits



More private and secure compared to traditional payment methods



Vision to become the universal payment method across the entire music industry

Investing in BBND

BBND Growth

- First to Market Advantage with BeatBidder
- Collaborate with well-known celebrity artists
- The value of BBND is rooted in the real utility and will grow with the BeatBind Platform

Investor Options

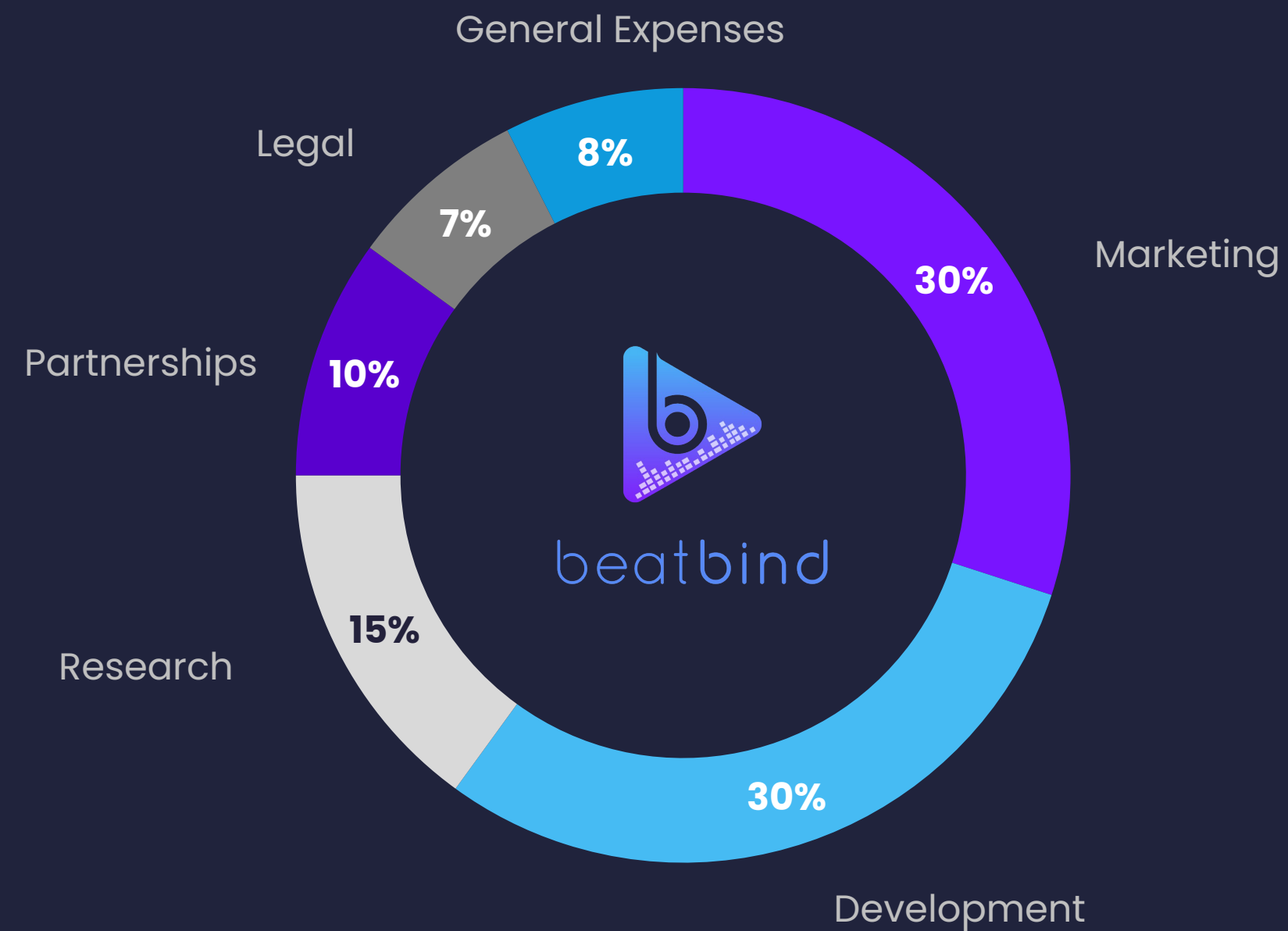
- Utilize tokens to purchase tickets, retain artists, venues, memorabilia etc
- Token holder will have the option to transfer BBND utility token for Bitcoin and other trading pairs
- We will offer you guidance if you wish to exit your participation

BBND Sale

Fund Raising Round	Discount	Price	New Raise	Progress
1st Round Pre-Sale	57%	.03	\$300,000	Closed
2nd Round Pre-Sale	28.5%	.05	\$300,000	Closed
BBND Listing	0%	.07	TBD	TBD

Available supply: 1B BBND

Use of Proceeds



Ask us anything



bosko@beatbind.io

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