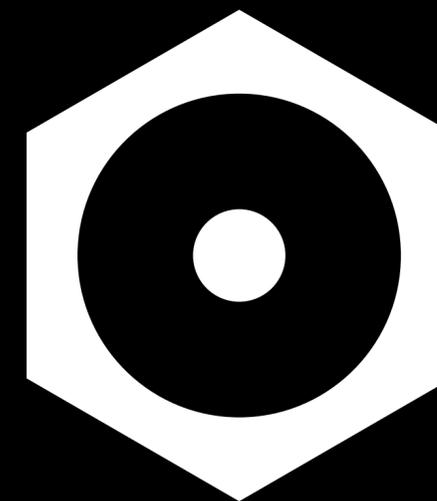


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USER-GENERATED **LIVEAUDIO** PLATFORM; BRINGING THE RADIO BACK AS A NEW CONTENT CHANNEL FOR CREATORS.

TWITCH FOR LIVEAUDIO, STARTING WITH MUSIC.

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In 1609 print powered the newspaper.

In 1906 radio waves powered the radio. **The radio was live and in the moment, people all shared the one time experience.** If you missed it, it was gone.

In 1927 the television powered video.

In 1983 the computer powered the internet.

In 1999 the phone powered the internet.

**The internet became all forms of social and media.**

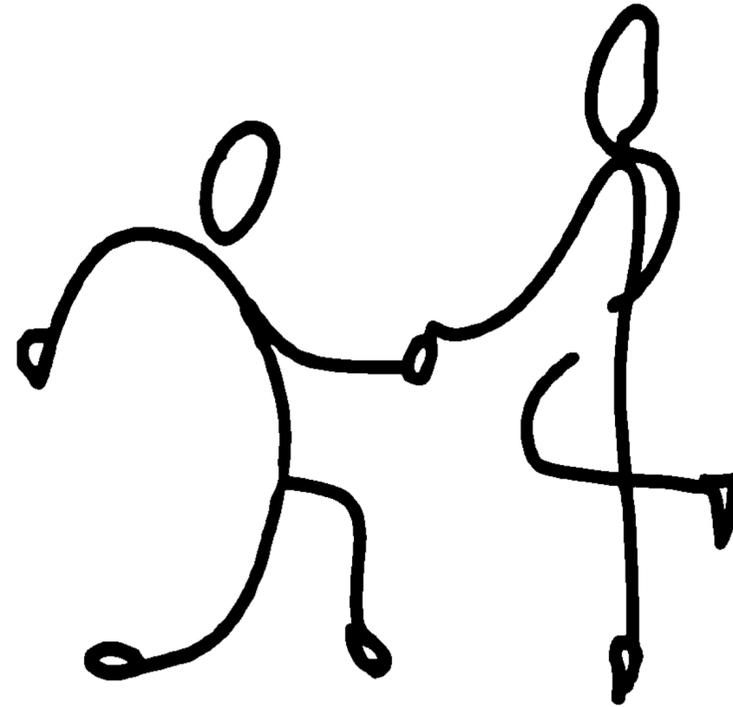
Along the way all platforms became corporate, commercialized, fragmented, and crowded with noise.

We lost intimacy and a place of trust with the host, writer, producer; **curator** of our taste.

**COVID-19 forced shifts in behavior.** After being "Zoom'd out", we dove into podcasts, curated our Spotify accounts, consumed more books than ever with Audible, became DJs, and called our family and friends daily.

# Problem

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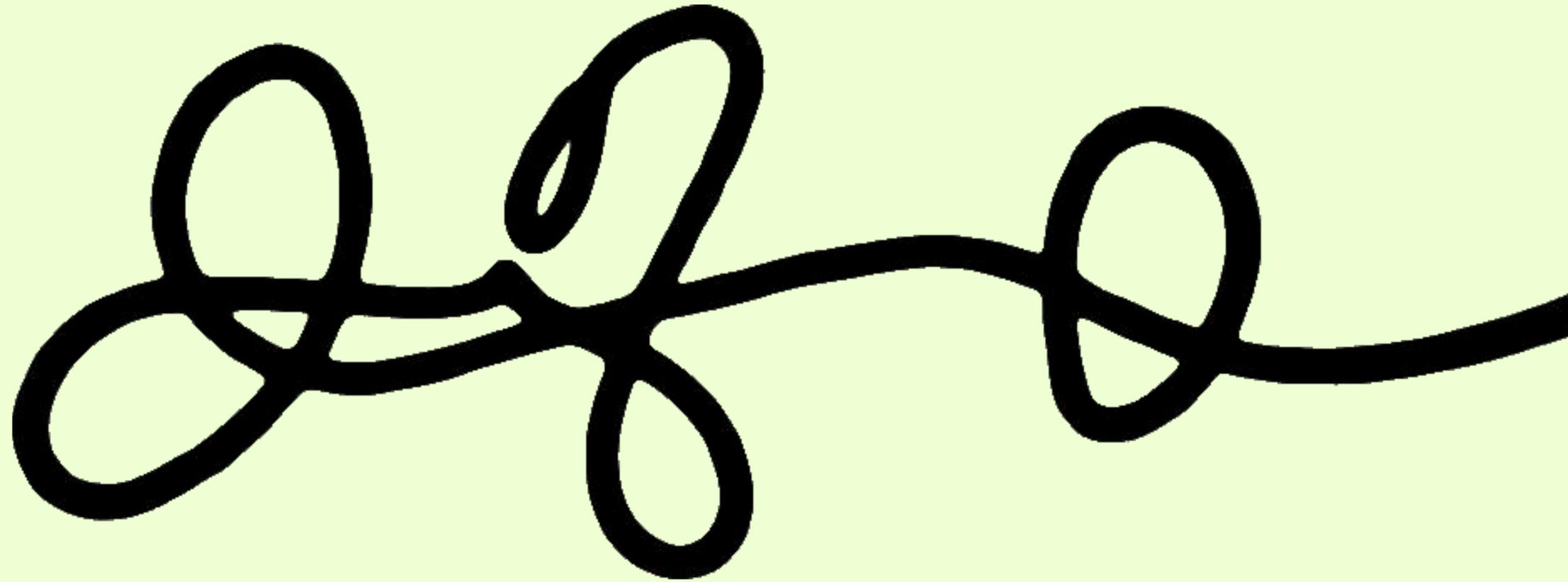
Liveaudio experiences are fragmented across dozens of platforms, have minimal incentives for content creators, and lack a community-driven space, creating a high barrier to entry for anyone to become a liveaudio creator.

Music, ASMR, podcasting, newscasting, sports commentating, book reading, a conversation. Audio is the easiest form of communication we have at our disposal, but where do we go for just that?

Today we're fleeing fabricated post-production and big media; looking for authentic connections with creators within our communities — in the age of the creator economy.

# Vision

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INSTAGRAM POWERED THE PHOTOGRAPHER. YOUTUBE POWERED THE VIDEOGRAPHER. SRC WILL ENABLE ANYONE TO BECOME THE PODCASTER/DJ/SPORTS COMMENTATOR/NEWS CASTER, WITH LIVE BEING THE THROUGHLINE TO INTIMACY WITH LISTENERS.

# SRC is a user-generated [creator-to-listener] liveaudio platform, consolidating the moment.

ROOTED IN CONVENIENCE, CURATION, COMMUNITY, AND CULTURE.

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## **BENEFITS / CREATORS WILL:**

1. HAVE ACCESS TO THE FIRST COMMUNITY OF PEOPLE LOOKING TO ENGAGE WITH LIVEAUDIO
2. SIGNUP AND GO LIVE IN 60 SECONDS
3. NOT WORRY ABOUT VIDEO SET UP OR EQUIPMENT
4. MAKE MORE MONEY MONETIZING LIVEAUDIO THAN ANY OTHER PLATFORM

## **BENEFITS / LISTENERS WILL:**

1. HAVE ACCESS TO PURE LIVEAUDIO CONTENT IN ONE PLACE
2. PASSIVELY OR ACTIVELY ENGAGE UP TO 24/7
3. SUPPORT VIA DONATIONS AND SUBSCRIPTIONS
4. HAVE NO DISTRACTIONS OF VIDEO

src logo, profile picture, Welcome, Ryan, Wednesday, November 2

Show Title  
Secret Songs

Audio Source  
Soundflower 2ch

Microphone Source  
External Microphone

Streaming Theme  
Auto

Cover Image  
Click or Drag To Replace

Go Live

Navigation: Live, Discover, Search

Live Chat

- sauce.design hi hope youre having a good day!
- kevin h woohoo gm chat
- chaosintheabd massivee chune
- coryarchangel id??
- sauce.design haha yes me too!
- sauce.design big up the mandem
- sauce.design 🍌
- sauce.design go off bestie!
- sauce.design hi hope youre having a good day!

Send a message

120 Listeners online  
2:24 PM

Secret Songs Radio  
Ryan Scheuer

**We'll make money by serving  
advertisers, offering paid features,  
and taking a cut from paid events.**



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PEOPLE PAY THE SAME FOR VIDEO AS THEY DO AUDIO, BUT AUDIO IS  
10X CHEAPER TO OPERATE.

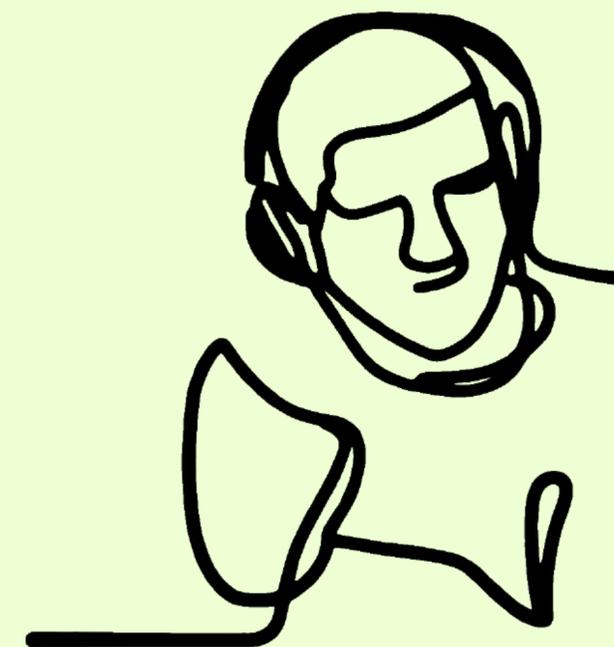
PREMIUM \$4.99/MONTH (50% REV. SHARE)

CREATOR SUBSCRIPTIONS \$2.99 MONTH (30% REV. SHARE)

ADS (80% REV. SHARE)

INVITE/EVENT TICKET (50% REV. SHARE)

# American's consume 5 hours of audio daily, 2 hours more than they do video.



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THE MUSIC STREAMING MARKET IS ESTIMATED TO GROW BY A CAGR OF 30% FROM NOW UNTIL 2028.

**36% OF SPOTIFY LISTENING IS SPENT LISTENING TO USER-GENERATED.**

60% OF PODCAST LISTENERS LISTEN PASSIVELY WHILE DOING OTHER THINGS SIMULTANEOUSLY (LIKE HOUSEWORK OR DRIVING).

**35% OF AMERICANS LISTEN TO PODCASTS MONTHLY.**

# Audio Market

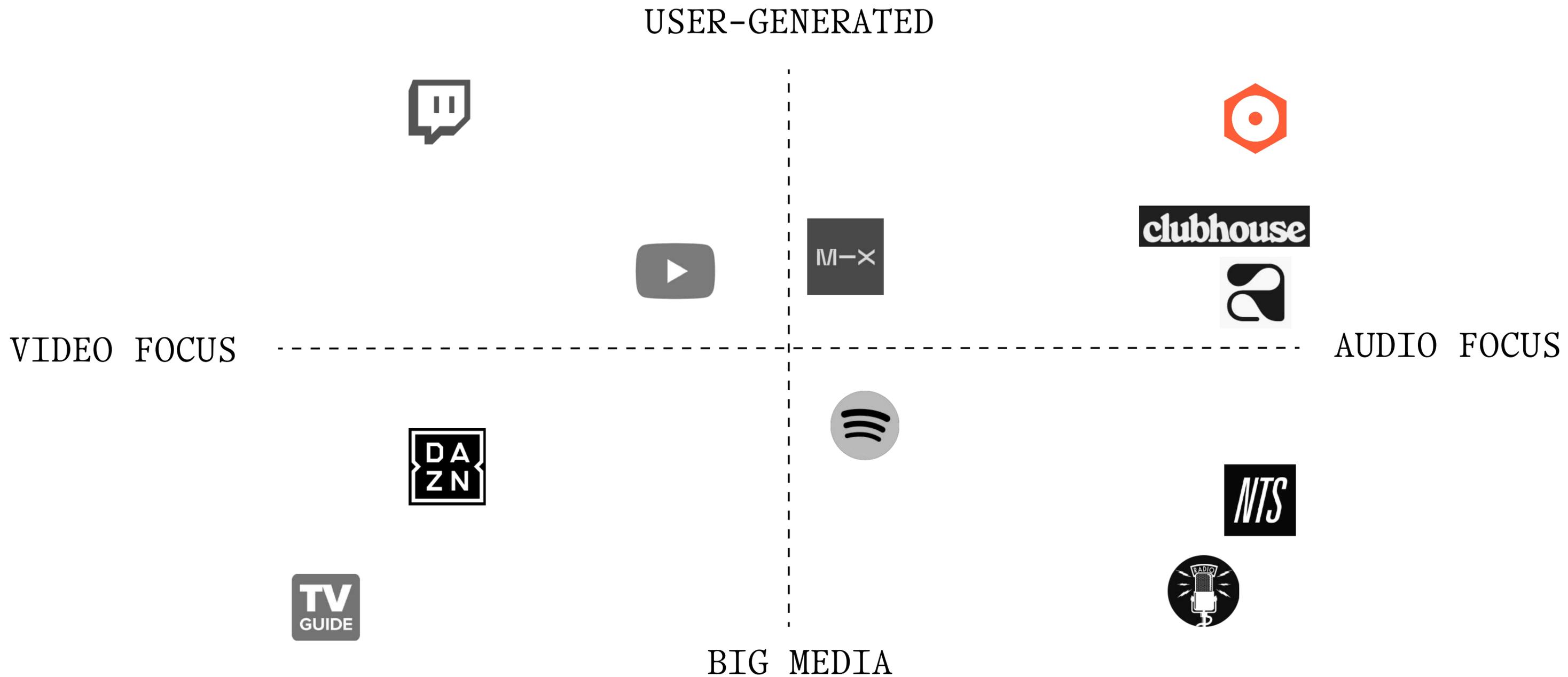
**DIGITAL MUSIC**  
\$23B (2022)

**DIGITAL MUSIC + RADIO**  
\$58B (2022)

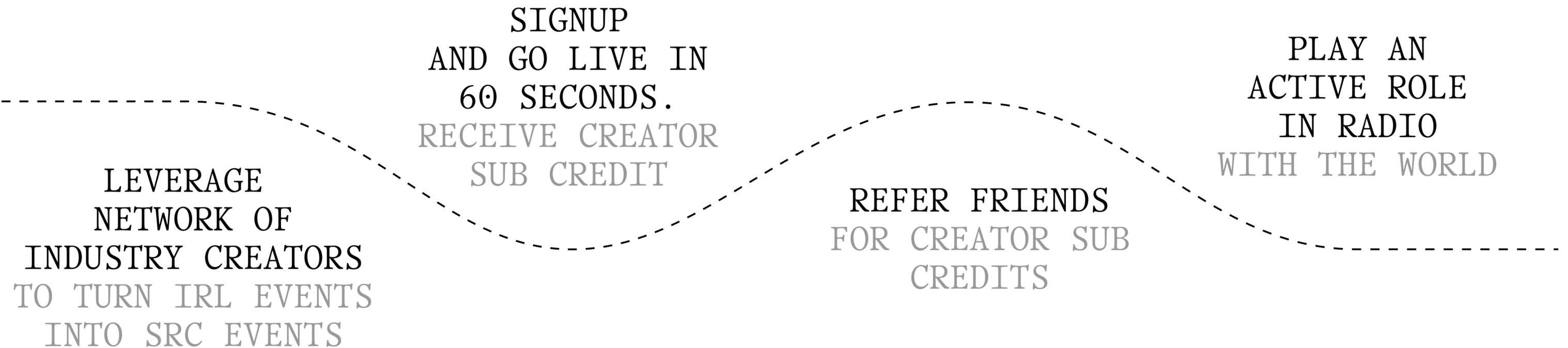
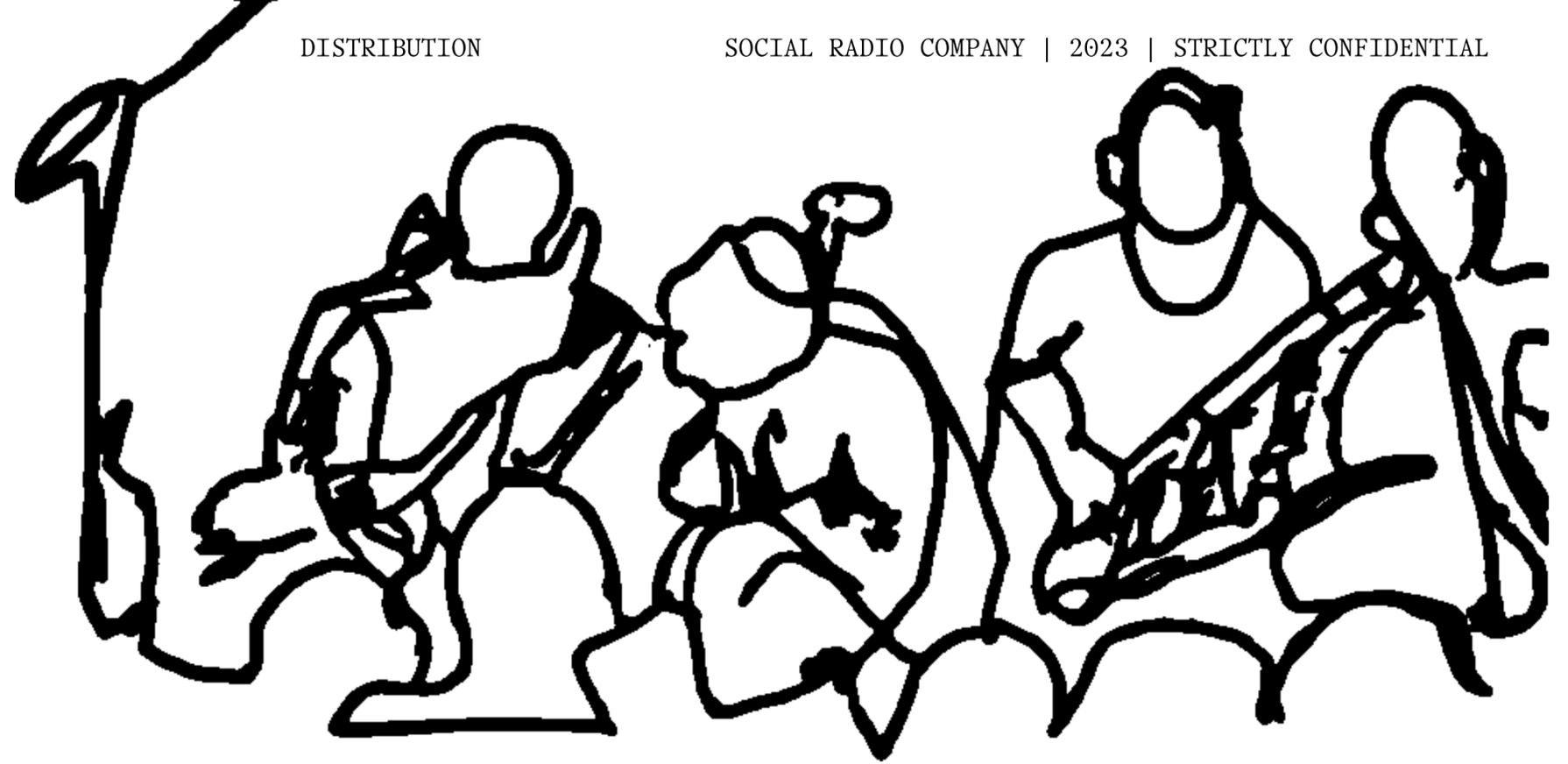
**DIGITAL MUSIC + RADIO + PODCASTS**  
\$87B (2022)

**ANYONE WHO CAN HEAR AND HAS INTERNET**

**SRC is the only pure liveaudio platform for user-generated content, in which anyone can become a creator in under a minute.**



# Distribution: A unique funnel



# Distribution: Differentiated features

## Software; Hardware

STREAMING REQUIRES THIRD-PARTY SOFTWARE SEPARATE FROM THE PLATFORM ONE STREAMS ON, BUT WE'RE BUILDING IT INTO OUR CREATOR-SIDE APPLICATION.

SRC HOME SPEAKER (LIKE GOOGLE HOME); USB STICK FOR DJS TO INSTANTLY STREAM SHOWS WITHOUT COMPUTER.

## Seek discovery algorithm

SEEK FUNCTION FROM RADIO, ENHANCED WITH MACHINE LEARNING TO CURATE EACH LISTENERS' LIST FOR AUTOMATIC PASSIVE DISCOVERY.

## Subscriptions

TO CREATOR: AD-FREE, CHAT EMOJI'S, SUBSCRIBER EXCLUSIVE CHAT  
SRC+: AD-FREE PLATFORM, ACCOUNT VERIFICATION, REWIND 60 SECONDS

## src will have no archive

IF YOU MISS THE MOMENT IT'S GONE.

# Competitive advantages



## **Design & culture**

DEMONSTRATED THAT WE'RE EXPERTS IN CULTURE, DESIGN, AND AUDIO — THREE NECESSARY PILLARS FOR A SOCIAL AUDIO PLATFORM.

## **Ease of audio**

AUDIO IS LOWER FRICTION THAN VIDEO FOR ALL PARTIES: SIMPLE DESIGN AND LOWER OPERATING COSTS; DIGEST PASSIVELY — LISTEN WHILE ON THE TOILET OR DRIVING.

## **Widest universe of potential verticals**

FIRST CREATOR-TO-LISTENER PLATFORM FOR ALL FORMS OF USER-GENERATED LIVEAUDIO CONTENT, UNLIKE MIXCLOUD FOR EXCLUSIVELY MUSIC.

## **Monetization of liveaudio**

CENTRALIZED PLATFORM FOR ANYONE TO MONETIZE LIVEAUDIO WHICH INCENTIVIZES CREATORS, LISTENERS, AND ADVERTISERS.

## **Stickiness & scalability**

STICKIER THAN POST-PRODUCTION. MORE ENGAGING, VISCERAL, AND FOMO INDUCING. SCALABLE (CREATOR-TO-LISTENER) BECAUSE YOU CAN HAVE MILLIONS OF LISTENERS PER CREATOR, UNLIKE CLUBHOUSE AND SPOTIFY LIVE.

# Appendix:

## Sustained consumer tailwinds in liveaudio

### 2020 represented a step-change in our audio streaming habits...

US MUSIC STREAMING TRIPLED IN 4 YEARS (FROM 45M SUBS IN 2016 TO 120M SUBS IN 2020)

US PODCASTING LISTENERSHIP DOUBLED IN 4 YEARS (FROM 40 MILLION LISTENERS TO 80 MILLION), AND 57% OF PODCAST ADS OUTPERFORM COMPARABLE VIDEO PRE-ROLL ADS IN PURCHASE INTENT LIFT

THREE-QUARTERS OF PEOPLE LISTEN TO MUSIC WHILE WORKING FROM HOME AT LEAST ONCE A WEEK, AND 40% REPORTED TUNING IN DAILY — THE HIGHEST PARTICIPATION OF ANY MEDIA ACTIVITY

### ...and live is at an inflection point

TWITCH GLOBAL HOURS WATCHED GREW FROM 2.3B TO 5.7B IN 4 YEARS (2018-2022)

LIVE CONTENT HAS BECOME AS IMPORTANT AS STATIC CONTENT: TWITCH VIEWERS SPEND, ON AVERAGE, ~100 MINUTES A DAY WATCHING LIVE STREAMS (COMPARED TO ~160 MINUTES A DAY WATCHING STREAMING SERVICES LIKE NETFLIX)

~20 MILLION HOURS OF MUSIC IS LISTENED TO ON TWITCH EVERY MONTH, WITH AVERAGE VIEWERSHIP OF ~20K PEOPLE AT A TIME

MUSIC STREAMING IS INDEPENDENT CREATOR DRIVEN — WITH THE AVERAGE MUSIC STREAMING CHANNEL HAVING ONLY ~50 VIEWERS