

# Dawn Music

**Software for music distribution, We do music distribution and billboard charting**

# Introduction

- Dawn Music is a platform for music distribution, marketing and publishing. The platform distributes music to online music stores such as iTunes, Spotify, Billboard etc. We also do music production, major fm radio play listing and collect royalties for writers and copyright holders. There's more than 1 Billion musicians in the USA we can distribute music for and unlike other distributors we make sure the music is discovered and generates royalties for our clients and thereby ending the pain experienced by independent musicians.

# Team

- Dawn Music: Founder/CEO Ndyebo Zizi & Software Developers <https://za.linkedin.com/in/ndyebo-zizi-ncapayi-26a620a6>
- Ari Armani & Co: Management, PR, Publisher & Marketing. [www.ariarmani.com/family](http://www.ariarmani.com/family)
- Soundrop: A CD Baby Subsidiary [www.soundrop.com](http://www.soundrop.com)  
Number one in Cover Song Licensing
- RE: Marketing Platform with more than 380 million musician members.

# Business Aims: within 5 years

- We are software developers and performance artists wanting to help record labels distribute and market their product digitally. We are aiming for 1 million users within 5 years.
- We want to become a number 1 music distributor, marketing service and a warm home for artists and investors.
- The brand we want to build should assist millions of artists and collect their royalties and be able to distribute and collect billions of \$ in royalties for independent, major label artists and investors.

# Advantages

- Marketing tools to increase royalties revenue for our artists.
- We have an in-house bulk email system and over 100 000 subscribed users.
- 17 years of experience in the music business and 75 million records sold.
- Marketing Tool with 1017 000 000 Total Reach.
- We are consumer focused as opposed to media owners
- We market globally instantaneously
- We can serve our music wherever and whenever people want it
- We have a far better dialog with music consumers and understand their tastes and habits
- We can globalize quickly and scale artists quickly
- We add value to our artists business and in every aspect of their career

# Service

- We do music distribution, we send music to online music stores and make it available worldwide. The stores we distribute to are iTunes, Spotify, Billboard, Amazon, Google Play, Tidal etc.
- We also do music marketing as we have built marketing tools and provide major label knowledge/marketing tips that independent artists or record labels can use and they can start increasing their fan base and revenue with these tools.
- The solution has a market need as independent labels/musicians do not have the tools used by major labels and hence they struggle generating revenues and acquiring customers.

# Traction

- The music industry was estimated to generate about 17.2 billion U.S. dollars in 2016. Forecasts show a slight growth in the coming years; by 2021, it is expected that the music industry revenue in the U.S. will total over 22.6 billion U.S. dollars.
- ASCAP has over 435,000 composers, songwriters and music publishers BMI has more than 500,000 composers, songwriters and music publishers. so the possible total with even basic math is over 900,000 musicians. When we include non registered musicians and musicians from outside the USA we see that there's more than 1 billion musicians in the world.

# Market

- The size of our market is more than 900,000 musicians. When we include non registered musicians and musicians from outside the USA we see that there's more than 1 billion musicians in the world and 99% of them belong under independent labels and therefore they have no knowledge and tools on how to get their content discovered, our in house tools can help the artists get discovered and increase their revenue. We will charge for this service a fee.

<http://money.futureofmusic.org/how-many-musicians-are-there/>

<https://www.statista.com/topics/1639/music/>

# Competition

- UMG, Sony, Warner Bros, CD Baby and TuneCore are our competitors. We provide marketing tools for our users this gives us a competitive advantage as these other distributors only send music to online stores and then the music seats there. The marketing we provide guarantees a ROI, guaranteed streams, downloads, views and charting for our clients.
- At Ari Armani & Co we have 17 years of experience and have relationships with the best music marketing blogs etc. we also have a audience of more than 250 million. We have a 1017 000 000 reach

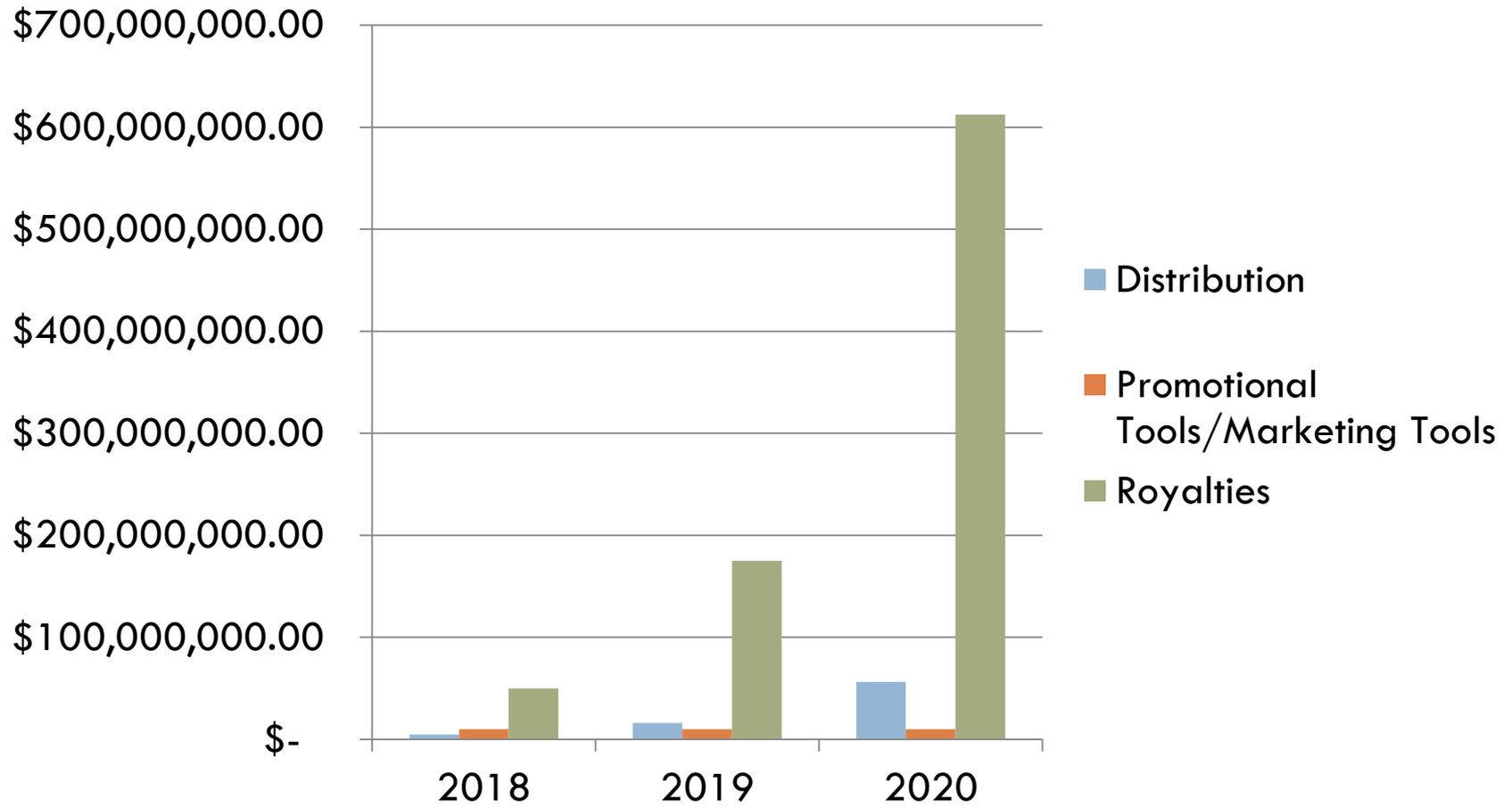
# Business Model

- Revenue is generated from the distribution and marketing fees we charge musicians and the Billboard, iTunes, Spotify, Youtube, Radio and Film/Tv sync licensing.
- Artists who have charted on the Billboard Top 40 have sold gold, platinum, multi platinum from 1 month to a year. [www.Tunecore.com](http://www.Tunecore.com) has a revenue of more than \$1 billion this year.
- Billboard sales charts: [www.billboard.com/charts/hot-100](http://www.billboard.com/charts/hot-100)

# Investment

- We want to market on Google.com, Social Media, Youtube, Billboard, MTV, BET and online music Blogs.
- The investment required is from \$10 000 and goes up to \$250 000. This can bring us a user group of 1 million.
- We will spend this investment on marketing, paying wages and enhancing our IT infrastructure.

# Financial Projections



# Contacts

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