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Executive Summary

About SubJam

SubJam lets you create and participate in music scene(s) anywhere, right from your phone. Livestreaming is our foundation. Supporting artists, sharing music and building friendships is what we do.

Team

SubJam is founded and is led by Jordan Erickson, a lifelong technology expert, tech business owner of 16 years, musician and music fan. Philipp Schafft and Stephan Jauernick, seasoned media streaming developers, lead production that helps bring the SubJam platform to the world. Moglen Associates, masters of guiding F/OSS software projects, is our legal counsel.

Opportunity

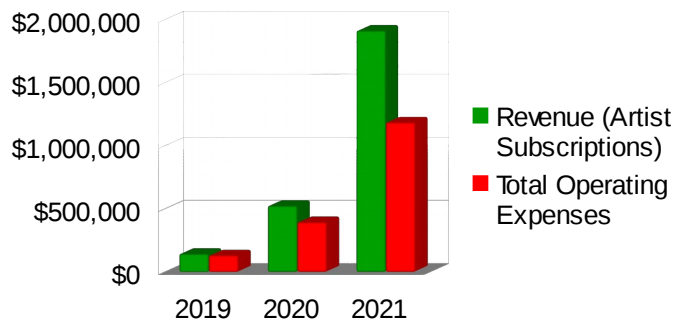
Apple Music, Spotify, Pandora, SoundCloud, Google Play Music and iHeartRadio have a combined 210 million monthly mobile users (source: Statista.com, 04/2018).

SubJam offers something in this fertile market that nobody else does: a local, personal, social and scene-based **live music streaming** platform.

Traction

Chart revenue assumes a growth rate of 11% each month. Revenue estimates are for artist subscriptions only; other revenue streams are planned.

Total operating expenses assume a 300% increase each year.



Conclusions

We believe SubJam has truly explosive potential. Our mission and team, combined with the opportunity the current market presents us with, shows an fruitful future for everyone.