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# Executive Summary

## About SubJam

[SubJam](#) lets you create and participate in music scene(s) anywhere, right from your phone. Our core mission is to support artists, share music openly and help build friendships.

## 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 are seasoned media streaming developers who are bringing the SubJam platform to the world. [Moglen & Associates](#), masters of guiding F/OSS software projects, is our legal counsel.

## Opportunity

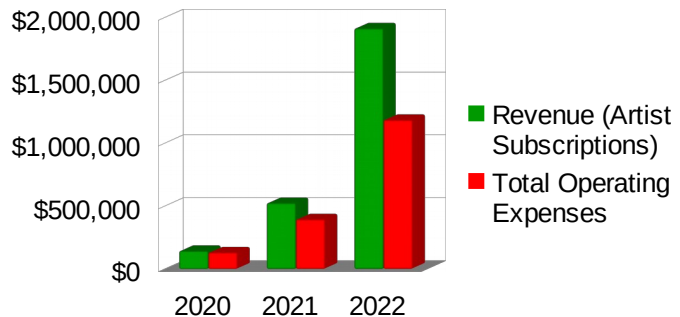
Apple Music, Spotify, Pandora, SoundCloud, Google Play Music and iHeartRadio have a combined 210 million monthly mobile users (source: Statista.com, 04/2018).

SubJam offers something in this fertile market that nobody else does: a *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, giving a buffer to grow strongly.



## Conclusion

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