



SUBJAM, SPC
SOCIAL PURPOSE REPORT
2024 FISCAL YEAR

(WASHINGTON STATE LEGISLATURE / RCW 23B.25.150)

Introduction

SUBJAM, SPC is a Washington State (US) Social Purpose Corporation. Our mission is to cultivate positive music culture starting with providing valuable resources to local music communities.

SubJam's Articles of Incorporation specify 3 social purposes that help accomplish this mission; that we:

- Shall support independent music communities, musicians, music fans throughout the world
- Shall strive to positively affect the global music culture
- Shall promote music and other digital content under free, libre, or low cost licenses

These purposes are foundational to our existence as an SPC. We recognize that the above mission and purposes are important to sustain a thriving and healthy music culture locally and globally in the long term. As we understand the benefits of thriving communities of all shapes and sizes, we focus on the art of music to build a better, more creative, expressive and inclusive world for everyone.

2024: A Vantage Point

2024 held a breath of fresh air, financially speaking. I (Jordan Erickson, founder/CEO) was able to find work in February which, although taking my focus and free time away from building Subjam business and technical infrastructure, brought Subjam forward the area of app development.

Early in the year we wrapped up our business relationship with our existing iOS and platform development team and started working with an iOS audio development specialist. If you read last year's Social Purpose Report, you'll remember that integrating Ogg/Opus audio codec support was a big pain point, and our new developer was an absolute rock star in officially integrating it fully into Subjam. It works extremely well and we're proud of this achievement not only in the technical sense but in the sense that we have stayed true to our third Social Purpose, as we: "shall promote music and other digital content under free, libre, or low cost licenses."

With me able to self-fund Subjam in at least a small capacity again, our new developer also fixed a myriad of existing bugs in the app and made many improvements. You can read them in our changelog [here](#) (starting with changes in version v1.0b34). We also worked shortly with another developer who has helped us meet some important goals.

In mid-2024 we started discussions with an interested party who has spent their entire career in the music industry. We have developed a dialogue which speaks to the importance of focusing on local music communities, and how Subjam will head the initiative. As we continue the discussion, we're excited as to what may one day come of it. For now, we continue the same path as we did when we started with the resources we have available. One thing is for sure, however—validation of what Subjam stands for, from such a seasoned and influential music industry professional, *feels good*.

Later on starting in October, we started working with yet another iOS developer who has some great experience in audio streaming, as well as great UX/UI skills. He's provided our platform with multiple bugfixes, improvements and confidence that our mission is worth fighting for. We're grateful to them and look forward to working with them more.

Regarding our involvement in the greater social landscape, once again due to my employment we were able to donate to some great projects that harmonize with Subjam's own social purpose:

- Xiph.org (\$90 USD)
- VideoLAN (\$20 USD)
- Creative Commons (\$50 USD)

Though our contributions remained small throughout 2024, we're proud of helping where we can while Subjam has yet to establish any kind of income, let alone profit.

We've also started working with an all-volunteer local music podcast group in Bellingham, WA called "Shut Up & Listen". Their enthusiasm toward our project and their time and effort from producing [a great interview and demo of Subjam](#) has been yet more validation. In turn, we started paying for ad placement within their weekly podcasts. Our respective goals and motivations for supporting local music give us a great power which is only going to get bigger as more groups, businesses and individuals jump on board.

Looking forward into 2025 holds uncertainty. I made the incredibly difficult decision to end my employment with my current employer. I can only assure you that with everything Subjam has accomplished through my own self-funding in 2024, in addition to keeping myself and my family financially stable, this was one of the hardest decisions of my life.

However, I am steadfast, determined and optimistic. As President + CEO I am more motivated than ever to bring Subjam to the next level in 2025. This means having goals of an official (non-beta) release for both iOS and Android. It also means widespread adoption and adequate funding to make it all happen, however that may manifest. I truly look forward to each and every day of continuing work to change the world of music and how people experience it both on and offline.

Here's to the future!

Sincerely,

Jordan Erickson
Founder/CEO
SubJam, SPC