




eTip

Payment solution for performers, musicians, and
people on the go.

David Kurtenbach, Evan Santos, & Ron Tuttle



The Burning Need

- Lost income for musicians
- Fans unable to support local bands
- 70% of audience members “Would use eTipping at live music performances.”
- 66% of musicians believe their fans would use eTipping.

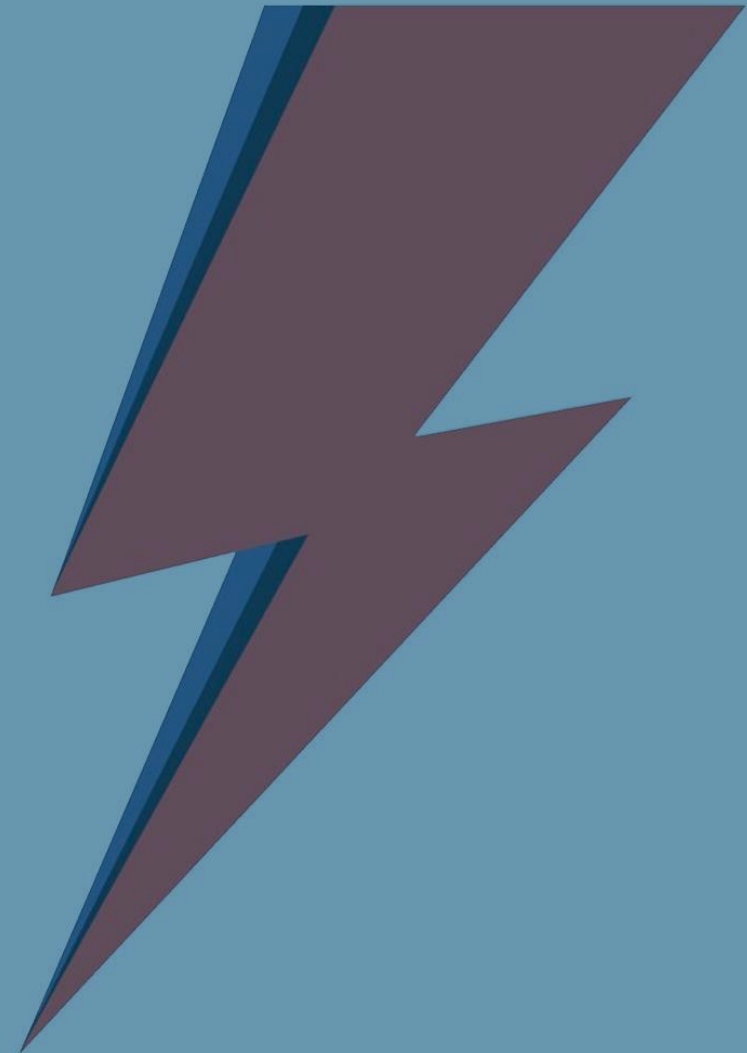
The Problem

- No tips for musicians and live performers
- Bands have no way to easily accept tips
- People carry cash less often

The Solution

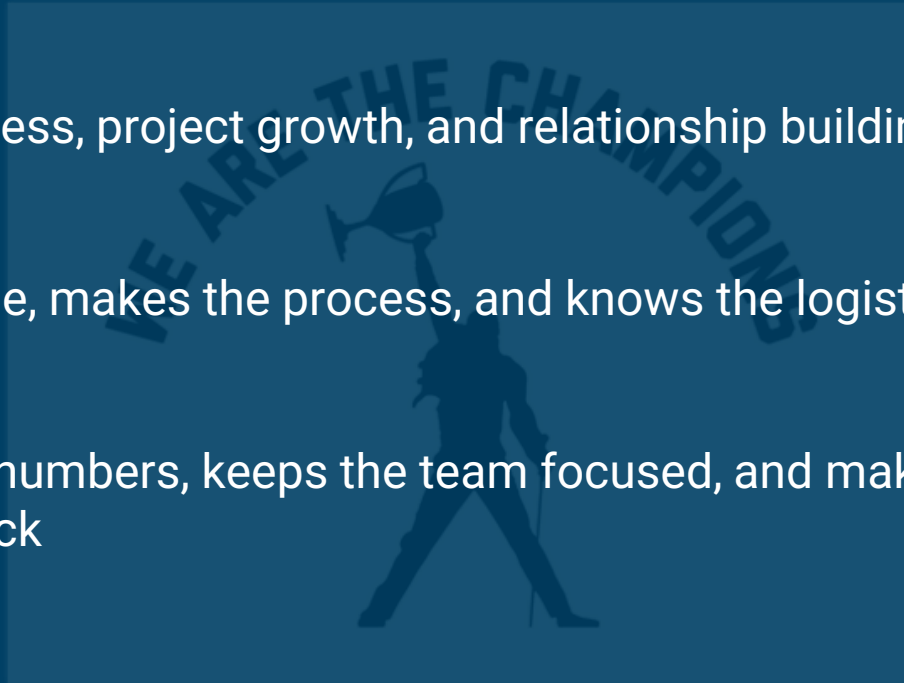
eTip Mobile App

- Subscription based (Primary)
- Pay-as-you-Go (Secondary)
- Band profile pages
- Tracks where bands are playing
- Targeted marketing lists
- “Local Music Supporter Badge”
- Significant Ad revenue potential



The Team

- David
Business process, project growth, and relationship building
- Evan
Gets stuff done, makes the process, and knows the logistics
- Ron
Crunches the numbers, keeps the team focused, and makes sure things are moving on track



The Early Adopters

- Local and regional level bands
- Earning approximately \$200 per show
- Part-time or weekend warriors

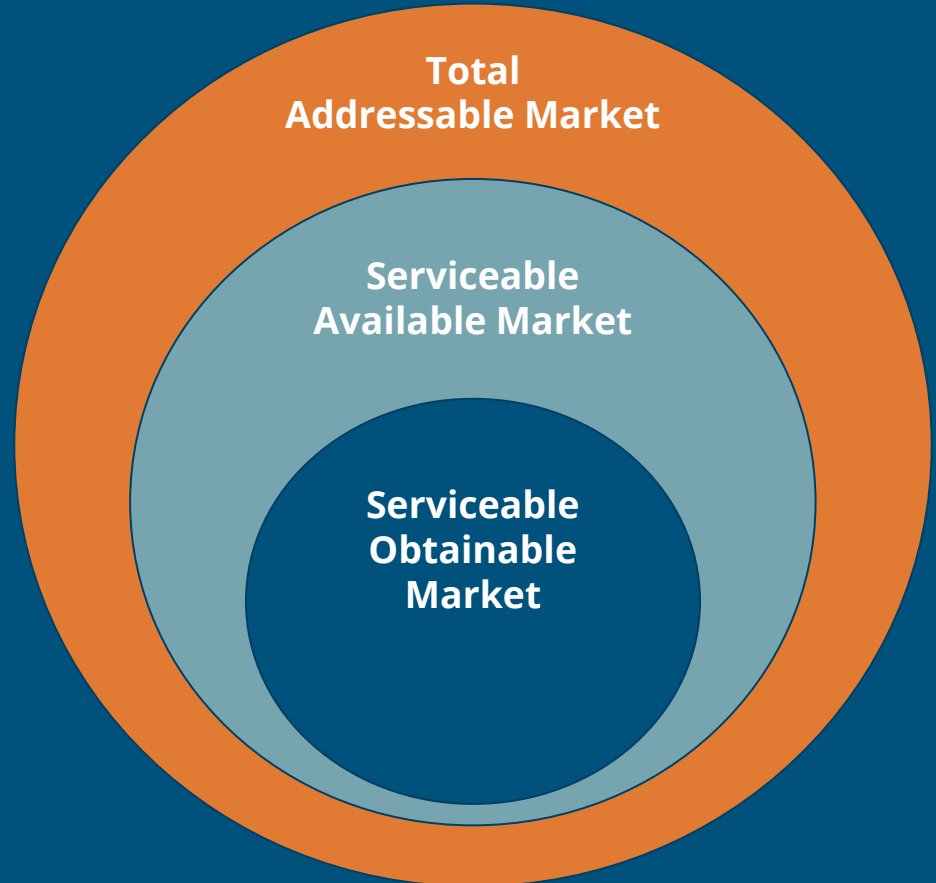
The Market Size

TAM: 228,675 Registered Entities in Performing Arts

SAM: 206,372 Registered Entities in Live Music Performance

SOM: Average Number of Live Music Performances in 20 Cities:

- 50 per Weekday
- 100 per Weekend Day



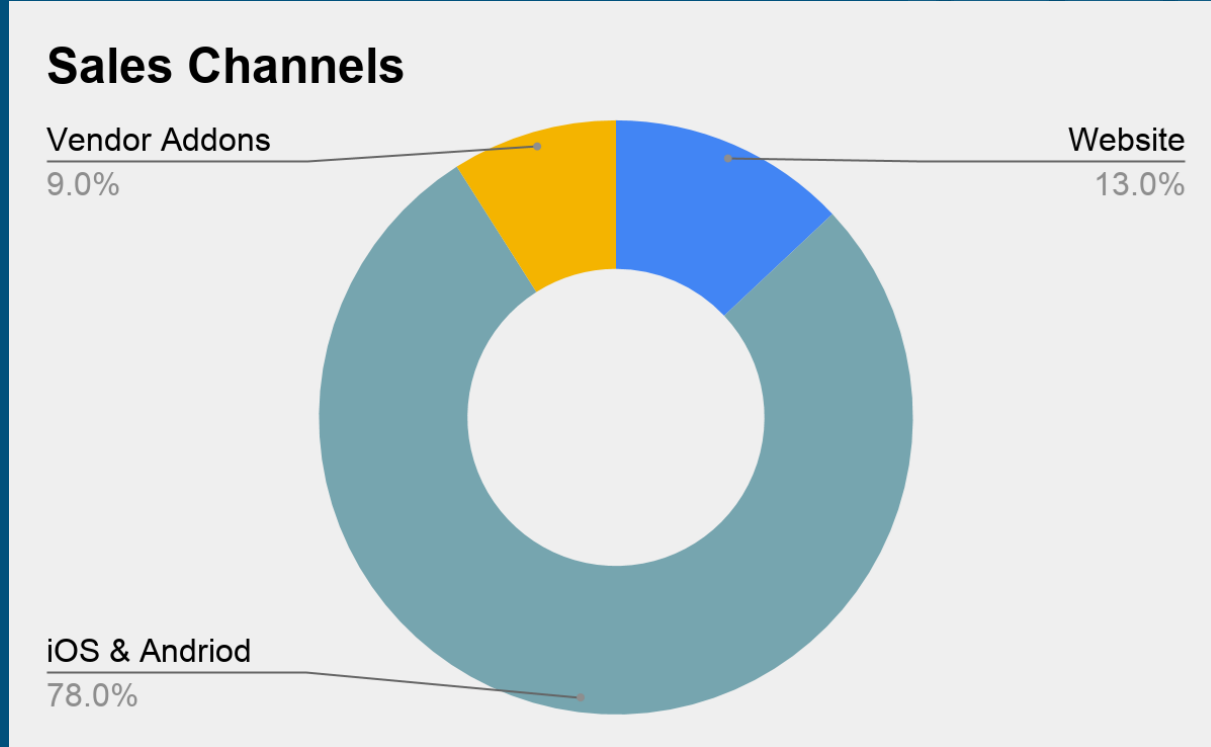
The Competition

- Venmo, Google Pay, Apple Pay
- Competition focused on payment transfers and not specific customer needs

Competitive Advantage

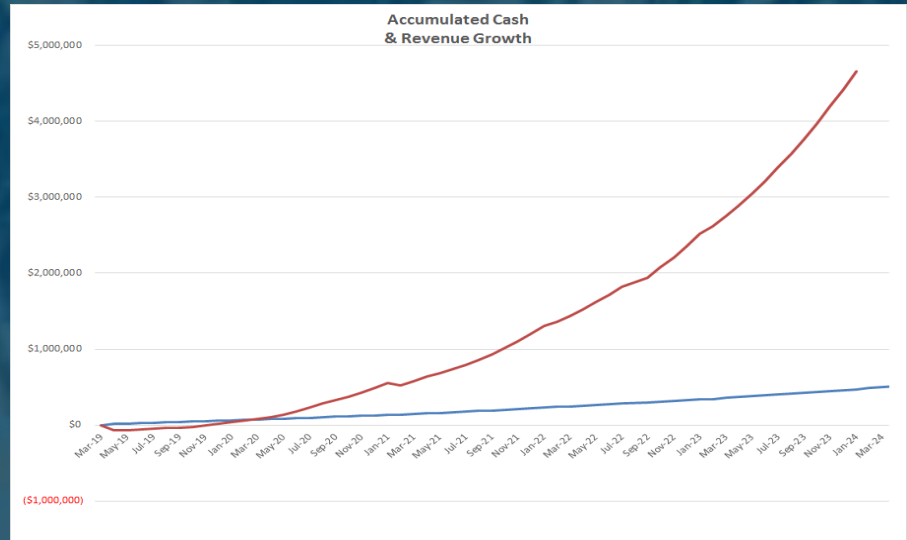
- **First-to-market** (live music vertical)
- Market segment focus

The Scalable Sales Channel



The Revenue Projections

- Positive Accumulated Cash in 8 months
- Year 1 Quarterly Projections:
 - Q1: (\$67,000)
 - Q2: (\$52,212)
 - Q3: (\$24,011)
 - Q4: \$37,285
- Year 2 End Projection:
 - \$555,016



Market Expansion

Current Model:

- ❖ Based on top 68 large cities in the US
- ❖ Population 300K +
- ❖ Bands per night 20 / per month 600
- ❖ Max market share 27.5%

Expansion:

- ❖ Grow to top 100 cities
- ❖ Bands per night 5-10 / per month 150 to 300
- ❖ Possible revenue increase by \$1.19M to \$2.38M

47%

New Market Increase

25-50%

Potential Revenue Growth

The Funding Plan & Ask

Investment Need for Next Steps:

\$75,000

Phase I:

- Minimum Viable Product
- Further Market Validation
- Social Media and Email

Phase II:

- Application Development
- Website
- Marketing and Outreach



Thank You

eTip Payment Solution

