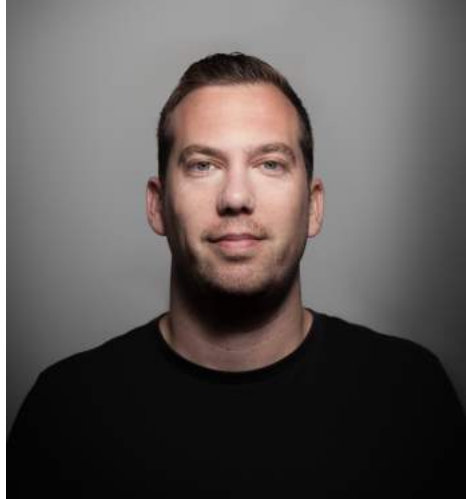




# creating the future of personalized music

**Nicc Johnson**  
Founder Muru Music  
Confidential  
[www.murumusic.com](http://www.murumusic.com)

# THE FOUNDER



**NICC JOHNSON**

**FOUNDER & MUSICOLOGIST**

**Musicologist** - *“an expert in music as an academic subject”*.

**Specialist** in musical genres and the link between music and the brain - **music experiences**.

Former Resident **DJ** at the most successful club in history - Pacha Ibiza

Diploma Sound Engineering and Music Theory  
**Curator** +6000 playlists created...

# WHAT IS SONG CATEGORIZATION?



The labelling of a song with the correct genre



✓ **JAMES BROWN**  
"I Feel Good" | **FUNK**



✓ **AC/DC**  
"Thunderstruck" | **HARD ROCK**



✓ **KATY PERRY**  
"Backyard" | **DANCE POP**

**SONG CATEGORIZATION**  
**IS FUNDAMENTAL TO STREAMING, IN ORDER**  
**TO RECOMMEND AND PERSONALISE MUSIC**

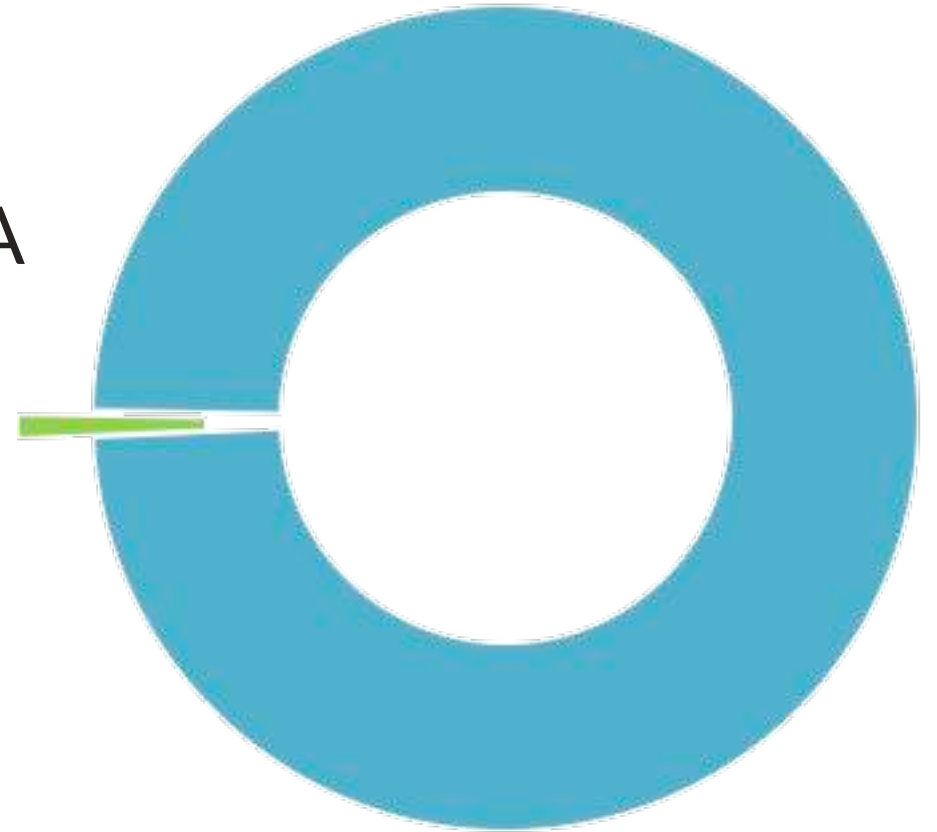
**BUT THERE'S A DIRTY LITTLE SECRET...**

# THE PROBLEM



DAILY, +300,000 NEW SONGS ARE  
UPLOADED TO THE WEB\* BUT LESS  
THAN 1% ARE CATEGORIZED WITH A  
GENRE

\*this includes services like YouTube, Spotify,  
Soundcloud, Apple Music and more

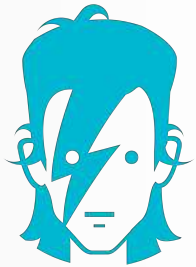




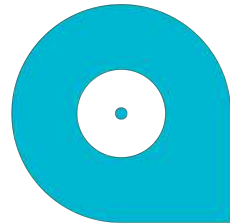
# THE IMPACT



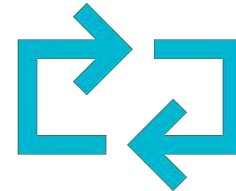
THAT LEAVES 99% OF NEW MUSIC  
WITHOUT THE RIGHT INFORMATION TO BE  
DISCOVERED, HAVING A MAJOR IMPACT  
ON;



**Artists**  
Can't get  
Discovered



**Labels**  
\$\$\$ Millions  
in lost revenue



**Users**  
Song Repetition  
No Personalisation



**Industry**  
millions \$\$\$  
in overheads waste



**INTRODUCING**



**MURU**  
& the  
AI Music Brain™



# THE AI MUSIC BRAIN™



Powers song categorization and personalized music experiences. It automatically categorizes and tags any digital song with the right genre, in seconds. Turning chaos into order.








# AI MUSIC BRAIN™

## THE FUTURE OF CATEGORIZATION



### THE TIME AND COST TO CATEGORISE 1 MILLION SONGS

	 Pandora	 Spotify	 MURU
	(Old Model)	(Current Model)	(New Model)
Duration	10 years	12 months	5 days
Cost (USD)	\$30 Million	\$4.8 Million	\$20,000
Accuracy	90-95%	80-90%	95-99%
Process	Manual	NOT genre categorisation	Automated

# THE FUTURE OF PERSONALIZED EXPERIENCES



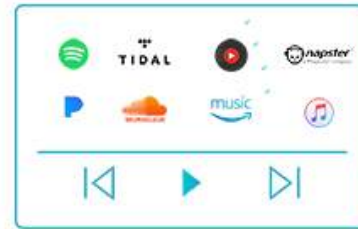
With the AI Music Brain™ as the foundation, we've developed a range of music experiences for consumer brands and connected devices, with a focus on hyper - personalisation and voice activation.

# THE FUTURE OF PERSONALIZED EXPERIENCES

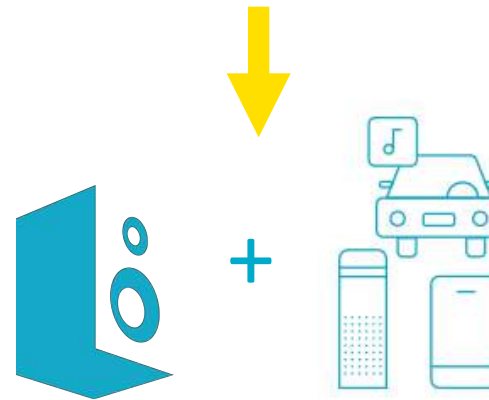


**Muru sits on top of existing streaming services and integrates with;**

- Connected Devices
- Automotive
- Hospitality



*Streaming Services*



*Connected devices, in-car entertainment, tablets etc.*



*Consumers*

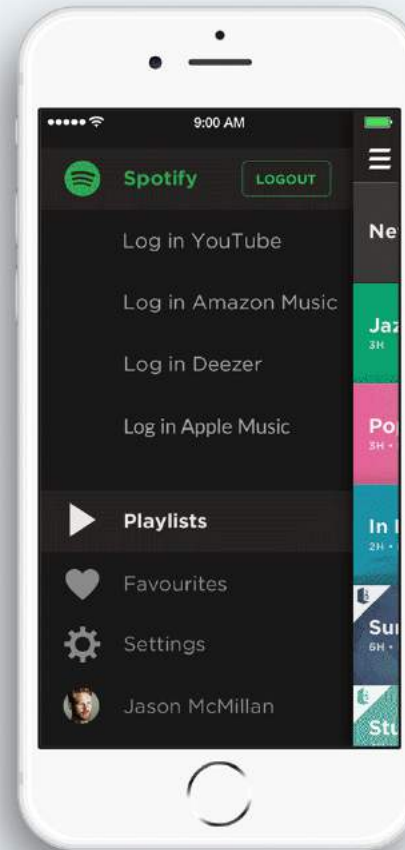


# THE PLAYLIST EXPERIENCE



## Integrates with

- connected devices (Smart Speakers, Phones, Tablets)
- automotive
- hospitality



- Connect to any streaming service
- Create a personal playlist in seconds
- Adjust the playlist in real time
- Share with everyone
- Voice Activated

*“Alexa, create a 2 hour playlist starting with Blues and end with my favourite mid tempo songs”*

# MARKET OPPORTUNITY



We've identified major opportunities across *5 growth sectors worth* a combined **USD \$45 billion**, annually. We aim to capture 0.5% within the next 5 - 7 years - USD \$225 Million



## Connected Devices

Smart Speakers, voice, headphones etc



## Advertising

Consumer Analytics



## Music Streaming

Streaming Services, Labels, Telco's etc



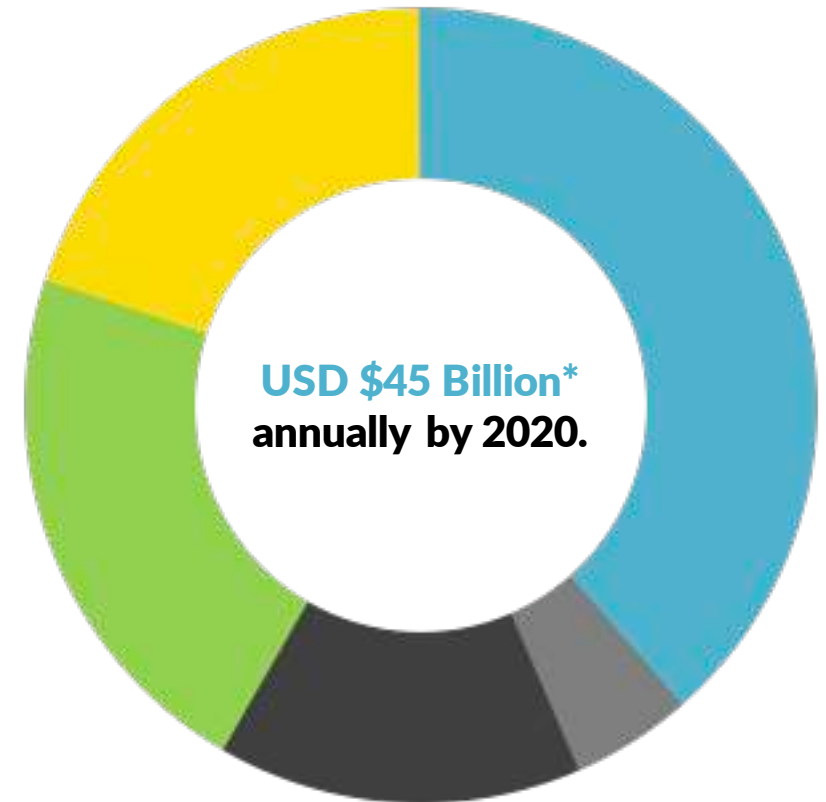
## Hospitality

Background Music, bars, cafes, hotels, In-flight entertainment etc



## Automotive

Car manufacturers, OEM's



\*Sources: Midia Research, Wiseguys Report, Statista, ReportBuzz, Goldman Sachs, Forrester

# THE BUSINESS MODEL



License IP as SaaS (Software as a Service)

## B2B

Song Categorization for digital music services  
(Globally, +500 digital music services)

## B2B2C

Personalized Music Experiences integrated with brands across 5 major growth sectors

## REVENUE TYPES



Set Up Fee



Cost per API request



Monthly Subscription



Add-Ons



# OTHER OPERATORS IN THIS SPACE



## Content Management Song Categorization



Spotify acquired  
for estimated USD \$46M



ARR USD \$18M – fast growing



Acquired by SOCAN



gracenote  
A NIELSEN COMPANY

ARR USD \$90M



MusiStory



MUSIIO

Spotify acquired for estimated  
USD \$15M



Spotify acquired for estimated  
USD \$18M



Music Experiences



# THE ADVISORS



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**AMOS BIEGUN  
(UK)**

MD VISTEX

MUSIC RIGHTS &  
CONTENT  
MANAGEMENT EXPERT

STARTUP FOUNDER  
WITH SUCCESSFUL EXIT



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**KATE VALE  
(US/AUS)**

FORMER MD SPOTIFY

FIRST EMPLOYEE  
GOOGLE AUSTRALIA

BOARD DIRECTOR  
TOURISM AUSTRALIA



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**ARNON  
WOOLFSON (UK)**

FORMER MD  
ENTERTAINMENT  
BUSINESSES - SYNERGY

SENIOR ADVISOR "THE  
POLAR MUSIC PRIZE"



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**MARK  
WILLIAMSON (US)**

FORMER GLOBAL HEAD OF  
ARTISTS AND INDUSTRY  
PARTNERSHIPS - SPOTIFY

40 UNDER 40: MUSIC'S TOP  
YOUNG POWER PLAYERS

# CURRENT TRACTION



## Song Categorization



Trialing Song categorization  
now



## Connected Devices



Alexa Skill Set  
currently being developed



## Automotive & Hospitality



BMW ConnectedDrive

Proposal for in-car and  
global retail spaces



# CURRENT TRACTION



Early discussions



YouTube Music



Amazon Music



BMG music



Sirius Radio

Soundtrack  
Your Brand<sup>®</sup>

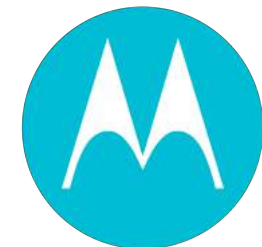
Spotify for  
Business



Liberty Media



PPL/PRS



Motorola

# WHAT OTHERS HAVE TO SAY ABOUT US...



“Billion Dollar AI Music Brain?”  
**MusicAlly**



“Revolutionising the Playlist”  
**TheNextWeb**



““50 most innovative startups  
in Sydney, alongside Canva”  
**Martec**



“One of most innovative Music  
AI startups globally”  
**TheCultureTrip**

# THE MISSION



**To set a new standard for personalized music experiences.**

**To give every song and artist the opportunity to be discovered.**

**To give companies the opportunity to integrate hyper-personalized, branded music experiences into their products and platform.**

*By categorizing and connecting all digital music.*





### For more info



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