A crowd filters into the venue. Mic check is happening. People are talking among themselves.

Waiting.
Fog machines cover the stage in smoke and it looks like another world. The air is buzzing with energy.

In the back of the stage is a door with a bright light coming out from under it.
Behind that door is a life people only dream about living.

Money, cars, fame, passion, success.

The life of a superstar.
Something most of us can’t imagine being part of.

Until now.
Introducing

Music, in(ter)action.
Artists (Creators)

It started as bars in your head. Words scribbled in a notebook, notes on a napkin.

Gradually, words became verses. Bars became beats. 
**Hobby became passion.**

Then songs began to come together. And people began to notice.
Fans (Viewers)

Music has always been there for you.
The hard times, the good times.
Through laughter and tears.
Alone and with friends.

Songs touch your soul.
Artists you love feel like friends.
You care about them.

After all, they’ve gotten you through a lot.
These two stories make up the balance of the musical world — the artists and the fans. Both are created out of passion for music as experience. Both need each other to feel truly complete and connected.
Fan Pass is more than just an app, it's a platform and true artist partner that allows artists and their fans (both old and new) to interact in authentic ways.

Not only that, but its features are tailored to both the artist and the fan, depending on their individual needs and wants. Fans can follow the specific artists and genres they love, while artists can provide the behind-the-scenes access to their most loyal supporters.

Fan Pass is not only music at your fingertips — and in action. It is truly interactive. **Music, in(ter)action.**
For Artists

There are tools available to help them “up their game” such as the creation of custom logos and merch, live chat options, promotional aids that provide the ability to live stream, post photos, audio, and video with ease, or single drops — and even an artist community.

The Fan Pass team is available to help guide the artist through the complex process of making a name for themselves in the industry — without the complications and legal hurdles present when working with a record label.

For Fans

Fans can browse upcoming events, shop merch, search by genre and create dashboards. They can view notifications, discussions and favorite artists in one spot.

Ultimately, fans can feel good about supporting the independent artists they love.
The Features

For Fans

- An exclusive look into the everyday lives of music artists
- Backstage access before, during, or after an event
- Special interviews and one-on-one videos
- Behind-the-scenes view on music videos, films, or photo-shoot sets and green rooms
- Access to custom merchandise

For Artists

- Sound check – test your equipment before your stream
- Integrated artist dashboard (includes comprehensive analytics, tutorials on how to go live, live chat support)
- Mobile streaming capabilities
- Instant artist access
- Live viewer count
- Receive donations/tips directly from fans
- Subscription packages
- Instant dashboard updates (tickets and merch sales)
- Custom designed merchandise
After identifying key attributes that are relevant for our market based on detailed research, we have identified several key competitors. Specifically, Bandsintown, Mandolin, Bandcamp, and Soundcloud.

Outside of that, we have identified music sharing streaming services such as Facebook and Instagram Live, as well as TikTok and other social media services.

We have plotted these against two major comparative axes — interactivity and accessibility.

When using these two qualities, we can place ourselves in-market in comparison to our competition.
Competitor Breakdown

Streaming live shows was an innovative way to connect with fans even before 2020, but as COVID shifted performances virtual, it became a lifeline for artists. Our competitors have taken a variety of different approaches, but Fan Pass is the only platform that offers everything in one place — a social network and artist support hub. From COVID and beyond, Fan Pass is ready to support artists however they need it - virtual or otherwise.

Bandsintown posts clip slideshows. Mandolin highlights future streams but shares very little video.

Bandcamp places an emphasis on merch. And LiveXLive posts almost exclusively video content, including interviews with artists.

Fan Pass has the ability to do all of this and more! We combine the individual strengths of each of these competitors by sharing concert clips and hosting live streams, designing and promoting custom merchandise, strategically promoting upcoming shows and offering interaction with fans — a true partner for independent artists.
Fan Pass Revenue

Fan Pass revenue is generated by growing our subscriber base and offering paid access to streaming events. Here’s how it works:

- Celebrity partners can leverage their social following to market Fan Pass — three celebrities with 10 million followers each creates a total social reach of 30 million followers.
- If 1% of the social followers were to subscribe, that would be 300,000 subscribers.
- Fan Pass subscriptions are $2.99 per month all-access. Viewers can also purchase tickets to a single PPV event (each price set on a case-by-case basis).
- An average of $5, would be $1.5M gross revenue, and a run rate of $600K per month in recurring revenue (before drop-off).
- The Fan Pass revenue pool will consist of the gross revenue that is actually received by the company, after all fees (e.g. Amazon and processing fees).
- Live events
- Existing viewer marketing; turning existing viewers into passionate brand ambassadors encouraging fellow music lovers to subscribe.
THE JOURNEY
In 2013 Friendable* was released as a social app where users created one-on-one or group-style meetups.

Friendable partnered with notable artists like Jennifer Lopez, Fifth Harmony, Fetty Wap, Meghan Trainor, Red Foo and Austin Mahone.

Friendable generated over 1.5 million historical downloads, approximately 900k registered users and most recently released a new upgraded “Friendable” mobile app in January 2019.

*To learn more about the Friendable, Inc. legacy and what that means for Fan Pass, please see slide 20.

Fan Pass, a wholly-owned subsidiary of Friendable, Inc, launched in July 2020 to provide viewers with an exclusive VIP or backstage experience, right from their smartphone or other connected devices.

Fan Pass allows an artist’s fanbase to experience something they may otherwise never have the opportunity to afford or geographically attend. Fan Pass seeks to become a premier brand and mobile platform that is dedicated to connecting and engaging users from anywhere around the world.
About Friendable, Inc.

Friendable, Inc. is a mobile technology and marketing company focused on developing and identifying products, services and brand opportunities with mass market potential and scalability.

Friendable published its first mobile application in the Apple App Stores and Google Play stores in 2014, in the social networking and dating category. The Friendable app achieved over 1.5 million downloads, top 10 worldwide rankings and led to celebrity related marketing opportunities and various relationships with well-known music artists, as well as up-and-coming independent artists.

Friendable, Inc. has pivoted its business focus to Fan Pass, the livestream artist platform and removed the social dating app from the app stores.

Launched July 24, 2020, the Fan Pass livestream platform has proven to be invaluable for artists and fans alike as performances shifted from the stage to the screen.
Founders

Mr. Rositano, Jr. is a serial entrepreneur with 28+ years of experience in technology and bringing more than $60M in liquidity events for the companies he has hatched or managed. Throughout his career Mr. Rositano Jr has secured relationships and partners with some of the biggest names in Silicon Valley, including Apple, Google and AT&T to name just a few. Prior to founding Friendable, Inc. Mr. Rositano and his partner/brother had forged various relationships with Entertainment giants Herbie Herbert and Bill Graham to launch the first ever music site music.com and eventually created a platform for video, emerging artists and more, which they named America’s Biggest attracting Apple’s Co-Founder Mr. Steve Wozniak to the Company’s Board of Directors in 2005. Friendable, Inc. was founded by the brothers in 2014 as a mobile technology and marketing company focused on developing and identifying products, services and brand opportunities with mass market potential and scalability.

Publishing its first mobile application in the Apple App Stores and Google Play stores in 2014, the Friendable dating/meetup app achieved over 1.5 million downloads, top 10 worldwide rankings and led to celebrity related marketing opportunities and various relationships with well-known music artists, as well as up-and-coming independent artists.

These relationships were the driving force to pivot the Friendable music business focus to its second mobile and web application that goes by the name of Fan Pass, a livestreaming video platform supporting both artist and their fans, launched July 24, 2020.

Prior to starting the Company, Mr. Rositano began as the 3rd employee and member of the Internet’s first IPO in 1993, Netcom Online Communications, Inc., which was sold to ICG Communications and later sold to EarthLink in 1997. Mr. Rositano has co-founded a number of successful ventures following his experience with new technologies, trends and markets. Some of which included Simply Internet, Inc., Nettaxi.com, America’s Biggest, Inc., Zippi Networks, Inc (an eBay partner), CheckMate Mobile, Inc, and AppBuilder 360, a mobile app developer. He was also an author the first Web Directory to ever be published, later selling the rights to Macmillan Publishing. His most recent venture, Friendable, Inc. has resulted in a growing business opportunity in the ever popular mobile technology space.

Dean is the President and Chief Technology Officer of Friendable, Inc. and is responsible for the day-to-day operations and guiding of the technical direction of the company. With over 26 years of experience in executive management, internet architecture and high technology operations, Mr. Rositano has successfully assisted in raising funds in both private and public transactions. Together with his partner/brother Mr. Rositano was instrumental in developing the technology, prototypes and teams that allowed the brothers to secure relationships with some of the biggest names in Silicon Valley, including Apple and Google, eventually leading to the formation of a video platform and entertainment website by the name of America’s Biggest, attracting Apple’s co-founder to the company’s board of directors.

Prior to founding Friendable, Inc. Mr. Rositano and his partner/brother had forged various relationships with Entertainment giants Herbie Herbert and Bill Graham to launch the first ever music site music.com and eventually created a platform for video, emerging artists and more, which they named America’s Biggest attracting Apple’s Co-Founder Mr. Steve Wozniak to the Company’s Board of Directors in 2005.

These relationships were the driving force in helping to focus and pivot the Friendable business to its second mobile and web application that goes by the name of Fan Pass, a livestreaming video platform supporting both artist and their fans. Originally launched July 24, 2020, Mr. Rositano has been responsible for the design and development of the high-performance Fan Pass mobile and web application that currently support thousands of artists. His extensive technology background, expertise in developing, scaling, and management of high volume applications and websites, and team building in the areas of UI/UX, Server infrastructure and API architecture and development, Amazon AWS, and live streaming tech have made him an invaluable partner and CTO to the Company.

Prior to Friendable, Inc., Mr. Rositano co-founded Checkmate Mobile, Inc., Latitude Venture Partners, LLC, Zippi Networks, Inc, America’s Biggest, Inc, and most notably, was the co-founder and president and CTO of Silicon Valley based Nettaxi.com, which went public in 1998 when it quickly reached a valuation of over $600M. With over 3M unique visitors daily and a top 5 worldwide, website rank. As President and CTO, Mr. Rositano was responsible for designing, architecting, and scaling the Nettaxi server infrastructure from 0 to over 10 million visitors per day.

Robert A. Rositano Jr.
CEO

Dean Rositano
President and CTO
CEO: Robert A. Rositano Jr.  
robert@fanpasslive.com  
855.473.7473 ext. 701

President and CTO: Dean Rositano  
dean@fanpasslive.com  
408.891.1300

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