

Unitea

**Democratizing culture
through data**

Overview

Sector: Media and Information

HQ: Orlando, FL

Source: Local Network

About: Unitea is a mobile and web-based, social music community platform. It brings artists closer to their fans by recognizing and rewarding the most engaged fans who stream and share music with Karma, a virtual emotional currency used to buy experiences.

Leadership



Ketan Rahangdale
CEO, Co-Founder



Michael O'Donnell
Co-Founder
FAN Fund GP and Co-Founder

Investment Highlights

- Committed team and board of directors with extensive network in the music industry
- Multiple revenue streams serving both brands, artists and fans
- Provides artists with a better understanding of their fan base, through demographic and locational data, to better drive fan retention, LTV and conversion for artists and brands
- Only provider of a front to back-end platform, with features including: rewards-based, front-end platform, Social Learning Machine, Emotional Currency (Karma), Actionable Data Backend, Distribution channel and Festival Features
- Strong use of Community & Crowd - specifically in engaging artists and fans within the Joox ecosystem
- Developed partnerships with major industry players, potential future exit strategy

Financing Roadmap

- **\$2.3MM** Bridge Round (2018)
Rokk3r Fuel ExO
- **\$1.2MM** Angel Funding (2015)
Miami Innovation Fund, Chris Murray, Armando Perez and Rick Rourk
- **\$200k** Seed Round (2014)

