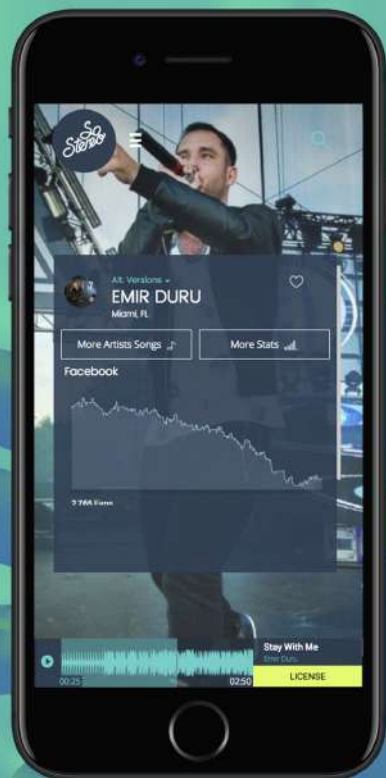


SoStereo

Unlock the marketing power of music



Overview

Sector: Entertainment/ Music

HQ: Miami, FL

About: Founded in 2015, SoStereo provides an innovative platform to enable brands and agencies to easily discover and license music and to realize the full marketing potential of music in an easy, cost-effective manner

Sourced: The company developed under Rokk3r's cobuilding platform

Website: sostereo.com

Leadership



Salo Sterental
Co-founder, Leads Strategy & Product Development Initiatives
Zumba (Producer + Manager)



Beto Azout
Co-founder, Leads Music Acquisition & Business development
BMG (Creative/Business Development)
Zumba (Music Producer)

Investment Highlights

- Management team has deep domain knowledge and working experiences in the music industry
- \$10B total addressable market of music licensing for commercials with future opportunity in Data-SaaS market
- Leveraging external factors of Algorithm and Leverage Assets while adopting all internal characteristics of exponential organizations
- Achieved market fit with traction along all indicators
- Clear acquisition path through agencies and clients or directly by music publishers/tech players
- Growing footprint with world's leading agencies and brands including LeoBurnett and WPP

Financing Roadmap

\$1MM (2018)
Rokk3r Fuel ExO (Lead)

\$520k Friends & Family (2015-2017)