

# MuzicBo

the tone of all ages

Profitable  
Enjoyable  
Legal

**A story of how a piece of metal may turn around the ads business**

Open new arena for targeted ads in public places

🔌 super markets, shops, hotels, cinemas, bars, trade centers,  
gas stations, pharmacies

🔌 ...or every place where music attracts

**Essence: Platform for audio ads in public places**

- 🔌 Professional selection of music
- 🔌 Settled/paid music playback rights
- 🔌 Money From Nothing (yeah!)
- 🔌 Legal video content - a bar wants to show a football match on its big screen!

## Product features and benefits

- 🔌 Piece of metal connected to the power, network and audio/video system
- 🔌 Profile account connecting the public business to advertisers, DJs and video content distributors

## Product specifics in a nutshell

- 🔌 Price for the metal ~50 EUR (one time fee)
- 🔌 Music rights – depends on business size (~100 EUR / year for cafe with 16 seats)
- 🔌 Total:  $50+100=150$  EUR is all to start

**Cost for the customer**

🔌 Supports music authors and music itself

🔌 Competes Radio:

- Profiled music for the specific environment
- The customer makes profit from the audio ads
- Supports video

🔌 Complements TV:

- Rights for live events sold directly to the public business at a fair price, depending on business size

## Strengths and Advantages

- 🔌 Create a business plan
- 🔌 Distribute some metals around (test mice)
- 🔌 Open the online platform for limited founders
- 🔌 Go live

**In the near future...**

# THANK YOU

