



**tunesBag**



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Company Outlines

tunesBag was **founded 2008** based on the vision of an all access legal music platform.

tunesBag is **owned and fully financed by it's three founders:** Hansjörg Posch (Technology & CEO), Hannes Harborth (Business Development) and Gerhard Günther (Marketing & Sales).

All of us have strong experience in working for mobile operators and online platforms.





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Service Introduction

tunesBag is an **online music hub**, enhancing the known music experience by offering

**backup** functionalities ensuring data security,

**access** functionalities allowing cross media/platform experience &

**legal sharing** functionalities.



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Addresses pains

## Addressed pains

- **Lost** of own collection & playlists (investment in time & money)
- **No access** to *own* music & playlists anywhere and anytime (office, at a party, in school ...)
- **No clue** what friends are listening to - what's hip & cool?



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Screenshots – User interface

Signed in as funkymusic Friends Preferences Logout Apps

HOME **LIBRARY** PLAYLISTS EXPLORE UPGRADE  Search

**My library** Upload tunes Fix tags

Filter

Genre: General Pop, Hip HopRap, House, Indie, OSTRock, **Pop**, R&B, Rock, Techno

Switch library (1) Artist: All (6), F And K, Incognito, Lady GaGa, Michael Jackson, Noisettes, PeterLicht

Album: All (6), Alles was du siehst gehÄrt dir, German ODC Top40, More Tales Remixed, Number Ones, The Fame, Wild Young Hearts – Digital version

Items: 17 Playlist Share Bag Comment Edit Delete

Title	Artist	Album / Track	Rating
Die Mit Dem Roten Halsband	F And K	German ODC Top40	★★★★★
Feel The Pressure (Mark De Clive-Lowe Remix)	Incognito	More Tales Remixed	★★★★★
Poker Face	Lady GaGa	The Fame	★★★★★
<b>Thriller</b>	<b>Michael Jackson</b>	<b>Number Ones</b>	★★★★★
I Just Can't Stop Loving You	Michael Jackson	Number Ones	★★★★★
The Way You Make Me Feel	Michael Jackson	Number Ones	★★★★★
Earth Song	Michael Jackson	Number Ones	★★★★★
One More Chance	Michael Jackson	Number Ones	★★★★★
Human Nature	Michael Jackson	Number Ones	★★★★★
Smooth Criminal	Michael Jackson	Number Ones	★★★★★
Black Or White	Michael Jackson	Number Ones	★★★★★

Thriller  
Michael Jackson

00:50 artwork 05:11

Tunes in processing queue: 23

Manage open friendship requests

**Free Nokia Music Phone**

The sleek, stylish music phone that goes anywhere

▶ get yours

2-year agreement req., restrictions apply

T-Mobile

Comments

Lowering the Bar: Michael Jackson's Death Led to Arson, Says Arsonist: The death of the King of Pop has cert... <http://bit.ly/1347Y7>

by MikeJacksonfan

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Screenshots - Upload tracks

Signed in as funkymusic Friends Preferences Logout Apps



HOME **LIBRARY** PLAYLISTS EXPLORE UPGRADE

Q Artist, Playlist, User ... Search

My library **Upload tunes** Fix tags

## Add your own tunes (import from iTunes, Winamp or select manually) ...

We offer you the following ways to add your tunes to tunesBag – please choose the best suitable for your needs



### Upload using your Browser (with progress display)

Select your audio files (mp3, m4a, wma or ogg) and start the upload.



### Use our Desktop Uploader

Supports libraries of iTunes, Windows Media Player and Winamp. Available for Windows only.

Coming for Mac soon.



### Add using e-mail

Send your audio files to [funkymusic@incoming.tunesBag.com](mailto:funkymusic@incoming.tunesBag.com)



Please select a track to play

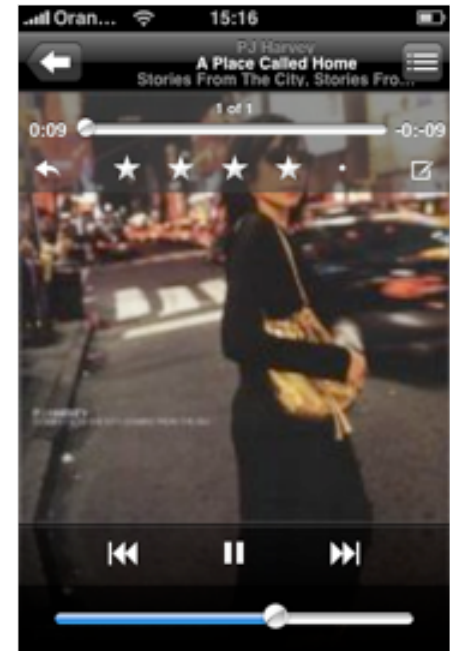
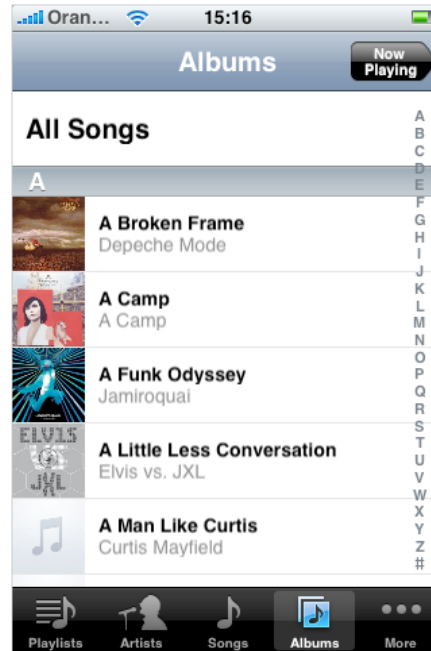
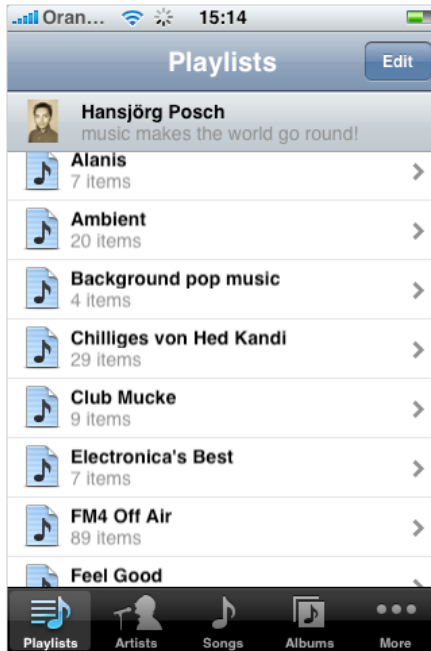


Manage open friendship requests



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Screenshots – iPhone client





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Screenshots – Facebook & Twitter

facebook Home Profile Friends Inbox Hansjörg Posch Settings Logout

Hi funkymusic! tunesBag

Playlists Friends' Stream Upload / Manage playlists Invite / Add friends

**Playlist "Lounge"** goodvibrations smooth love cool

Perfekte Hintergrundmusik

**BELLE // ALIF TREE** 00:01 02:04 Share

Open playlist as popup

Items

- Belle - Alif Tree ★★★★★
- Diferente - Gotan Project ★★★★★
- Rosie's Drugstore - Birdie ★★★☆☆
- Con Mi Sombra - S-Tone Inc ★★★★★
- Sambop - Cannonball Adderley ★★★★★

twitter Home Profile Find People Settings Help Sign out

"fits perfectly for the current weather" on Kings of Leon - Use Somebody <http://tinyurl.com/ajvjjm>

weniger als 10 Sekunden ago from tunesBag

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Best regards,

Max

Recently played: American Boy (Soul Seeker... - Estelle Feat. Kanye West (Am

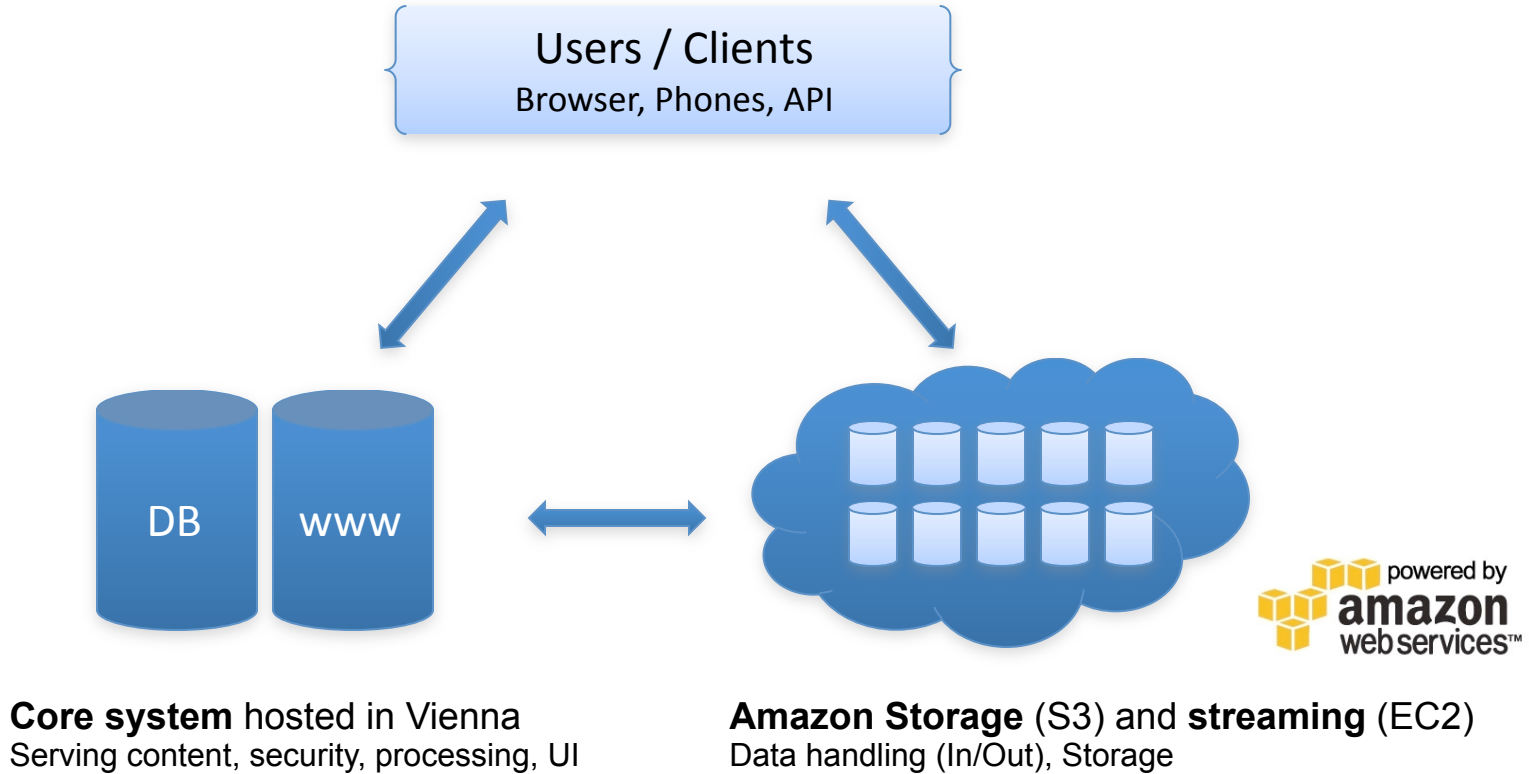
Click here to visit my user profile on tunesBag





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Architecture – The big picture





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Roadmap / What happened until today

- Conceptual work started in early 2008, 100% self-funded (**bootstrapping**), Ltd legal entity
- In **closed beta with 5k+ users**, > 250.000 playbacks, featured by TechCrunch, Mashable, Wired, CN etc
- Ongoing negotiations with Collecting Societies
- **Public launch in 10/2009**



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Business Model

- **Premium Services**  
More space and features, sync agent, mobile applications
- **Advertising**  
Display & Audio
- **Affiliate**  
Tickets, CDs, Downloads, Merchandising, ...
- **Whitelabel Solutions (B2B)**  
Offer co-branded solution for e.g. operators



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Addressable Market / Current customers

In the first step **music lovers with a huge library** should be addressed, currently 15% of users are such „heavy“-users.

Example UK: 33% of internet users are regularly listening to internet radio (> 15 mio), 8% to services such as last.fm (4 mio).

Primary target markets: US, UK, GSA



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Competitive landscape

- **Locker services**  
mp3tunes, simfy, lala, imeem
- **On-demand streaming services**  
spotify, myspace music
- **Online - radio services**  
last.fm, pandora



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Thank you for your attention!

Hansjoerg Posch, CEO

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