



nēdl (as in the haystack)

nēdl lets you discover and start live radio broadcasts that are searchable by keywords.



Company Overview

nēdl is a live audio discovery and creation app disrupting the \$44.1B global radio advertising space. nēdl allows radio listeners to search live broadcast radio as easily as they search the web, by keyword. Users can also create their own live broadcasts that are searchable while they broadcast by the words they say. nēdl indexes over 120,000 live radio stations from around the world so that our nēdlers can find the live streams that play what they want and then discover what comes next. ***It's what comes next that sets nēdl apart*** -- the ability to use what you know (the keyword) to discover what you didn't know (local, human curate playlists from around the globe) you didn't know (the radio station or nēdlcaster that you would have never discovered otherwise).

Problem

In the U.S. alone, over 218M people who listen to Radio every single day go from station-to-station (a.k.a. 'frustration to frustration') to find the live news, sports, talk, information, and music they want to hear. There is a massive amount of audio content that is hidden behind the walls of archaic metadata.

Highlights

nēdl has just been named 2019 Webby Honoree for Apps/ Mobile/ Voice Technical Achievement and recently became a Google Cloud Technology Partner! We're backed by [Sweet Capital](#) (King Founders of Candy Crush), [Matter.vc](#), Backstage Capital, The Knight Foundation, The National Association of Broadcasters, MemBrain LLC, and Quake Capital. We've earned media in [Forbes](#) and Entrepreneur Magazine for becoming one of Pepperdine's Most Fundable Companies. In the last two years, we've acquired licenses for more than 120,000 live radio streams from around the world for unlimited songs, content from CBS, CNN, MSNBC, Fox Sports, ESPN, BBC, the Associated Press and much more.

Go-To-Market Strategy

Inquire within. Broadly: channel partners, radio partners (on air promotion) and nēdlcasters (promoting their own streams via social media and WOM).

What Makes Us Special

Our team created the iheartradio app & scaled Headspace and Pandora.

Financial Info

Raising

\$4.5M

Location

Santa Monica, CA, USA

Business Stage

Seed

Business Type

Other, Internet, Sports, Music, Technology, Social Media, Politics & Government, Media, Entertainment

Meet the Team



Ayinde Alakoye

CEO



Jason Medeiros

CTO



Andy Hampton

Head of Business

Development