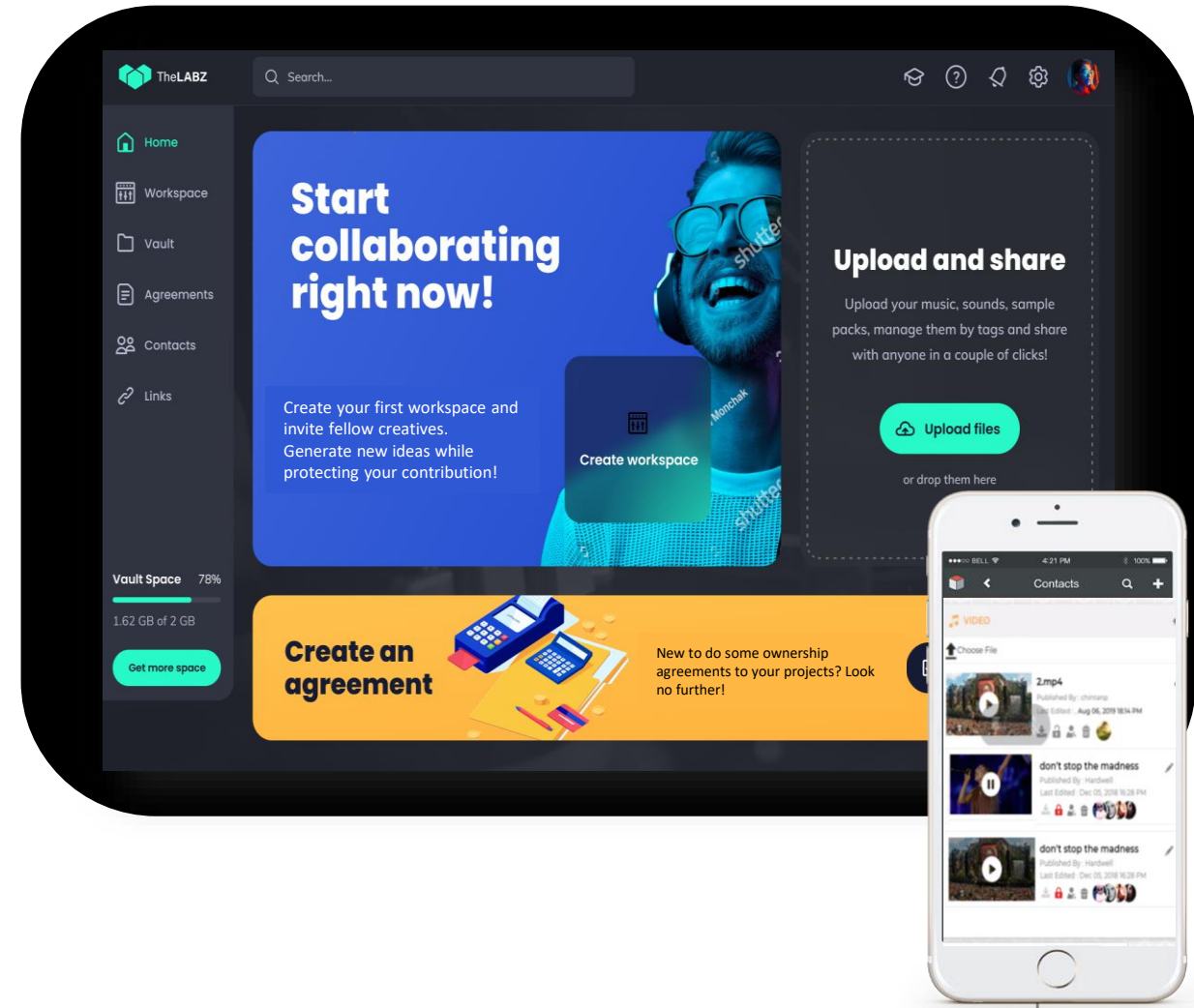




All in One Digital Rights,  
Storage, Collaboration and Document  
Generation Platform for the Creative  
Community

**CEO/Founder FARAH ALLEN**

farahallen@thelabz.com





**The creative community has  
intellectual property, ownership,  
and collaboration needs  
unique to just their profession.**

Creative Community: film/TV, music, gaming, publishing and more



**Industry Expectations:**  
**Creatives manage their own  
intellectual property, ownership  
and digital rights.**

# Problem

## To be successful with IP and Digital Rights management, creatives must:

- Track collaboration attribution & contribution
- Track file shares
- Document 'who will' and 'who will not' own rights to the content
- Manage and organize content changes, duplications, licensing agreements, ownership
- Timeframe: Lifespan of the content

## Reality:

**Creatives are not leaving the comfort of their creative process to perform time-consuming complex data collection and documentation tasks.**

# Problem

## **Creatives workflow comfort zone:**

- **Communication tools**
- **Sharing Media and Word Files**
- **E-Signing**

**Creative can use over 10  
platforms to complete one workflow and still not  
achieve IP and digital rights protection.**



# Problem

## Results

### Music

\$2.4B unclaimed royalties from music creators because of lack of ownership documentation

### Film/TV

Unreleased projects because of scriptwriting co-authorship disputes

### All

Contributions to ideas are lost over time and infringement lawsuits boil down to who can provide the most proof



# Solution

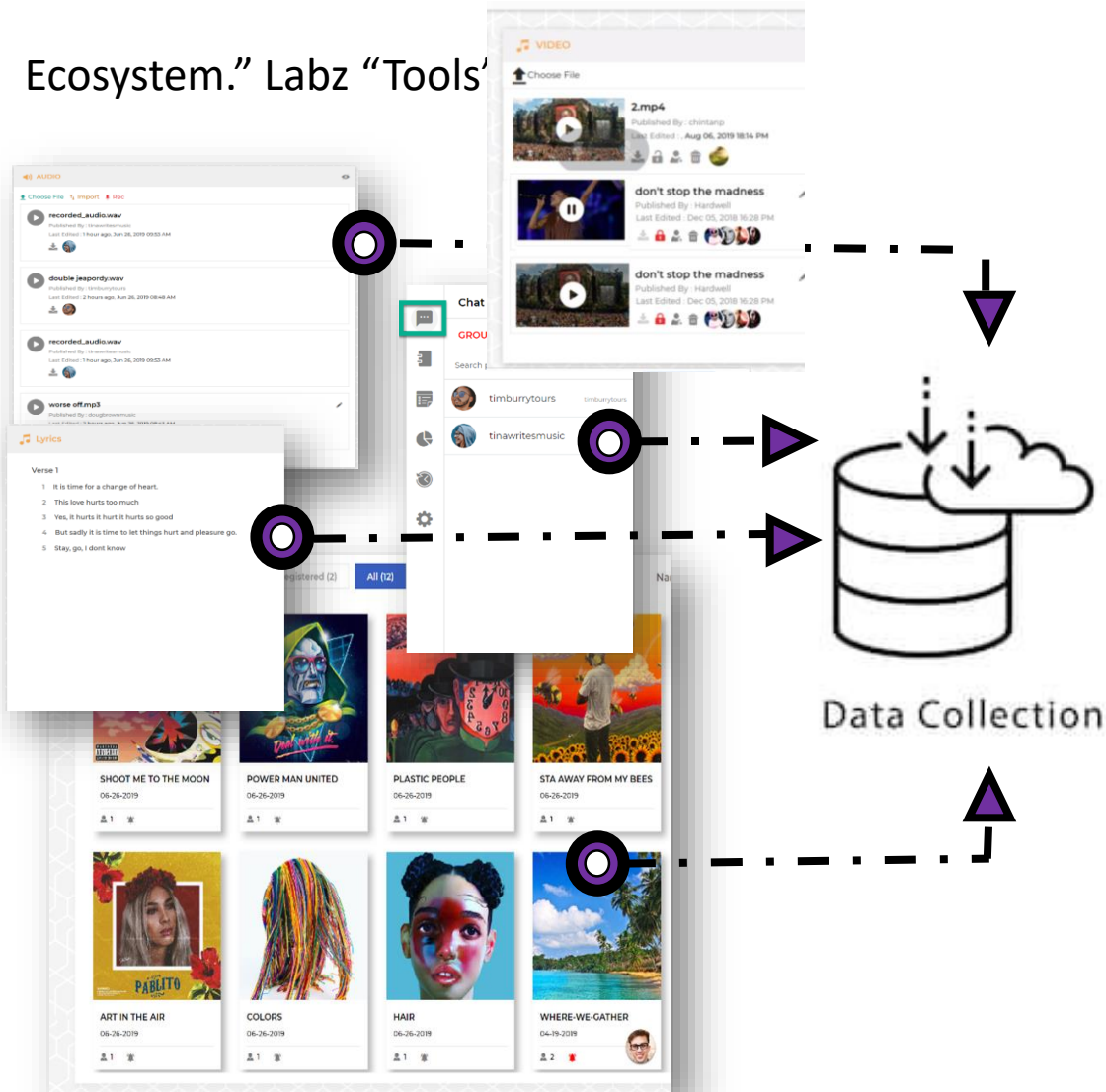
**The Labz**   
is an all in one  
collaboration, file  
storage, and document  
generation platform.

We track what creatives are doing when they do it and then we use that data to protect their digital rights and IP.



# Solution

Ecosystem.” Labz “Tools”



## Labz provides “an entire tool ecosystem comprising of:

- Share audio
- Chat
- Writing [Script, lyric, more]
- Create projects
- Video sharing
- More..





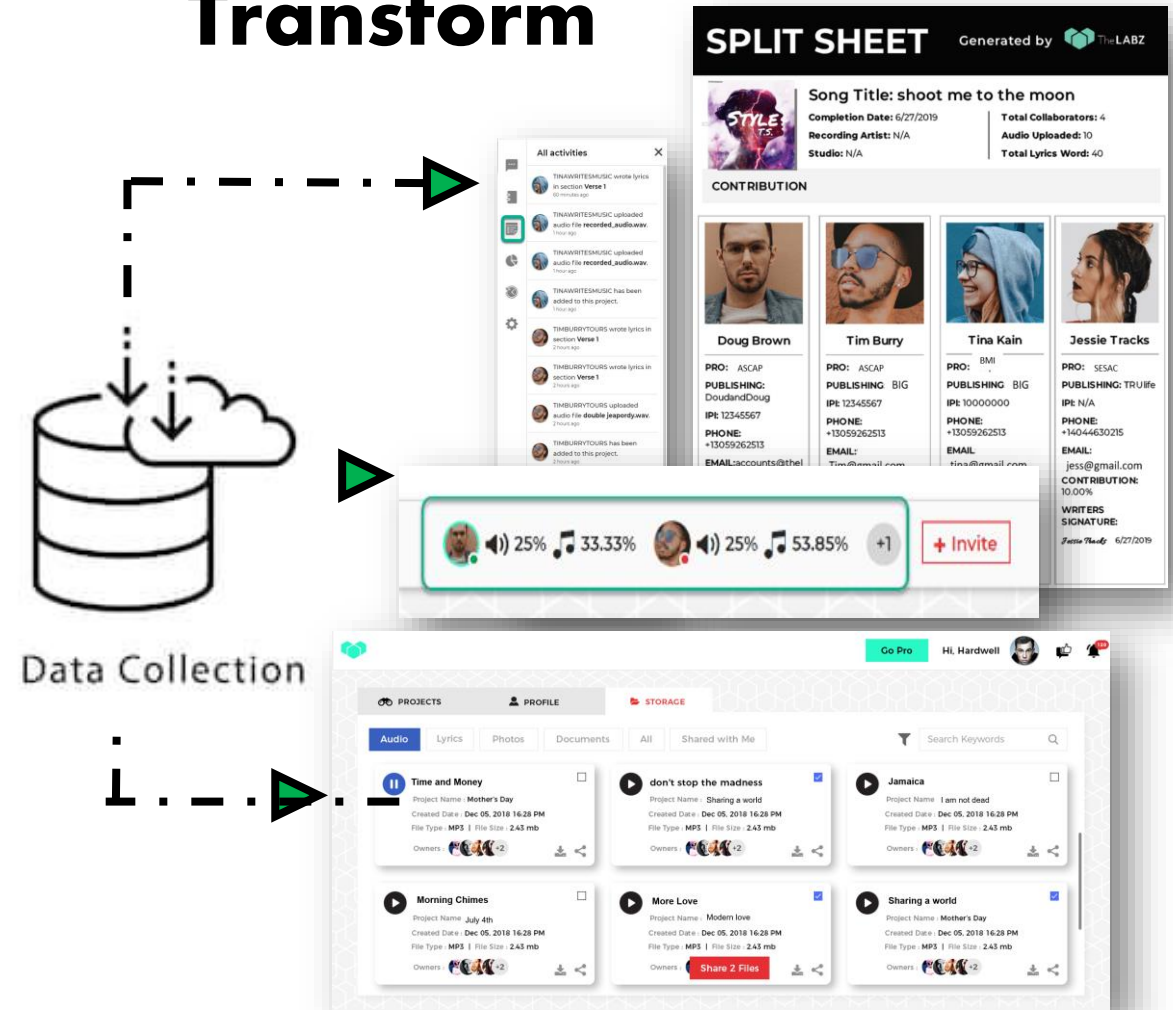
# Solution

## The Labz uses the “tool” activity data to:

- Track collaboration
- Suggest ownership
- Automate ownership documents
- Use AI and blockchain to aggregate data within users' file storage
- More..



## Transform



**“I can do what I normally do but now I am 100% protected.”**

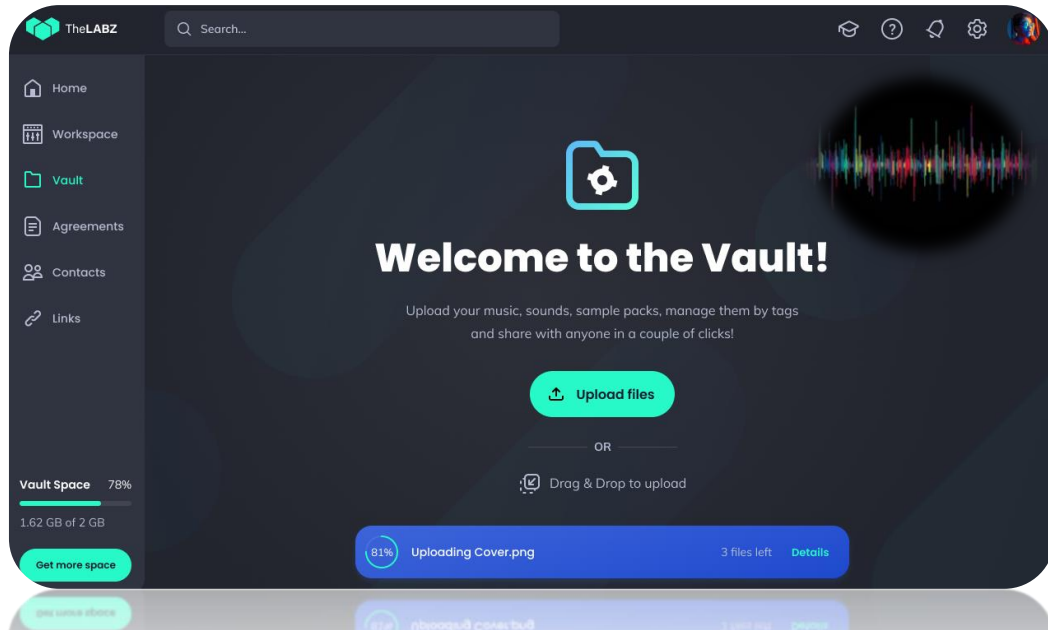
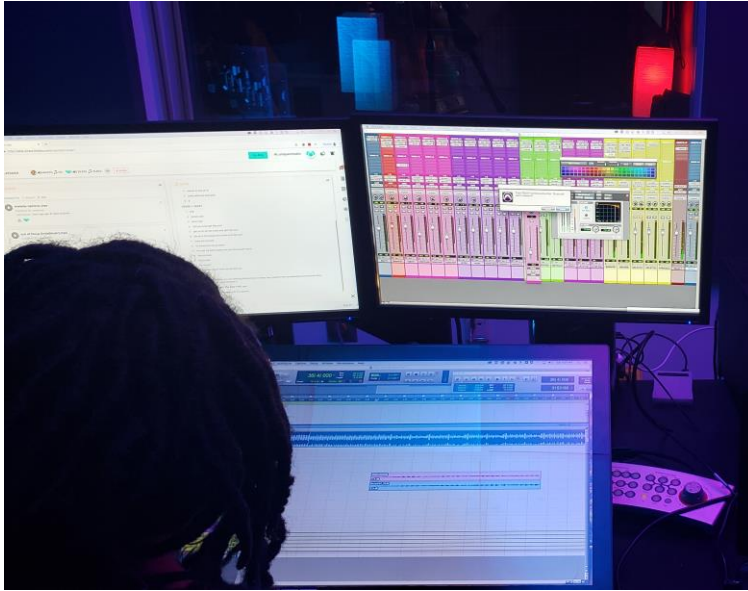
Producer

**Henny Tha Bizness**

69.7K subscribers



# Songwriting Use case

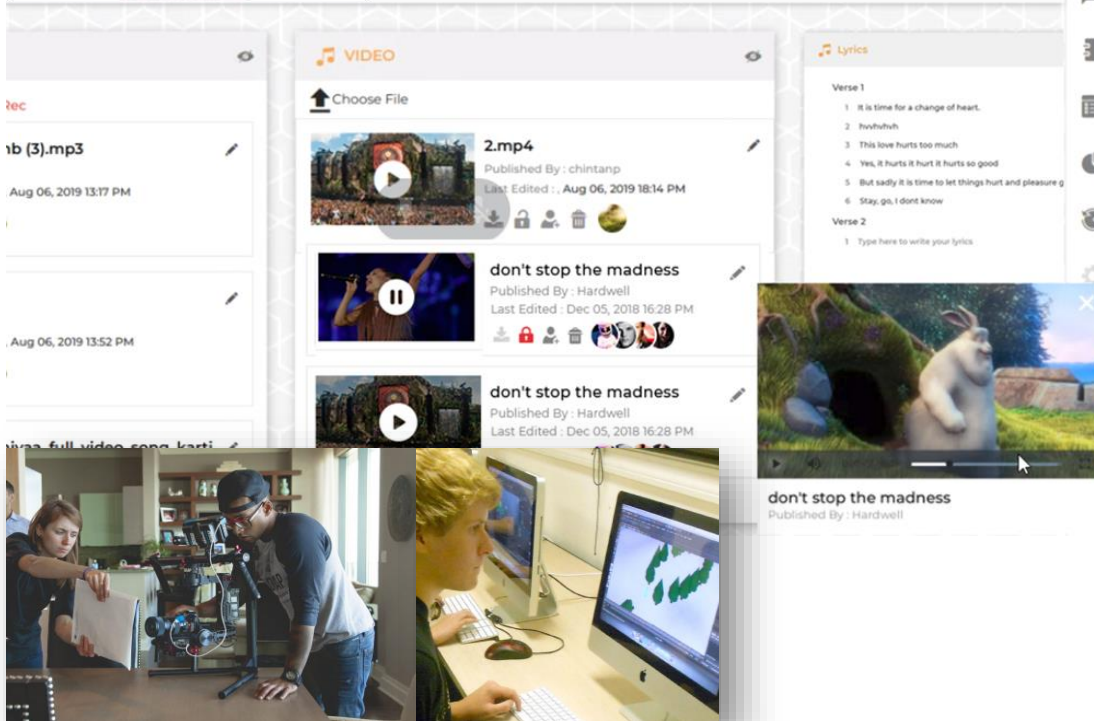
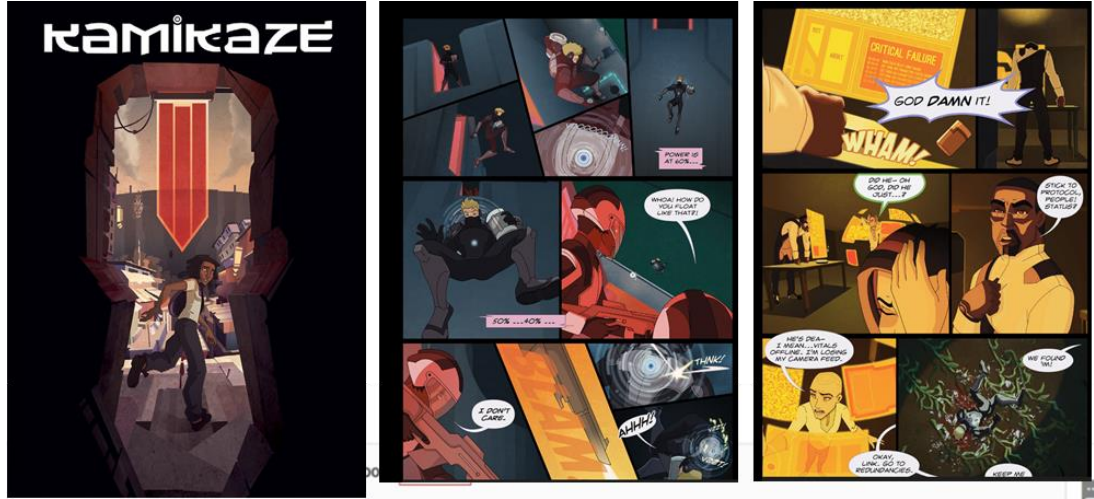


## Project: Girl Power Single

- **Scope:** Song collaboration
- **Team Size:** 8 [Lyricist, Producers, Engineers, producers, Vocalist]
- **The Labz was used** to: Exchange audio files, write lyrics, team project storage and overall communication + business documents



# Animation Use Case



# Project: Kamikaze

- **Scope:** Transform a comic book series into a motion picture animation
- **Team Size:** 50 [writers, animators, musicians, producers]
- **The Labz BETA was used to:** Share storyboards, scripts, video, audio; Store content and communicate across the team; Generate business documents

# Business Model

Monthly Subscription

1GB Storage-  
**FREE**

## Pro



Ideal For Content Creators

**\$12.99 – \$59.99**  
**Monthly**

Complete Platform  
300GB Storage – Unlimited

## Business



Ideal For Creative Teams

**\$120 - \$600**  
**Yearly**  
Per Seat

Buy 10 + per order

# Competitive Space

Current solutions provide fragmented and high friction creation and collaboration processes with zero digital rights management or protection.

OFFERINGS:	 THE LABZ	 Drop Box	 Trevanna tracks	 DocuSign	 GOOGLE DOCS
CLOUD STORAGE	●	●	●	●	●
AUDIO PLATFORM	●	●	●		
COLLABORATION	●	●	●		●
CONTRACT CREATION	●			●	
BLOCKCHAIN	●			●	
MARKETPLACE	●	●			
LYRIC PLATFORM	●				



# Initial Go to Market

## Customers

University Music &  
Film Schools  
+4000 US

## Strategy

- We are focused on selling bulk licenses to large organizations
- Through our relationships we sell directly to the music and film department



# Initial Go to Market

## Customers

Music Studios

## Strategy

- Sell directly to studio managers and studio owners

# Initial Go to Market

## Customers

### Film/TV Production

## Strategy

- Labz team, partners and investors are leaders in this space
- As a result we can reach directly to decision makers



# Traction

**Public BETA** May 2019

**5000** User signups

**Paid Platform B2B** launch Sept 2019 MRR 15k +

**1** Paid film pilot Film/TV Dec 2019- Feb 2020(\$95K) with Level Forward Production [Abigail Disney]

**+\$6M** Pipeline

# Leadership Team



**FARAH ALLEN**  
CEO/Cofounder



- Solutions architect
- 14 years as owner of management technology consulting business
- Designed and delivered cloud, collaboration and data management systems for large organizations



**NAEL ALISMAIL**  
CTO/Cofounder



- 15 years leading technology teams
- Hands-on developer
- Founder of BopMob DAW



**TOMMY COSTER**  
VP Business Dev



- Label executive
- Grammy winning composer
- Collaborated with Carlos Santana, Dr. Dre, 50-Cent, Eminem, Snoop Dogg, Eric Clapton, Prince



**JAMEYEL JOHNSON**  
VP Product



- 2x Platinum selling artist
- Oscar winning film composer
- Accomplished software engineer

# Rising Funds

**Amount: \$1.5M**

Terms: SAFE, \$6M cap, 12-month runway

## Use of Funds/Milestones:

- Next level product advancements (document management, storage)  
Jan 2020
- New Hire: Engineering, Business Dev
- Result 2020 > \$2M ARR

Joe Spolsky interview: [Why did I invest in the Labz](#)

Current Investors



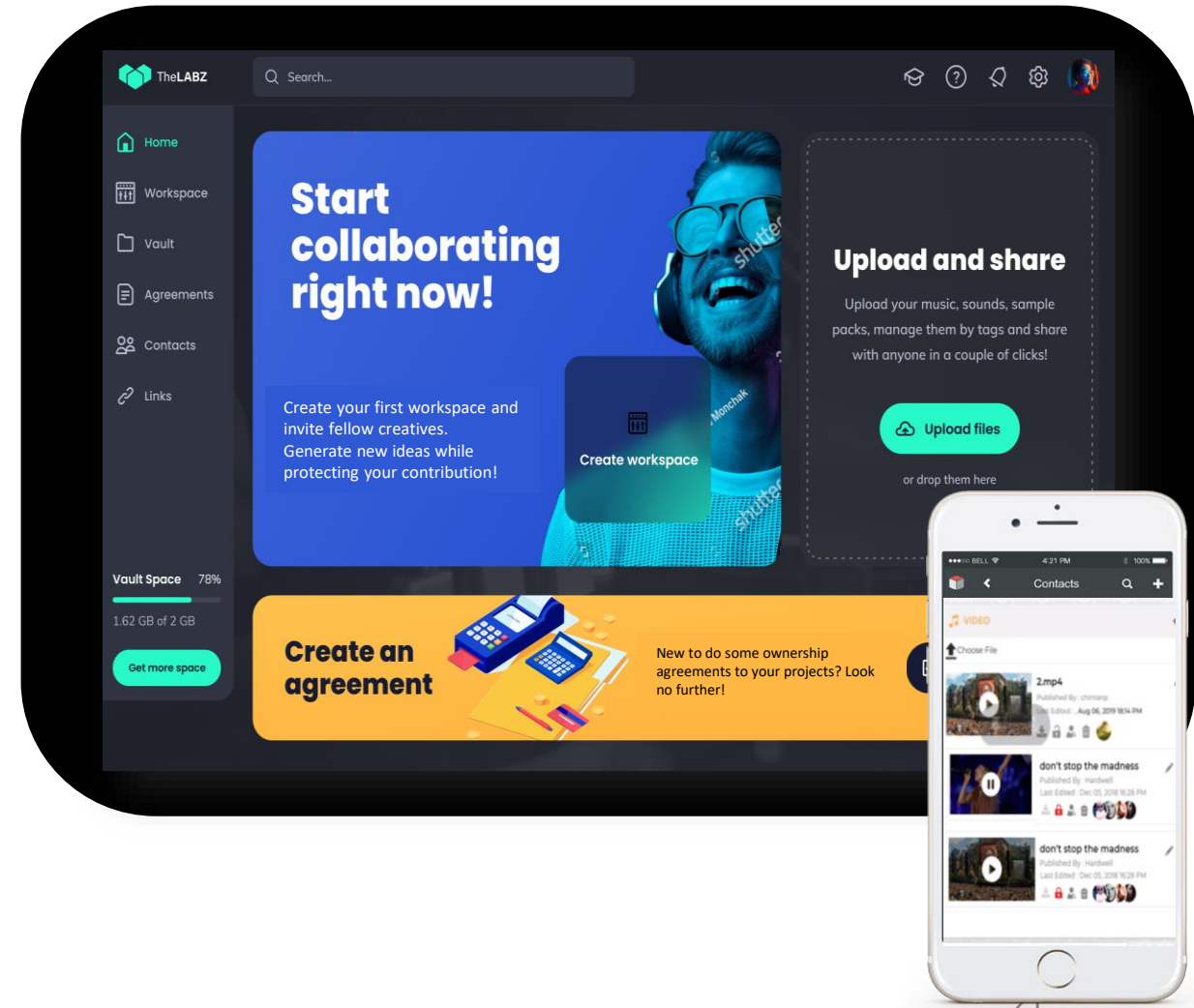




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# Appendix

## Summery

**Problem:** The creative Industry expects that the creative community manages their own intellectual property, ownership, and digital rights. Unfortunately, creatives are not leaving the comfort of their creative process to perform time-consuming complex data collection and documentation tasks to complete this workflow. The creative comfort zone consists of using communication tools, sharing media and word files and E-Signing. Creative can use over 10 platforms to complete one workflow and still not achieve IP and digital rights protection.

As a result of the creative workflow not matching to the industry workflow, music creators have lost \$2.4B in unclaimed royalties because of a lack of ownership documentation. Film/TV have many unreleased projects because of scriptwriting attribution disputes. In all creative business segments, ideas and contributions get lost overtime. Infringement disputes boil down to who can provide the most proof.

**Solution:** The Labz Solution houses an ecosystem of “tools” that tracks the natural creatives workflow. The use that data to help creative easily track and protect their digital rights and IP.

# Complete Team Members

- **Dara Davis** is The Labz Chief Strategy officer. Her experience includes Mercedes-Benz Corp, C- level strategic advisor. Dara has been responsible for research and development, using data for corporate planning.
- **Tami Latrell Harris** CMO: Is a award-winning C- Level Marketing professional. Responsible for spinning up digital marketing for 35 new radio stations (Radio One). She also is a songwriting who has Whitney Houston on her hit list.
- **Marguerite Pressley Davis**/ CFO- M&A Goldman, Deloitte and Merrill lynch. She has also helped women own businesses with their financial strategies and had a profitable wedding box business (Birchbox for weddings).
- **Earl Camp** is the Labz SVP: 18 year : SVP of NOWAccount, Purchasing Power (Sold), Herper Payments. Responsible for leading NowAccounts \$20M earning
- **Lucien Wall** is The Labz COO: A&R, Sony Red, Blue Pie production (Sold), entertainment contract consultant. International business (China).

## Investor FAQ

**Have you done any kind of market research that may suggest the use of your platform as compared to your competitors? If you have done some research, what was the outcome? Who was your audience, specifically to professionals in the music industry or have you target other populations such as amateur musicians**

- We have done extensive research and customer discovery. We have interviewed and surveyed over 3000 people to date. Overwhelming positive responses from businesses that support the creative process (Major Labels and Publishing Companies), established creators and up and coming creators. Producers and Songwriters with 5+ years, ages 21-35, all genres outside of Country Music, are among the most excited. As a result of our research pre and after launch. We focus on the business users first because they buy multiple licenses and they are the easiest to sell to. We tested our platform on amateurs, and we found that they like using the platform, but their income is not at a stage to pay for professional technology.

**Musicians have unique workflows and needs around creation and collaboration. While securing digital rights, handling attribution and royalty shares are good opportunities, It seems unlikely to me that musicians will reinvent their creative process to conform to this workflow.**

- There are other challenges musicians face that we solve. It's true that musicians' workflows are as unique as their art, but there are some common tasks they all perform. They communicate with each other using multiple tools like text, email, Facebook Messenger, etc. They share files using email, Dropbox, or WeTransfer. They sign documents using tools like DocuSign or even scanning paper. These are the features we offer; Documentation, File Storage and Sharing, and Collaboration. We aren't reinventing their workflow. We're consolidating and linking the data from these systems together.

**Can this team pivot strategically?**

Our business has some complexities in nature since we touch upon the history of creatives in the industry as well as the psychological impact which drives their behavior as a consumer in the market. In reference to pivoting, our team is always engaged in some form of research and development. Our current platform and business traction is a positive correlation due to our 'pivoting' approach as a company

# Investor FAQ

## **Your competitors are huge companies and platforms in this industry, how you make sure they cannot add your platform features to theirs?**

- Here is what we know: collaboration, documentation, and storage platforms are made for the masses. In order to successfully complete the creative process, creatives have to figure out how best to use these platforms broad features so that they can create their own ad hoc workflow process {communicating and tracking ideas, getting documents created and signed and storing the history of the file, project, clients, owners}. Our competitors can solve this problem by focusing solely on the creative process. All our competitors are focused on growing their platforms more into other sectors. The Labz is three platforms that connect by shared data.

## **How are you converting page views into free customers and then into paying customers?**

- Our goals for next year includes closing a percent of our \$6M B2B pipeline of customers we already have a relationship with as well as directly selling to new business customers. Online acquisition is not our total focus for now, but we will have a workflow that includes: Landing on one of our landing pages, signing up for free {added to mailing list drip funnel} and trying out our platforms with limited storage {everything in our platform is added to storage}. Once your storage is almost up users are prompted to sign up for a paid subscription. We use a platform called Full story to track how users interact with our homepage, signup, and internal pages. It is our plan to learn as much as we can about the behavior of our B2C users while we first focus on or B2B pipeline.

## **Can this team pivot strategically?**

- Our business has some complexities in nature since we touch upon the history of creatives in the industry as well as the psychological impact which drives their behavior as a consumer in the market. In reference to pivoting, our team is always engaged in some form of research and development. Our current platform and business traction is a positive correlation due to our 'pivoting' approach as a company

## **Creative input is not a track-able commodity.**

- The calculations we provide are suggestions for creators to determine what's fair. These suggestions can be changed at any time during the agreement process. We've implemented a negotiation process to allow administrators to interact with collaborators to work out the final percentages. Tracking percentages is not a core function in the platform but it on the top of the feature list voted by our users.

## **At the revenue predictions they are proposing within such a short time, they need to rapidly scale the demand for the product. What is your plan for scaling?**

- Our plan is to land and expand. Currently our \$6M pipeline includes business customers that have large creative communities. For instance, Morehouse college purchased 20 licenses in the past and they recently expressed intent of purchasing an additional 100 more licenses for November 2019. To note, Morehouse College has 500 students a year that we can service {Estimated potential revenue of \$60K a yr. from one school}. We have identified over 6000 Universities that we can service and our sales team is engaging with various institutions across the country. Additionally, we have performed extensive customer research and have successfully identified our initial consumers. Recognizing that our initial sales goals has been successful, we do not have any indication that our 2020 goals are not attainable.

# Investor FAQ

## INVESTORS

[Comcast Universal's The Farm](#) is an innovation hub supporting startups and founders from around the world, and Atlanta's thriving entrepreneurial ecosystem. Through the accelerator, we have been given access to multiple departments within the company and multiple customer introductions.

[Joel Spolsky](#) is Creator of Trello and Co-Founder of Stack Overflow. Since Joel has founded and built 8 successful businesses in the collaboration and community space, his advice has been invaluable to our product and business development strategy.

[Quake Capital](#) focuses on early stage companies and takes a founder-friendly approach. Through Quake, The Labz has helped drive our pipeline by connecting us with very large potential customers including Paramount and Lionsgate.

[Band of Coders](#) is a custom software development company whose clients include The Atlanta Braves, Uber, and Yamaha. The Labz is one of the 1st companies to be added to Band of Coders Ventures investment portfolio. Aside from capital, BOC supports us by offering complimentary small development, advice, and resources at cost if needed.

[Hatcher +](#) is a \$125,000,000 H2 Fund. This Fund is one of the most active early-stage investors in the world.