FARAH ALLEN

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TheLABZ

One application to replace them all!

All in one digital rights focused,
cloud storage, collaboration and e-signature app designed for creative workflows.

REPLACES:

Dropbox Google DocuSign
slack Evernote we transfer

Who Am I

- Saxophonist

- Building Architect

- IT Management Consultant

- Technology Solution Architect

- Married into the Entertainment industry

- **Found a big problem my background equipped me to solve**

Problem

The creative community has intellectual property, ownership, and collaboration tracking responsibilities unique to their profession.

Shared Creativity = Small Business

Music
- Instrument
- Management
- Producer
- Audio Engineer
- Songwriters

Film/TV/ Entertainment
- Producer
- Script Writer
- Video creators
- Marketing team
- Story board artist
- Script supervisor

Photography
- Photographer
- Creative director

Books
- Producer
- Voice Actors
- Writer
- Copyrighter
- Publisher

99% of the Creative Process:

Storage/
File sharing :

Dropbox

Google

we transfer

iCloud

Collaboration:
Music, Film/TV, Publishing...

Frame.io

Final Draft
A Cast & Crew Company

SOUNDCLOUD

novlr

E- Signature:

DocuSign

Adobe Sign

HELLOSIGN

PandaDoc

Email and Chat:

slack

WhatsApp

Gmail

groupme

Problem

The current tools creatives use to execute their creative work are designed to work against their business responsibilities.

How?

- Fragmented Tools/ Lost & forgotten data

- Lack of security/ No control over your assets

- Requires project management skills

99% of the Creative Process:

Storage/
File sharing :   **$120**

Collaboration:
Music, Film/TV, Publishing...   **$150**

Year
$440

E- Signature: **$120**

Email and Chat: **$50**

Current creative tools cause business problems

LOST CONTRIBUTION

$2.5B in unclaimed royalties from music creators because of lack of ownership documentation.

LOST IN TRANSLATION

Film/TV/ Entertainment: Projects are unreleased because of scriptwriting co- authorship disputes

LOST DATA

Winning cases are all about what you can prove with data.

The Labz ⬡

The Labz is an ecosystem of tools specially designed for the creative and business process of tracking and preserving collaboration activity, establishing agreements and controlling access to owned content.

360IP™ Patent pending technology for tracking and documenting creative collaboration activity using AI and Blockchain

Storage/ File sharing :

Collaboration:

E- Signature:
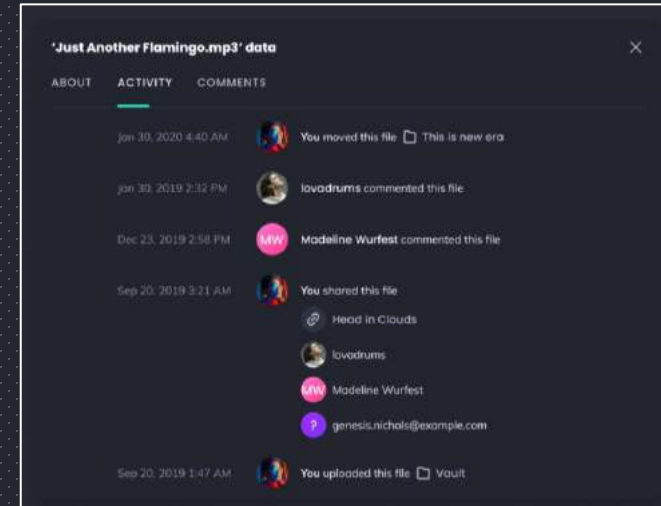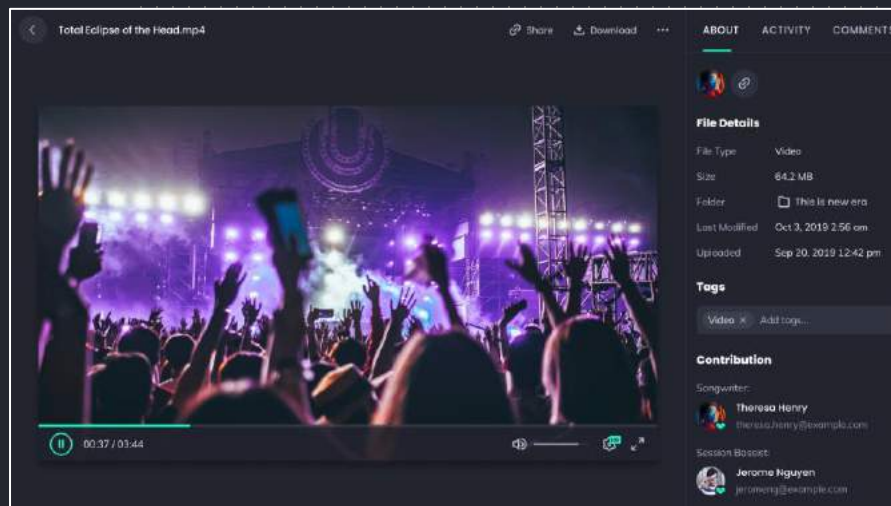
Email and Chat:

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Vault 360™

MediaLabz™

Sign 360™
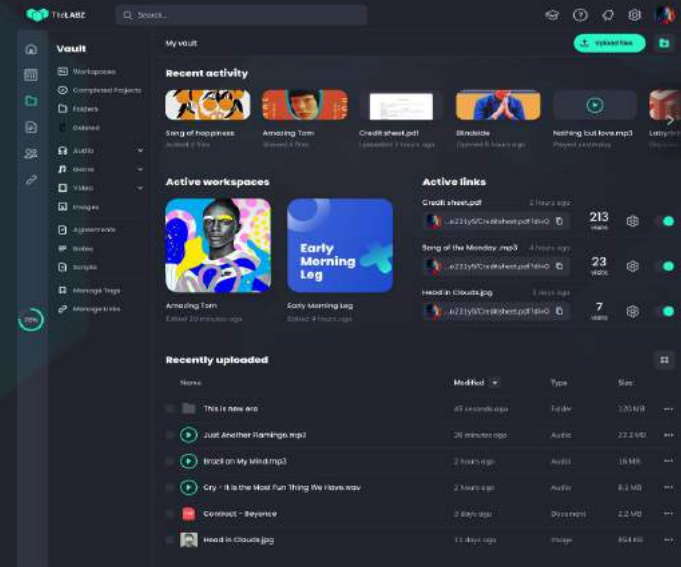
Vault 360™ 🔒
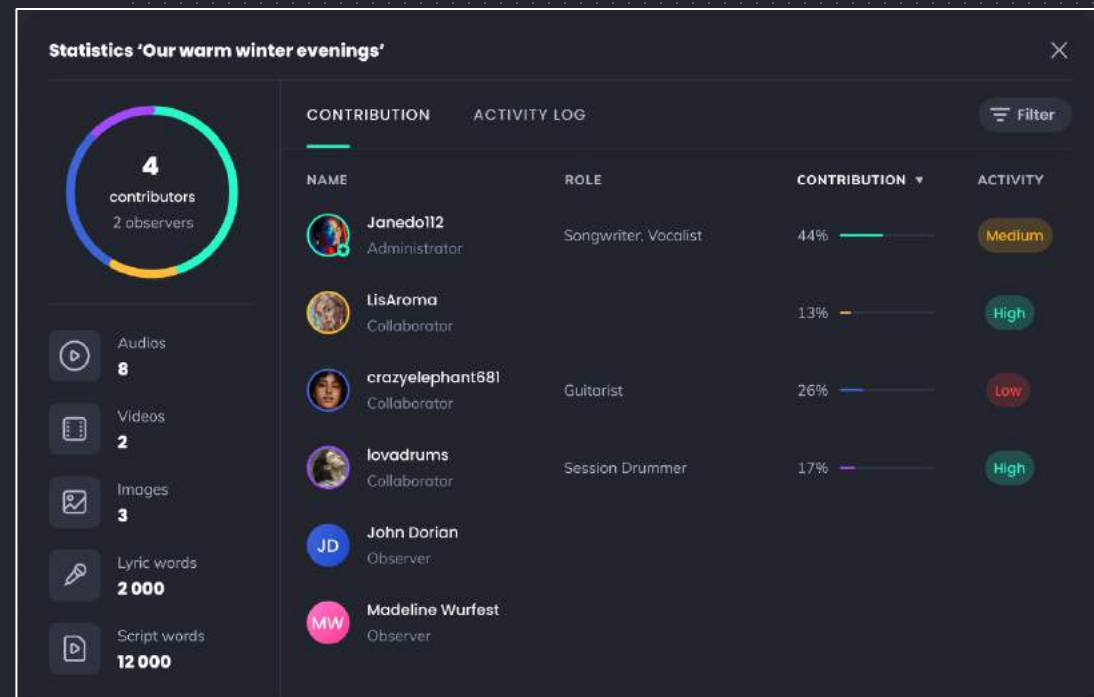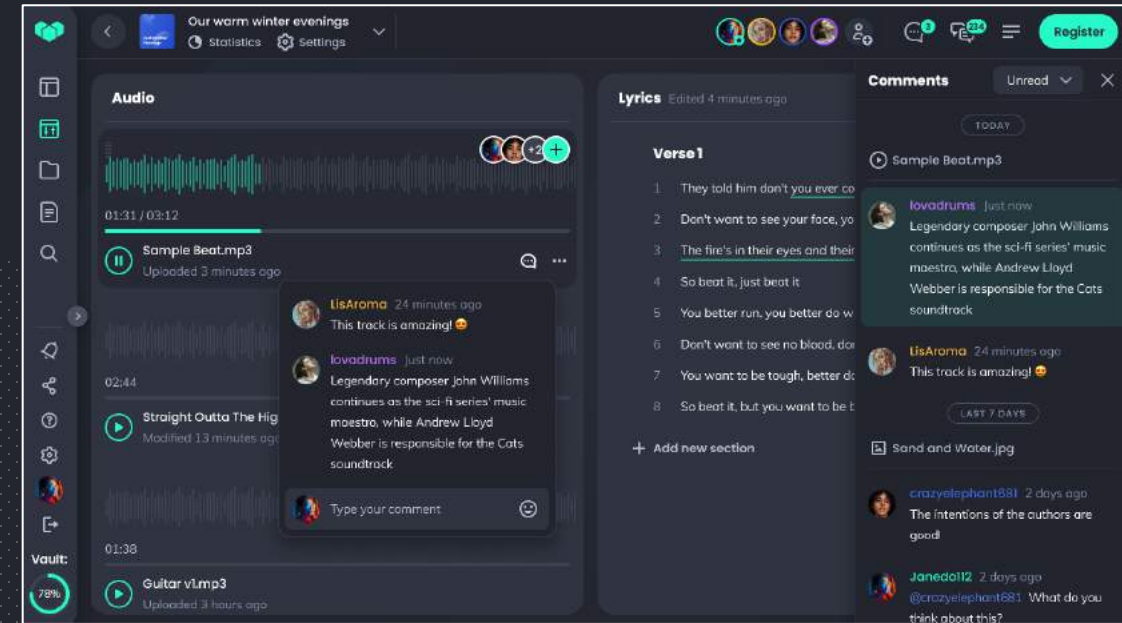
Cloud Storage made for creative business needs

- Media File management Automation

- Shared link management reporting and access control

- File ownership and contribution watermarking
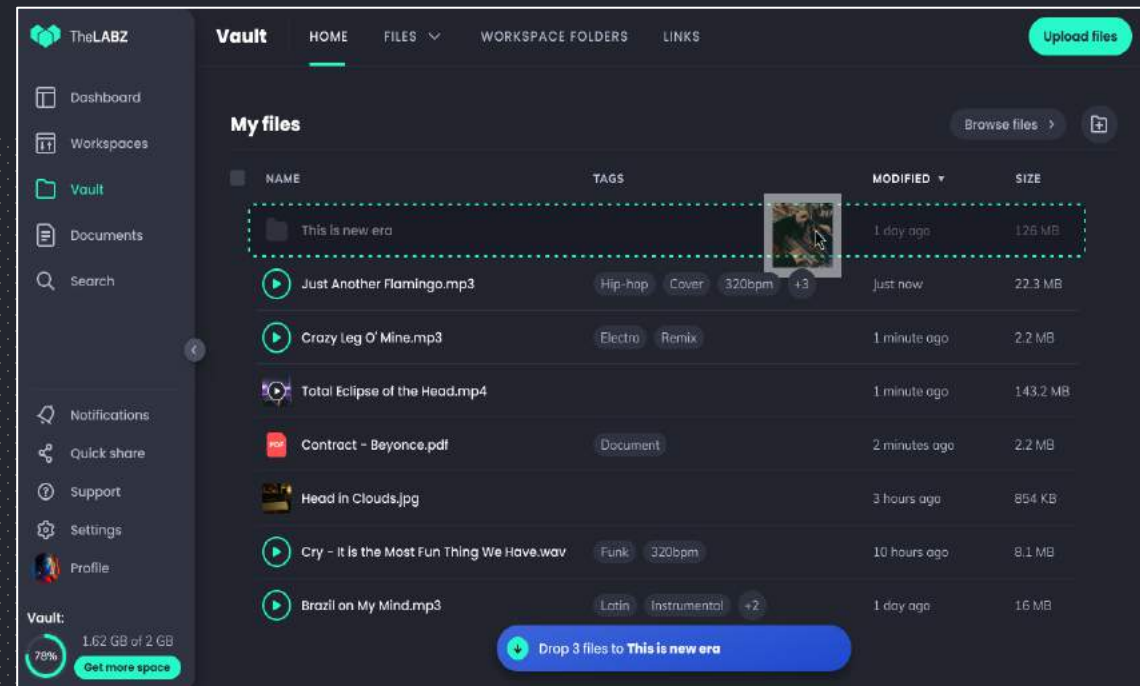
MediaLabz™ 🔒

🔒 360IP™ Multi tool collaboration workspace

- Track collaboration activity

- Provide collaborator insights

REPLACES:

All products backed by:

360IP ™

Audio

Video

Scripting

Photos

Notes

Documents

Chat

Sign 360™

Documents signature creators designed for creative workflows.

- Linked to digital assets in storage

- Active agreement Alerts

- Suggest + Autofill agreements

- Blockchain date and signature timestamped

REPLACES: DocuSign · Adobe Sign · HELLOSIGN · PandaDoc
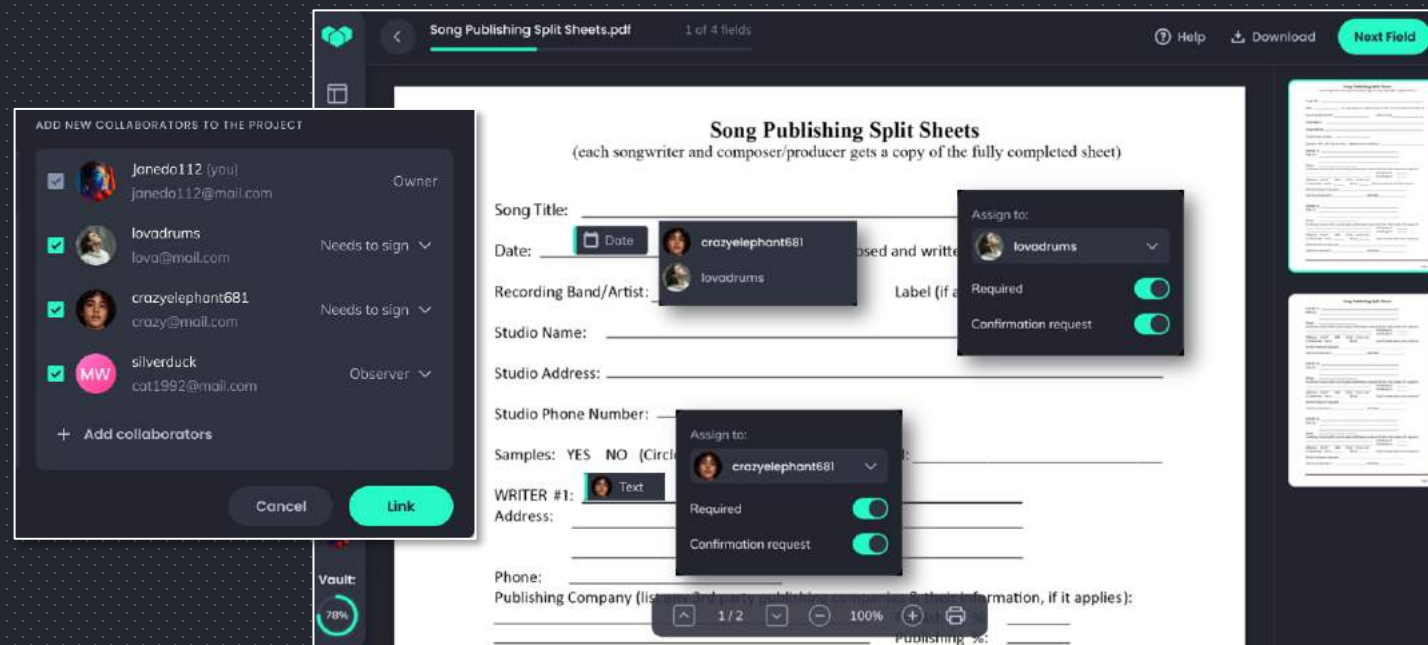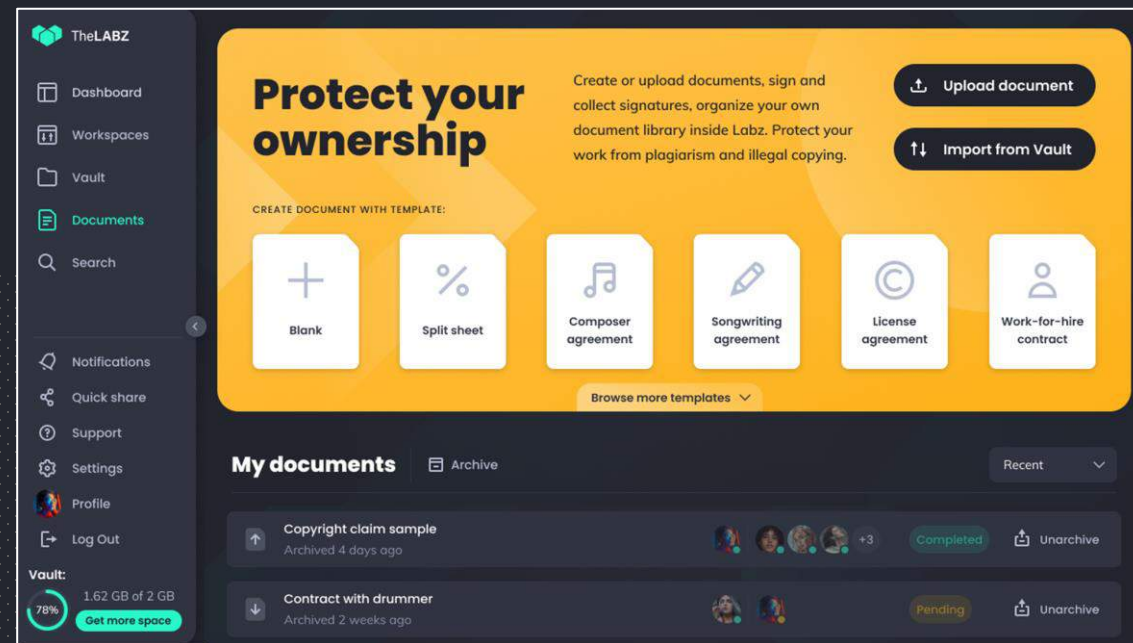
"I can do what feels natural but now I am 100% protected."

Producer
Henny Tha Bizness
69.7K subscribers

Use case

How do Creatives use The Labz

Scope: Song collaboration

Team Size: Lyricist, Producers, Engineers, Vocalist, manager

The Labz was used to:

- Exchange audio files, write lyrics, team project storage and overall communication

Output

- Business documents workflow [ownership documents, files with metadata]
- Tracked shared file usage
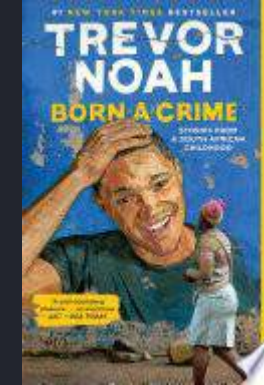
Scope: Audio Book

Team Size: 50 [writers, voice actor/ narrators, audio engineers, producers]

The Labz BETA was used to:

- Create and Share storyboard and scripts
- Comment on audio and script

Output

- Team Approval and Signoff
- Trackable shared links
- The storage provides a consolidated place where all assets are housed and shared with contributor data.
- Searchable words, tags, contributes input
- Documentation workflow of agreements for publishers and voice actors

Business Model

La carte pricing

Vault 360 ™ 🔒 **$8.99** Month

MediaLabz ™ 🔒 **$4.99** Month

Sign 360 ™ 🔒 **$4.99** Month

Monthly + Yearly Subscription

Bundle Pricing

Pricing	Free User	Pro Plan $12.99 month	Pro Plan Plus $19.99 month	Business $59.99 month	Add More Storage $19.99
Storage size	2GB	300GB	1T	3T	1T
# of license	1	1	1	3	1

Cost

**Storage/
File sharing :** $120

Collaboration:
Music, Film/TV, Publishing... $150

**Year
$490**

**Year
$140**

CAC $15

E- Signature: $120

Email and Chat: $100

2020- 2021 Market Size/ Customers types

B2B

Music

- Higher Education
- Lower EDU specialty Schools
- Music production organizations
- Music studios
- Record labels
- Agencies
- Music Publishing Companies
- Artist Management Companies
- Music Technology bundles partner
- Music Organization bundles

Film/TV/ Entertainment

- **Higher EDU**
- **Film production companies**
- Agencies / Management
- **Animation houses**
- **Script Writing Schools**
- **Script Writing Camps**
- Film Technology bundles partner
- Film Organization bundles

TAM $1B US

Collaboration software
$8.45 billion

Digital Signature
$5.5 Billion

Cloud storage market value
$97.4 Billion

B2B <B2C

- Distribution Market place
- Membership organizations
- Trade organization marketing partners
- Technology software partners
- Technology Bundles partnerships
- Brick and Mortar Music/Film stores

End Users

Music

- A&R
- Management
- Producer
- Audio Engineer
- Songwriters
- DJ

Film/TV/ Entertainment

- Producer
- Writer
- Video creators
- photographer
- Creative director
- Marketing team
- Story board artist
- Script supervisor
- Director of photography

Go to Market & Scale

OUTPUT METRICS

12
months

Monetization
11K licenses
$1.5M

OUTPUT METRICS

Retention
Churn Below
5% Monthly

B₂B
INPUT METRICS

Distribution Market place

Trade Organization activations

Channel Partners Funnels

SEO/Social Media lead gen

Customer Networks
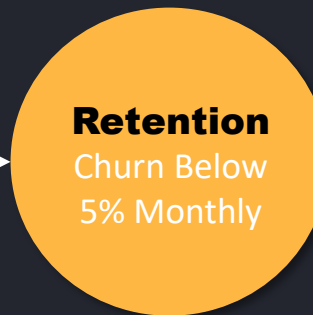
INPUT METRICS

World class Tech Support

Product updates

Reward Referrals

Customer Feedback Loop

Content

Pros for B2B as main sales strategy

- 2B buyers buy more than 10 licenses at a time.
- B2B buyers buy longer contracts.
- B2B buyers buy and make the technology usage mandatory for "**prime users**".
- B2B buyers have simple sell points. Savings on "time", "money and "resources". Comparison to B2C users who buy for creative and social reasons on top of time, money and resources savings.
- The art of collaboration is viral. B2C sales will overlap with the execution of the B2B sales approach (example: Slack sales model).

B2C as the 2ⁿᵈ sales strategy [Prime User]

- Ideal prime users have a professional technology budgets [$1000 a year].
- B2C Prime users in the creative space make buying decisions based on visual representation of their working persona. They also buy if suggested by a respected professional within their network. Social media Ads, micro influencer post and video content creation is important for B2C sales.
- There are many personas in the B2C space so our focus on B2B is about customer acquisition cost, time as it relates to the year-end financial goal.

Traction:

Launched Labz 1.0 - paid version Sept 2019

- 3 Month B2B 2019 Revenue at $50K

- 2020 Jan- Feb B2B Rev $60K

- 7000 user signups [music only]

  ✓ 1500 paid users contributing to monthly recurring revenue (MRR)

  ✓ B2B user pay 12 months upfront

  ✓ Customers Universities, Management companies, Music studios

Progress with using other platforms to gain exposure:

Partnerships with Music organizations (SOCAN 200K members, Songtrust 250K members, MyMY Music 30K members and 20 other orginzations with at least 10K members)
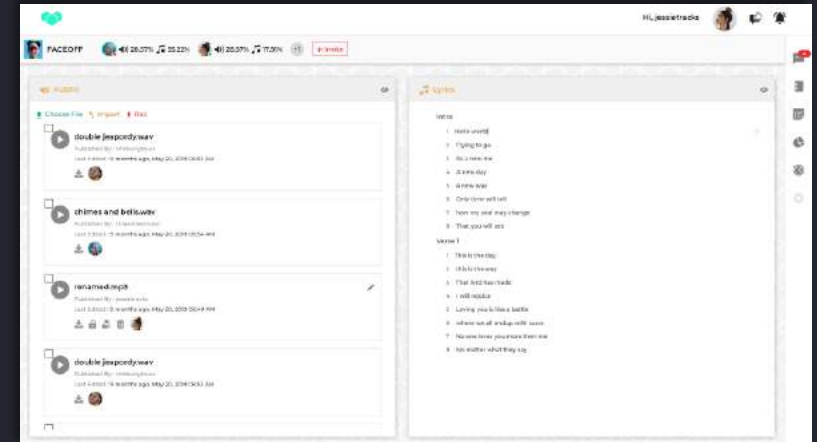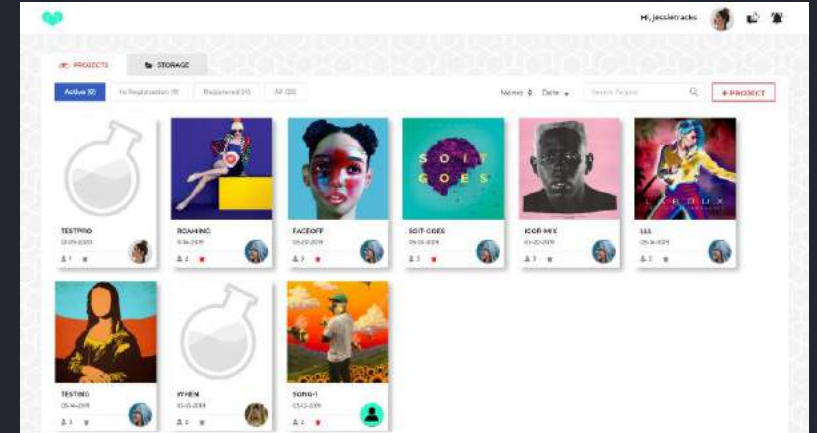
Traction:

Expanding Customer Base with full feature list: Launching Labz 2.0 April 2020

- Abigail Disney/ Level Forward Film Production Pilot [35K users]

- Beltline studios partnership

- The Rich Idea Viacom, HBO [Script writing workshop] partnership

- AI Collaboration Research Project Pilot for

  - Georgia State University Research Lab

  - MIT Research Lab

  - NSA
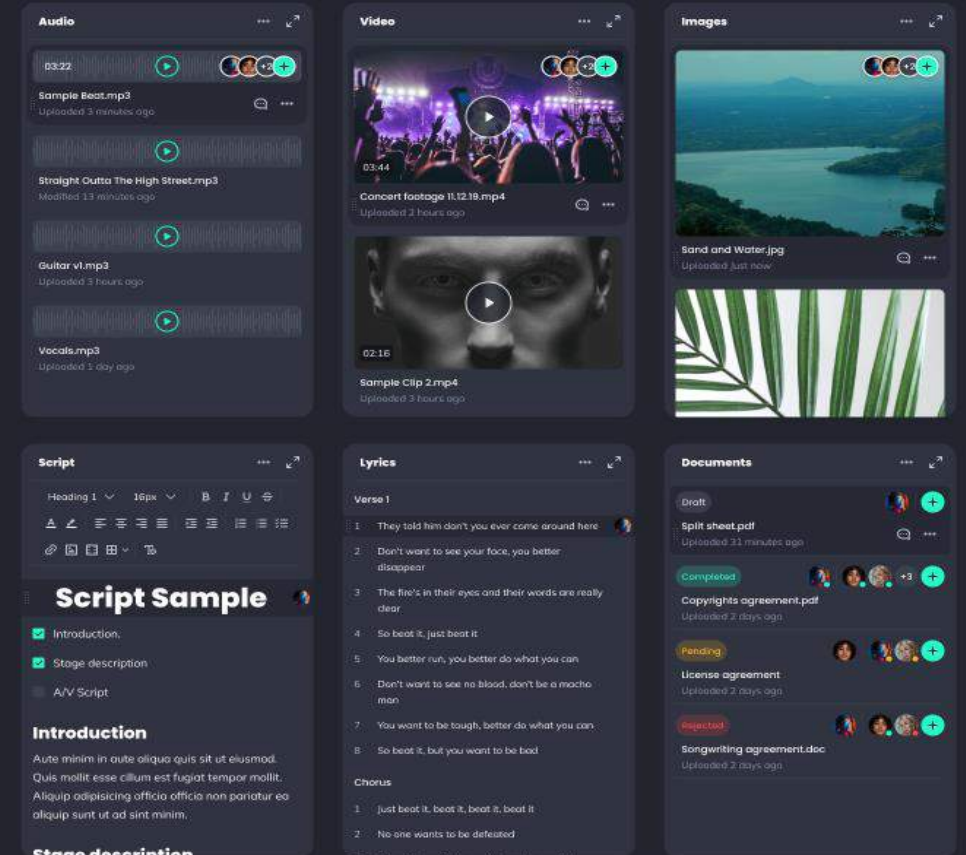
Fundraising

Total Raise to date $430K

Preferred Equity Round

- $400K
- $6M Valuation Cap
- 18-month runway

Use of Funds/Milestones:

- Marketing and Sales
- Result 12 months > $1.5M ARR

Current Investors

Watch why did I invest in the Labz

COMCAST
NBCUNIVERSAL

BERESFORD
VENTURES

}}}
band of coders

Joel Spolsky
Cofounder of:
stack overflow
Trello

H2

QUAKE

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
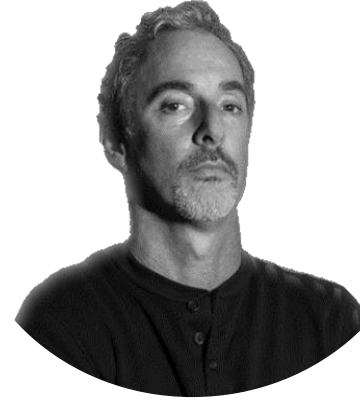
TOMMY COSTER
VP Business Dev

- 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
- Founding team member of a healthcare startup $30M 5 years

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Complete Team

- **Marguerite Pressley Davis**/ CFO- M&A Goldman, Deloitte and Merrill lynch.

- **Earl Camp** is the Labz SVP: 18 year : SVP of NOWAccounts, Purchasing Power (Sold), Herper Payments. Responsible for leading NowAccounts $20M earning

- **Lucien Wall** is The Labz COO: Grammy Nominated A&R Sony Red, Blue Pie production/ Ingrooves (Sold), entertainment business and portfolio management consultant. Also engaged in International business through the entertainment industry in the Asian, African & European Markets).

Advisors

Priscilla Pesci

- CMO – Lionsgate
- Head of Digital- MGM Studios
- Head of International marketing- CBS
- Founder- Quake Capital

Bryan Bradley

- President: Group One Ltd [Acquired total $1B]
- Senior Vice President/GM Entertainment Division: HARMAN International
- Leading Board Member: NAMM

Joel Spolsky

- Founder- Trello [Acquired total $450M, 50K users]
- Founder- Stack overflow [Value $1.5B]
- Founding team member of Microsoft Excel

TheLABZ

A data connected collaboration, cloud storage and eSignature platforms for the creative community

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Timeline
Total Raise to date $430K

- January 2018 -September 2018 Customer discovery

- August 2018 - December 2018 - Prototype and user testing research

- January 2019 - April 2019 - The Labz 1.0 Design and Development

- May 2019 - The Labz public beta Launch

- May 2019 - August 2019 - Custom onboarding, Customer interviews, Collecting Metrics, Agile development and upgrades, payment processing

- September 2019 - December 2020 - Labz 2.0 Research and UX Design Improvements

- January 2020 - Present - Labz 2.0 development

- April 2020 - Labz 2.0 Release

Appendix

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 Ventures 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.