



**EKHO**

**The music economy platform  
turning devotion into revenue**

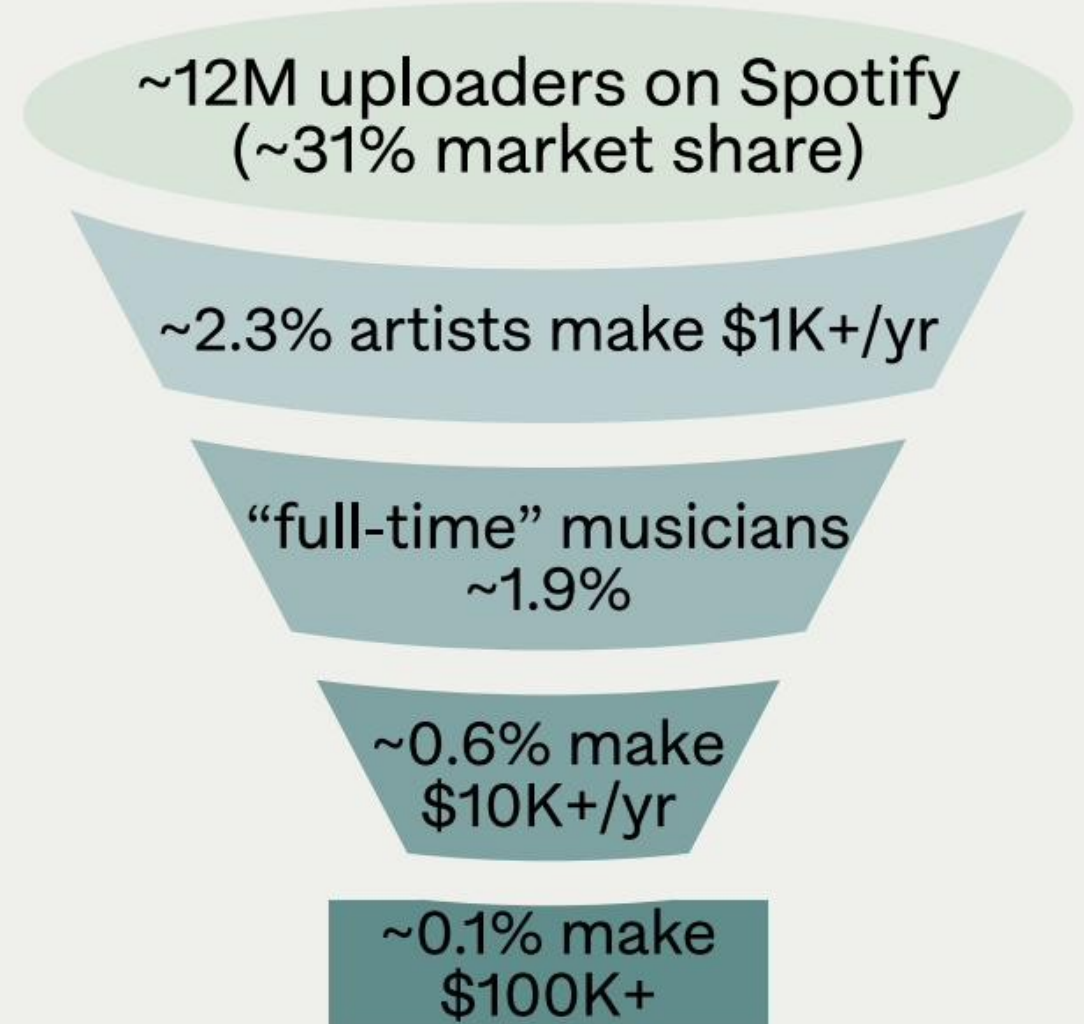
**\$36.2B**  
global music  
revenue in 2024

**~12%**  
Artist share  
(Citigroup)

**Sources:**

- 1. [Fader](#)
- 2. [MIDIa Research](#)
- 3. [TwoStory Media](#)
- 4. [Music Alley](#)
- 5. [Music Business World](#)

## Artists



**\$0.005**

per stream on Spotify.  
1M streams = \$5K.

**\$8**

artist profit from a  
\$100 concert ticket.

**86%\***

of major venue ticketing  
controlled by Ticketmaster.

**~\$1,450**

median annual  
musician income.

\* federal antitrust verdict  
(April 2026)

## Sources:

1. [Revision Music](#)
2. [NITO](#)

3. [Today](#)
4. [Two Story Media](#)

2%  
superfans  50%+  
revenue

\$113/mo

superfan spend on live music  
(66% more than average)

\$4.5B

superfan monetization  
opportunity  
est. by Goldman Sachs

18%

of all streams — from  
just 2% of listeners

*"I might have 2,500 real fans - but I don't know who they are."  
Ken Martin, Philadelphia-based singer-songwriter*

One platform for all data

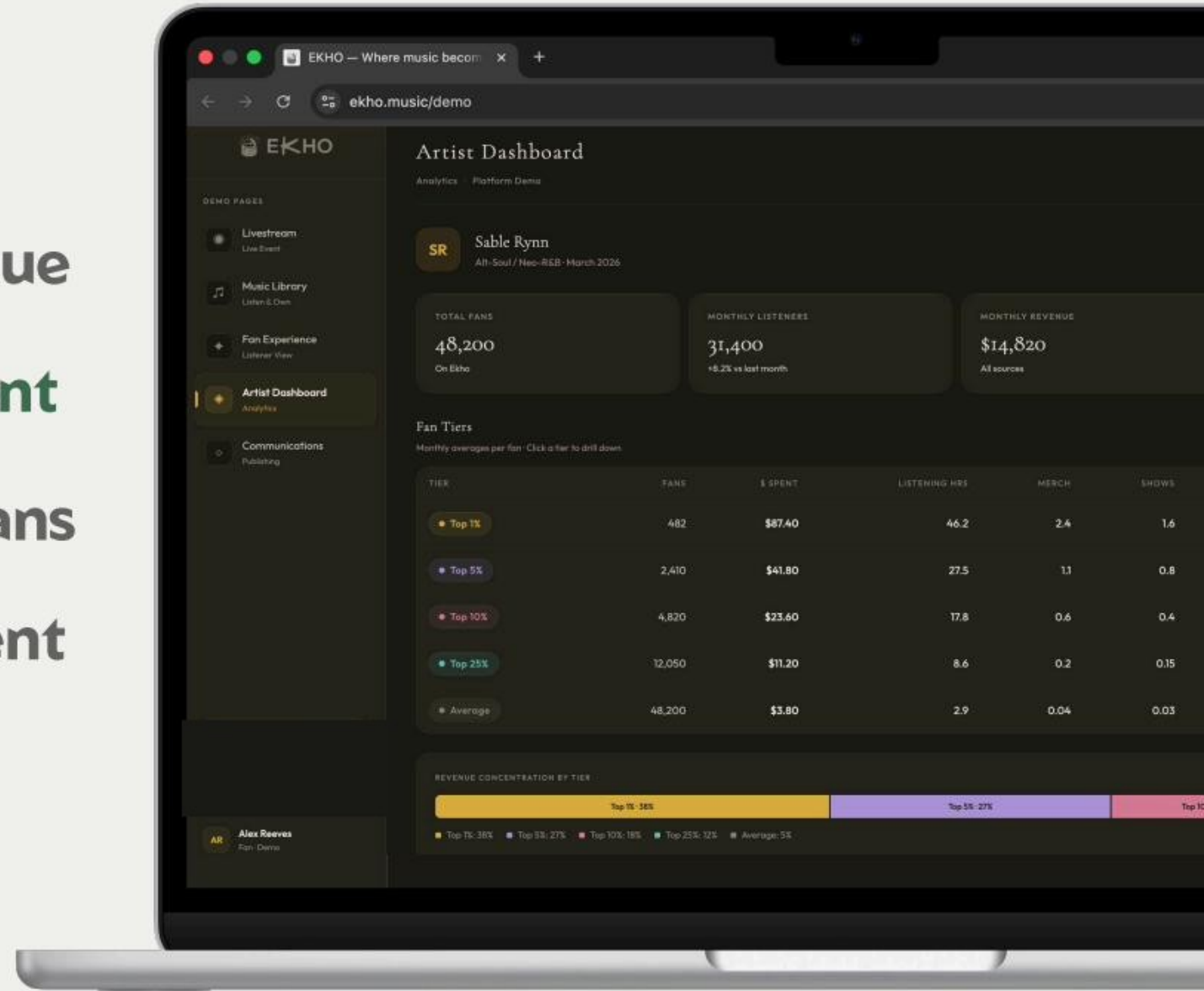
Artists see fan activity & revenue

Fans rewarded for engagement

Best concert seats earned by fans

Merchandise & premium content

<https://ekho.music/demo>



*“the room where devotion resonates back”*

- **Live & intimate.** Earned-access artist sessions — part concert, part fan club.
- **Interactive.** Fans chat, ask questions, get called on camera.
- **Recorded.** Every session becomes exclusive content.
- **Earned, not bought.** The best seats go to the most devoted fans.

## How it works

### LIVE ROOM — KINGDOM, AUSTIN

artist plays to a small, earned crowd



### STREAMED LIVE · INTERACTIVE

real-time chat, Q&A, on-camera moments



### RECORDED → REPLAYS + EXCLUSIVE CONTENT

attendees keep it free forever · wider community pays to watch / purchase

## THE CHAMBER

*The draw.*

A **live experience** so unique fans show up — and **reveal exactly who they are.**



## THE VAULT

*The depth.*

A **marketplace** of **unreleased & exclusive content.** Fans **go deeper** with the artists they love — and it scales into **lasting revenue.**



## THE DATA

*The engine.*

**Chartmetric** + venue & promoter data find each artist's **real fans** — and **fill the next room.**

↳ *the data fills the next Chamber — the flywheel compounds*

Artists keep **75%** across every channel

# Where the Money Goes

**TODAY — a resold Taylor Swift \$600 ticket example**

**\$1,700**  **Final resale price**

**\$1,100**  **Ticketing & scalpers**

**\$0**  **To the artist**

*Fans pay the most. Artists get the least.*

## AN EKHO CHAMBER — priced by devotion

**FREE**

**Ultra-superfans**  
earned by devotion

**AFFORDABLE**

**Superfans**  
a fair, accessible price

**PREMIUM**

**Public (non-earned)**  
premium price ~50%+ of revenue

***Right people, right seats, right price  
— and the artist keeps 75%.***

## The Chamber draws fans in. The Vault keeps them close.

The **Vault** is a marketplace of the artist's **unreleased tracks, exclusive content, and merch.** Fans get more of what they love, **engagement deepens** — and it grows into the platform's **scalable revenue engine.**

### Buy what you love

Fans unlock individual exclusive content from the Vault.

**No subscription required.**

### Subscribe to an artist

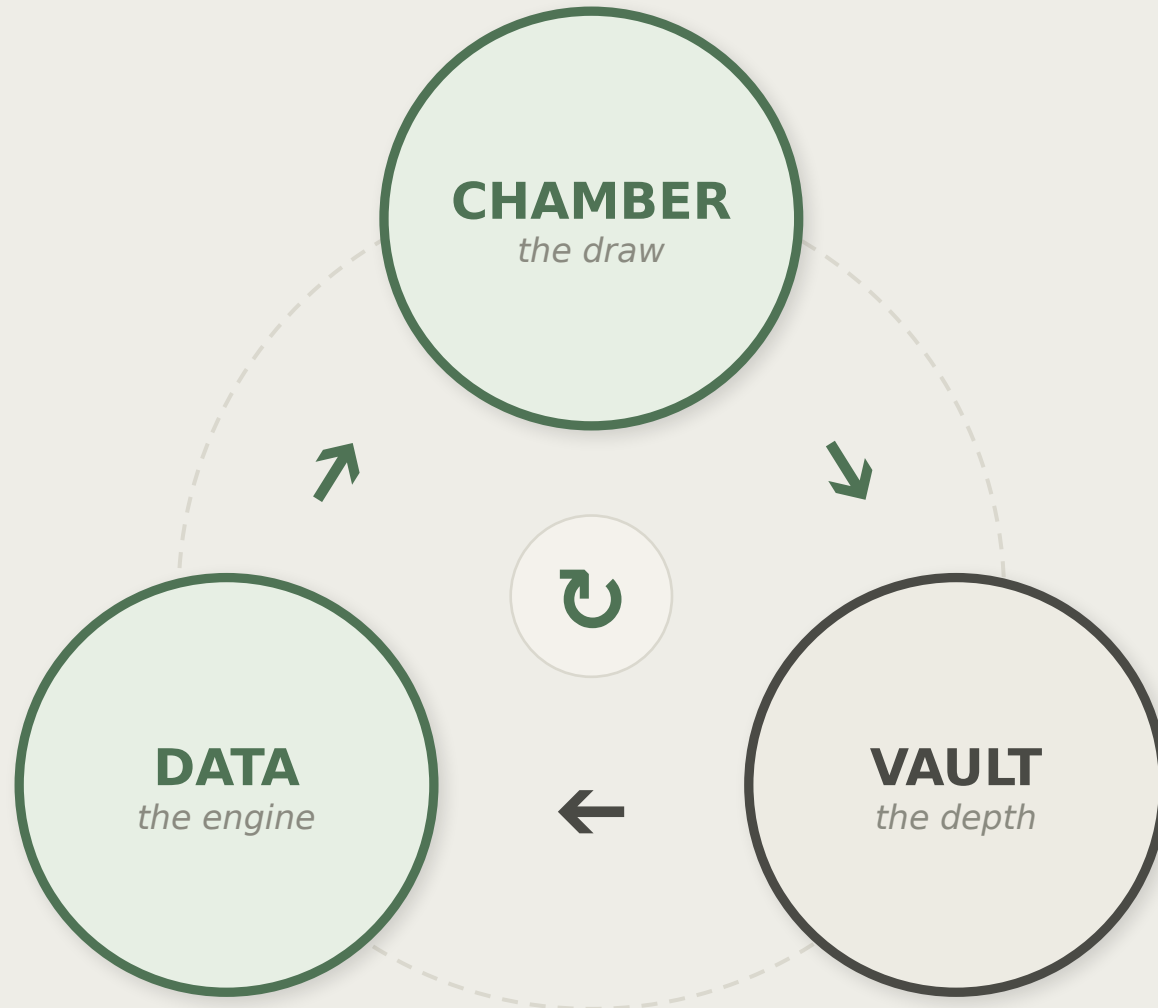
One subscription unlocks everything that artist puts on Ekho.

**Predictable spend & revenue.**

*Two paths to revenue — all pricing set by the artist.*

Artist revenue share **75%** across every channel








*how the Chamber, the Vault, and data compound an artist's growth*



- 1 Chamber draws fans**  
A one-of-a-kind live experience pulls in an artist's most devoted fans.
- 2 Devotion becomes data**  
Every seat, chat, and replay reveals exactly who the real fans are.
- 3 Vault monetizes content**  
Fans go deeper in the artist's unreleased & exclusive library.
- 4 Data fills the next Chamber**  
Growth + insight book the next room with the right fans. Repeat.

# Platform Comparison

Slide 11

PLATFORM							
Artist Revenue / Listen	~\$0.015	~\$0.005	~\$0.01	~\$0.004	X	~\$0.01	X
% of every sale to artist	75%	X	X	X	~90%	~90%	~82%
SuperFan Rewards, Referrals & Tickets	✓	Partial	X	Partial	Partial	X	Partial
Instant Revenue Settlement	✓	X	X	X	X	X	Partial
AI + Blockchain data, discovery, fans	✓	X	X	X	X	X	X
Fan Music Ownership	✓	X	✓	X	✓	✓	✓

# Projections

Slide 12

1,070

Artists by Year 3

1.9M

Active fans by Year 3

\$78M

Gross revenue, Year 3

Q1 Year2

EBITDA positive

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	Year 1	Year 2	Year 3
Artists	108	341	1,070
Active Fans	161K	604K	1.9M
Gross Revenue (GMV)	\$4.9M	\$24.5M	\$77.9M
Net Revenue (Ekho 25%)	\$1.2M	\$6.1M	\$19.5M
EBITDA	(\$1.5M)	\$2.3M	\$12.4M

Seed capital: \$2M

Cash on hand (end Y3): \$11.2M

two partners power the engine: **the data that finds superfans**, and **the infrastructure that settles instantly**

## CHARTMETRIC

*the data that finds the superfans*

**9M+**

artists

**25+**

data sources

**5 yrs**

of data

25+ sources across **streaming, UGC & social**.  
Unifies an artist's **off-platform fan data** to  
**identify & connect with their superfans.**

*The leading data platform for labels, managers & agents.*

[chartmetric.com](https://chartmetric.com)

**OG**

*the infrastructure that settles instantly*

- **Low-cost AI + storage** — decentralized blockchain compute & storage keep costs near zero
- **Instant settlement** — artists are paid the moment a fan buys — not 60-90 days later
- **On-chain transparency** — ownership, splits & allocations verifiable on the blockchain

*\$40M backed · Chainlink, Google Cloud, Alibaba Cloud*

[Og.ai](https://og.ai)

## Build Q2 2026

**Founding community** & 50-artist cohort  
**Ekho Chamber + Vault MVP**  
**Close first \$1M** of \$2M seed

## Beta Q3 2026

**First Ekho Chambers** @ Austin flagship (Kingdom)  
**Iceland Eclipse launch** — Aug 12  
**Close remaining \$1M** of \$2M seed  
**MVP · fan identity · publicity**

## Hard Launch Q4 2026

**White-glove Chamber expansion** to NYC & LA  
**Self-serve artist intelligence** platform  
**Global event & festival** activations  
**\$3M growth raise**

## Scale 2027

**Artist growth:** 100 → 500+ artists  
**Independent venue** ticketing partnerships  
**Improved AI & streaming** platform  
**Global market expansion**



**Michael Jelen**

**CEO**

**20yrs+ in Tech & Consulting**

**Forbes 40 under 40**



**Jon Niermann**

**President**

**35yrs+ in Media & Entertainment**

**ex-President at Disney & EA Asia**



**Tyler Martin**

**CTO**

**10yrs+ in Tech and as CTO**

**ex-Gelber Group**



**Nikita Sandu**

**COO**

**7yrs in Web3 Tech & Consulting**

**PhD candidate (CompSci)**



**Dennis Liao**

**CFO**

**25yrs+ in Finance**

**ex-Lehman, Houlihan Lokey**

## Raising \$2M Seed on a SAFE

First \$1M at a \$12M post-money cap — closing June 2026

### Use of funds

- 50%** Artist Acquisition, Events & Marketing
- 35%** Platform Development
- 15%** Operations & Legal

### What this raise unlocks

- Q3 Beta (Chamber + Vault) | Q4 Launch
- Scale to 1,000+ artists
- EBITDA positive by Year 1, Q2