

NOVEMBER 2021

5 STARTUPS NASHVILLE NEEDS TO KNOW



THE

NASHVILLE

BRIEFING



THIS ISSUE

The music industry gets a bad rap for resisting change and new technologies. That being said, *Nashville Briefing's* readers are some of the most forward thinking people I know. Therefore I turned to them to help recommend companies for this list. Here are 5 startups that are changing the game and modernizing the industry. Don't fall behind. Learn about them now!

Let's dive in!



ZAK KUHN

FOUNDER

THEASHVILLEBRIEFING.COM



The Startups

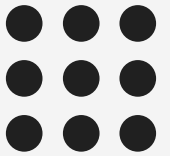
Renaissance

MediaKits

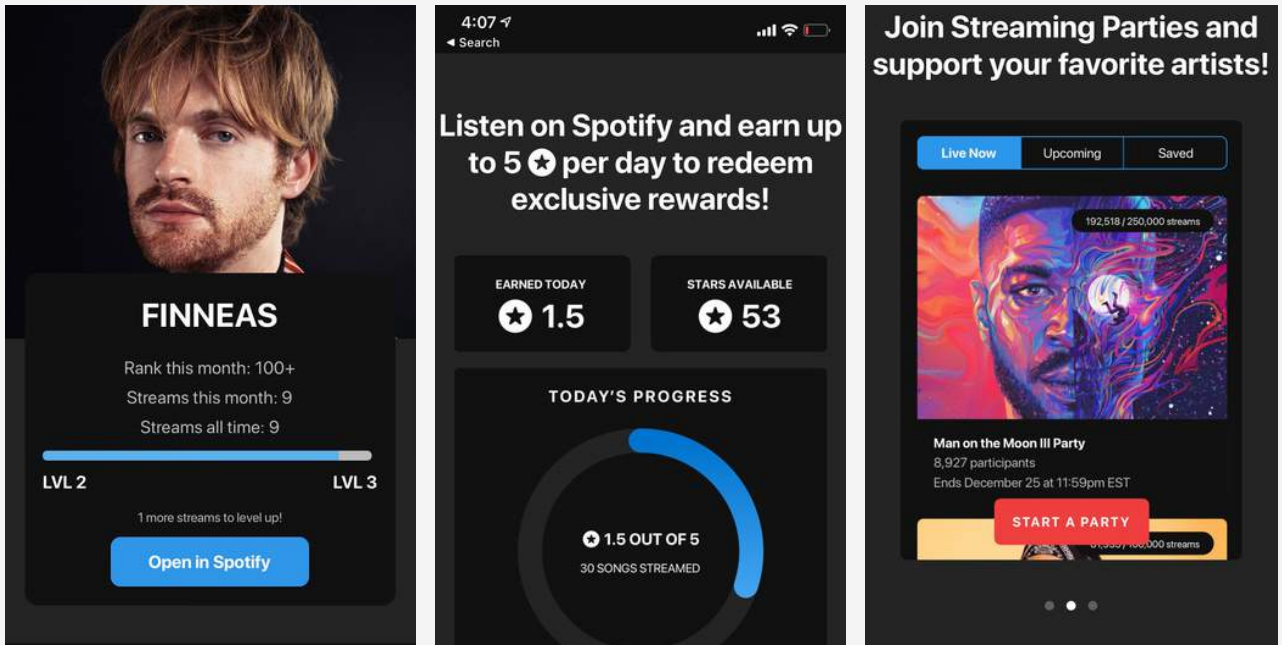
Fave

Beatdapp

Single Music



Renaissance



FUNDING: \$1M

INVESTORS: PANACHE VENTURES, MGVCAPITAL

OVERVIEW

Renaissance is a social audio app dedicated to bringing artists and fans closer together. Artists use Renaissance as a platform to amplify the early traction needed to land on popular playlists, engage with their superfans, and create a sense of community around their brand. For fans, the app combines gamification with music streaming (by providing shareable stats about their listening habits), passively generated in-app currency to redeem exclusive rewards, and leaderboards to compete with other superfans.

FOUNDER MILESTONES

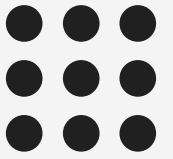
- 70% MONTH OVER MONTH GROWTH SINCE LAUNCHING FEB 2021 (ALL ORGANIC GROWTH, NO MARKETING)
- 100,000+ MONTHLY ACTIVE USERS WITH 62% DAILY ACTIVE USERS
- WORKED WITH REPUBLIC RECORDS AND BIG MACHINE UK FOR ARTISTS LIKE CLAIRO, LADY A, BRETT YOUNG, CARLY PEARCE, AND DANIELLE BRADBERRY

Investor quote - "Music brings people together. We invested in Renaissance because it brings fans closer than ever before to their favorite artists in an innovative way. Streaming parties have become the best way to engage with beloved artists and discover new favorites. Renaissance has been at the forefront of this movement". - *Aly Madhavji, Managing Partner Blockchain Founders Fund*

Website: renaissance.app

Contact: arpan@renaissance.app

renaissance



MediaKits

FUNDING: \$1M SEED ROUND

CO-FOUNDERS: KIERAN O'BRIEN, CASEY ADAMS

INVESTORS:

DAN FLEYSHPMAN, FOUNDER, ELEVATOR

BALAJI SRINIVASAN, FORMER CTO, COINBASE

WILL DZOMBAK, CEO AT TAYLOR GANG & WIZ KHALIFA'S MANAGER

SRIRAM KRISHNAN, GENERAL PARTNER, ANDREESSEN HOROWITZ

ELLIOT TEBELE AND ELIE BALLS, CO-FOUNDERS, F*** JERRY

OVERVIEW

MediaKits is a platform for influencers, athletes, or musicians to create a custom media kit using real time data and analytics. The platform is transforming how social media influencers, bloggers, musicians, athletes and others share stories and manage their personal brands.

FOUNDER MILESTONES

- OFFICIALLY LIVE AS OF THE LAST COUPLE MONTHS
- PARTNERSHIPS ANNOUNCED WITH CLICKUP, KARAT, AND TAYLOR GANG
- ANNOUNCING A PRO PLAN IN THE COMING WEEKS

Website: www.mediakits.com

Contact: hello@mediakits.com





Fave

FOUNDER: JACQUELLE AMANKONAH HORTON

FUNDING: FAVE CLOSED A SEED ROUND OF \$2.2M FROM SOME OF THE MUSIC INDUSTRY'S BIGGEST PLAYERS AND MAJOR VENTURE FUNDS: HYBE (BTS, JUSTIN BIEBER, ARIANA GRANDE), SONY MUSIC, WARNER MUSIC, CONCORD MUSIC, RIGHT HAND MANAGEMENT (KHALID) ALONG WITH FEMALE FOUNDERS FUND, BETAWORKS, AND TECHSTARS MUSIC.

OVERVIEW

Fave is a social platform dedicated to superfans. It empowers them to create immersive video content, connect and bond with like-minded fans, compete in fun challenges, sell & exchange physical and virtual goods in a fan-driven marketplace, and rack up points to prove their top fan status, gain recognition in the fandom, and earn exclusive rewards around the artists and creators they love. We also partner with the artists to finally let them monetize their fans' UGC and activity directly.

FOUNDER MILESTONES

- FAVE LAUNCHED THIS PAST SPRING IN BETA WITH THE SWIFITIES FANDOM (TAYLOR SWIFT) AND THEN QUICKLY ATTRACTED THE WORLD'S LARGEST FANDOM, THE BTS ARMY, WITH A NEW HUB THAT LAUNCHED IN AUGUST.
- FAVE ALSO LAUNCHED ITS FAN MARKETPLACE AT THE SAME TIME AS INTRODUCING THE ARMY, AND HAS SEEN INCREDIBLE GROWTH IN ENGAGEMENT WITHIN THE APP.
- FAVE IS LAUNCHING SEVERAL MORE HIGH-PROFILE FANDOMS IN Q4 OF 2021

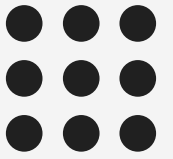


fave

Investor quote - At Betaworks, we see the coming decade as one where community is the core driver — not just the broadcaster. We're excited to be investors in Fave because it's a place where fans can share new creative works and projects with other fans of an artist, which we believe is an opportunity to create a genuine connection around a shared passion. - *Matt Hartman, Partner at Betaworks Ventures*

Website: www.faveforfans.com
Contact: info@faveforfans.com





Beatdapp

FUNDING: \$5M

INVESTORS: 500 STARTUPS, MAPLE VC, HIKE VC

CO-FOUNDERS: ANDREW BATEY, MORGAN HAYDUK,
POURIA ASSADIPOUR

OVERVIEW

Beatdapp helps labels verify the accuracy of play-count reporting of streaming reports. For DSPs, they help identify streaming fraud. Beatdapp is the digital supply chain infrastructure layer for the streaming economy. Their aggregate dataset is used to transform stagnant yet mission critical activities such as auditing, reporting, and fraud prevention for the benefit of artists, labels, and distribution platforms.

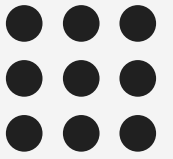
FOUNDER MILESTONES

- 40+ LABELS SIGNED UP FOR THE SERVICE
- TRACKING FOR 70M USERS STREAMING MUSIC
- ~22% GLOBAL MARKET SHARE FOR DSPS IN PIPELINE TO GO LIVE
- 30 PATENTS ACROSS 7 COUNTRIES

Website: www.beatdapp.com

Contact: Andrew@beatdapp.com





Single Music

CO-FOUNDERS: TOMMY STALKNECHT, TAYLOR O'CONNOR
FUNDING: BOOTSTRAP (FRIENDS & FAMILY)

OVERVIEW

Single Music is a technology company simplifying the process of connecting with and monetizing fans by increasing artists, musicians, and creators' awareness and revenue in a practical, direct-to-fan model. Thousands of artists are using their Shopify stores to earn more and create meaningful relationships with their fans using Single's powerful suite of tools for digital music sales, monetized video, chart reporting and fan data insights.

FOUNDER MILESTONES

- SINGLE MUSIC RECENTLY ANNOUNCED THE CAPABILITY TO PROVIDE VIDEO STREAMING SERVICES TO ALL CREATORS - NOT JUST MUSICIANS - ON 1.7 MILLION SHOPIFY STORES. THIS WILL OPEN UP ALL KINDS OF TICKETED LIVESTREAM EVENTS AND MERCH BUNDLING OPPORTUNITIES. THIS TECHNOLOGY HAS HELPED ARTISTS SELL 900,000 TICKETS AND GENERATE \$23 MILLION IN REVENUE FOR SOME OF MUSIC'S BIGGEST NAMES.
- SINGLE RECENTLY TALLIED ITS 63RD #1 ALBUM DELIVERED AND/OR CHART REPORTED ACROSS FOUR DIFFERENT COUNTRIES.
- THE COMPANY ALSO RECENTLY RELEASED ITS INNOVATIVE FAN INSIGHTS DATA DASHBOARD WHICH CAN INFORM ARTISTS OF ANY SIZE ABOUT THEIR TOURING OPERATIONS AND MERCHANDISE SALES. THROUGH FAN INSIGHTS ARTISTS CAN BETTER ENGAGE WITH THEIR FANBASE AND REWARD THEIR TOP FANS THROUGHOUT THE COUNTRY.



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