



TuneGO, INC.
Las Vegas, NV
www.tunego.com



MANAGEMENT TEAM

CEO / Co-Founder - John Kohl:
Technology innovator with a
passion for market disruption.

COO / Co-Founder - Ofek Hayon:
Operational specialist with decades
of international experience.

CTO / Co-Founder - Stacy Haitzuka:
Proven technology entrepreneur,
founder of NetZero.

NOTABLE BOARD MEMBERS

Chris Murray - Founder/CEO of ABT
Corp, a technology software firm,
acquired by Niku Corporation for
\$103,000,000, later acquired by
CA Technologies for \$350,000,000.

Mark Goldston - Chairman/CEO
of Venture Capital and Strategic
Advisory firm The Goldston Group.
Former Chairman, CEO, President
or top exec at Revlon, Faberge/
Elizabeth Arden, Reebok, LA Gear,
Einstein Noah Bagel Corp, NetZero
and United Online.



Company Overview

The mission of TuneGO is to simplify the business of music. TuneGO was founded by seasoned technology entrepreneurs and further enhanced by successful music executives. Our goal is to solve problems that have plagued the music industry for decades, related to rights protection, global distribution and worldwide royalty collection. TuneGO works with the world's largest music and entertainment companies to provide end-to-end content management and big data solutions that empower industry participants.



Problems We Solve

Music rights and royalties are extremely complex and confusing. The current industry model for tracking music copyrights and collecting royalties is antiquated and plagued with massive economic leakage. Billions of dollars in unpaid royalties are parked in the bank accounts of distributors and collection societies instead of the pockets of content owners. Collectively, billions of dollars in copyright lawsuits are filed annually. We simplify the process of securing music rights and collecting music revenue on a global scale.



Platform Overview

TuneGO's patented technology platform creates a digital fingerprint on individual songs, starting at the origin of the musical idea, through the entire creative process to the completion of the sound recording. TuneGO's unique and proprietary technology records the meta-data required to secure music rights while adhering to industry-accepted distribution standards. TuneGO provides content creators and owners with a secure cloud-based infrastructure to store and manage content assets while ensuring trusted interaction with project collaborators. TuneGO's streamlined distribution platform provides "one-click" global distribution to the world's largest music stores, such as Spotify, Apple, Amazon and Tencent. TuneGO's proprietary platform infrastructure provides content owners with an automated mechanism for worldwide royalty reporting and collection. TuneGO is a patented end-to-end sound recording management platform that simplifies and automates the business of music from rights protection to royalty collection.



Market Opportunity

After nearly 20 years of declining revenue, the music industry is experiencing record growth thanks to a once-in-a-lifetime shift from physical media to digital distribution. This is known as the music industry's digital revolution. Music industry revenues increased 8.1% in 2017 to \$17.3 Billion. There are over 14 million content creators on digital platforms, who submit over 20,000 songs per day to digital download and streaming services. The market opportunity is tremendous. TuneGO solves decade-old problems that have plagued the music industry. TuneGO is positioned to become a foundational platform for today's digital music marketplace.