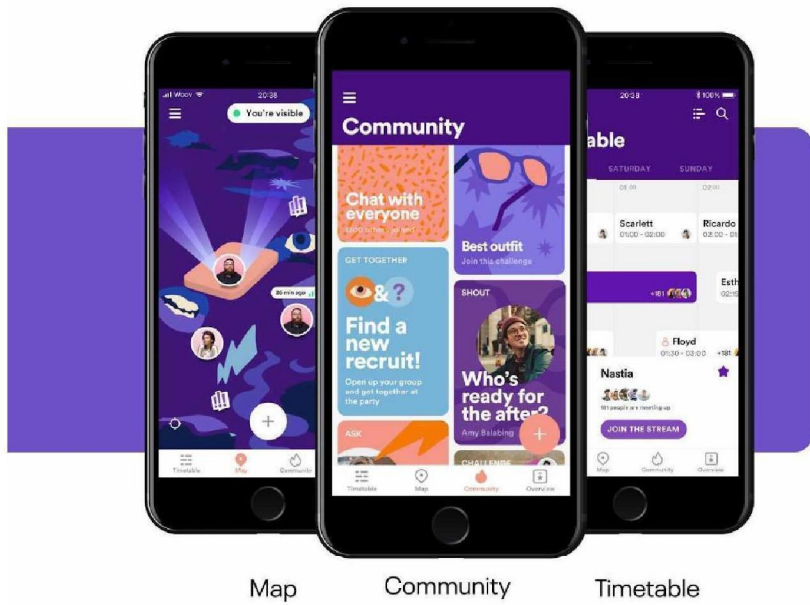


WOOV
For the  of live music

What is Woov?



Map

Community

Timetable

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- 1 We are Europe's largest mobile live music experience community with 1.6 million users
- 2 As a partner of over 650 festival organisations we have a unique access point to the industry
- 3 We've built a unique feature set that enables artists to earn from deep connections with their fans
- 4 In possession of a Mobile Wallet payment platform co-developed with Adyen for innovative monetization
- 5 We've built a platform that our users love and that shows in our store ratings

4.3 App Store



4.7 Google Play



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The situation



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The impact of COVID-19 on our industry is undeniable

Biggest consequences

- 1 Bans on public events
- 2 Festivals cancelled
- 3 Artist tours cancelled
- 4 Ticket sales are down



Coachella, Influential Music Festival, Is Postponed Amid Virus Fears

ENTERTAINMENT
Coronavirus travel restrictions make buying tickets for plays, concerts and sporting events a tough call

MUSIC
Miley Cyrus, BTS and More Artists Cancel Concerts Due to Coronavirus

NEWS
Glastonbury 2020: festival cancelled due to coronavirus outbreak

The current change



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Now we are observing accelerated behavioral change forced by current developments

Cloud Raves

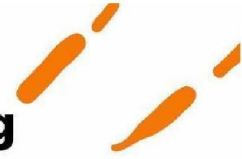


- 1 Reaching millions stuck in quarantine
- 2 Empower artist to connect with fans
- 3 Scalable revenue models



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Live music is moving online and fans are looking for better ways to become a part of the show



22:13 TenaciousADD 174 @Reaktive I will buy you the new EP if they don't sing it, lol

22:13 RealityCheck If we crowdfund, maybe the radio every night idea is a possibility

Kelly Dougle Berry · 59:58 Thank you so much , I've been having a #disc041 all weekend in my living room in italy it's been fucking awesome, I got dressed up and got ready, danced and watched all these live streamswho knew 🍷❤️🍷🍷🍷🍷

Kaan Aydogmus · 2:37 I made confettis at home from used magazines, and also have a flamingo shaped lilo... tell me when I should start throwing them around 🤪

Sas Den Hollander
Held. 🤔 Elke gecancelde show wereldwijd zou dit moeten doen. Welkom in het digitale tijdperk. Maak de wereld eventjes leuk in tijden zoals dit. ✨

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Thais De Sousa Soares · 16 hrs · 🌐
Can't wait for this 🎵
Please come up with a donation link where we can support the artists ,who around this difficult time, won't have income 🍷❤️🍷
thaaaaaaaaaaaaanks for organizing it!

7 🗨️ 2 Comments

👍 Like 💬 Comment ➦ Share

Anke Insigler Very good idea!
Like · Reply · 15h

Alejandro Feijoo and even better to donate a part or all to an organization that is helping with this global crisis 🙏
Like · Reply · 13h

Stefaan Adriansens this should be in future also, like 4 euro or so PayPal, Paysafecard, bank contact mobile..... 15000 people were watching at a moment. There are thousands that don't come because it's too far or unable or have a reason or can't get rid of it.
Like · Reply · [See Original \(Dutch\)](#) · 2d 1 🗨️

Dayn Dez Love how a lockdown still can bring people together 🥰
13 🗨️

Wouter Breukers · 17 hrs · 🌐
Would it be an idea to open a possibility to donate during the event?
Sooooo many places where people need support now or in the near future.
Maybe let every participating city pinpoint a goal or local organisation and divide the funds?
(Last Saturday DeWolff used GoFundMe during their live/online concert.)
Thanks for organizing this event!!! 🍷❤️🍷🍷🍷

Agata Jedrzejowski Thanks for an amazing party Kompas. Me and my boyfriend were dancing in our pyjamas and read all the comments coming in. Great party everyone, let's keep apart but stay connected. Much love from the Netherlands 🍷❤️🍷
Like · Reply · 2d 3 🗨️

United We Stream · 4 ore · 🌐
A huge thank you to each and everyone for their donations. We have reached 100.000€. This is incredible and it is only possible because of you. We are still far from what we need but this is big step. Please donate here: <https://uws.betterplace.org>

WOOV

Why the current options are not suitable for the live music experience industry

- 1 Traditional streaming services are about broadcasting
Woov is about participation, just as going out normally is
- 2 No connection to the offline event world (when COVID-19 passes)
- 3 Currently no business models for the stakeholders to correctly monetize in the live music industry
- 4 Everything is segmented, for the user there is currently not centralized place for digital live music



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The Product



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We connect



Live events
Limited amount of visitors



Event

Crowd

→ And



Digital events
∞
Unlimited digital visitors



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Your digital event Woov

Timetable

FRIDAY	SATURDAY	SUNDAY
00:00 - 01:00 STAGE Brooklyn	01:00 - 02:00 STAGE Scarlett	02:00 - 03:00 STAGE Ricard
03:00 - 04:00 STAGE Nastia	04:00 - 05:00 STAGE Floyd	05:00 - 06:00 STAGE one

Community stream

LIVE Nastia Awakenings

03:16 CROWD CHALLENGE Selfie time! ENTER

Map

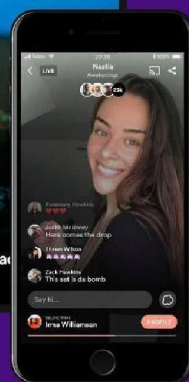
You're visible

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Stream



Interact

Stream and play

Cast the stream directly to your TV and interact with the community through the app on your phone

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1 Kingsday

Best party at home....making kingsday memorable

18:53
Parade 🇳🇱❤️

538

538 Koningsdag ★

181 people are meeting up

[JOIN THE CHAT](#)

538 Koningsdag

Invite Courtney Diane Evan Robert Victor

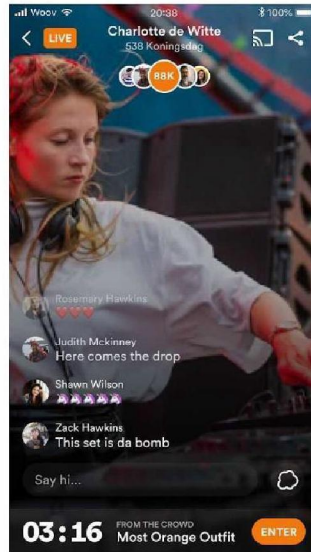
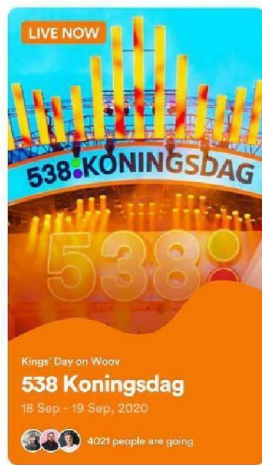
KINGSDAY AMSTERDAM

Nationale-Nederlanden 12:34

538: Best party at home....making kingsday memorable. Join the 538 challenge my friends

Emy 12:34 🤙

Carolien 12:34 Let's join @Emy



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