

USE THESE SOUNDS
CREATOR-SAFE MUSIC

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slip.strea~~m~~ is the first platform
to connect Creators who use music in
their content with Musicians who
want to grow their audience.

Creators

Need great music to make the best content, increase views, gain subscribers, and generate revenue.

Musicians

Want their music used in content to grow their fanbase, promote their records, and generate income.

There's friction between big music companies and big platforms. Creators and Musicians are suffering as a result.

YOUTUBERS AND RECORD LABELS ARE FIGHTING, AND RECORD LABELS KEEP WINNING

The battle over copyright continues

After thousands of DMCA takedowns, Twitch has to make peace with the music biz

By Wes Hunter June 07, 2021

After overlooking the platform for years, the music industry has started turning its eye to Twitch.

 **romani** @lithecca · Jun 12, 2020

yo @Twitch i give everyone my premission to play my songs on stream don't ban them or imma stream myself # A

1.7K 8.6K 93.9K

 **Jake Lucky** @JakeSucky · Dec 25, 2020

21 Savage first gave permission to Trainwreckz months ago to play his music on Twitch, and now has done the same for 100T Neeko. What a champ.

 **Saint Laurent Don** @21savage

Of course

 **neekoful** @neekoful · 5h

@21savage can i have permission to play music on my stream i know all ur songs by heart _ i beg Saint.laurentDon

1:10 AM · 12/25/20 · Twitter for iPhone

1,915 Retweets · 269 Quote Tweets · 59.6K

 **Saint Laurent Don** @21savage

Fasho champ

 **Trainwreckz** @Trainwreckz · 4/9/20

hey @21savage i fully back you & promote you & only you on my stream to 10s of thousands of ppl, but these greedy old men sippin their 50yr whiskey are thrown DMCA around like it's the signs they take for their l

4:15 AM · 6/10/20 · Twitter for iPhone

7,496 Retweets · 482 Quote Tweets · 94.5K

 **stone5** @stone5 · Jun 13, 2020

all gamers can use my music while on stream

if there is a problem I'll sort it out

167 4.2K 58.6K



55M Creators worldwide.

30M Independent musicians worldwide.

The Opportunity

Remove the friction by simplifying music licensing for Musicians & Creators while building a valuable catalog of music assets.

Musicians want to provide their music to Creators, but there isn't a platform that allows them to do this while retaining their rights and benefiting from its use.

Creators want to use music they know and love without worrying about takedowns and being demonetized.

By doing this, we expect to capture nearly 1M users and \$100M in revenue within 5 years.

How we monetize.

Revenue Model

Value Provided

Music Assets

Streaming revenue, sync fees, and traditional royalties with uncapped upside for breakout hits.

Hybrid model of 100% ownership, representation via distribution, and partner deals with artists and labels.

Creators

Subscriptions + fees from both personal and commercial users for licensed access to the catalog.

Freemium & premium access to artists and music, ability to receive payment for promotion of music via their content channels.

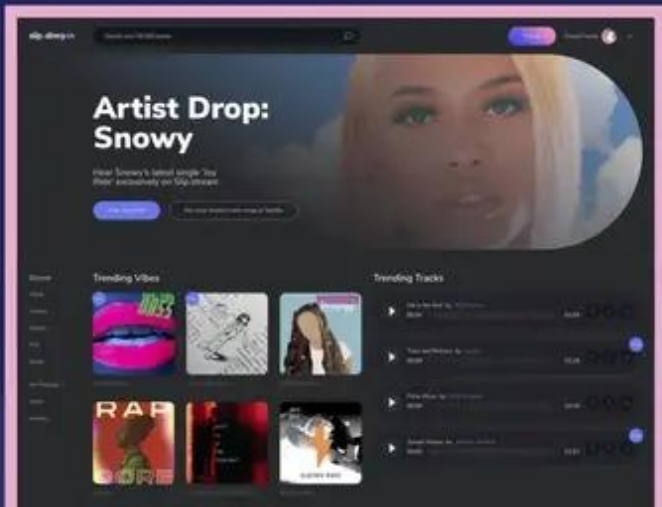
Musicians

Subscriptions + fees for distribution, promotional, and production services.

Retain ownership, share revenue from subscriptions, promotion via Creators content, and production tools.

slip.stream  LAUNCHED
IN APRIL 2021.

We kickstarted the Creator platform.



We launched the largest pre-cleared catalog for Creators in the world.

[See product video here.](#)

We started with a base layer of 50,000 royalty free tracks and 40,000 sound effects.

We increased our library of 100% owned assets via our network of Musicians.

We added real artists & labels to the platform and released new singles.

We built awareness through some amazing partnerships.



Brands

- M.A.C Cosmetics
- Kate Somerville
- Hourglass Cosmetics
- Chime



Platforms

- TikTok
- Streamlabs
- CapCut
- Creative Juice



Artists

- YNG Martyr
- Yak Gotti
- Big Havi
- Jaywall
- Chillpill
- Rarin



Creators

- Clix
- Colin & Samir
- Expel
- Birdo
- NRG
- Faze Blaze



Labels/Distributors

- Black 17
- The Orchard
- Authentic Empire

**After 6 months
we're reaching
billions.**

17B+

Views on TikTok
generated by our
users in 6 months



40k+

Monthly creators are
using the platform
all over the world

1M+

Minutes of music
streamed by gamers
on the platform



40%

Of our users are gamers
who live-stream, the fastest
growing creator segment

slip.streem
users' reach is
massive.

484M

Current reach based on
our users' audience



200M

Monthly video views
from our current users
on YouTube



300M+

Video views from
Creators using our
music in only 5 months

2M+

Videos have
been created by
our Creators

We'll expand our awareness & brand.



With More Brands

G Fuel
Bang
Estee Lauder
Forma/Morphe



With More Artists

T-Pain
JVKE
Powers Pleasant
KatoOnTheTrack



With More Gamers

FaZe Highsky1
Pokimane
Eystreem
Daequan



With More Platforms

Stir
Flip
Partie
Snapchat

stir



With More YouTubers

Yes Theory
Emma Chamberlain
Bailey Sarian



We win with a superior model.

We give Musicians what they want.

Ownership of their creations and opportunities to gain new fans and revenue streams.

We give Video Creators what they want.

Music from Artists they love that they can use and new revenue opportunities for creating content.

More diverse catalog of music rights & assets.

Own. Represent. Distribute. One size doesn't fit all for the modern Creator.

The competition fails to meet Creator's rapidly evolving needs.

They take all the rights from musicians.

The artists own nothing just like the tired old record label model.

Established Artists will not agree to their terms.

Today's artists have bucked the record label model to own more.

Video Creators can't get access to real music.

Labels & distributors haven't found an easy way for people to use music in UGC.

A full-page background image of an astronaut in a white spacesuit floating in space, with a deep purple color overlay. The astronaut is positioned centrally, with their head and torso visible. The background is a dark, starry space.

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