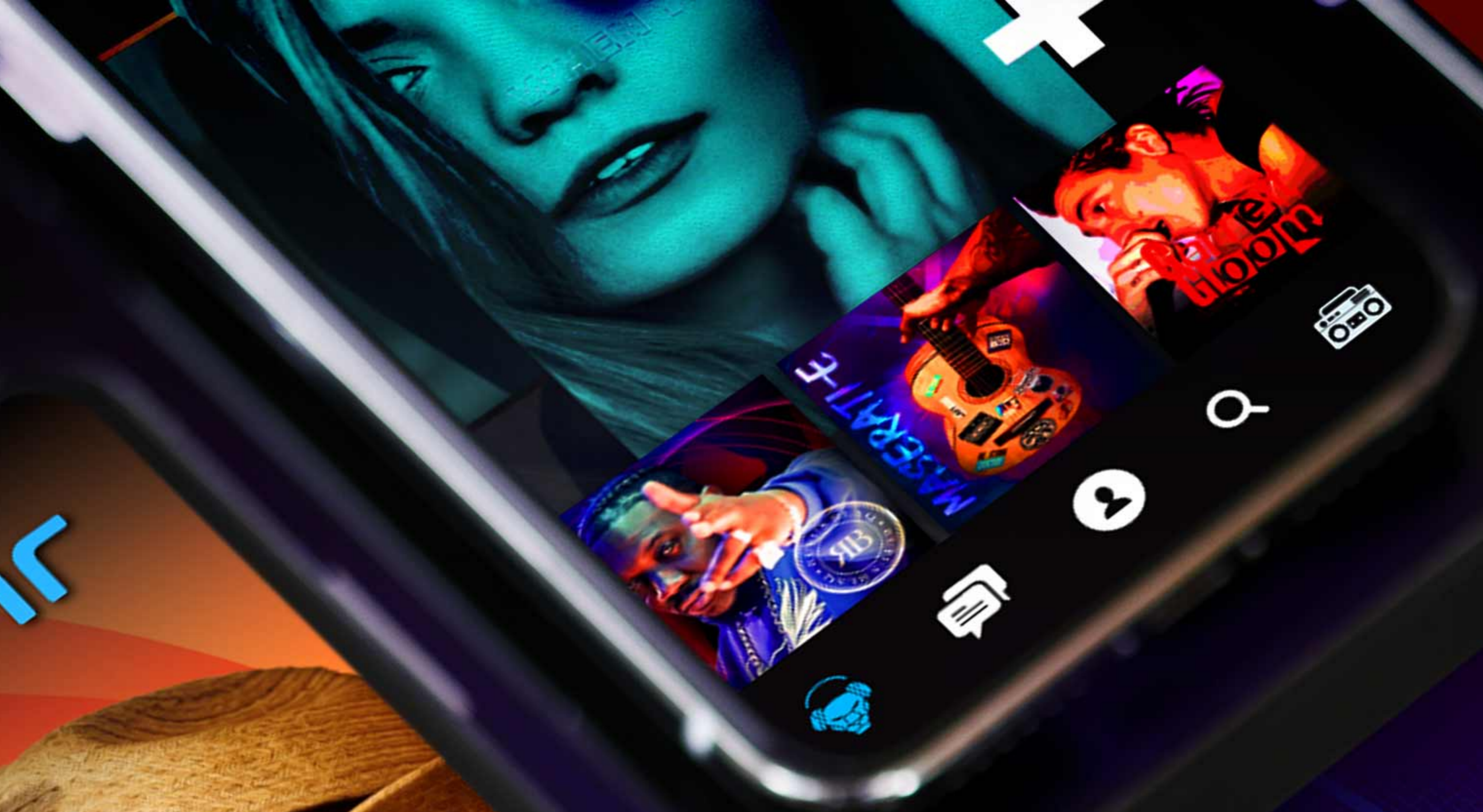


panthr



WHAT IS PANTHR?

PANTHR IS A SOCIAL MUSIC APP TO HELP THE MOST VULNERABLE CORNERS OF THE MUSIC BUSINESS THAT ARE OFTEN NEGLECTED. PANTHR MONETIZES FANS AND GROWS ARTIST'S FAN BASES. IT WAS CREATED IN RESPONSE TO FOUR MAJOR ISSUES WITHIN THE INDUSTRY:

- RAPIDLY DECLINING PHYSICAL SALES & LOW DIGITAL ROYALTIES.
- LACK OF IMMERSIVE ARTIST CONTENT WHICH FANS CRAVE.
- LACK OF A REAL COMMUNITY BETWEEN ARTISTS AND FANS.
- A CHALLENGING ENVIRONMENT FOR DISCOVERY, PARTICULARLY FOR EMERGING ARTISTS.

TOOLS



ABOUT THE PROJECT

PANTHR IS ABOUT CREATING A NEW APP-BASED PROGRAM FOR A COMMUNITY OF ARTISTS AND THEIR FANS. THIS APP IS AN ALL ACCESS PASS TO DELVE INTO ARTISTS' MUSIC AND THEIR COMMUNITIES WITH IMMERSIVE VISUAL AND AUDIO CONTENT. WE COMBINED THIS WITH NEW MUSIC DISCOVERY TO PROVIDE A FAN EXPERIENCE UNLIKE ANY OTHER OFFERED IN THE MARKETPLACE TODAY.

IT WAS IMPORTANT TO CONSIDER THE NEEDS AND PREFERENCES OF BOTH ARTISTS AND FANS IN ORDER TO CREATE A SUCCESSFUL PLATFORM. THE KEY FEATURES TO CONSIDER INCLUDED A USER-FRIENDLY INTERFACE FOR EASY NAVIGATION, A WAY FOR ARTISTS TO SHOWCASE THEIR WORK AND CONNECT WITH FANS, AND A WAY FOR FANS TO DISCOVER NEW ARTISTS AND ENGAGE AND INTERACT WITH THEIR FAVORITE ARTISTS.

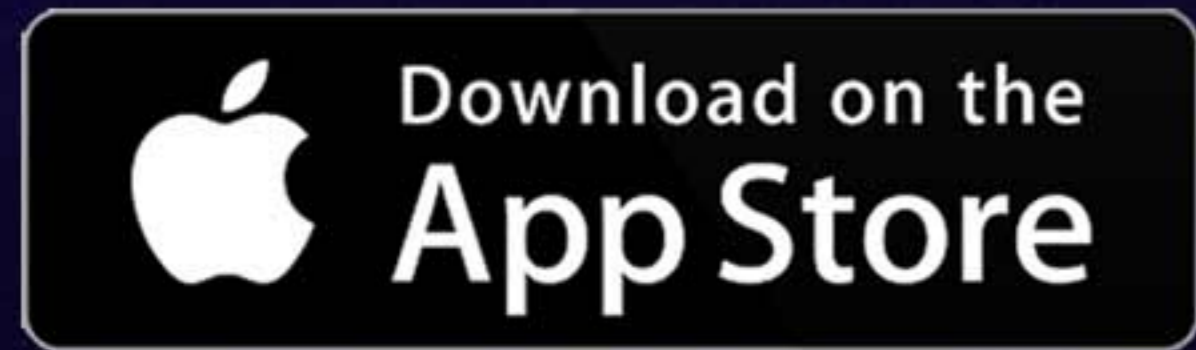
THE GOAL WAS TO CREATE A NEW MUSIC APP THAT FOSTERS A SENSE OF COMMUNITY AND CONNECTION BETWEEN ARTISTS AND THEIR FANS WHILE ALLOWING FOR INCOME TO BE GENERATED FOR NEW AND EMERGING ARTISTS.



3 STEP

EASY REGISTRATION

THE APP OFFERS AN EASY AND CONVENIENT REGISTRATION PROCESS.



STEP

TAG YOURSELF - CITIES, SCHOOLS,
INTERESTS, FESTIVALS AND MORE...

SELECT YOUR HASHTAGS BASED ON YOUR SCHOOL, CITIES, HOBBIES AND MUSICAL INTERESTS. THIS IS WHERE YOU CAN DISCOVER AND CONNECT WITH OTHER ARTISTS AND USERS TO FIND OTHER FRIENDS OR FANS.



STEP

Share

MY PROFILE - FEED

SHARE YOUR STORY, CREATE PLAYLISTS, SUPPORT ARTISTS, SEE YOUR NOTIFICATIONS, CHANGE YOUR SETTINGS, AND SHARE POSTS WITH FRIENDS, ARTISTS AND THE COMMUNITY.



STEP Four

BROWSE ARTIST LOOKBOOKS

SELECT YOUR FAVORITE ARTIST AND BROWSE THE ARTIST LOOKBOOKS. YOU CAN NAVIGATE INTO THE FEATURES, STORY, PODCAST, ARTIST RADIO, COMMUNITY SOCIAL CLUBS AND MORE...





ARTIST FEATURES

THERE ARE OVER 45 ARTIST FEATURES ON THE PANTHR APP TO HELP FANS TAKE A DEEP DIVE INTO THE LIFE AND MUSIC OF AN ARTIST THEY SUPPORT. EACH ARTIST HAS A PROFILE THEY MAINTAIN TO POINT THE FANS TO THEIR TOP TRACKS, VIDEOS, RADIOS, PLAYLISTS, INTERESTS AND EVENTS.





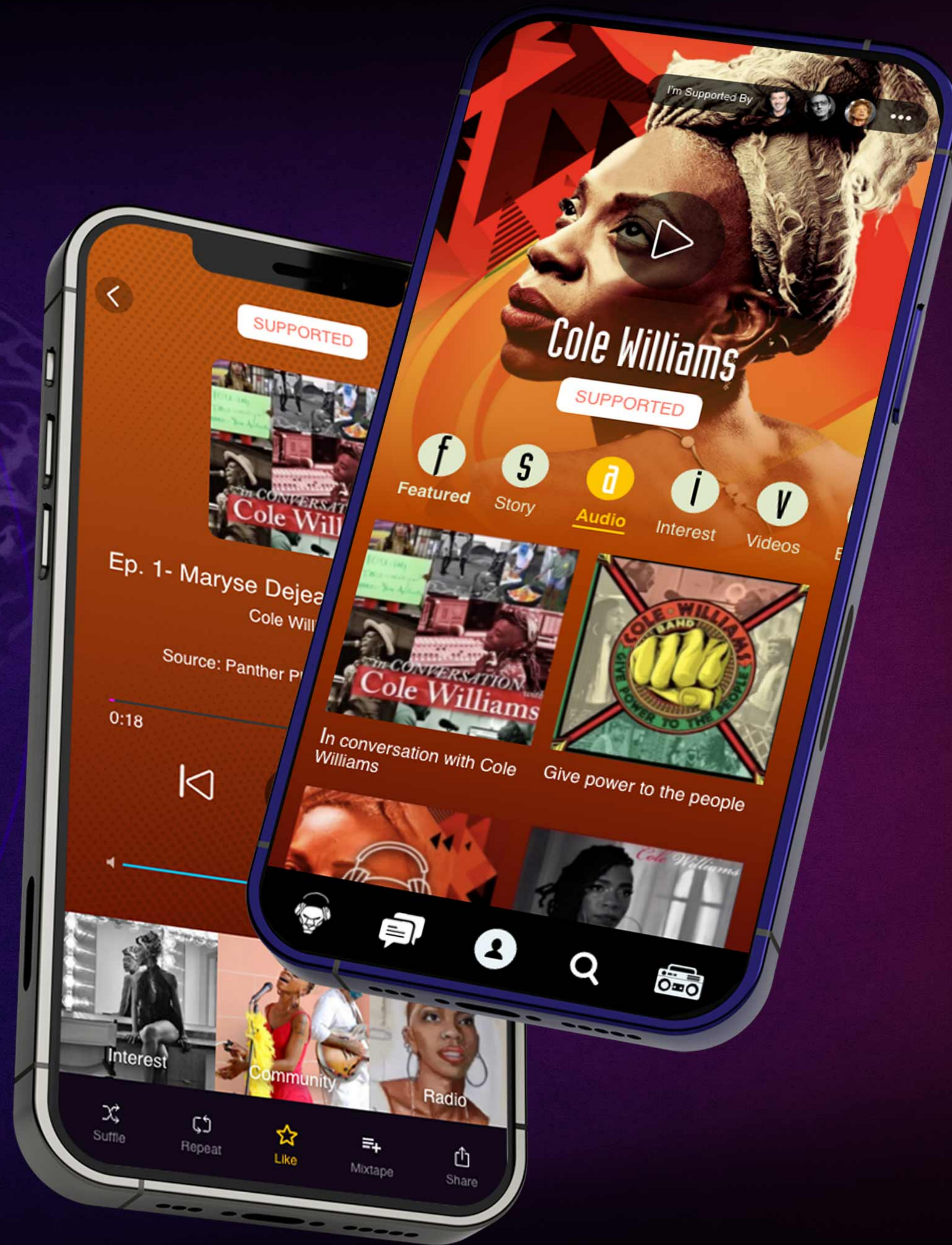
STORY

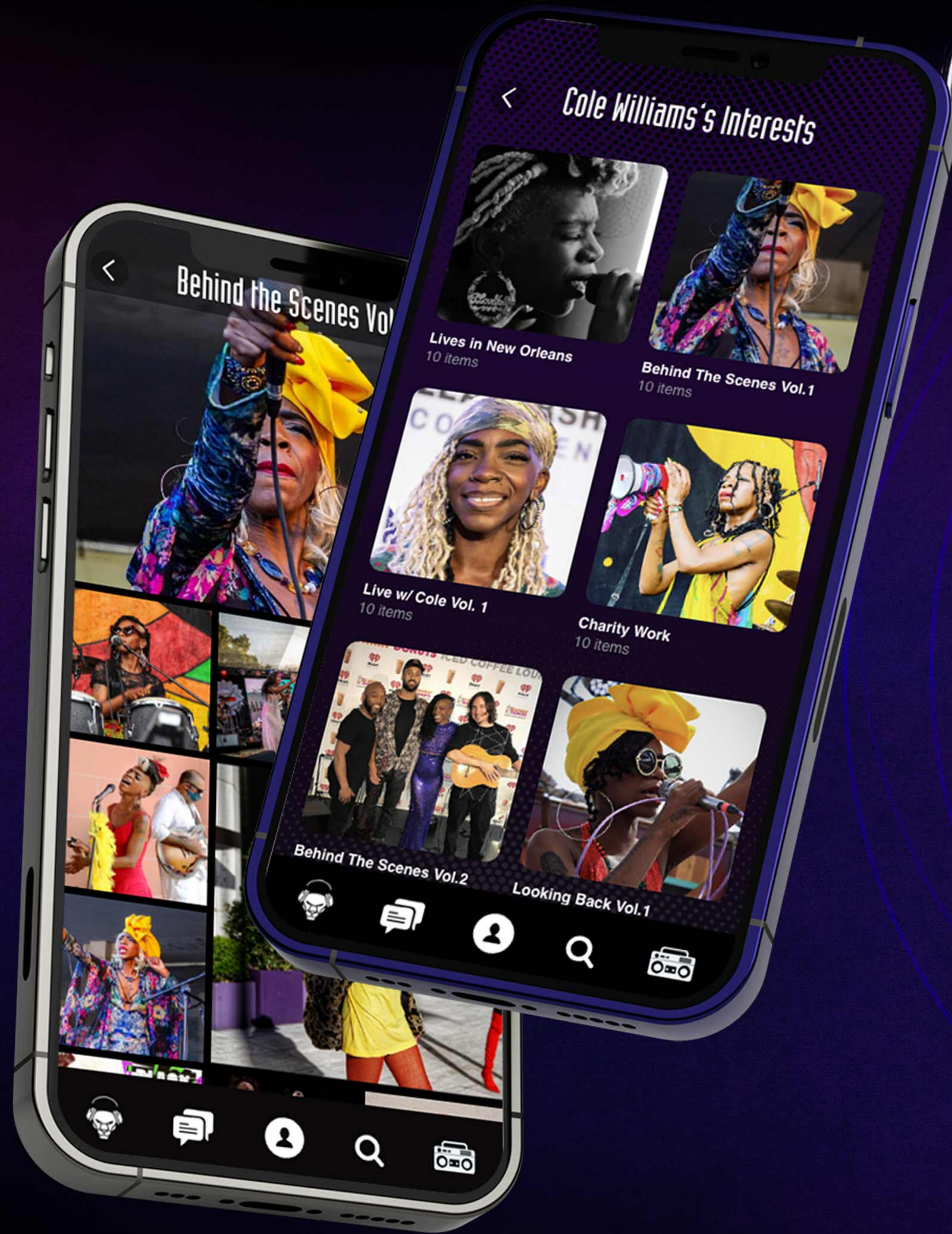
THIS SECTION IS THE BIOGRAPHY OF THE ARTISTS INCLUDING IN-DEPTH DETAILS ABOUT THEIR LIFE. IT CAN BE A NARRATIVE OF THE PAST, PRESENT OR FUTURE ASPECTS OF AN ARTIST'S LIFE TO HELP FANS ENGAGE WITH THEIR LIFE DEVELOPMENT AND FEEL MORE PERSONALLY CONNECTED TO AN ARTIST THEY SUPPORT.



AUDIO

THIS IS WHERE ALL OF THE AUDIO CONTENT WILL LIVE FOR THE ARTIST AND WHERE THE FAN CAN VIEW AND LISTEN TO ALL THE SONGS, PODCASTS, ALBUMS, OR SINGLES.





INTEREST

THIS TOOL WAS CREATED FOR ENGAGEMENT WITH FANS TO BE ABLE TO LEARN MORE ABOUT THE ARTISTS OUTSIDE OF JUST THEIR MUSIC. THESE INTEREST BOARDS ALLOW THE USER TO GO DEEP INTO AN ARTIST'S PASSIONS, HOBBIES, CAUSES, BEHIND THE SCENE CONTENT, CHARITY WORK AND OTHER PERSONAL PROJECTS THAT AN ARTIST IS INVOLVED IN OR SUPPORTS.

VIDEO

THIS INCLUDES RECENT VIDEOS, MUSIC VIDEOS, INTERVIEWS AND OTHER CONTENT FROM THE ARTIST'S VAULT AS AN ARCHIVE FOR A FAN TO IMMERSE THEMSELVES IN VIDEO CONTENT FROM AN ARTIST. THERE ARE OPTIONS FOR PORTRAIT OR LANDSCAPE VIEWING ON YOUR DEVICES.



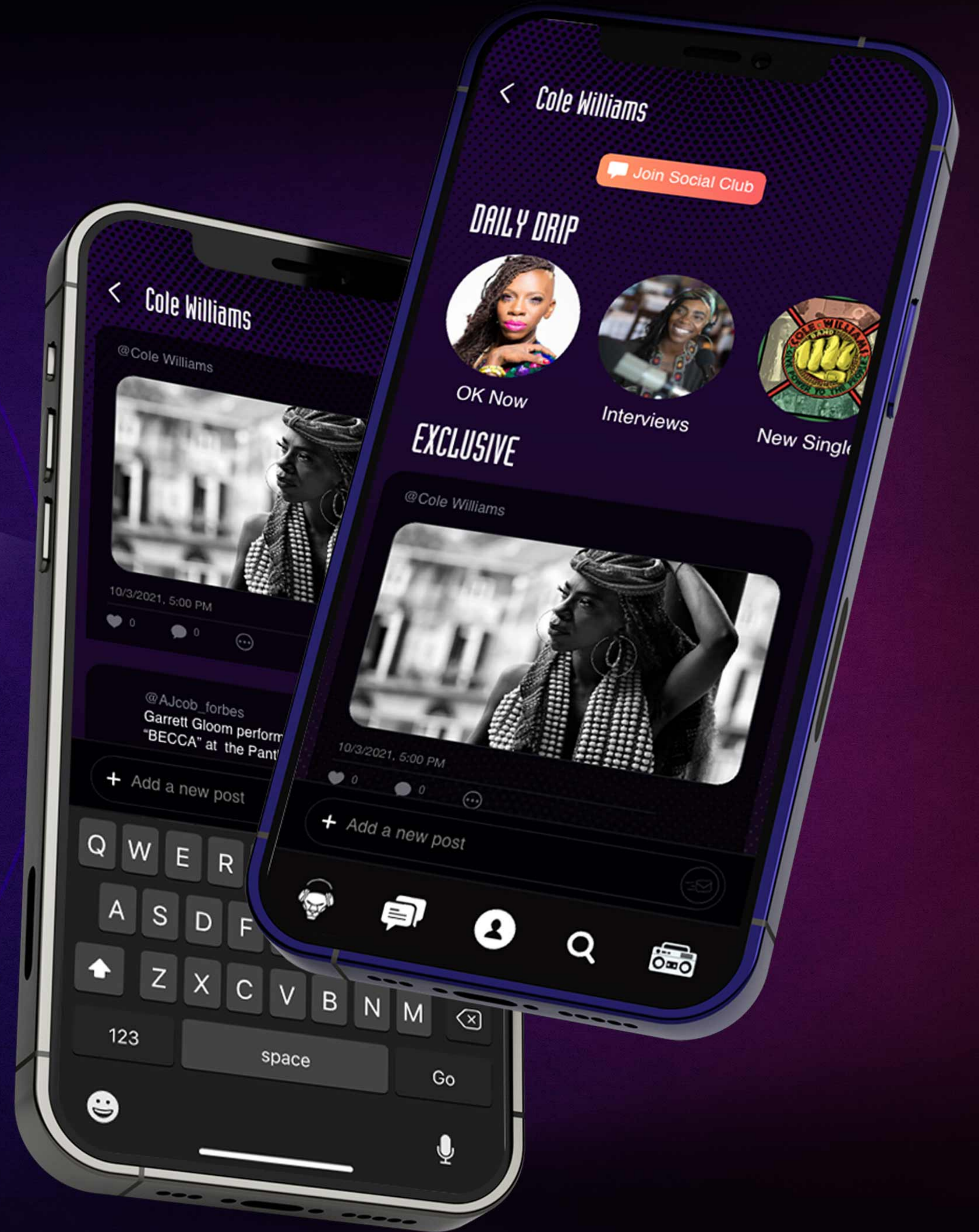


EVENTS

THIS INCLUDES ALL THE ARTISTS UPCOMING EVENTS AND VIRTUAL EVENTS. YOU CAN SEE OTHER FANS THAT ARE ATTENDING AND INDICATE WHETHER YOU ARE ATTENDING AS WELL. EVENTS IS A GREAT PLATFORM FOR USER ENGAGEMENT TO MEET OTHER FANS AND INTERACT WITH ARTISTS.

SOCIALS

AN ARTIST'S CONTENT IS CONNECTED THROUGH THEIR SOCIALS. ARTISTS CAN ALSO DO A QUICK INTIMATE UPDATE TO THEIR FANS. FANS CAN COMMENT AND SHARE THESE MESSAGES. THIS ACTS AS A POWERFUL TOOL FOR ARTISTS TO CONNECT WITH FANS DIRECTLY.





ARTIST SOCIAL CLUBS

HERE YOU CAN ENTER THE CHATS OF AN ARTIST YOU SUPPORT. IT'S A GREAT WAY TO MEET OTHER FANS WHO SHARE THE SAME MUSICAL TASTES AND INTERESTS WITH YOU WITH THE PURPOSE OF CREATING A COMMUNITY ON THE APP. THE ARTIST CAN DO VIRTUAL EVENTS AND INVITE OTHER ARTISTS TO JOIN ALLOWING FOR THE CREATION OF A VERSATILE SPACE FOR THE ARTISTS TO USE AS THEY SEE FIT.



ARTIST BRANDED RADIO

EACH ARTIST HAS A BRANDED RADIO STATION THAT FEATURES OTHER COMPLEMENTARY ARTISTS, SPECIFICALLY EMERGING ARTISTS WHICH ATTRACT A SIMILAR FAN CIRCLE. WE WILL ALSO INCLUDE LINERS AND SHORT BITES FROM THE PODCASTS AS INTERLUDES BETWEEN MUSICAL CONTENT.



TIMELINE

THE TIMELINE FEATURE SHOWS THE ARTIST'S ENTIRE CAREER IN CHRONOLOGICAL ORDER AND WILL EVOLVE OVER TIME AS WE ADD NEW CONTENT EACH MONTH. EACH EVENT ALLOWS A DEEP DIVE INTO ADDITIONAL GALLERIES WITH PHOTOS AND VIDEOS FOR FANS TO GET TO KNOW ARTISTS BETTER.

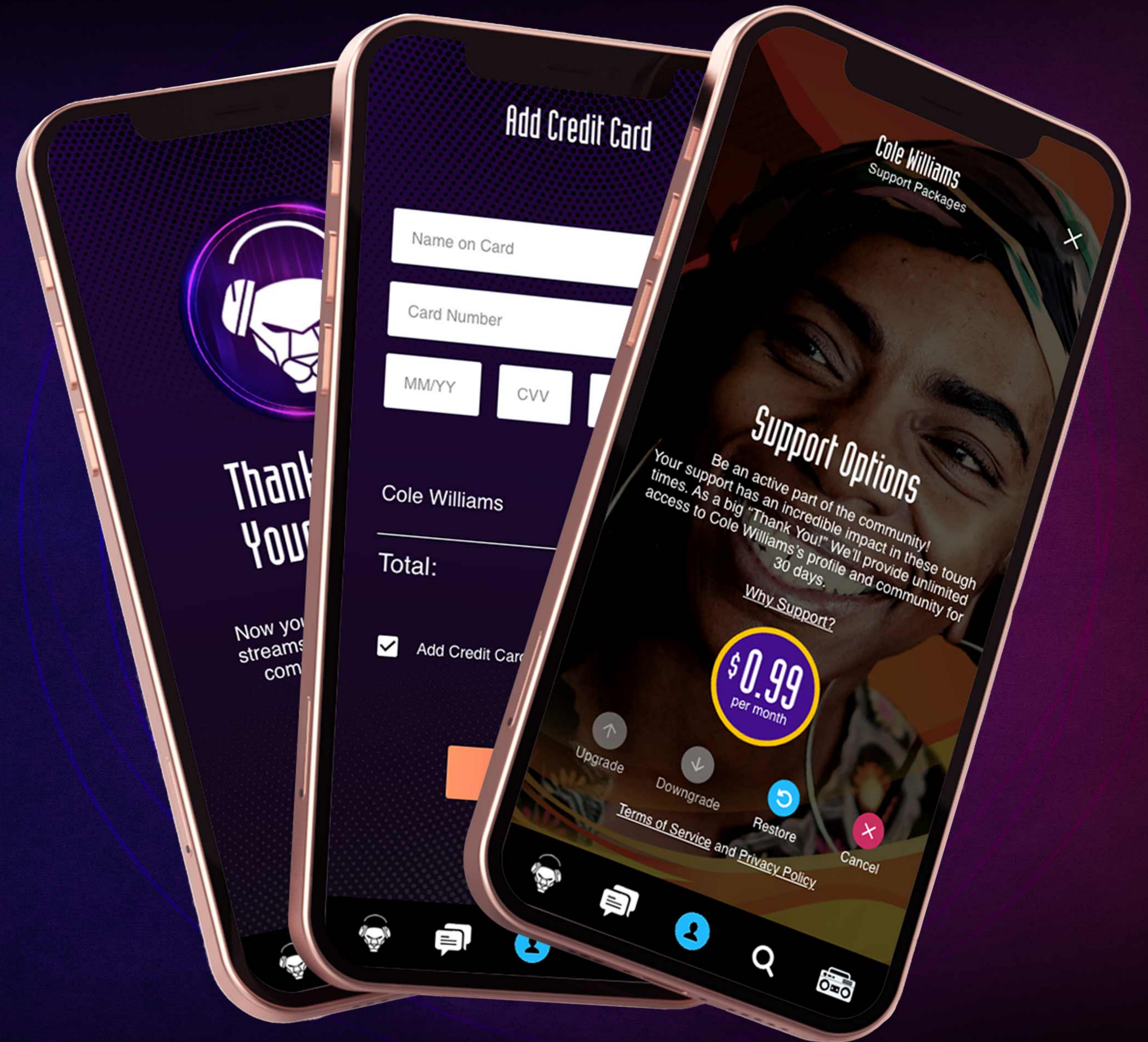


STEP

Diver

DIRECT ARTIST SUPPORT

DIRECT ARTIST SUPPORT: THE ARTISTS CURATES THEIR OWN PLAYLISTS, RADIOS, AND STORIES. ALL THEIR AUDIO IS STORED IN THE ARTIST'S PROFILE WHERE YOU CAN FIND SONGS, LIVE RECORDINGS, AND PODCASTS. AS A FAN, YOU CAN SUPPORT THE ARTISTS BY SUBSCRIBING TO THEIR CONTENT.



STEP

DISCOVER SECTION

THE DISCOVER SECTION IS WHERE YOU WILL FIND ALL THE ARTIST'S SPOTLIGHTS FOR RADIO, NEWS, FASHION, LOCAL HUBS, AND BRANDS. DISCOVER IS FOR THE USERS AND ARTISTS TO FIND ALL INFORMATION AVAILABLE ON THE APP.



STEP

Seven

RADIO STATIONS

FIND OTHER STATIONS TO ENJOY YOUR DAY THAT ARE SUPPORTED BY YOUR FAVORITE ARTISTS OR BY FANS WITH SIMILAR MUSICAL INTERESTS THAN YOU.



STEP *Eight*

RADIO SPOTLIGHTS

RADIO SPOTLIGHTS HIGHLIGHT DIFFERENT GENRES OF MUSIC IN ONE SPOT. PANTHR CURATES THE ARTISTS RADIO STATIONS FOR THE OPPORTUNITY FOR USERS TO BE INTRODUCED TO NEW ARTISTS. THIS IS A CROSS COLLABORATION FEATURE WHICH HELPS TO CROSS PROMOTE ARTISTS AND TO DISCOVER NEW ARTISTS.



PIRATE

PIRATE RADIO FOCUSES ON PUNK ARTISTS AND YOUTH-ORIENTED CULTURE



ALT ATTACK



SKATEX



THE AFTERMATH



CLUB KIDS



LATIN TAKEOVER



PUNK ROCK



EMO



EDGY



ELECTRONIC



GAME TIME



GODDESS

GODDESS RADIO FOCUSES ON FEMALE ARTISTS AND FEMALE EMPOWERMENT

- ROCKHER
- FRESH INDIE
- BEDROOM POP
- EMPOWERMENT
- SINGER / SONGWRITERS
- FASHIONISTAS
- SWEAT IT OUT
- WOMEN OF THE 80s
- R&B HIP HOP
- I'M AN OLD SOUL





THE RENEGADES

RENEGADES RADIO PROMOTES ICONIC AND CLASSIC ARTISTS IN THE ROCK GENRE.

- | | | | | | |
|--|--|---|---|---|--|
| 
NO SLEEP IN SEATTLE | 
AUSTIN LIMITS | 
ROOTS RENEGADES /
THE ISLANDS | 
HIPPIE KIDS | 
READY JAMS | 
WHAT THE FUNK |
| 
HILL COUNTRY BLUES | 
KICKIN' BACK | 
FESTIVAL NIGHTS | 
NOLA RENEGADES | 
WEST SIDE RENEGADES | 
KEY WEST LIVIN' |

