



maestro

LIVE: REIMAGINED. RECONSTRUCTED.

Investor Presentation

Our mission is to grow the GDP of the creator economy

Over 50M creators are building their businesses on top of live streaming

1 in 3 kids wants to be a creator

Businesses of all sizes are realizing the necessity of this medium for consumer interaction





Maestro is an interactive video platform that empowers creators as the global economy shifts to a value model built on quality over quantity



Today you only need
to focus on making
your core audience
happy in order to
monetize your
passion





SOLUTION

Squarespace meets Twitch for live interactive experiences

An ecosystem of engagement and monetization tools to build meaningful relationships



MARKET

Creators

The largest category of
businesses on earth

50M+ creators globally ²

GO-TO-MARKET

Marketing campaigns to maximize
CAC:LTV ratio



MARKET: BEACHHEAD SEGMENT

Enterprise

Massive event scale achieved
with small number of
customers.

25M uniques have watched over
120M hours through Maestro

GO-TO-MARKET

Senior executive-level sales team
targeting CDO, CMO, CRO



PROVEN TRACTION FAR BEYOND ANY COMPETITION

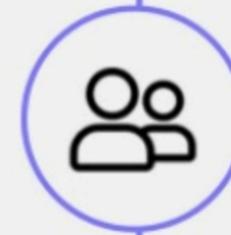




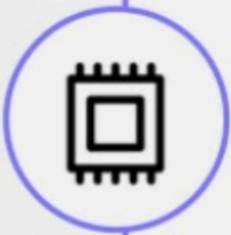
DEFENSIBILITY & LONG-TERM VALUE CREATION



Developer Ecosystem
Network Effects



Viewers -> Customers
Network Effects



Switching Costs
Embedding



Predictability+
Recurring Revenues + Upside



Do What You Love
Brand



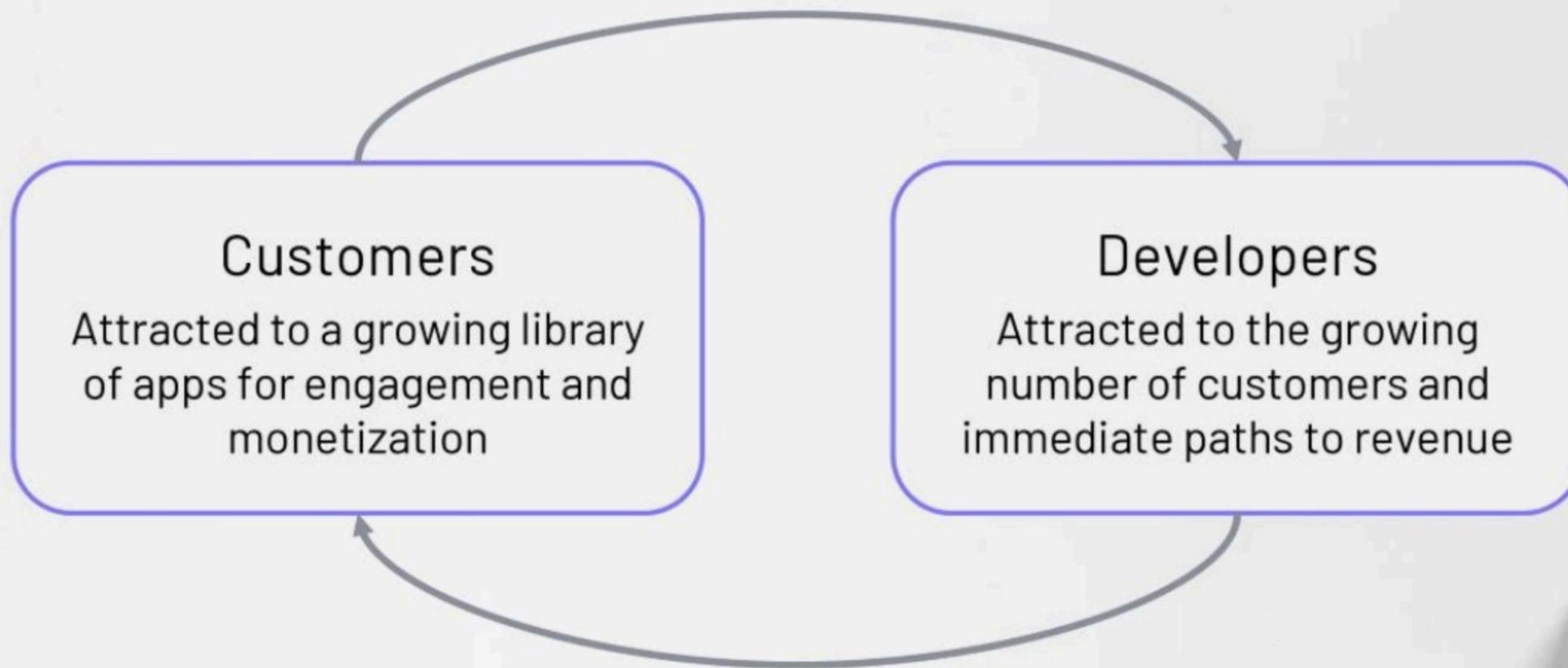
The Complete Solution
Verticalization



DEFENSIBILITY

Meet the world's first app store for interactive video

Powerful network effects built on core SaaS revenue create long-term value





BUSINESS MODEL

Number of events per month is our economic growth driver



Transactions

Ticket sales, subscriptions, merchandise, donations/tips



Usage-Based SaaS

Usage based on Unique Viewers and Viewer Hours

Revenue Opportunity: \$52M ARR achievable within 18 months



TEAM



Ari Evans
Founder CEO



Sameer Mirza
VP, Engineering



Jordan Udko
EVP, Revenue



Olivia Friedlander
VP, Operations



Robert Baker
Chief Financial Officer



ADVISORY BOARD



Steve Bornstein
Former CEO
Advisor



Larry Marcus
Partner
Advisor/Investor



Jason Robins
CEO
Advisor

INVESTORS



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