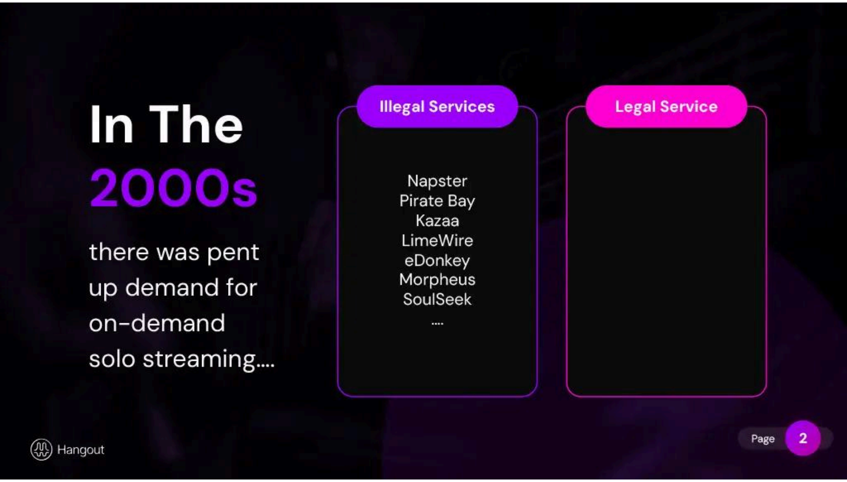
Seed

Hangout

and Hangout@Work

2024



In The 2000s

there was pent up demand for on-demand solo streaming....

Illegal Services

Napster
Pirate Bay
Kazaa
LimeWire
eDonkey
Morpheus
SoulSeek
....

Legal Service

…and Spotify captured the opportunity

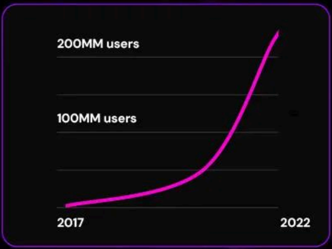
Illegal Services

Napster
Pirate Bay
Kazaa
LimeWire
eDonkey
Morpheus
SoulSeek
….

Legal Service

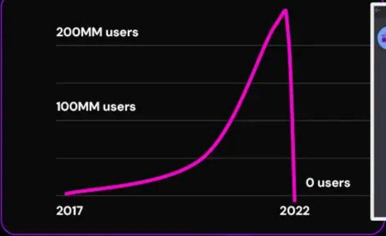
Spotify

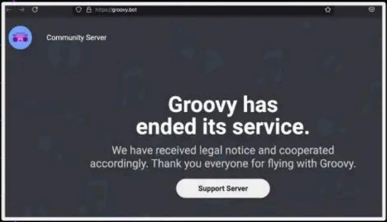
Over A Decade Later, Groovy Proved There Was Pent Up Demand For Social Listening



Groovy App installed on 16 million servers, 250 million users

Due to piracy, Groovy app abruptly shut down by the music industry in 2022




https://groovy.bot
Community Server

Groovy has ended its service.

We have received legal notice and cooperated accordingly. Thank you everyone for flying with Groovy.

Support Server

We will capture latent demand for

group streaming

Illegal Services

Napster
Pirate Bay
Kazaa
LimeWire
....

Killed Apps:

JQBX
Groovy
Plug.DJ
Turntable
Fredboat
Many Others....

Legal Service

Spotify

Illegal Services

Legal Service

We will capture latent demand for **group streaming**

Napster
Pirate Bay
Kazaa
LimeWire
....

Killed Apps:

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Turntable
Fredboat
Many Others....

Spotify

Hangout

Nobody social licensed all the music... until us:

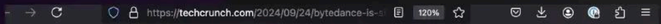
100+ million full tracks

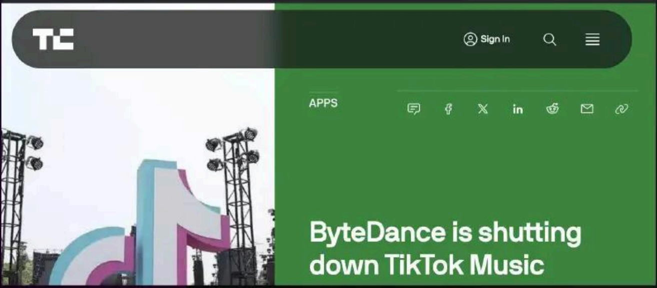
UNIVERSAL
UNIVERSAL MUSIC GROUP

SONY MUSIC

WARNER MUSIC GROUP

Even TikTok Couldn't Get Global Licenses for its new Music Service

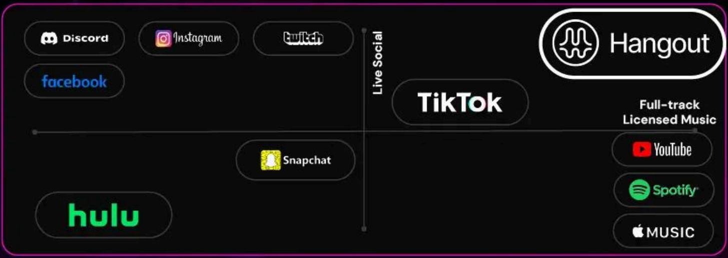

https://techcrunch.com/2024/09/24/bytedance-is-s


TC
Sign In
APPS

ByteDance is shutting down TikTok Music

We are building the Next Generation Social Goliath

Last generation of social platform: no music at the core

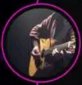

Discord
Instagram
twitch
facebook
Live Social
Hangout
TikTok
Full-track Licensed Music
Snapchat
YouTube
Spotify
hulu
MUSIC

Hangout@Work: SMB & Enterprise SaaS

The Soundtrack to a Stronger

Mark D., HR, Brightly AI (Series A, in-office)

"We wanted an easy, natural way to strengthen our company culture without adding another 'mandatory fun' activity. Hangout lets employees connect through music in a way that feels organic. Whether it's a throwback hit sparking nostalgia or a new track that defines our team's vibe, it's become a daily ritual that brings people together—without forcing it.



Lisa W., CEO, PulseTech (50-person startup, hybrid)

Before Hangout, our remote team felt disconnected—Zoom calls weren't enough. Now, we start our workdays with a collaborative playlist, and it's completely changed how we bond. Our chats are buzzing with song recommendations, and even our introverts feel more engaged. It's the best 'virtual water cooler' we've found.

Team at Work

Jason M., CEO, Loop Labs (SaaS startup, in-office)

At first, I was skeptical—would playing music at work really improve team dynamics? But within weeks, I saw the difference. Teams collaborate more fluidly, employees feel more connected, and our office energy is just better. It's like giving everyone a personal DJ that doubles as a culture-building tool.

Founder & CEO

Joseph Perla

CEO

Princeton BSE in Computer Science, Summa Cum Laude

2011 Turntable

Invented, Founded, and Coded first version of Turntable in 2011 that went viral

Facebook / Meta

Tech Lead and Product Lead for the Newsfeed for iOS

Launched Facebook Videos in NewsFeed

Lyft

First 50 engineers -> IPO

Promoted to managing Passenger Growth team with $100MM/year Budget

Increased Market Share in 2 years from 10% -> 40% vs Uber

Team & Advisors

Joseph Perla

CEO

Lyft 2015
Facebook 2012
Turntable 2011
Princeton 2009

+ engineers

Team

UPenn
Stanford
Lyft
Rivian
Duolingo

Simon Oxley (designed Twitter & GitHub logos)

Rob Reid (Founder of Rhapsody music service, the O.G.)

Jonathan Hull (Head of Music at Meta)

Brian Zisk (SF Music Tech Summit)

Julia Tang (Exec at Discord & Facebook)

Alisha Outridge (Facebook and TuneCore Exec)

George Howard (TuneCore founder)

Morgan Knutson (Dropbox, Google)

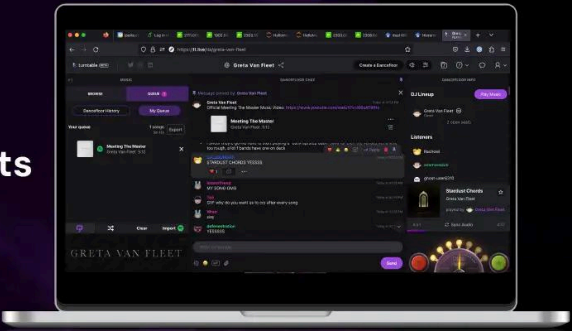
Greg Battle (Amazon, Beats by Dre, Princeton, Wharton)

Jason Feinberg (Universal Music Group, Pandora)

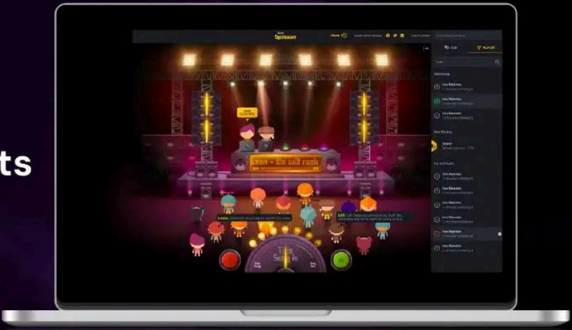
Lars Murray (Columbia Records, Sony Music, Pandora)

Juan Batiz-Benet (Filecoin / IPFS founder)

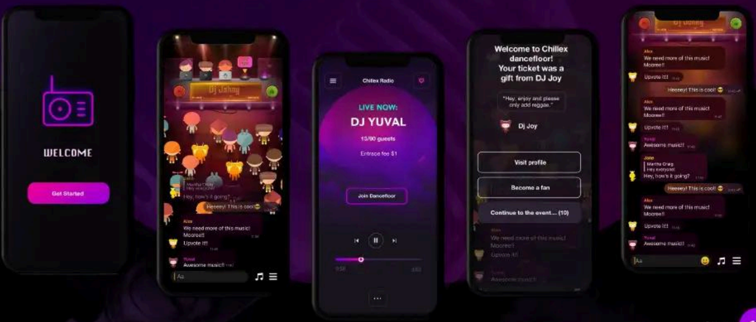
Product Screenshots Web



Product Screenshots Web



Native iOS & Native Android


WELCOME
Get Started
Dj Johny
Chillex Radio
LIVE NOW:
DJ YUVAL
13/90 guests
Entrace fee $1
Join Dancefloor
Visit profile
Become a fan
Continue to the event... (10)
Aa

Welcome to Chillex dancefloor!
Your ticket was a gift from DJ Joy

"Hey, enjoy and please only add reggae."

Dj Joy

Alex
We need more of this music!
Mooree!!

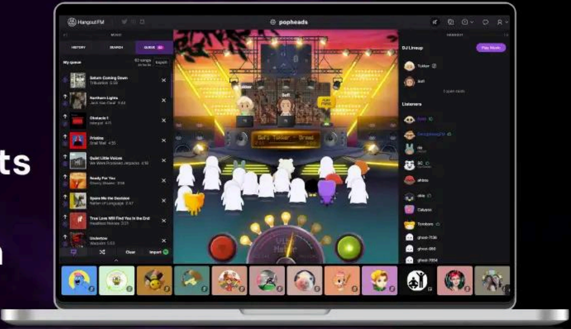
Upvote it!!

Heeeey! This is cool! 😎

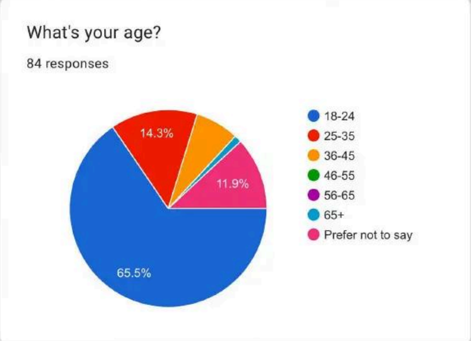
Yuval
Awesome music!!

Jane
Martha Craig
Hey everyone!
Hey, how's it going?

Product Screenshots Discord Integration

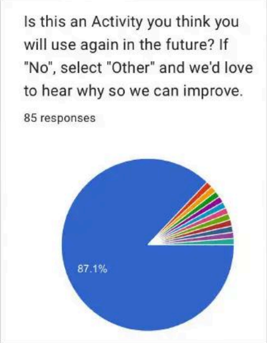

HangoutFM
popheads
MUSIC
HISTORY
SEARCH
QUEUE
My queue
Export
Saturn Coming Down
Northern Lights
Obstacle 1
Pristine
Quiet Little Voices
Ready For You
Spare Me the Decision
True Love Will Find You in the End
Undertow
Clear
Import
DJ Lineup
Play Music
Tukker
Listeners
Calypso
ghost-7136
ghost-060
ghost-7054

Gen Z Loves It, High Retention



What's your age?

84 responses



Is this an Activity you think you will use again in the future? If "No", select "Other" and we'd love to hear why so we can improve.

85 responses

Survey: "Would your company pay for Hangout@Work to encourage team-building?"

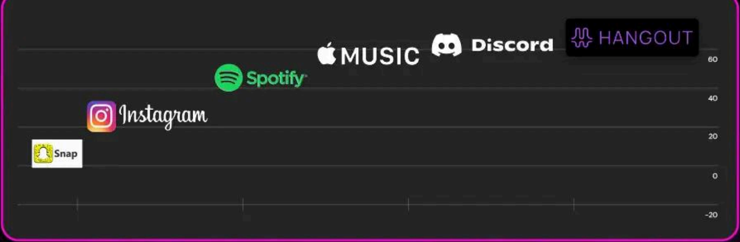
83% YES

Barry MacKenzie

just wanna say I just tried out the app for the first time and I absolutely love it. I shared a link into our Microsoft Teams chat yesterday. Now, my whole office wants to use it every week!

Viral NPS Score

Industry Leading NPS



Net Promoter Score

Music Industry

- **Live online events every week featuring artist album releases, tour promotions, merch sales, etc**
- Universal Music, Sony Music, Warner Music, and Merlin association of hundreds of labels
- thousands of artists
- hundreds of millions of superfans
- billions of social media followers
- billions of $ in marketing budgets

Go-to-market Partner #1: Music Industry Major Labels + Indie Labels

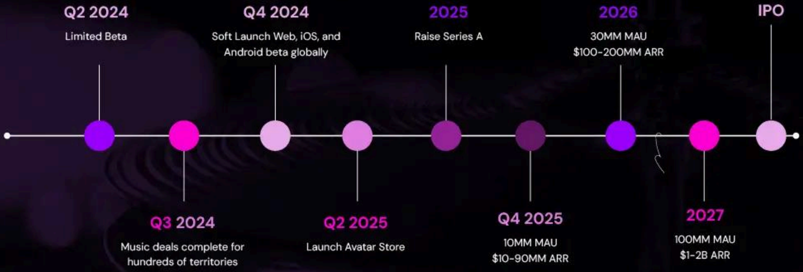
$0 CAC

What will we get after launch in the first 12 months?

Expected 2025 Traction

- 10 million MAU
- 10,000 companies onboarded for Hangout@Work
- 1-3 million SaaS licenses
  - Only 50,000 to break-even
- $10-90M/year in revenue

Global Growth Roadmap



Q2 2024
Limited Beta

Q3 2024
Music deals complete for hundreds of territories

Q4 2024
Soft Launch Web, iOS, and Android beta globally

Q2 2025
Launch Avatar Store

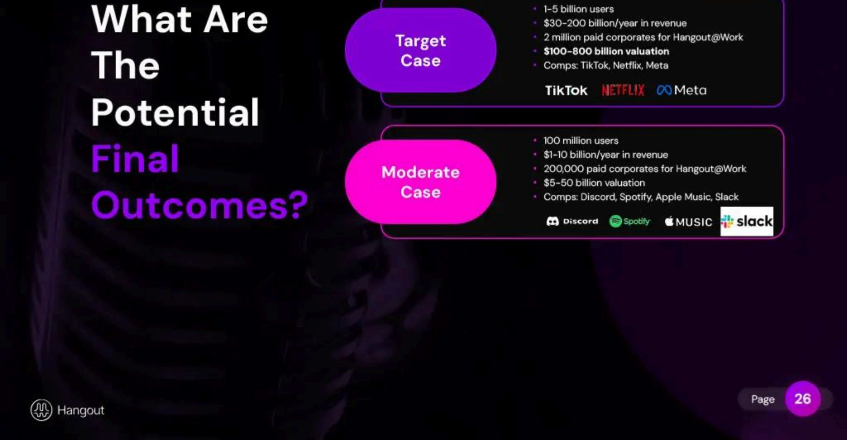
2025
Raise Series A

Q4 2025
10MM MAU
$10-90MM ARR

2026
30MM MAU
$100-200MM ARR

2027
100MM MAU
$1-2B ARR

IPO



What Are The Potential Final Outcomes?

Target Case

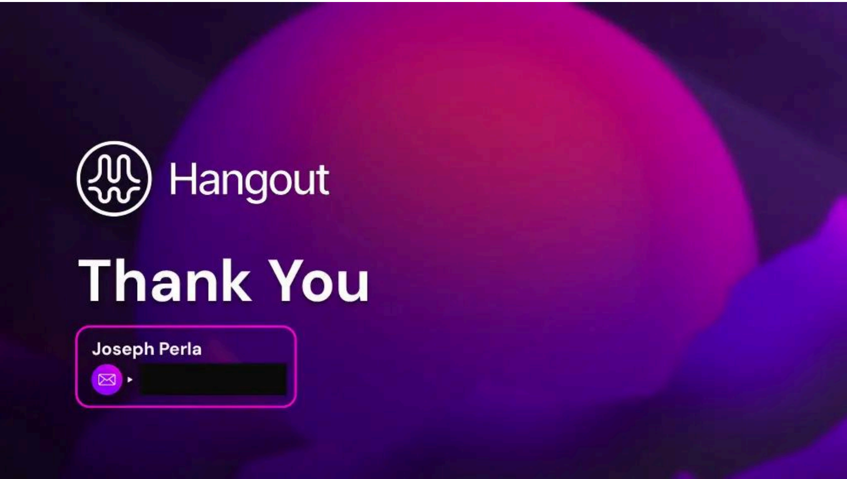
- 1-5 billion users
- $30-200 billion/year in revenue
- 2 million paid corporates for Hangout@Work
- **$100-800 billion valuation**
- Comps: TikTok, Netflix, Meta

TikTok
NETFLIX
Meta

Moderate Case

- 100 million users
- $1-10 billion/year in revenue
- 200,000 paid corporates for Hangout@Work
- $5-50 billion valuation
- Comps: Discord, Spotify, Apple Music, Slack

Discord
Spotify
MUSIC
slack
Hangout



Thank You

Joseph Perla

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