

Deal Teaser



Submitted by

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Title

Deal Teaser - Live 101 - India

Distressed Companies

No

Sector

Media & Entertainment (On-Demand Live Entertainment Aggregator)

Do you have a direct mandate from the buyer or seller?

Yes

of Employees

Unknown

Reason For Selling

The company seeks to raise US\$ 1 Mn for marketing and branding purposes.

Business Description & Market Information

- Founded in 2016, Live 101 started as a live event agency. Having developed core expertise and network in the area, it decided to scale its business by going digital and developed a mobile application.
- The Live 101 App acts as a recommendation and search engine for professionally trained artists. For users, it provides a seamless backend support with last minute backup guarantee, dedicated event coordinator and artist tracking with live updates. For artists, the platform provides complete transparency in transaction and enhanced income opportunities with a large reach and no marketing spend.
- The App has received an initial traction of 6000+ bookings across 28+ cities from a roster 10500+ verified artists across India.
- The Company is founded by Sachin and Ashish Bhandari (serial entrepreneurs in Media & Entertainment) and helmed by Arjun Chadha as CEO (Advisor and Mentor in Nasdaq Entrepreneurial Centre and Alchemist Accelerator). The Company counts Bollywood Music Directors Meet Bros as their investor-partners who advice on strategy and artist training.
- The Company also has partnerships with EventFAQs (for event associations and marketing), Meet Bros (training and professionally grooming new artists) and Doremi Entertainment (celebrity service booking company).

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