

# GAME CHANGER

## ThePitch.ca



Digital B2B Marketplace  
for the Performing Arts

November 9, 2021

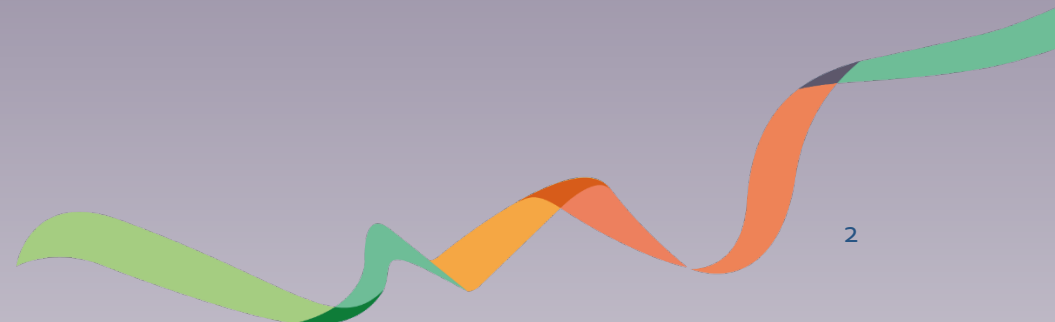
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## The problem

### Showcasing Model is Restrictive

- Market Access
- Diversity
- Disciplines



Build a digital marketplace that connects live acts and presenters 24/7/365.

- All performing arts disciplines
- B2B, subscription, globally expandable
- Trusted community of buyers and sellers



## Our Vision

To make

**more** performing artists

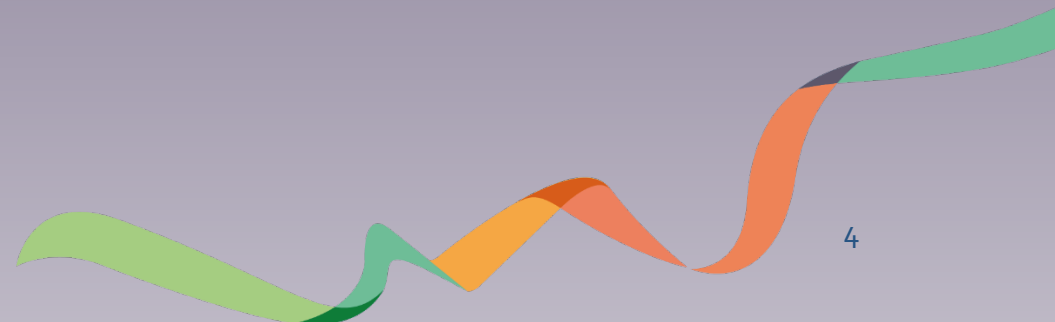
**more** discoverable by

**more** presenters (buyers)

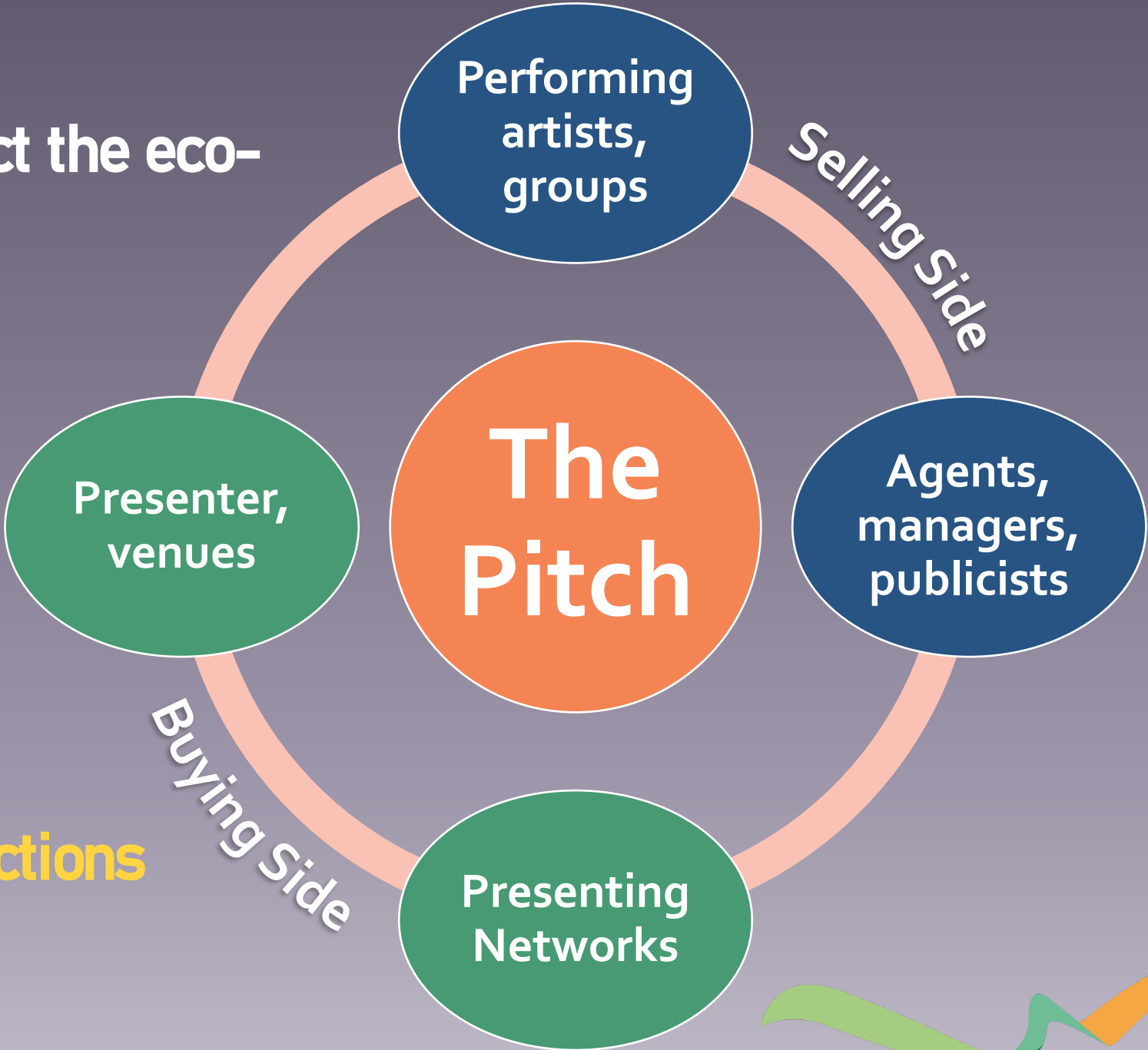
**more** often.



The Pitch



Newly connect the eco-  
system



Power connections  
efficiently



# What's next

- **Video production guide**
  - Valuable information and intelligence
- **Pilot partners - onboarding and free trial**
  - Pilot partners onboarding to end of 2021 = free trials
  - Manitoba Arts Network's Manitoba Showcase pilot
  - Gain user feedback to work out bugs in real life
- **2022 and beyond**
  - Generate revenue starting in 2022 on way to self-sustaining operations
  - Secure additional investments to grow our team along with markets
  - Build out features based on user feedback
  - Additional languages
  - Expand via export of Canadian talent
  - Expand into international marketplace through existing networks (New Zealand, Australia, USA, UK, EU)



**The Pitch**

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