



Oscillate AG
Riedtlistrasse 27
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Investors believe in the digitization of showbiz

Zurich | 08.11.2019 | The Swiss startup Optune has successfully closed the first close of its seed round with Bexio founder Stefan Brunner and a UK family office, as well as with existing investors. Optune's B2B booking platform is already being used by more than 600 active artists in Switzerland. Now, the Swiss tech startup wants to establish itself Europe-wide.

According to the Citi Report (URL below), the live music industry, of which Optune is a part, has seen sales growing at an annual rate of 20 percent over the past 15 years. Considering the steady decline in sales of recorded music, it's not surprising that artists now earn more money through live performances (\$44 billion is spent annually on live music). The biggest piece of the pie, though, is arguably taken by the up to 20 middlemen who can be involved in a single artist booking. Additionally, the old-school booking processes are inefficient and non-transparent. Optune digitalizes these processes to create transparency and efficiency.

From DJ tool to industry-wide digital solution

Originally, Tobias Horka and some friends in the entertainment business developed a management tool to help DJs with the challenges of everyday DJ life. Soon after, however, bands and cabaret artists, as well as artist agencies and organizers, became interested in Optune. With a lot of tech power, a large network of insiders and years of experience in the industry, they began developing the software to a B2B booking platform meant for all those involved in show business.

Over 300% more users since early 2019!

More than 600 active artists in Switzerland, including Swiss Music and MTV Europe Music Award winners, famous comedians and RED BULL STYLE WORLD CHAMPIONS, use Optune. That's 300% more artists than at the beginning of 2019! And more than 16,000 bookings have already been processed through Optune. "The need for a reliable and affordable solution for artists and event organizers is huge," says Tobias Horka, CEO and founder of Optune.

Investors believe in OpTUNE

Optune is already established in Switzerland and is known within the music scene there. The startup intends to use new investments for scaling-up in corresponding markets across Europe. They have secured support from various sides including investors from Business Angels Switzerland and the Swiss ICT Investor Club. Now that they've closed their first seed round in the middle of October, the company remains open to investors before its second round closes at the end of December, 2019.

Information and press photos in our Press Corner: <https://www.optune.me/publications>



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Meet OpTuNE:

- 20-22. November, Slush Helsinki, various pitches and side-events:
<https://www.startupticker.ch/en/news/october-2019/strong-swiss-programme-for-the-slush-2019>

The OpTuNE Solutions:

- Optune universe: <https://www.optune.me>
- Direct booking of Optune artists: www.onstage.show
- Artist solution: <https://optune.me/artist>
- Management and artist agency solution: <https://www.optune.me/agency-manager>
- Website creator for Optune artists: <https://www.onescreener.com>

Citi Report summary:

<https://drive.google.com/file/d/1J1lj4EDFPxu7nqcheyXQloZfCgRzPDC/view?usp=sharing>

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