



wegow

Where music goes live!

PRESS DOSSIER

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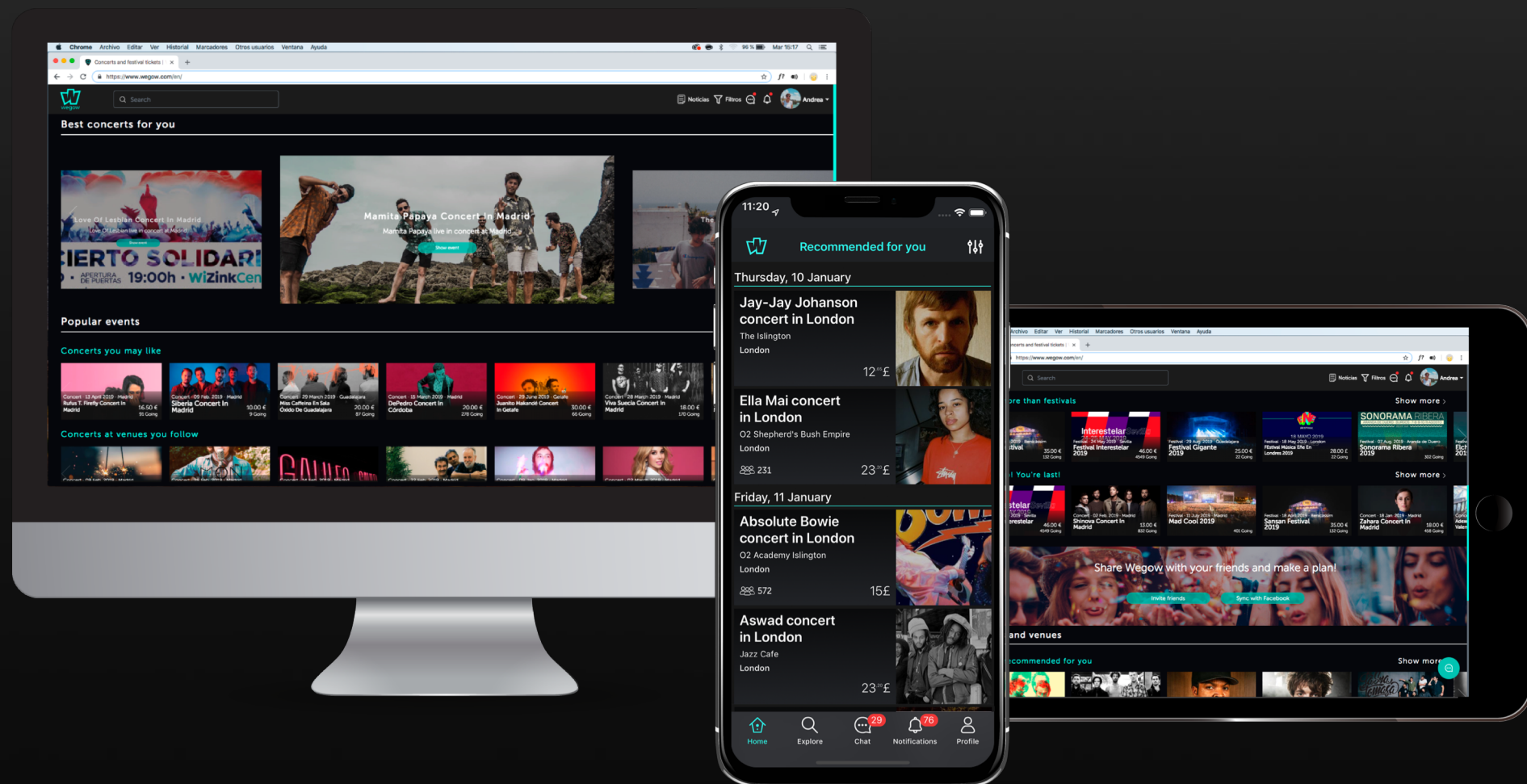
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1. About Wegow

What is Wegow?

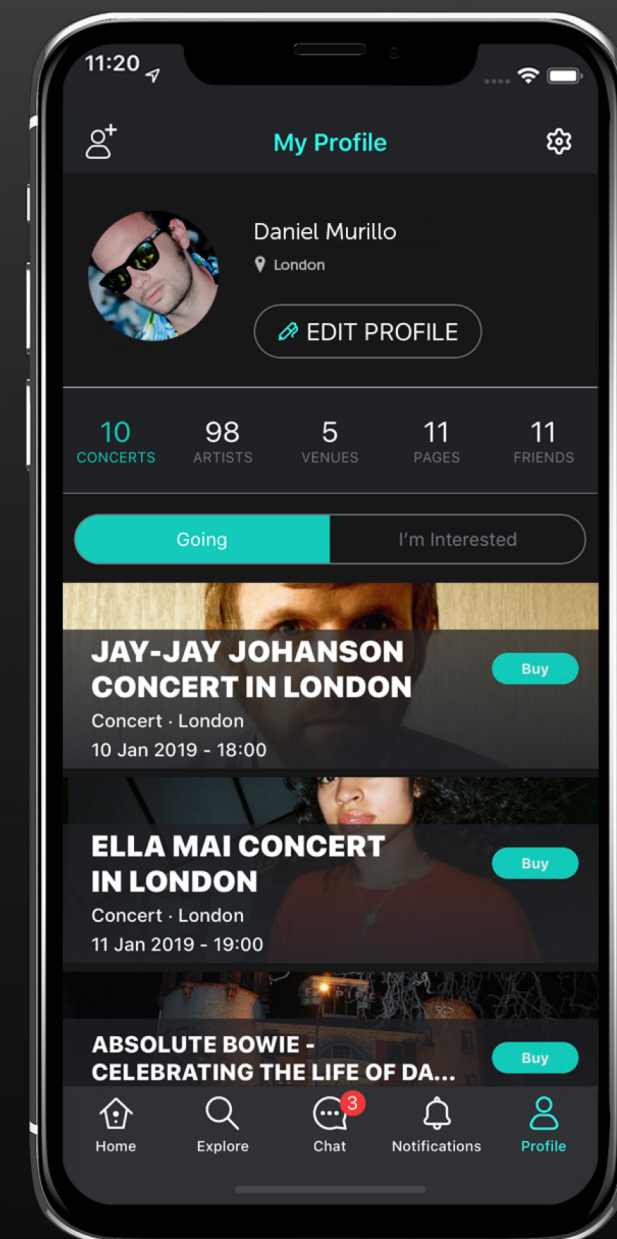
Wegow is a social live music marketplace where users, artists, promoters and brands interact in a completely new way to gain exposure to live music.

The platform was born with one aim: to revolutionize the way we enjoy live music. That's why Wegow quickly became the reference app for gig-lovers.



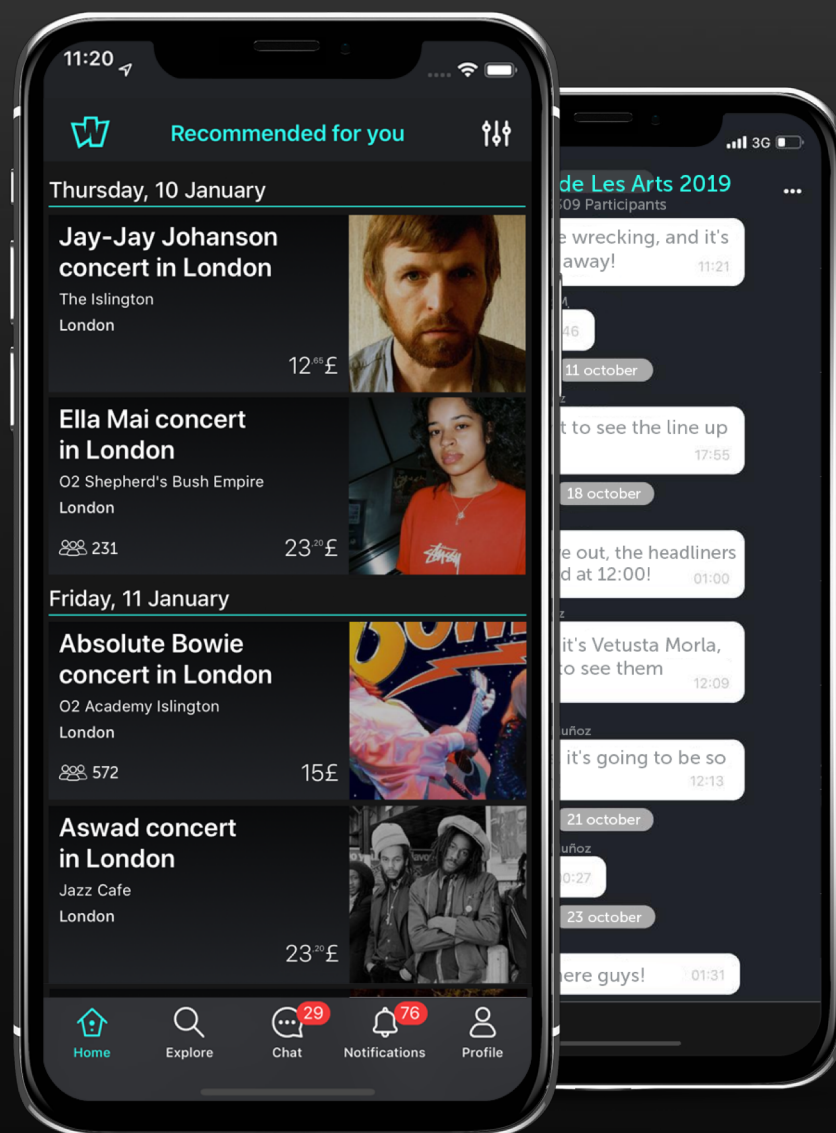
A social live music marketplace

- Wegow covers the entire experience for **users**: before, during and after the event facilitating decision-making, accommodation arrangement, transport... And real-time communication with friends as well as with people with common music interests.
- **Artists** multiply their target audience and sell more tickets, thanks to Big Data and the analytics Wegow offers.
- **Promoters, managers and bookers** can arrange gigs in a more effective way, expand their bussiness reach and promote concerts increasing their potencial demand.
- **Brands** have a unique opportunity to impact and involve users in an immersive environment where their content adds value to their experience.



Wegow users

With Wegow users get **notified when their favorite artists come to town**, they have a personalized on-the-run **live music agenda** and they can access all the **ticket options** available for a live music event. The social platform also enables users to check which gigs their **friends** are interested in and **meet people** with similar music tastes.



- **CONCERTS**
Receive notifications according to your tastes
- **AGENDA**
Rely on your personalized music agenda
- **CONNECT**
Chat with friends and arrange the best music plan
- **TICKETS**
Purchase the best tickets!

With Wegow, users can...

1

Check out gigs filtered by their preferences

2

See who's going: friends and acquaintances

3

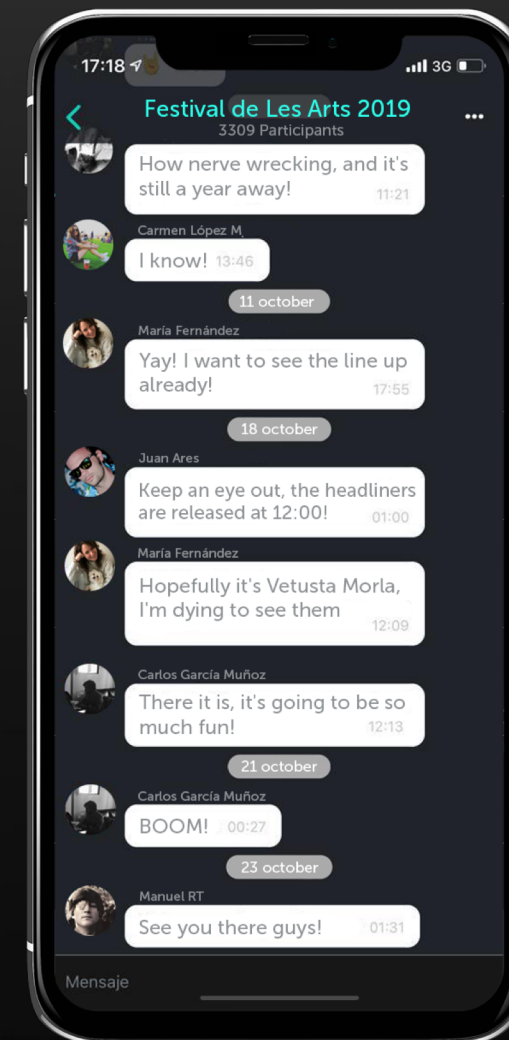
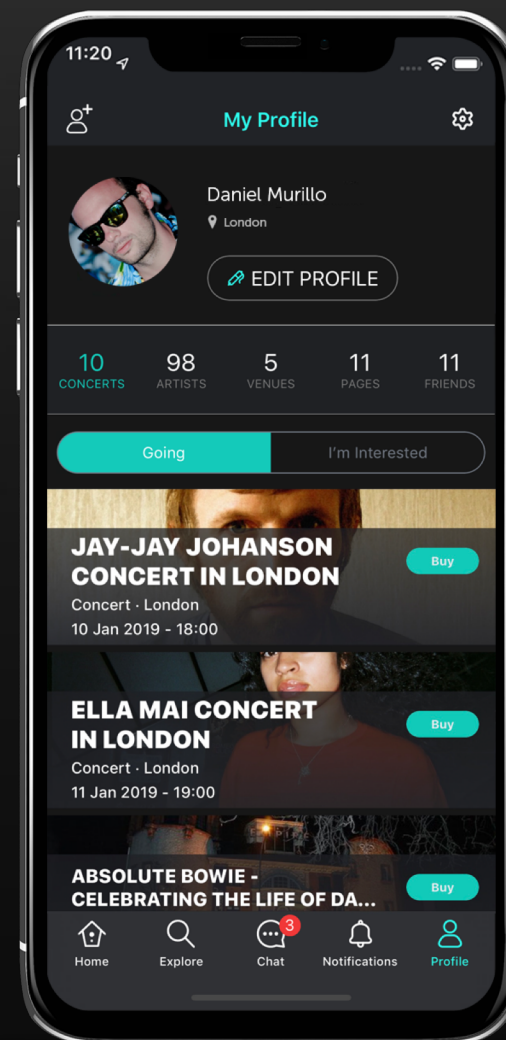
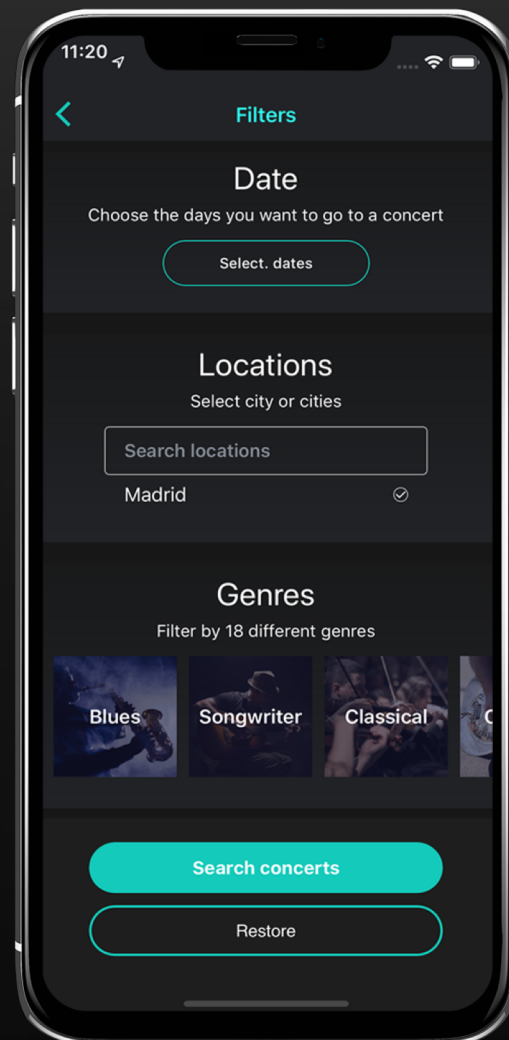
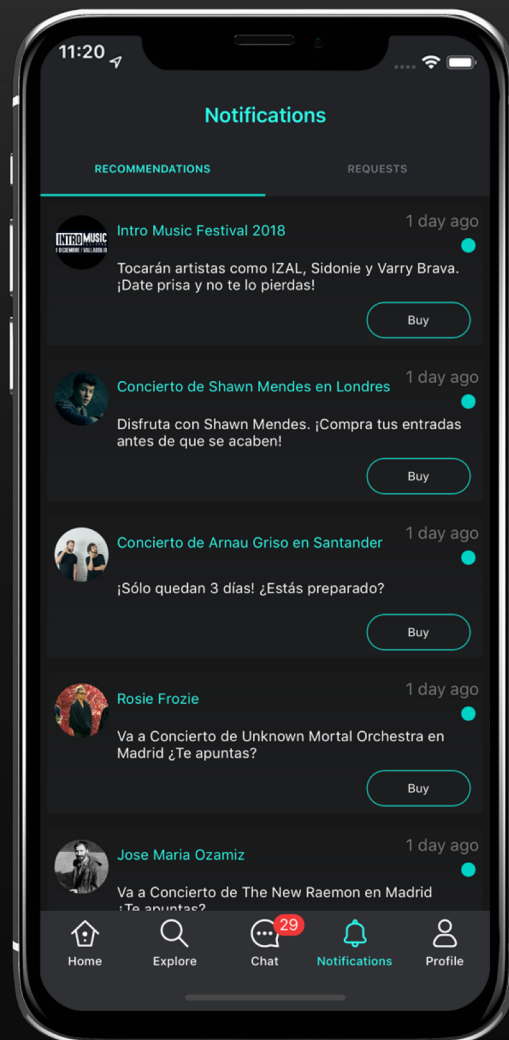
Arrange the plan through chats

4

Find the best way to get there and where to stay

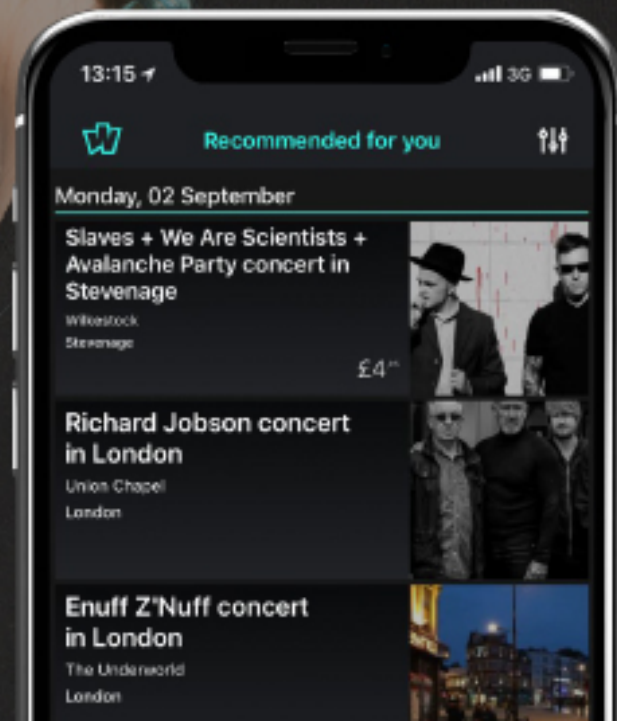
5

Purchase and save their tickets

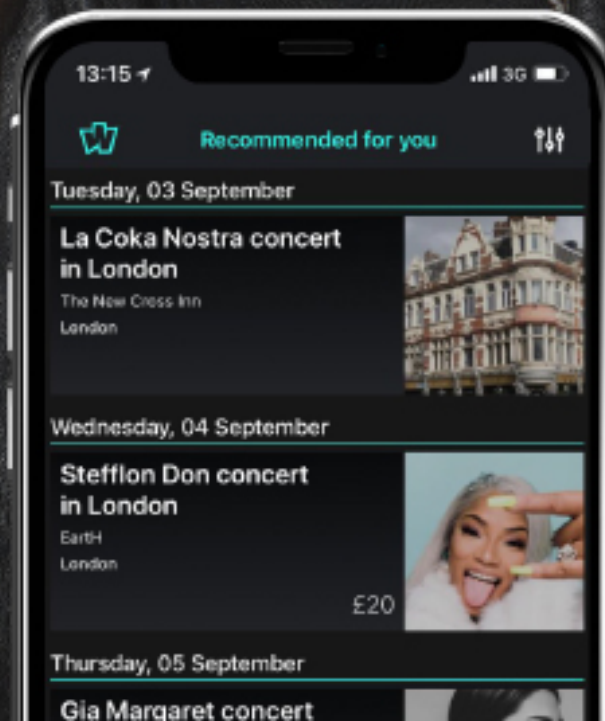


Wegow customizes what each user sees

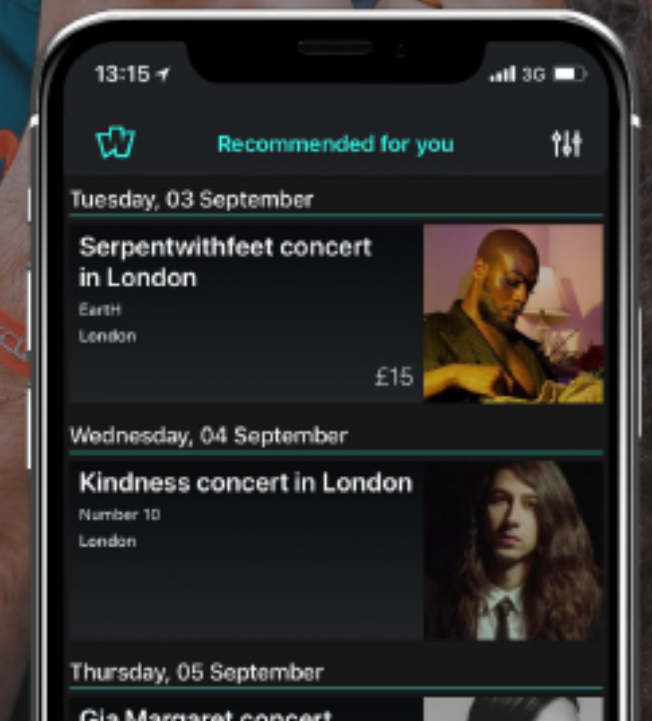
Kate, 19 years old.
Music: Indie.
Bands: Foals, Blossoms & Metronomy.



John, 31 years old.
Music: Hiphop.
Bands: Mura Masa, Future & Skepta.



Steve, 42 years old.
Music: Electrónica.
Bands: Tiga, Maceo Plex y Jeff Mills.



Wegow, where music goes live!



2. How the idea was born

How was Wegow born?

Wegow is a Spanish startup that started its activity in 2015.

The idea was born from a **personal experience of the founders**. José María Ozamiz and Gonzalo García-Miñaur enjoyed attending gigs and fests, but sometimes they missed out on some for not knowing with who to go. The following days they would see on social media friends that did go who they could have easily joined...

That is why they thought of **creating a social network for live music lovers like them to connect**, share their passion and organize musical plans (f.e. sharing transportation or accommodation options). Wegow's community is what defines and differentiates the Spanish startup today.

The platform has evolved rapidly to offer users a complete experience around a music event and today Wegow also provides artists, managers, bookers and brands with services and tools to thrive in the live music industry.



Where music goes live!

En 2013 nace la IDEA



2016
Diciembre



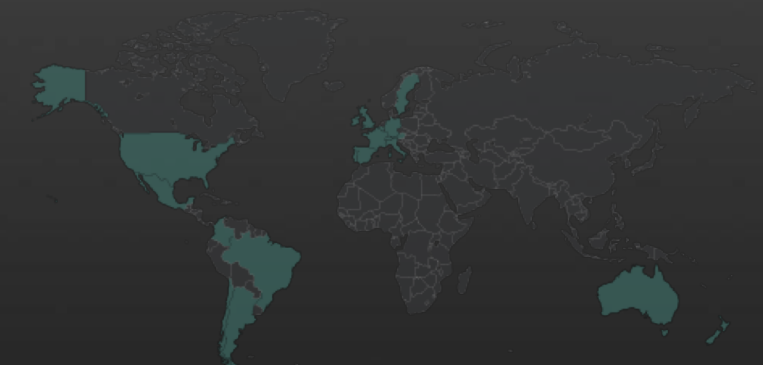
LANZAMIENTO

La app más completa para los amantes de la música en vivo

Abril 2017

Internacionalización

(Noviembre 2017)



Lanzamiento **WegowAds**
¡Aporta valor a tu marca!
Abril 2018

¡Llega **WegowPro**!

Bandas, promotores, managers y salas pueden promocionarse con campañas segmentadas para llegar a su público objetivo
Febrero 2018



"Mejor proyecto emprendedor del año"
Diciembre 2017



Lanzamiento **WeManagement**
La agencia de management y booking de Wegow
Febrero 2019



Paga tus entradas con la factura del móvil
Junio 2018



Lanzamiento **WegowRadar**
Agosto 2018
¡No volverás a perderte en un festival!

TheAwards

"Mejor App en España de Entretenimiento y Ocio"
Noviembre 2018



"Mejor Trayectoria Startup"
Febrero 2019

3. Wegow in figures

Wegow in numbers

Since its launch, Wegow has experienced lots of growths on users as well as on billing data.

+4M monthly visits

+1,8M registered users

+3,5M unique monthly users

Reach: Europe, América & Oceanía

4. Corporate identity

Corporate identity

The registered brand **Wegow** has a graphic representation that represents the spirit of the company. This includes an image, the typographical identity and a corporate colour palette; with the correspondent variations.

The corporate image reflects **the energy and the adrenaline** that live music lovers feel at gigs and fests.

The corporate identity is the result of the combination of an **electrocardiogram** with **sound waves** and the **"W"** correspondent to the initial of the brand.



5. The Team

Wegow team

Our team is the great motor of the company.

More than 35 professionals specialized in music and tech development, with experience in music event organization, marketing and ticketing who also possess knowledge about different disciplines of music.



Iñigo Alegría
CFO



Guillermo De Lorenzo
Head of Marketing &
New Business



Manuel Amado
Product Manager &
Developer



Jose Maria Ozamiz
CEO



Bubby Sanchís
Wegow Tickets Manager



Igor Prochazka
CTO



Christian León
Senior Account Executive



Rosa Miralles
Affiliates & CMS Product
Manager



Victoria Kornilova
Communications &
PR Manager



6. Recognition

Recognition



“2018 Best Entertainment Event App”

The Awards

“We think it is the right time to back the project since it has enormous potential”

NOVOBRIEF

“Wegow, the one-stop marketplace for live music fans, artists and promoters”

StartupsReal



“2019 Start-Up with the Best Trajectory”

“The microcosm of live music”

EL PAÍS

“10 spanish start-ups to conquer 2018”

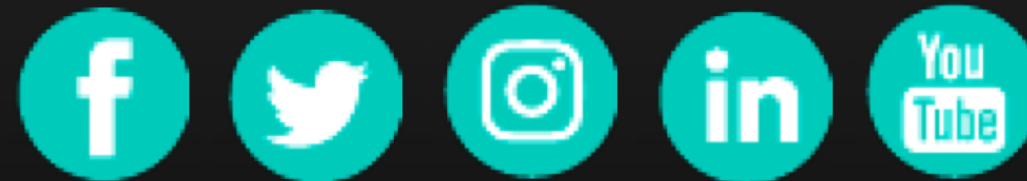
VANITY FAIR

“Why is Wegow trending in the live music industry?”





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