

SONARUS.

The creator-owned streaming & fan engagement platform.

10,000+

USERS

623+

ATHLETES

118+

ARTISTS

8.1M+

NETWORK REACH

Operated by Siege Music Holdings Inc.

Entertainment is fragmented.

Creators use: Spotify, YouTube, Patreon, Instagram, Discord.

Fans use 5–10 apps to follow the people they love.

Sonarus brings everything together — one identity, one player, one stage.

Three industries are converging.

\$40B+

Music streaming.

\$250B+

Creator economy.

\$200B+

Sports media.

The streaming model is broken for creators.

- Creators don't own their audience — platforms keep the relationship.
- Athletes have no monetization path on traditional streaming.
- Fans are scattered across silos.
- Platforms keep most of the value (sub-\$0.005 / stream).

One ecosystem. All of it.

Music

Hi-Def streaming with mood-matched discovery.

Podcasts

16 live RSS feeds, growing.

Audiobooks

50 LibriVox titles, expanding.

Athletes

623+ profiles across 25 sports.

Fan Clubs

\$4.99/mo athlete fan tier.

Live

Cloudflare Stream WHIP broadcasts.

Sponsorships

Brand-to-athlete marketplace.

Monetization

Tips, subscriptions, sponsorships.

The product exists, today.

Home Feed

Mood-matched discovery + athlete posts.

Hi-Def Player

24-bit Web Audio DSP + custom EQ.

Podcast Library

16 sports + culture feeds.

Athlete Profiles

Bio, gear, walkout track, sponsor CTA.

Mobile

Expo build for iOS + Android.

Smart TV

Roku, Tizen, webOS, Apple TV.

Live platform metrics.

10,000+

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623+

ATHLETES

118+

PRE-CLAIMED ARTISTS

16+

PODCASTS

50+

AUDIOBOOKS

The athlete advantage.

Athletes are tastemakers with captive audiences. Every walk-out track, every locker-room playlist, is a marketing channel traditional streaming platforms can't access. Sonarus is where athletes plant their flag.

- 623+ athletes onboarded • 25+ sports • 100+ NCAA programs
- Estimated audience reach: 8.1M+

The creator flywheel.

1. Athletes bring fans.
2. Fans attract creators.
3. Creators attract content.
4. Content attracts listeners.
5. Listeners attract advertisers.
6. Advertisers fund creators → closed loop.

The combined opportunity.

\$40B

Music streaming.

\$10B

Podcasts.

\$8B

Audiobooks.

\$250B

Creator economy.

\$200B+

Sports media.

\$500B+

Combined TAM.

Revenue rolls out in phases.

Phase 1 — Premium subscriptions (\$12.99/mo Hi-Def). Live today.

Phase 2 — Advertising (audio + display).

Phase 3 — Brand sponsorships marketplace.

Phase 4 — Creator tools (paid AI tier).

Phase 5 — Fan memberships (\$4.99/mo athlete fan-clubs).

The only platform that does all of it.

Feature	Sonarus	Spotify	Patreon	Fanbase
Music	✓	✓	X	X
Podcasts	✓	✓	X	X
Audiobooks	✓	Limited	X	X
Athletes	✓	X	X	Limited
Communities	✓	Limited	✓	✓
Monetization	✓	Limited	✓	✓
Live	✓	X	X	✓
Mood matching	✓	Limited	X	X

Growth roadmap.

2026 — 1,000 Athletes, 50,000 Users, 5,000 Pre-claimed Artists, mobile + TV launch.

2027 — National sponsorships, creator marketplace, live broadcasts, \$10M ARR target.

Built like a tech company, not a label.

Streaming

Cloudflare R2 + Stream (WHIP/HLS).

AI Layer

Claude Sonnet 4.5 powering captions + Mood Brain.

Multi-platform

Web, iOS, Android, Roku, Tizen, webOS, Apple TV.

Mood Embeddings

Patent-pending 4-D mood vectors per song & user.

Creator Hub

Analytics, referrals, sponsorships, fan clubs.

Observability

Live worker queue, Redis rate limiter.

Future revenue mix.

Subscriptions

Hi-Def fan plan, creator tools.

Advertising

Audio + display, programmatic.

Sponsorship MP

10% platform fee.

Fan Memberships

\$4.99/mo athlete tier.

Ticketing

Live events + meet-and-greet.

Merchandise

Drop-ship storefronts.

Rueben Wood — Founder & CEO.

Founder of Sonarus and Siege Music Holdings Inc. Entertainment executive with deep relationships across music, sports, marketing, talent development, and brand partnerships. Built Sonarus from concept to 10,000+ users and 623+ athletes in 18 months.

Use of funds.



JOIN US

The future of creator-owned media.

Email investors@sonarusmusic.com · sonarusmusic.com/investors

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