





HISTORY OF SOUNDSTRIPE

Soundstripe — one of the Top 100 fastest growing private companies in the U.S., Top 5 fastest growing private media companies in the U.S., and the #1 fastest growing private company in Tennessee, according to the 2020 Inc. 5000 list — is a key provider of unlimited, royalty-free music and sound effects for video, podcasts, and other media. Uniquely equipped for the online age, Soundstripe is driven by a subscription model that lets content creators pay a fee for usage of the music and media in Soundstripe's catalog, with a la carte

licenses also available. This approach is inspired by Soundstripe's mission to "Keep Creatives Creating," ensuring creators don't get slowed down by complex copyright issues so they can stay legal while keeping up with the speed of digital media.

As former studio owners, Soundstripe Co-Founders and Co-CEOs Travis Terrell and Micah Sannan found it increasingly difficult to find good, licensed music that fit in line with the projects they were working on. They envisioned a company that could simplify this process but knew they needed someone with a computer science and startup background, so together they enlisted fellow Co-Founder and CTO Trevor Hinesley, and thus Soundstripe was born in 2016. The company quickly attracted tens of thousands of customers in over 140 countries, issuing over 5 million licenses and paying out millions to music creators. This has resulted in an explosive growth rate of 4,700% from 2016 to 2019, which was driven further by a Series A funding

round that brought in a total of \$6 million from Vocab Investment Partners and Craft Ventures. Now, Soundstripe is getting ready to expand into additional areas of digital media licensing, providing new opportunities for its existing members and opening its service to an even larger audience that will fuel future growth.

Based in Nashville, Soundstripe was named to The Tennessean's 2020 Top Workplaces list and was ranked the #1 Top Workplace in Tennessee for Small Companies in 2019, when all three co-founders were also honored with a best in leadership award. Soundstripe also won the Game-Changing Startup

award in the Entertainment, Sports, and Media category at The Nashville Entrepreneur Center's 2019 NEXT Awards, and was named one of the city's Top 10 startup cultures by Powderkeg. Dedicated to enriching its community, Soundstripe has given back to its hometown via a variety of charitable endeavors, including a Giving Tuesday partnership with nonprofit Poverty and the Arts (POVA); a charity T-shirt sale benefiting The Community Foundation of Middle Tennessee after the East Nashville tornado hit; and a partnership with Script to Screen, a free after-school program teaching students to read using movie screenplays.



BENEFITS



Remote-First

Soundstripe transitioned in 2020 from a hybrid work model, with some departments reporting remotely and others reporting to our central office, to a global Remote-First model. At Soundstripe, we believe that work is a thing and not a place. We practice that belief by allowing our employees to work from wherever they'll be most productive. This model not only supports the personal well-being of our employees, but their professional effectiveness, promoting freedom and responsibility and creating greater inclusiveness throughout our virtual workforce. We believe embracing Remote-First work will play a significant role in scaling our success into the future.



Collaborative Coworking

While our team is empowered to work from anywhere, Soundstripe maintains its headquarters in the heart of East Nashville to provide our employees the opportunity to create, collaborate, and socialize. Soundstripe HQ serves as a central hub of business operations as well as a flexible coworking and production space, available to our team if and when they need it.



Flexible PTO

Flexible PTO at Soundstripe allows employees to take the personalized time away from work they need. We truly believe our employees perform best when rested and when able to show up fully at work and in life. With no caps or thresholds, our PTO policy is based on mutual trust and responsibility. Employees can request the time they need as long as they ensure their duties and responsibilities are fulfilled.



Paid Parental Leave

Not only does Soundstripe value Flexible PTO, but we prioritize the opportunity for new parents to bond with their children. Our full-time employees are eligible to take twelve weeks of paid maternity leave and six weeks of paid paternity leave. We embrace and encourage this time away from work to ensure our employees have the opportunity to recover with and care for new additions to their families.



Employee Stock Options

At Soundstripe, we want our employees to have the opportunity to invest in company ownership and invite all full-time employees to participate in Soundstripe's Stock Plan. We work and win together, and believe this global benefit is one way to reward long-term contribution to Soundstripe's success.



Premium Healthcare

We bring incredible talent on board at Soundstripe, and we believe strongly in providing that talent with the best possible health benefits. Soundstripe offers enterprise-level United Healthcare plans to full-time employees, covering 80% of employee premiums and 20% of dependent premiums.



Supplemental Benefits

Through partnerships with Insperity® and LegalShield®, Soundstripe employees are eligible to enroll in supplemental insurance plans, legal benefits, and identity theft protection. These include life and disability insurance, an EAP (Employee Assistance Program), Marketplace™ Perks at Work, 24/7 legal consultation, and IDShield® protection.

TIMELINE



February 2016 - Soundstripe launches and acquires first customer

March 2016 - Soundstripe hires its first employee

October 2016 - Soundstripe hits 1,000 customers

December 2017 - Soundstripe achieves 10x growth and hits 10,000 customers

February 2018 - Soundstripe raises seed round of funding

December 2018 - Soundstripe grows nearly 200% with 28,000 customers

May 2019 - Soundstripe raises Series A funding

June 2019 - Voted #1 Top Workplaces in Tennessee in the Small Business Category

October 2019 - Soundstripe hires its 50th full-time employee



CORE VALUES

1

PROVIDE ALL CUSTOMERS WITH GENUINE AND WHIMSICAL CARE

Providing our members with the easiest and most personalized experience is what sets our Customer Care apart. Our mission is to go above and beyond the service our customers expect from us or anyone else.

2

CONFRONT HARSH REALITIES WITH OPTIMISM.

The competition in our space grows fiercer every day. As our business grows, we'll experience wins and losses. What's important is not if or when we experience failure, but how we face it and how we grow from it.

3

KEEP IT LIGHT.

Life can be heavy. Thankfully, work doesn't have to be. We're in the business of licensing content, not saving lives. Mistakes can happen and that's okay. While we take success seriously, we don't take ourselves too seriously in the process. Life's too short not to keep things light.

4

ALWAYS STRIVE TO LEARN AND GROW.

Continuous learning is how we stay sharp and relevant. The pursuit of personal growth not only enriches our own lives, but pushes our company forward as well. At Soundstripe, we remain passionately committed to the pursuit of personal learning, growth, and excellence.

5

DEVELOP AND PRACTICE HONEST COMMUNICATION.

It's easy to complain. It takes integrity to proactively speak up and collaborate with your team. Respectful and vulnerable communication is a learned discipline, and worth pursuing. We practice honest feedback so that we can improve and learn together.

6

MAKE IT BETTER.

As the saying goes, "What got you here won't get you there." We seek continuous innovation by asking ourselves, "Can this be better?" The answer will always be yes. If we ever stop putting ourselves out of business by making Soundstripe better, someone else will.

7

DATE THE MODEL. MARRY THE MISSION.

The moment we lose our agility is the moment we lose our edge. We stay nimble as a company, ready to evaluate and pivot to a new strategy if the model we have in place can't scale to uphold our mission. If there's a better way? We'll pivot to it.

8

BE HUMBLE AND RETAIN A GIVING AND SERVING HEART AND MIND.

Humility is a quality we expect to see modeled in every employee. We win together by putting our team and our mission before ourselves. We're all striving to be our best, and the grace and humility we demonstrate toward one another along the way is how we'll succeed.

9

QUALITY OVER QUANTITY.

More is not always better. We believe that doing one thing with excellence is better than ten things with mediocrity. We focus on what we can be great at and aim to produce excellence, always. We never compromise on quality simply to have "more".

10

DONE IS BETTER THAN PERFECT.

Perfection is unattainable. We believe refinement, over time and through feedback, produces excellence. We don't get caught up on the things that aren't right, but instead continuously iterate on ourselves and our products to make them the best they can be.



soundstripe.com