



Bojam Launched at TechCrunch50 to Transform Music Creation with Open Collaboration Service

PALO ALTO, CA - September 10, 2008 - Bojam Inc., an online music collaboration service connecting musicians to mix, record, and collaborate, today announced the launch of the company at the prestigious TechCrunch50 Conference. Bojam is one of the fifty early-stage companies selected by TechCrunch to present in this unique event.

"As a musician myself, I am thrilled about our new platform," said Andrew Greenstein, Bojam's CEO and Co-Founder. "Bojam does for music creation what Wikipedia did for information organization and what open-source did for software development - harnessing the skill, enthusiasm, and creativity of the music community to revolutionize the music creation process."

The Bojam service enables hundreds of millions of musicians and music professionals around the globe to create music with fellow musicians regardless of where they are located. With Bojam, they can easily discover and join musical projects happening all over the world, as well as create their own new projects. The advanced Bojam Mixer, available right from their Web browser as part of the Bojam site, enables musicians to record, playback, mix and edit songs in their multi-instrument format (multi-track), as well as learn specific parts of their favorite songs from other Bojam users. Bojam even has a built-in mechanism allowing musicians to publish and sell their collaborative creations, as well as the support for distributing the collected royalties amongst the rights holders.

"Bojam is unleashing the creativity of musicians around the world, freeing them from the constraints of time and place and enabling them to collaborate with each other in ways never before possible," said Erick Hachenburg, CEO of Metacafe and an early investor in Bojam. "Bojam does not guide or control who works with whom and what music is created. The power is in the hands of the community, which makes it a truly open-source service."

Bojam is currently accepting requests from musicians to participate in its limited beta service, which will be launched soon.



About Bojam

Bojam – launched at TechCrunch50 conference in September 2008 – is an online music creation service implementing open-source concepts, giving musicians a platform to mix, record, and connect with each other to produce original or popular music in a way never before possible. Musicians of all levels create or discover mixes to contribute to and connect with compatible musicians worldwide for creating music. Mass collaboration has been utilized in text (Wikipedia) and software (Firefox). Bojam does so with music, open-sourcing all aspects of the music creation process, including a wiki-style platform for adding song info, lyrics and instrument tabs. Bojam is open-source music and our goal is to revolutionize the music creation process by harnessing the skill, enthusiasm, and creativity of the music community.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

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