



SoundCloud Quick Overview

The Service

SoundCloud is a new online audio platform catering to the music professionals enabling them to collaborate, promote & distribute their music online. Primarily SoundCloud provides a efficient and simple way for music professionals to exchange music they are working on in private settings allowing for easy collaboration and communication prior to a public release. With SoundCloud the music professionals can easily send & receive large amounts of tracks without cluttering their email inbox, having to make use of generic file sending services or manage their own server. For people who deal with music on a regular basis SoundCloud increases efficiency and improves their work flow by allowing them to focus on the music and not think about the actual files.

Press contact

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Company

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Key Features

- **Send Music** Quickly send any piece of music regardless of format and size to specific contacts without straining their email inbox.
- **Receive Music** Receive music to your personal SoundCloud inbox where you get a quick overview and can play your inbox like a daily playlist.
- **Talk Music** "Timed comments" in music that allows users to annotate specific parts of a piece of music making it easier for users to communicate more precisely and efficiently around a track.
- **Distribute Music** Embeddable music players for almost any web-context allowing music professionals to showcase their music across the web without having to upload their music multiple times.
- **Architecture for Integration** The state of the art RESTful SoundCloud API allows other developers to build their preferred interface, mash-up or application based on the public music and comments at SoundCloud.

The Company

SoundCloud Ltd. was founded by the Alexander Ljung & Eric Wahlforss in 2007 and has its office in Berlin-Mitte, Germany. The company received angel founding in 2007 and 2008 by a small group of private investors with backgrounds in the music production, music software, web start-up and investment sectors.

SoundCloud currently employs four people full-time, four people part-time and is growing its staff further during 2008. Together the founders and employees carry passports from 7 different countries but all work together from the Berlin office.



The business model behind SoundCloud is to offer premium subscription plans for users with advanced needs and will be announcing the release of the first Pro accounts by the end of the second quarter 2008.

Company Background

The idea behind SoundCloud was born in Stockholm, Sweden after Alexander & Eric realized that they felt annoyed rather than excited when artists & producers they knew send them pre-views of their new music. After realizing that the available solutions for music professionals to send and receive music was what was causing the frustration while the actual music was something they were excited about they decided to set things right. The aim was to make a service that was simple enough that it would take up less energy from the users and bring back the excitement into sending & receiving exclusive music again.

Once decided they moved to Berlin the following week and set up a temporary office in the conference room of a friend's office. They were soon joined by other friends and two weeks later the first private beta version of SoundCloud was online and in use for sending & receiving music.

Founders Background

Alexander Ljung, 26, Swe/UK

Alexander has a background as a post-production sound designer and motion film music producer. He holds a M.Sc. degree within Media Technology from The Royal Institute of Technology in Stockholm and has also studied Marketing & Business Development at the Stockholm School of Economics. Additionally he has worked with interactive installations, online media and used to play guitar in a free jazz quartet.

Eric Wahlfors, 28, Swe

Eric has been working with the web since 1995 and, among other positions, as Interaction Designer for Gate5 (acquired by Nokia in 2007). He holds a M.Sc degree in Industrial Economics from the Royal Institute of Technology in Stockholm and has studied three years at the Stockholm School of Economics. Under the artist name Forss he has released electronic music on Berlin based label Sonar Kollektiv and toured across the world.

Quick Facts

- SoundCloud is an online audio platform for the music professionals that makes sending & receiving music simple and efficient.
- Accounts are currently only available by personal invite.

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- SoundCloud is already being used by many of the leading electronic music producers & labels across the world.
- Founded in 2007 by Swedes Alexander Ljung & Eric Wahlforss and based in Berlin-Mitte, Germany.

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