

Publiseer shortlisted for Startupbootcamp FastTrack and partners with Caketunes

A Nigerian digital publisher, Publiseer, emerged as one of the ten startup companies shortlisted for the Startupbootcamp FastTrackmusic and has partnered with music production and beat distribution company, Caketunes.



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Startupbootcamp FastTrack, an event hosted all over the world to meet top-tier early-stage companies to join Startupbootcamp, a global network of industry-focused startup accelerators. Publiseer and nine other startups were selected from an overwhelming number of applications to participate in Startupbootcamp FastTrack and Office Hours events taking place in Lagos from 7 to 8 April 2018.

Each founder team will give a 3-minute pitch with a 5 minute Q&A, followed by a series of five 20 minutes hands-on sessions with mentors. The event is designed to provide the ten founder teams with constructive feedback on their company and pitch. The following day, each team will be invited for a one to one mentoring session with the Startupbootcamp team. The event will be a deep dive conversation lasting 25 minutes per team with Q&As, as well as business development advice.

Just last month, Publiseer pitched at the Harvard Business School's New Venture Competition in Boston, United States, as one of the competition's finalists.

Partnership with Caketunes

Recently Publiseer also partnered with music production and beat distribution company, Caketunes, a partnership that will see more African musical contents around the world. Publiseer will distribute beats and songs uploaded on the Caketunes platform to hundreds of well-established music platforms like iTunes, Spotify, Google Play Music, Pandora, Deezer and Amazon Music. Also, artists using Publiseer can buy beats on Caketunes for a 25% discount.

"Caketunes is a welcome development to African producers and musicians seeking ways to sell their creatives. Our partnership will see hundreds of African musical contents distributed worldwide, if not thousands," Chidi Nwaogu, co-founder of Publiseer, said.

"This partnership comes at a moment when Publiseer is planning on taking a deeper step into music distribution. We are known as a digital music distributor, but we are working towards the distribution of physical CDs worldwide. This service will be rolled out very soonest," Nwaogu continued.

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