

HOW WE ...

Help you photobomb music videos

BY ELEANOR KENNEDY

ekennedy@bizjournals.com | 615-846-4276

The Chainsmokers' 2014 zeitgeist-capturing phenomenon "#SELFIE" may seem to be an unlikely inspiration for a business. But when a group of aspiring music-tech entrepreneurs' first idea fell through, the embedded fan photos in the music video sparked an idea for a pivot.

VideoBomb, a 2015 graduate of the Nashville Entrepreneur Center's Project Music accelerator, gives users the opportunity to embed themselves into music videos and scenes from movies and TV.

Chad Marcum, the company's co-founder and CEO, said he saw the idea as a way to bring together his experience in technology and entrepreneurship with co-founder John Edde's film background.

Helped along by The Chainsmokers' video, Marcum said, "That idea slowly evolved into VideoBomb."

When the VideoBomb team – now seven members – started in the Entrepreneur Center's music-tech accelerator, they had a "completely different idea," Marcum said. It involved collaborative music distribution online and, Marcum said, "It just did not work."

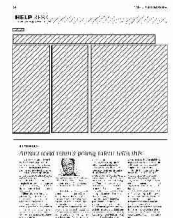
The team used industry feedback and mentorship from the accelerator to develop their new product, which will launch in app stores this summer.

That sort of evolution is exactly what the minds behind Project Music hoped the accelerator could accomplish, helping to disrupt the music industry from within in a way that benefits both entrepreneurs and Nashville's established industry players.

Some elements of VideoBomb's business model are still being discussed, Edde and Marcum said, but generally it involves users paying to unlock full videos (they can access 15 seconds for free) and potential other in-app purchases and brand integrations.

"We're also exploring ways to incorporate filters to add another dimensions into the users' experience," Marcum said.

The product is designed to capitalize on fans' "overwhelming interest in interacting and customizing the video experience," Edde and his brother, Matt, also a co-founder, said in a news release previewing the product's launch. "Now, they have the perfect tool to do so seamlessly. It's a paradigm shift in how we interact with content."





COURTESY OF VIDEOBOMB

VideoBomb founders Matt Edde, from left, Chad Marcum and John Edde at the CMA Theater in Nashville.