

# ROSEMONT GROUP LEADS \$1.7 MILLION SEED ROUND INVESTMENT IN JUSTGO.COM

Sunday 29 December, 2013

ROSEMONT GROUP CAPITAL PARTNERS has announced participation in the \$1.7 million investment in JustGo ([www.justgo.com](http://www.justgo.com)), the pioneering social media audience management platform for audio and visual creators. As part of the deal, Jonas Tempel, the Founder and former CEO of Beatport, which was acquired by Robert Sillerman's SFX Entertainment (Nasdaq: SFXE) earlier this year, has been appointed Chairman of JustGo's board.

[Freddie Achom](#), Founder and Chairman of the London based private investment company, Rosemont Group Capital Partners has also joined the advisory board, bringing invaluable expertise in strategic business planning, financing, operations, sales and marketing in start-up ventures.

Achom and Tempel together will pool their significant experience in the technology, music and entertainment industries to have oversight of the strategic direction and operation of JustGo's expansion alongside it's Founder and CEO, Justin Golshir. A management team and advisors from companies such as Beatport, Timeout, Shazam, Nokia Music and Spotify has also been appointed at this next level of expansion.

"The investment RGC Partners has made in JustGo is an indicator of our belief in the company and its highly experienced team. We monitored significant continued traction at a very early stage and were eager to participate in this round in order to keep that going. We believe that the potential here goes way beyond music and will offer a much needed aggregator as well as backend analytics that can be scaled to serve a much wider user base" says Achom.

"What I saw in JustGo was the ability to optimise and significantly improve the workflow of content creators like myself who are now managing their careers and livelihoods on a daily basis across an expanding array of social publishing platforms" says Tempel. "In my mind, the power of JustGo and its utility cannot be underestimated as both a solution and a true aggregator in helping a new world of digital creators harness the power of digital content and social audiences."

JustGo currently generates revenue from monthly subscriptions. This next phase of investment led by Rosemont Group Capital Partners will see it execute plans to introduce new revenue opportunities for its users including content monetisation, commerce and connecting corporate brands with the growing number of emerging creators and influencers throughout the world. As part of the investment, JustGo will also be opening an office in the United States in Q1 2014.

## ABOUT JUSTGO:

Launched in April 2012 in Shoreditch, London's thriving tech startup hub, JustGo has quickly positioned itself as dominant force in social media. JustGo initially launched its beta exclusively focused on the electronic music industry and already boasts a user base of more than 50,000 including industry icons such as Armin Van Buuren, Tiesto, Avicii, Deadmau5, Calvin Harris and the Swedish House Mafia to name a few. The creators registered on JustGo represent more than 165 countries and have a combined social media audience of more than 120 million fans throughout the world. JustGo is currently adding more than 2,000 new users per day.

JustGo provides audio and visual creators with a previously unavailable technology which allows users to seamlessly publish content to and blend the data aggregation of multiple platforms (Facebook, Twitter, Google+, Instagram, YouTube, Soundcloud and Mixcloud) into an 'at a glance', comprehensive view of the social media content that is working well with one's audience. There is nothing else like this today, making JustGo a key contender in the increasingly important social media marketplace. At the very core of JustGo is the ability of the platform to capture a significant amount of social data to help content creators engage directly with, and monetise their digital audiences.

## ABOUT ROSEMONT GROUP CAPITAL PARTNERS:

Rosemont Group Capital Partners is a private investment company founded in 2003 by British entrepreneur and venture investor Freddie Achom. It's portfolio is as wide ranging as digital technology, bio technology, solar technology, financial services, land and property development to more high profile ventures in the entertainment sectors. More recently, Achom has re-aligned the group's core focus on investment opportunities in early and growth stage digital technology innovation, alongside key investments in bio and clean technology companies in developing markets. Rosemont Group is headquartered in London with international offices in New York and Mumbai.

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