



# VIRTUOSICA MEDIA KIT



## WHAT'S VIRTUOSICA ANYWAY?

Virtuosica, Inc. is a California-based music tech and entertainment company.

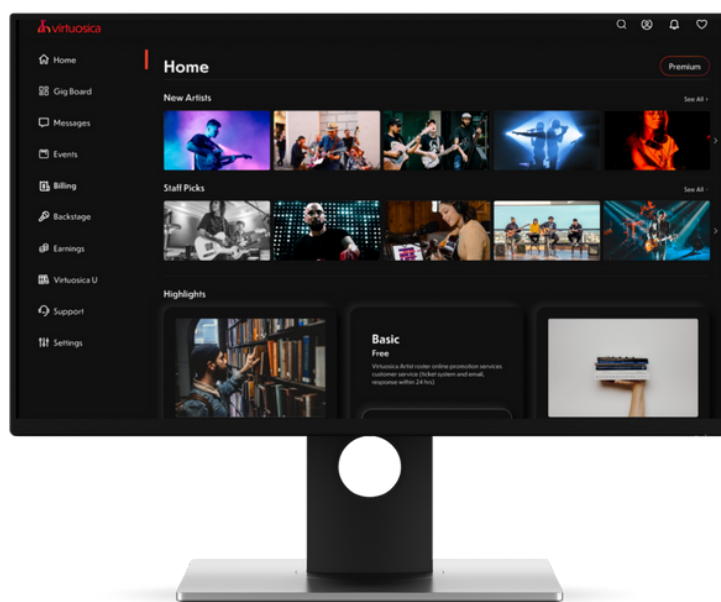
The company's flagship product, the Virtuosica™ platform, is a live music marketplace, providing the tools, online venue, marketing, and technologies to enable and empower musicians to reach new and existing audiences.

Founded in 2021, Virtuosica, Inc. is set to release the beta of its flagship platform in June 2022.

## IS VIRTUOSICA, INC. A PRIVATE COMPANY?

Virtuosica, Inc. is a privately-held Delaware C corporation founded by Warren E. Peterson, Danica Niki Radisic, and Teri Lee Hirano.

For more about the company, visit Virtuosica's [Crunchbase company profile](#).



## MEDIA ASSETS

- [Company boilerplate](#)
- [Promo images](#)
- [Founder bios](#)
- [Logos and badges](#)
- [Brand styleguide](#)

## VIRTUOSICA PLATFORM FEATURES

- discovery and hiring of independent musicians
- event / gig booking and management
- secure payment processing and artist fee payout
- virtual concert live streaming
- audience-artist interaction
- tech support and advisory services

## FOUNDERS

Warren E. Peterson  
Founder / CEO / CTO  
[LinkedIn](#)

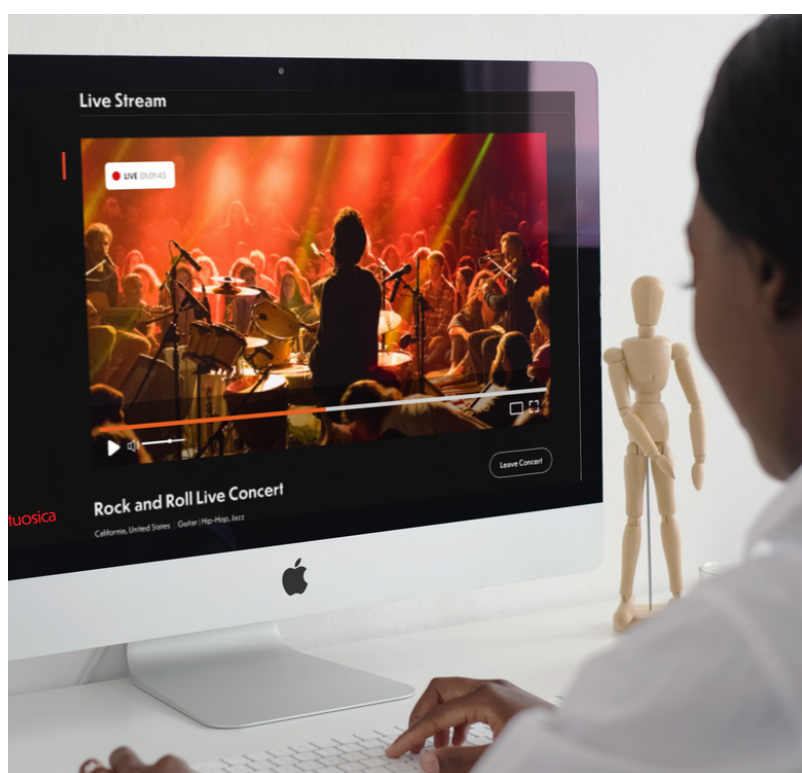
Danica Niki Radisic  
Cofounder / COO / CPO  
[LinkedIn](#)

Teri Lee Hirano  
Cofounder / Head of Talent  
Acquisition & Partnerships  
[LinkedIn](#)

## WHO IS VIRTUOSICA FOR?

Audiences can discover and hire independent musicians featured on Virtuosica for their private virtual, hybrid or on-site events or share private concerts with friends and family.

Musicians can set up profiles, share their skills and music, view gig offers, apply and contract gigs, get paid securely, and get technical support and advisory services for gigs and career success.



## CONTACT INFORMATION

For all press enquiries contact:

Niki Radisic

e: [virtuosica@virtuosica.com](mailto:virtuosica@virtuosica.com)

p: (917) 725 3075

w: [press.virtuosica.com](http://press.virtuosica.com)

a: Virtuosica, Inc.

4344 Promenade Way Suite #208  
Marina del Rey, CA 90292

