



MeMusic

RESHAPING VALUE FLOW
IN THE MUSIC
AUDIO INDUSTRY

Problems

Existing Problems in the Music Industry

- Limited Revenue Generating Opportunities
- Generational Devaluation of Music Streaming Service
- Complexities and complications with Music Supply Chain

Problems Arisen from Web3 Solutions

- Retail interest vulnerable to market volatility
- Entry of barrier and distractions from creativity
- Lack of utility in blockchain implementation

Solution

Phase I

- Providing audio content creators (music, remixes, podcasts) a networking solution for interactive fan-creator economy
- Providing low barriers of entry for all type of creators and users
- Tokenized incentives to aggregate listeners & creators

Phase II

- Token-gated content and social networking
- Creator / Label tokens for exclusivity and novel experiences
- NFT-based revenue sharing by fractionalizing royalty rights

Phase III

- Blockchain-enhanced music streaming
- Artist-focused Royalty Distribution

Market Opportunity

Music, Radio & Podcast Market in Korea

- Projected Market Volume of \$1.95BN by 2027
- User Penetration Rate: 44.1%
- ARPU: \$42.94

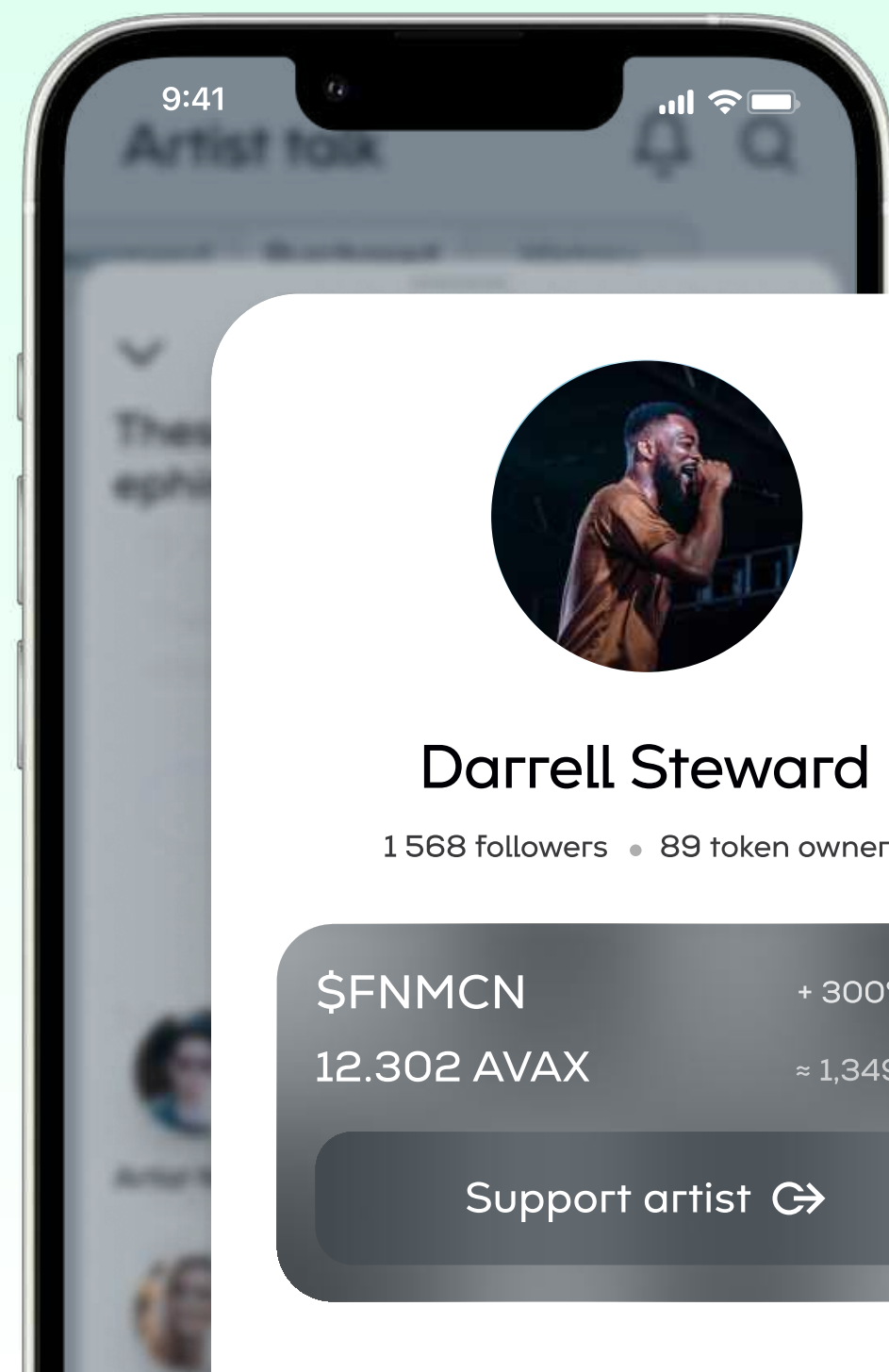
Direct Competitor Analysis

- Spoon Radio: (\$300M Valuation)
- Annual Revenue: \$35M
- MAU: 1,000,000+

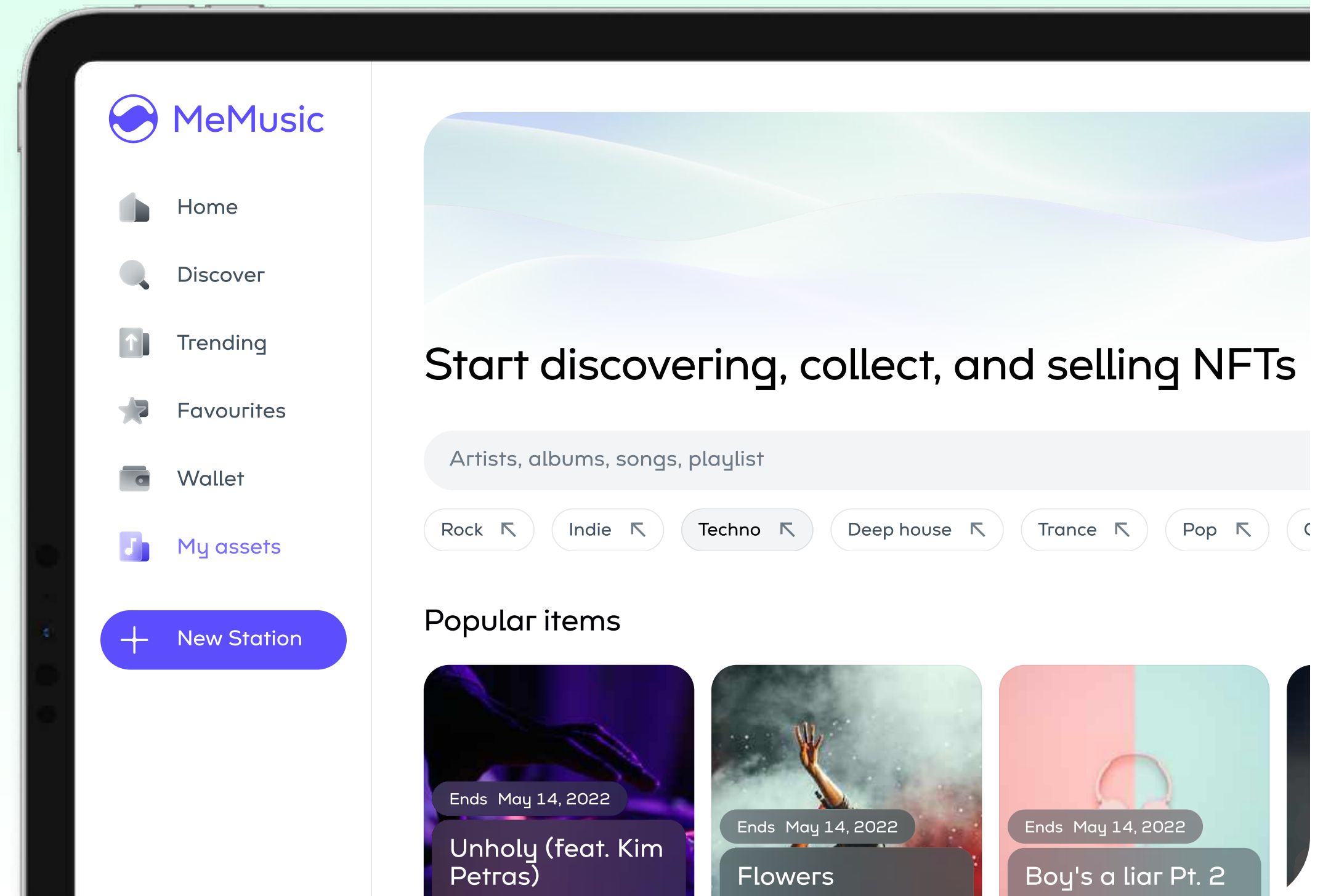
Competitive Advantage

| |  MeMusic | Spoon | SOMESING |  SOUND |  AUDIUS |
|---|--|--------------|-----------------|---|--|
| Social Networking | ✓ | △ | △ | ✗ | △ |
| Fan-Creator Economy | ✓ | ✓ | ✓ | △ | ✓ |
| Tokenized Incentive for Listeners & Streamers | ✓ | ✗ | ✗ | ✗ | ✗ |
| NFT Implementation | ✓ | ✗ | ✗ | ✓ | ✗ |

Services



- Artist/Label Tokens
- Fractionalized Royalty Distribution
- Virtual Avatars
- Live Streaming
- Podcasts & Recordings
- Listen2Earn & Stream2Earn
- 5,900+ Pre-Registrations



Business Model

Donations

Pay Per Stream

DONATIONS & PURCHASES

Fees

Token Rewards

Token Rewards

USERS



MeMusic

CREATORS

CONTENT

Core Technology

Filecoin

- FVM enables token-gated content and social interactions
- Use of Decentralized Storage reduces Operational Costs

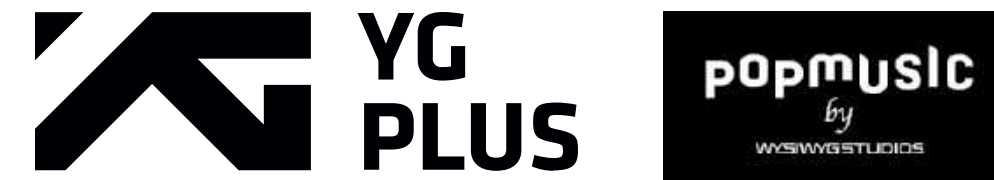
BSC / Arbitrum / Sui

- Tokenized Content & Rewards
- On-chain recording of royalty distributions

Difference in Execution



Team experience in content acquisition, marketing and design. Former experiences in product sectors of live streaming, OTT, and fintech.



Non-Invasive Business Model to have wide adoption along labels, records, and distributors. Existing partnerships with labels.



Cross-Platform Availability of Application with tokenized incentives and solutions.

Tokenomics

| | Seed Sale | Private Sale | Public Sale |
|---------------|--|--|---------------------------------------|
| Token Price | \$0.014 | \$0.016 | \$0.020 |
| Round Details | TGE: 5% Release Cliff: 4 months Vesting: 18 months | TGE: 7% Release Cliff: 4 months Vesting: 12 months | TGE: 15% Release Vesting: 6 months |
| Valuation | \$14,000,000 | \$16,000,000 | \$20,000,000 |
| Total Raise | \$1,120,000 | \$2,400,000 | \$550,000 |

Hardcap
\$4,070,000

Initial Marketcap
\$582,500

Fully Diluted Marketcap
\$20,000,000

| | Team | Advisors | Liquidity | Marketing | Mining |
|------------|-----------|-----------|-----------|-----------|--------------------|
| Cliff | 24 months | 12 months | -- | 4 | -- |
| Vesting | 24 | 12 | 3 | 12 | Vesting: 36 months |
| Allocation | 9.25% | 5% | 5% | 15% | 40% |



Come along with us to reshape
the music industry

Stay tuned memusic.io 