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Assignment Title: Presentation
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Rytex

Rytex

Rytex is an open marketplace and crowd financing platform where anyone can invest in their favourite music and earn money doing so.



Rytex

Problems and Opportunities

- Many Artists struggle to finance their career
- Royalty incomes are slow and inconsistent
- There are very few ways to invest in music
- Market gap
- The rise of streaming

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Solution



A crowd financing platform for artists



The ability to cash in on future earnings



An open marketplace for music royalties

The Market

Global music industry revenues will reach **$131 Billion** by 2030

Global recorded music market **grew by 8.2%** in 2019

Streaming revenue **grew by 22.9%** in 2019



Music royalties are an increasingly popular asset

- Easy to predict future earnings
- Revenue is uncorrelated with traditional markets
- Diversified across the world

BUSINESS

Warner Music Launches $650M Investment Platform With Equity Firm Providence

KOBALT CAPITAL BUYS SONGS CATALOGUE FOR AROUND $160M

ROUND HILL RAISES $263M FOR MORE ACQUISITIONS

UK songs fund tunes up to treble in size

Hipgnosis to expand into US and expects to have raised £2bn in two years

HOME > MUSIC > NEWS

JANUARY 7, 2020 9:08AM PT

Concord Acquires Majority Stake in Pulse Music Group

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Crowd Financing

(How it Works)



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A fundraising campaign

is set up by an artist

Recent Popular

See All >



65%



80%



100%



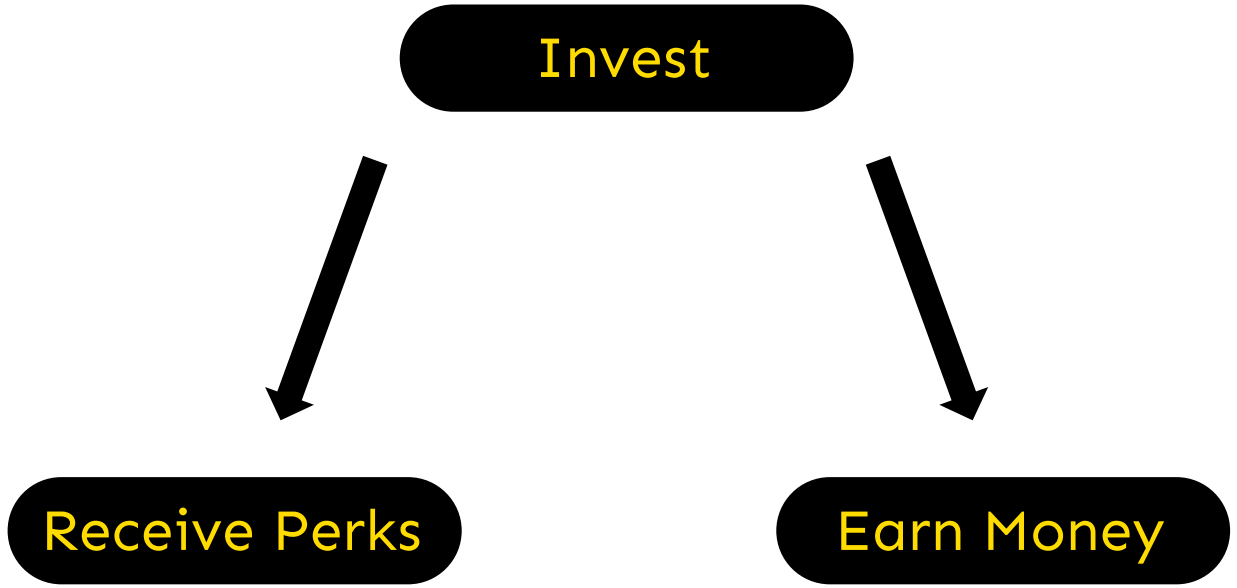
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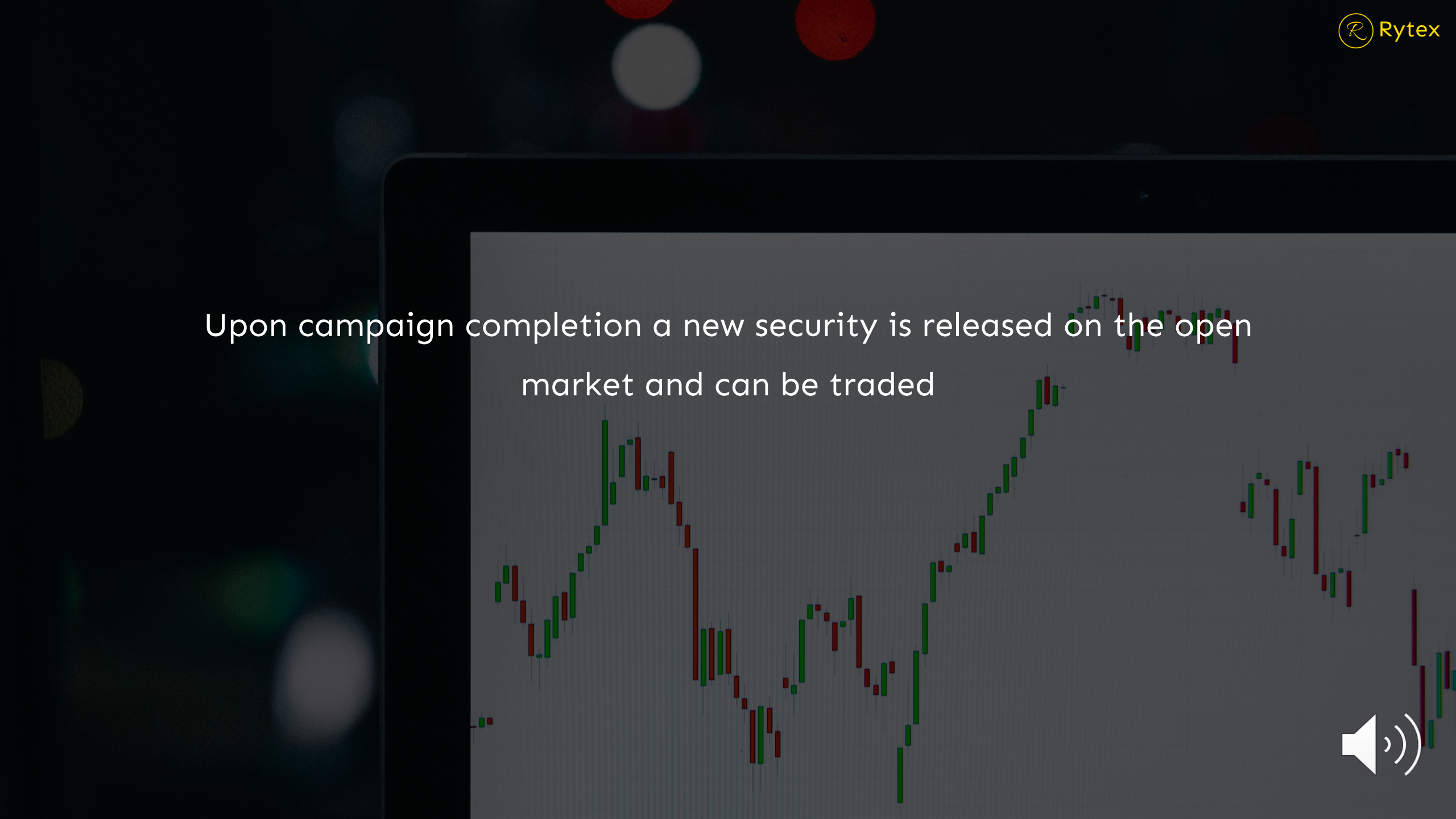
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Fans and investors give money in return for

a portion of the future royalty revenue



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Upon campaign completion a new security is released on the open market and can be traded

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Open Marketplace

(How it Works)



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Artists can sell a share of their royalty earnings on the **primary market** for a chosen time period

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These royalty streams can now be traded between investors on the **secondary market**

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The Team

Callum Finlay

CEO

- Business & Economics degree – **Trinity College Dublin**
- Music Business Masters – **Tileyard Education**
- Artist campaign management – **Autonomy**

Elliot Devine-King

COO

- Music Business Masters – **Tileyard Education**
- Project Manager - **Stardom**
- Artist campaign management – **Danny Starr & Vincent Bugozi**

Crowd Financing Competition

corite

- **Funding to date:** €600K
- **Founded:** 2018
- **Fee:** 5% fund raising and 5% distribution fee
- **Campaigns:** 44 to date (Aug 2020)
- **Fund raising earnings:** €2970
- **Distribution earnings:** unknown

LIVAMP

- **Funding to date:** $300K
- **Founded:** 2015
- **Fee:** Unknown
- **No new funding rounds**
- **Unclear if still in operation**



How Rytex Makes Money

5% project completion commission

3% trading fee

5% distribution fee

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Investment

We will are looking to raise

£225,000 in our first 12

months

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