New Technology in Music and Creative Entertainment - Presentation

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Sine Trade

Sine Trade Business Pitch

Who we are

Sine Trade

- Digital Marketplace
- Musical collaboration platform
- Decentralized application run on blockchain

What We Do

- Buy and sell their work
  - Toplines
  - Basslines
  - Tracks
  - Digital instrument Patches etc.
- Publish and work to briefs
- Real time payment of royalties
- Democratise the song writing process

Ktune

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- Possible biggest competitor
- Focus on K-pop and Korean market
- Issues with their platform
  - Non-existent segmentation
  - Difficult to navigate

Market Place

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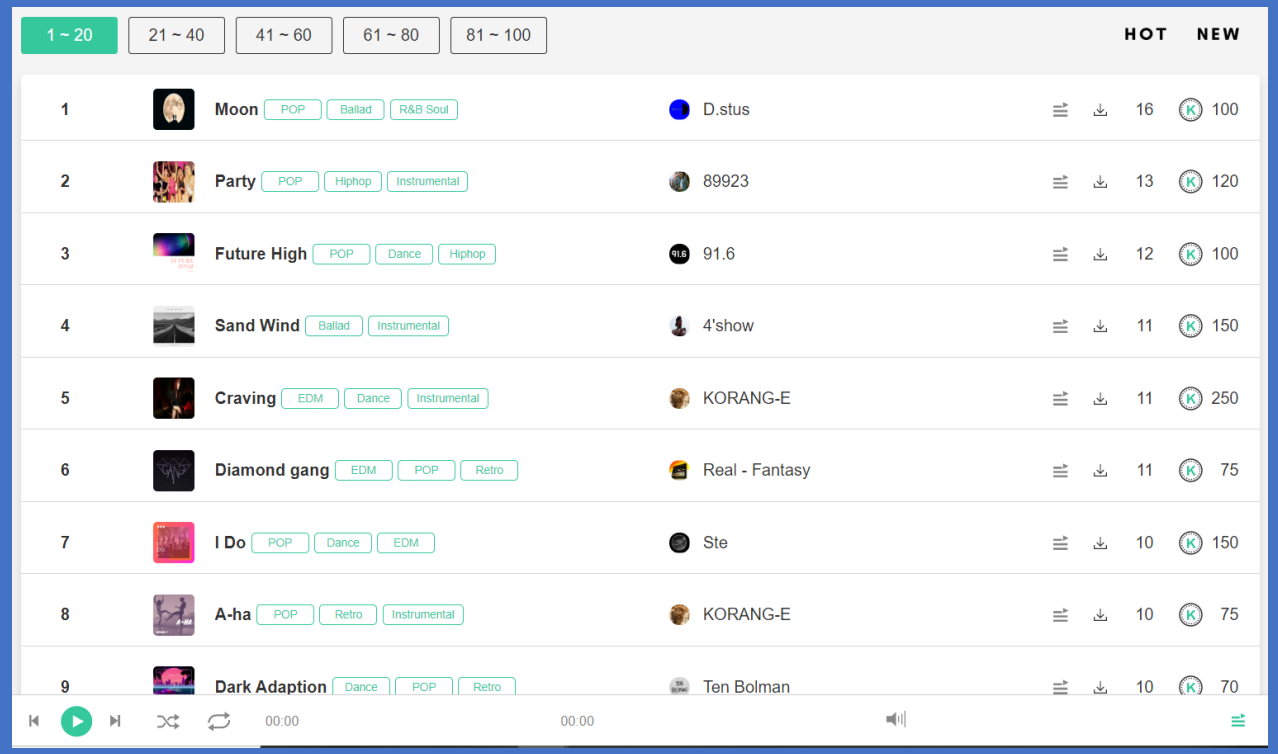
- Place to buy and sell creations
- Storefront that shows previews of work



Brief Station

- Publish briefs for creators to work towards
- Two levels
  - Brief Station
  - Brief Station Pro
- Brief Station Pro:
  - Vetted creators and brief setters
  - Subscription based service

Why Blockchain?

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- Smart contracts – instant payments contingent on an action taking place

- Trustless – no trust has to be put in any third parties

Why have a coin?

- The coin will be called Sine Coin (SNE)
- Easiest way to transfer monetary value rapidly on the blockchain
- Create an economy
- Provide secondary investment

Why Ethereum?

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- Currently the second largest blockchain around
- Built around the idea of Smart Contracts
- Ethereum 2.0 should offer thousands of transactions per second

Open Music Initiative

- Open source APIs and protocols that allow platforms to be built with on another in mind
- Current partners include:
  - Spotify
  - YouTube
- This will allow our dapp to integrate and record any time a creation has been streamed on partnered services
  - Real time royalty payments

Issues and Solutions

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- Volatility of crypto market
  - Launch next year
  - All prices in SNE are scaled to match real world conversion rate
    - If today 100 SNE = £1 and tomorrow 1000 SNE = £1 – Always paid in relation to fiat worth
  - Regular use of currency by our user base should ensure stability
- Ease of use
  - Wallets are hard to use for the layman
  - Integrated second layer payment protocol such as Request Network
    - Platform that offers instant conversion into whatever currency you want
      - Crypto OR Fiat

Issues and Solutions

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- Unauthorised downloads
  - All audio files sent via our inbuilt music player until purchase
  - Previews played at low quality bit rate
  - Digital fingerprinting
- Transactions per second
  - Currently Ethereum does not operate as fast as needed
  - Our platform will be designed with interoperability in mind
    - Communicate with other blockchains
    - Ease of migration if other blockchain provides better TpS

Revenue Streams

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- Subscription
  - Brief Station Pro users charged £50/month
  - Estimate 1000 users per month
    - £50,000/month
- Transaction fees
  - 10% transaction fees
    - 5% as ‘gas’ – the money used to make transaction possible
    - 5% for operating costs
      - Difficult to quantify currently

Investment

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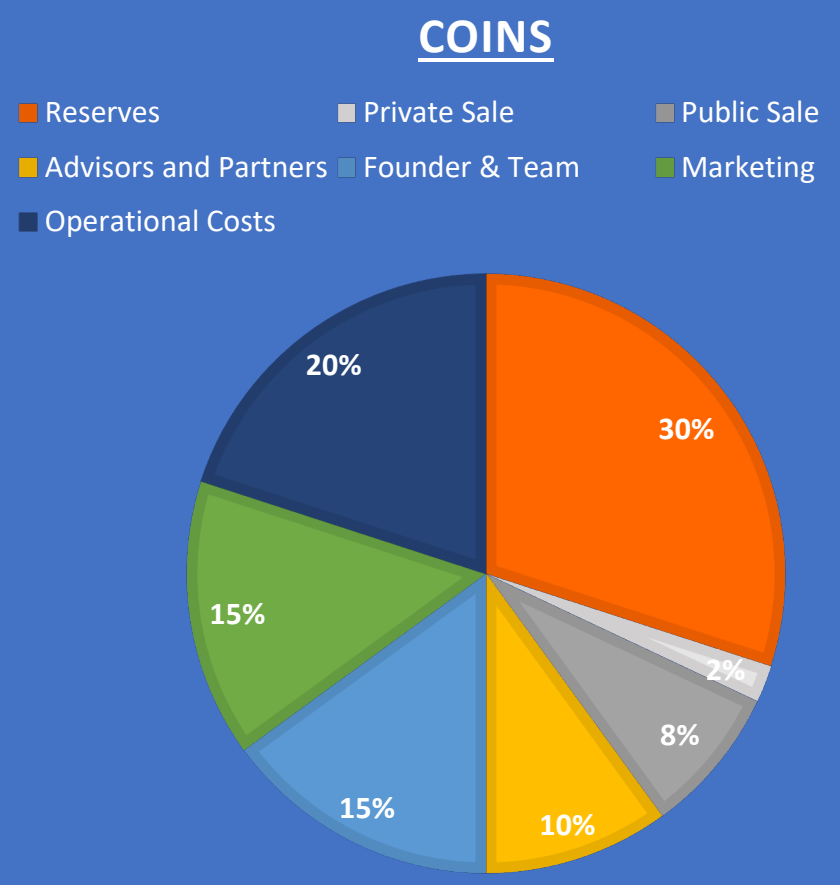
- Average cost to create a cryptocurrency: $150,000-$200,000 (Azati, 2019)
- Average cost to develop website with this level of functionality: $20,000 (RubyGarage 2020)
- Total Investment needed - **£200,000**
  - Percentage share 40%
- Possible to start with much less and use ICO to fund completion of development
  - Preferable to have development complete prior to ICO

Initial Coin Offering

- Total of **1,000,000,000 SNE**
- Average ICO for music related platform reaches **£500,000** (Coin Market Plus, 2020)
- K-Tune reached **$2,000,000** (cryptonomist, 2020)
- These fees only relate to public and private sale
- In order not to dilute the market Founder & Team and Reserves will be locked for 4 years
- Marketing = airdrop of small amount to all Ethereum wallets
- To keep economy stable coins can be burnt
- Keep coins in circulation much lower than total supply – 250,000,000 SNE
- Investors will be given coins as well as shares



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