

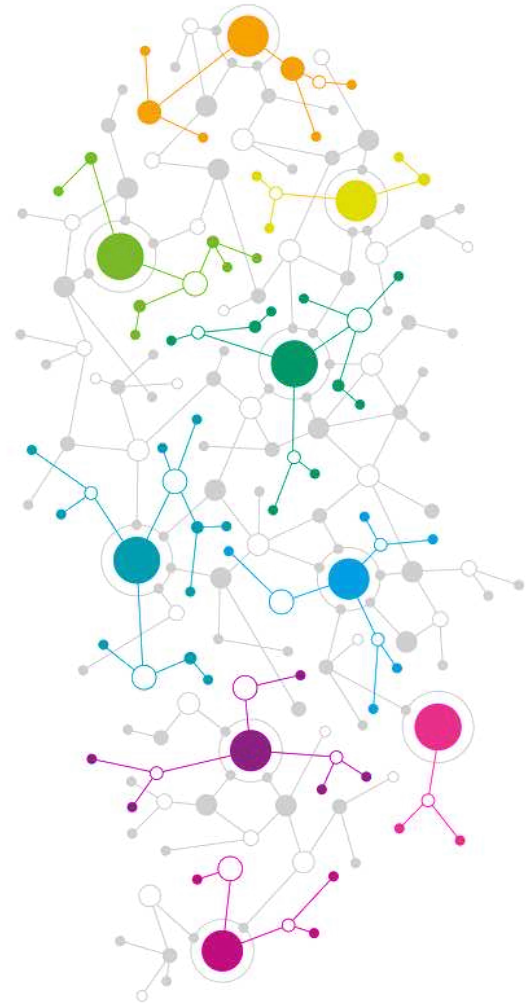


CONNECTING DOTS FOR MUSIC MAKERS

<http://myceliaformusic.org/>

WHAT IS THE ISSUE IN THE INDUSTRY TODAY?

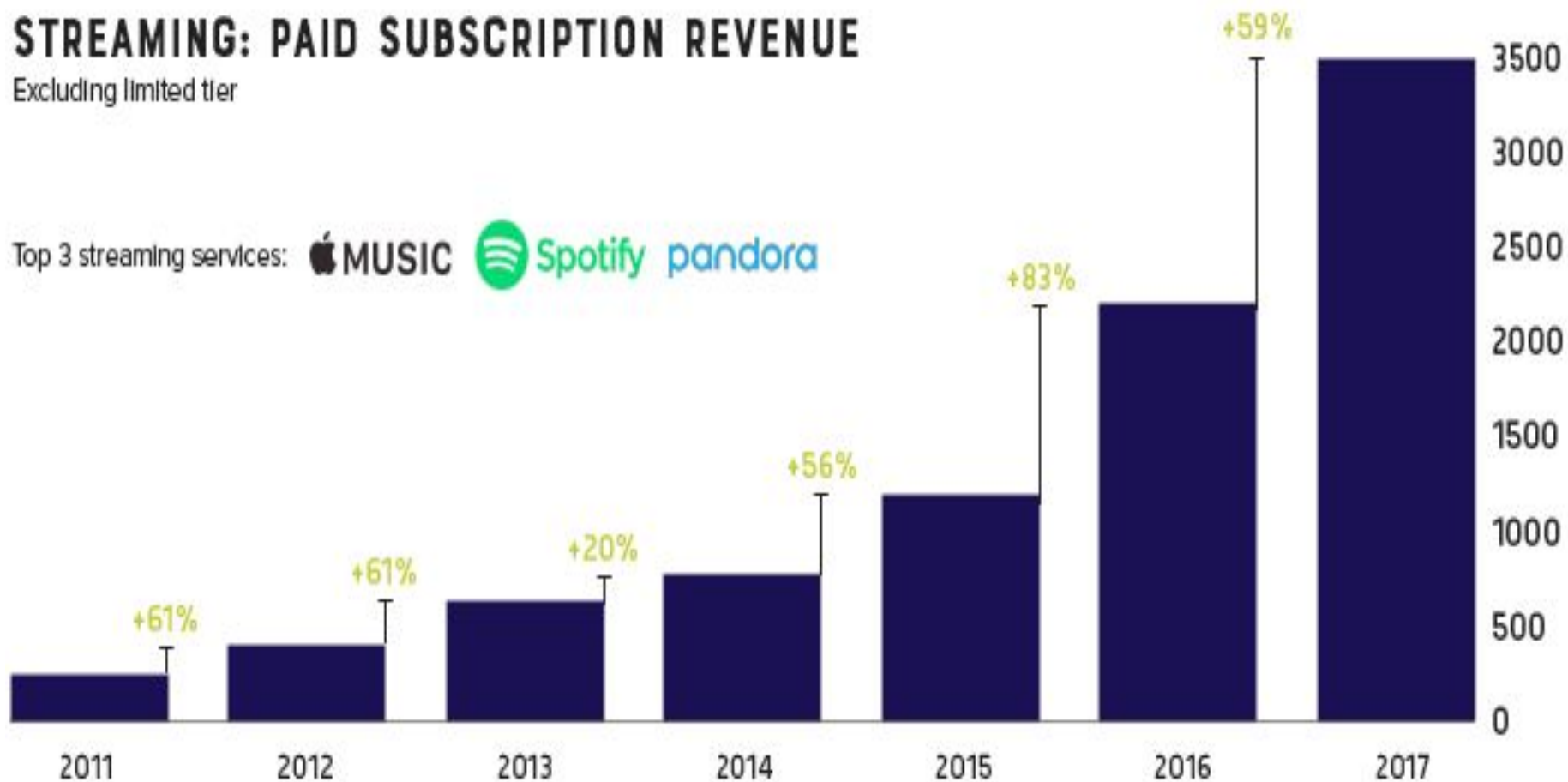
- GLOBAL MUSIC INDUSTRY GENERATES \$45 BILLION A YEAR
- INDEPENDENT ARTISTS ACCOUNT FOR 40% OF GLOBAL STREAMING REVENUES
- COMPLEX CHAIN OF STRETCHED SYSTEMS AND THIRD PARTIES (EG. SPOTIFY)
- INCORRECT DATA
- UP TO 50% OF ROYALTY PAYMENTS DON'T REACH THE ARTISTS!



STREAMING: PAID SUBSCRIPTION REVENUE

Excluding limited tier

Top 3 streaming services:  MUSIC  Spotify  pandora

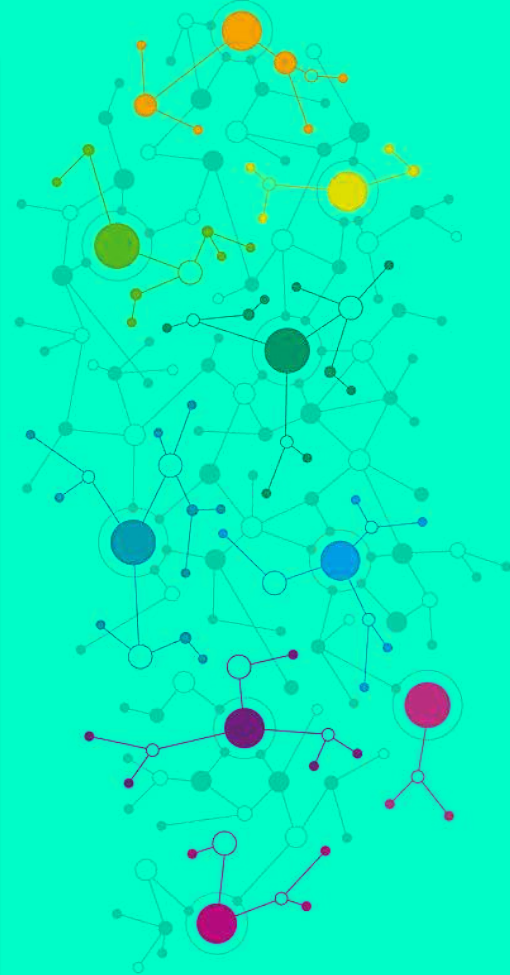
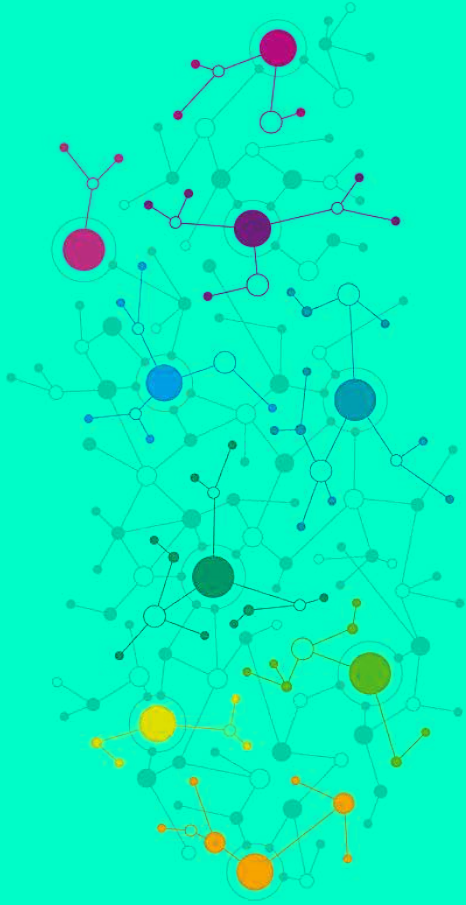


Source: RIAA



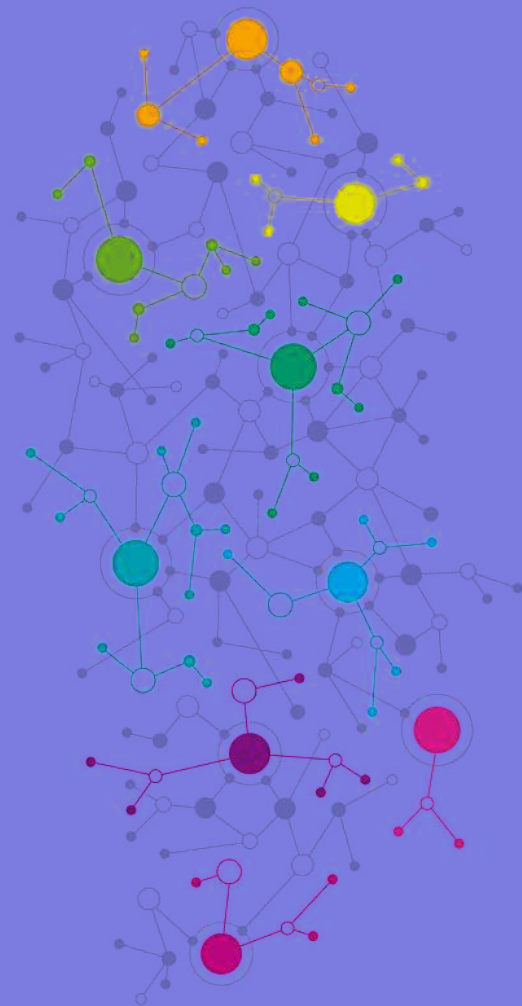
WHAT IS MYCELIA?

- ➔ BLOCKCHAIN PROJECT
- ➔ RESEARCH AND DEVELOPMENT HUB FOR MUSIC MAKERS
- ➔ GROWING COMMUNITY OF CREATIVES, TECHNOLOGISTS AND INDUSTRY CHAMPIONS



WHAT IS OUR MISSION?

- EMPOWER A FAIR MUSIC INDUSTRY ECOSYSTEM
- UNLOCK POTENTIAL FOR CREATORS
- ACKNOWLEDGE AND PAY EVERYONE INVOLVED
- INCREASE INNOVATION FOR FUTURE MUSIC SERVICES
- POSITIVELY IMPACT THE MUSIC ECOSYSTEM



THE CREATIVE PASSPORT





WHAT IS THE CREATIVE PASSPORT?

A DIGITAL CONTAINER THAT HOLDS:

- VERIFIED PROFILE INFORMATION
 - IDS
- PAYMENT MECHANISMS
- ACKNOWLEDGEMENTS
 - ARTISTS' WORK
- BUSINESS PARTNERS



HOW DOES IT WORK?

- DIGITAL IDENTITY STANDARD FOR MUSIC MAKERS
 - KEEPS TRACK OF WORK BEING DONE
- ENSURES PAYMENTS AND ACKNOWLEDGEMENT ARE GIVEN WHEN DUE
 - GIVES, TAKES AND SHARES DATA
- HELPS MUSICIANS CROSS REFERENCE, UPDATE AND ACTION THEIR NEXT MOVES
- TEMPLATE SMART CONTRACTS FOR FUTURE WORK- ENABLES QUICK AND EASY PAYMENTS
 - FREE FOR MUSIC MAKERS
- SUBSCRIPTION SERVICE FOR BUSINESS AND COLLABORATORS WHO WISH TO USE DATABASE
 - PROFITS ARE USED TO PAY OFF IMPACT INVESTORS
 - MAJORITY IS DISTRIBUTED TO PASSPORT HOLDERS
- OPTION TO INVEST AND FUND NEW SERVICES FROM INCOME STREAM

PREFERENCES

CLOSED DATA

Calendar: Availability

Commercial Rates: Commissioned works, teaching, speaking, private performances

Payment details: Bank accounts, digital wallets

PERMISSIONS / PREFERENCES

Creative Passport profile:

Gender YES / NO
Age YES / NO
Education YES / NO
Place of birth YES / NO
Biography WRITE, CHANGE
Lead image IMAGE 1

Give permissions to entities to read / write / share / verify certain CP data:

ACCEPT / DECLINE

Notifications:

ACCEPT / DECLINE

Payment mechanism:

DIGITAL WALLETS

Levels of service:

TIER 3

Apps:

MAKE, MODIFY

Manage CP data:

VISIBLE / NON VISIBLE

CP income stream:

INVEST / NON INVEST

Donate to charity:

Hide And Seek to Drake
Music for 1 week, share
with DSPs

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DATA SHARING, VISIBILITY

Mpal: Calendar, commercial rates, edit, delegate, verify, accept notifications, pay monthly.

Streamliner: Accept notifications, pay Monthly, SELECT image 2, biog 3 FROM CP

Downtown, PRS, PPL: Payment details, verify song data, access to song data feedback

Viberate: Calendar, commercial rates, accept notifications, tour dates.

Supapass: Newsfeed, accept notifications, receive payments to CP wallet, 6 month free licence for development, video log, tour dates, photo feed.

Musico: Send newsfeed, accept notifications, receive payments to CP wallet.

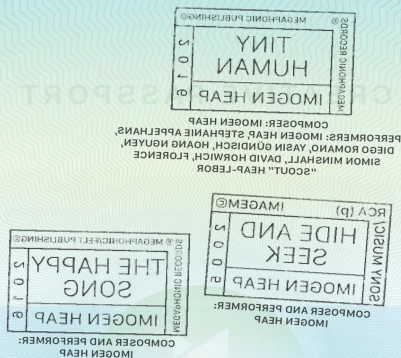
Twitter: Send newsfeed, profile picture, new release alerts, biog 1, photo feed.

Trackd: Access to stems, receive payments to CP wallet, biog 2.

Recordbird: New release alerts, newsfeed, biog 1, image 1.

Auddy: Creative Passport New Work registration app default.

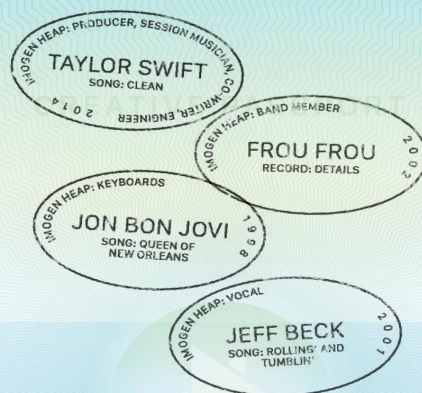
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Works would be linked to the GRD II with the potential 'via Creative Passport' to add metadata to and metadata to be added to correct type, musician and links to videos etc. All links to Creative Passport IDs were applicable. All this added metadata enables large scale music industry turnaround service opportunities and is key to a dynamic workflow. Using a service like Totem/OC for licensing and generating content to licenses in time bedded into the song using audio data such as Song Data.

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ARTISTIC COLLABORATIONS (4/30+)



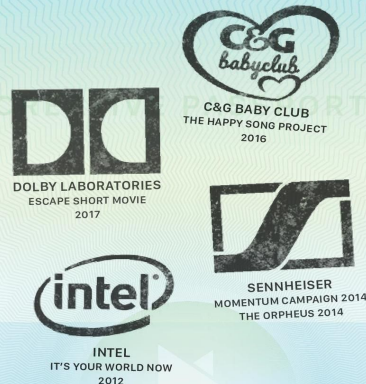
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Awards speak volumes for artists. Generally having awards tend to increase the income received for any given engagement or commission. Service opportunities for journalists wanting to interview people with awards, people wanting to book speaking engagements etc.

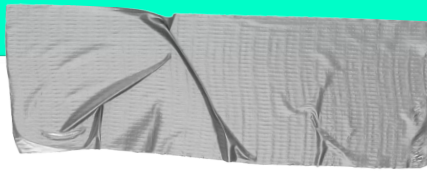
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BRANDS (4/10+)



Possible to also add examples of brands the Creative Passport holder would like to work with, to reach out to entities who may be interested in collaborations, commissions or cross promotions. Links to works where applicable. App opportunity for companies such as A&G Brands to source the right creative for their client.

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WHEN CAN IT BE USED?

- DEVELOPMENTAL PHASE IN 2018
- CURRENTLY ALPHA- TESTING THE APP
- BEING USED TO DEVELOP AND GET MORE ARTISTS EXCITED ABOUT ITS ARRIVAL IN THE FIRST HALF OF 2019
- BETA VERSION NOTIFICATION AVAILABLE AT : <https://www.creativepassport.net/>



ANY ISSUES ENCOUNTERED?

- AUTHOR'S OWNERSHIP- CREATOR OF THE REGISTER MAY NOT BE THE RIGHTFUL OWNER
- THREAT TO MUSIC LABELS- ARE MAJOR ARTISTS INVOLVED?
- WILL ARTISTS WANT TO USE IT?- IS THE TECHNOLOGY TOO COMPLICATED?
- SMART CONTRACTS TOO SIMPLE FOR SUCH A COMPLEX INDUSTRY?

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