

New Technology Presentation

Module code: (BMTY7004)

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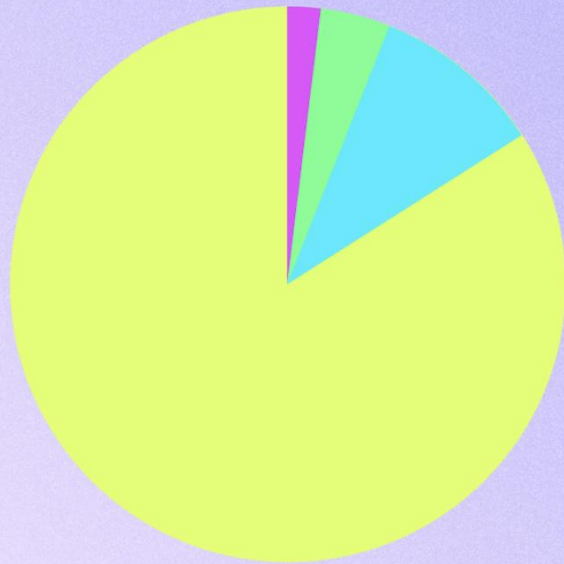
Invest in music

What is Royal?

"Royal is a marketplace that enables anyone to invest in music and earn royalties alongside artists. We believe the future of the music industry is one where fans and artists co-own music and participate in the financial upside together(Royal,2023).

We also believe in artists' freedom. Royal allows artists to retain independence and creative control as fans fuel their careers"(Royal,2023).

STREAMING LEADS U.S. MUSIC CONSUMPTION



83%

U.S. music industry
recorded revenue that
comes from streaming.

83.0%

STREAMING

11.0%

PHYSICAL

4.0%

DIGITAL DOWNLOAD

2.0%

LICENSING

Market

(Royal, 2023)

PROBLEM

Low revenue from streaming

Lack of access to funding

Piracy

Bad contracts with Manager or Record Label

Competition from Major Labels

LOW REVENUE

Major problem for artists is the low revenue generated from streaming.

The rise of streaming has made music more accessible to consumers, but it has also reduced the average revenue generated by each individual stream.

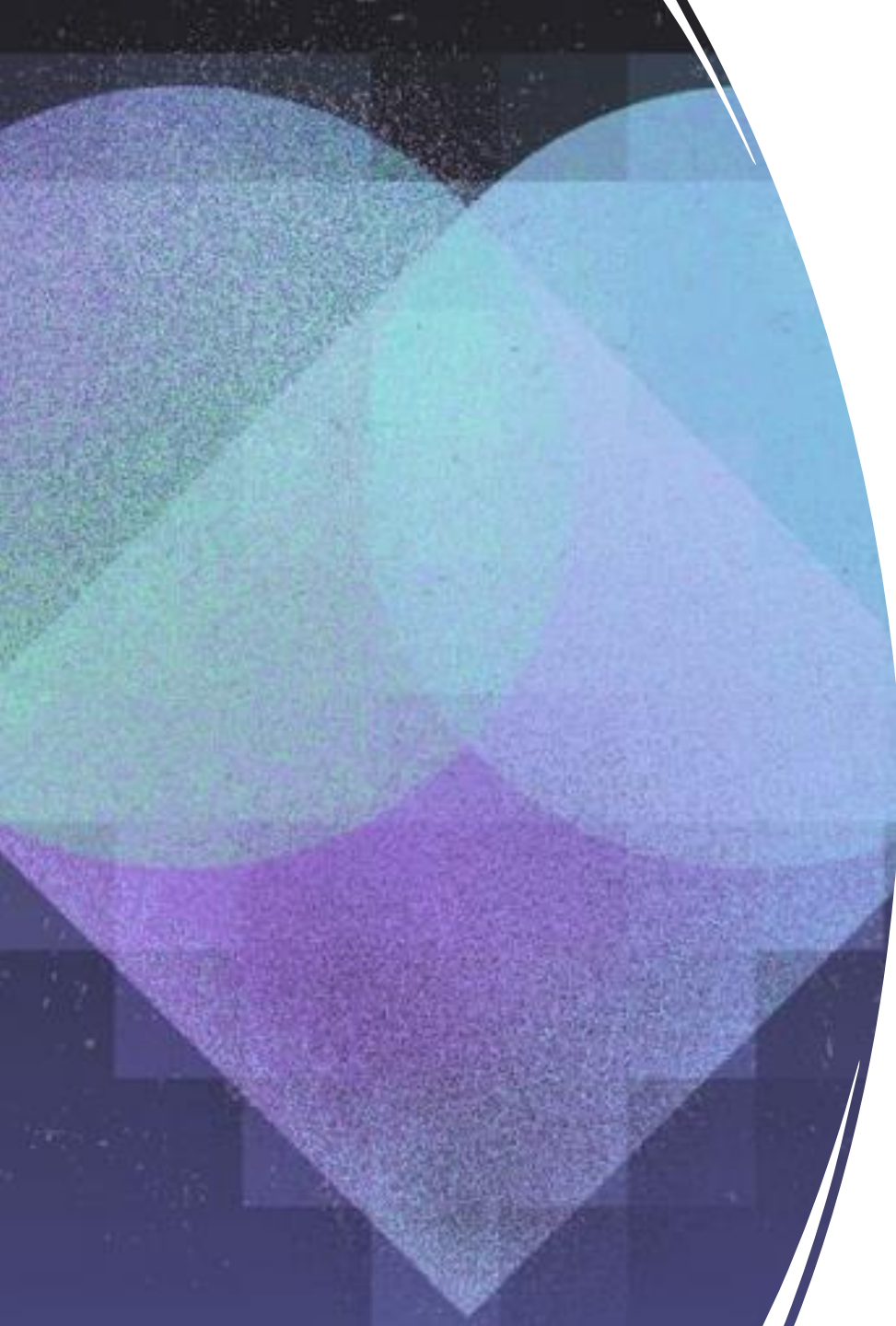
This is particularly problematic for independent artists, who may not have the same level of exposure and support as major label artists, and therefore may not receive as many streams.

Piracy

"Piracy and copyright infringement are also major problems for artists.

Despite efforts to combat these issues, many artists still have their music pirated and shared without permission.

This can reduce the revenue generated by music sales and streaming, and can make it difficult for artists to generate a sustainable income from their music"



Solution

A platform where;

"Through collective ownership, artists have the opportunity to power their career, maintain control of their work, and connect with their biggest supporters"

- Increase revenue with collective ownership
- Artist fan connection
- Maintain control of their work

Collective ownership

- BUY AND TRADE MUSIC

When you invest in music through Royal, you own a piece of a song or album's streaming royalty rights. Trade anytime on our active marketplace(Royal,2023)

- EARN ROYALTIES AS IT STREAMS

You collect a portion of royalties as the music plays on digital platforms like Spotify and Apple Music. When songs outperform estimates, you earn even more(Royal,2023)

- PARTNER WITH ARTISTS YOU LOVE

Artists share ownership directly through Royal and include exclusive benefits for investors like merch, private listening parties, meet and greets(Royal,2023)



GOLD

PLATINUM

DIAMOND

Avg. sale

\$137.20

→ 0% Last 30 days

Buy now

\$119.00



Market stats



\$99.00

Initial price



\$51.00

Highest bid



700

Total tokens

How to get started?

"Tokens are available across three different tiers: gold, platinum, and diamond. Ownership percentage varies across each tier; tokens in higher tiers come with more ownership and are more limited. Artists will also include exclusive content and other benefits with each token"(Royal,2023)



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Competition

- Similar Companies
 - Companies like Royal include Chainlink, PLLAY Labs, and Highlight.
- Other competitors:
 - Spotify
 - Apple Music
 - Tidal
 - Amazon Music



TIDAL

Founders

Founded by Opendoor co-founder JD Ross and DJ and electronic music producer Justin "3LAU" Blau It is headquartered in Austin, Texas. U.S.

Private company

Founded in 2021

Austin, Texas

royal.io

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Financial

Funding Rounds

Total Funding Amount \$71M Royal has raised a total of \$71M in funding over 3 rounds. Their latest funding was raised on Nov 22, 2021 from a Series A round (Crunchbase, 2023).

We are looking 12 months financing from a dragon investor to reach the double in fans, collectors and sales

- 9,200- fans and collectors have invested in music- target 18.400 fans
- Artists have sold more than \$1.3 million in music rights- target \$2,6 million in music rights
- People have purchased Royal tokens in 111 countries- more countries

Features



Questions

- Would you use Royal to invest in music or share ownership as an artist?
- What can Royal improve for the future?
- What are some of the favourite features about Royal and why?
- Do you think that Royal would be able to solve some of the issues plaguing the industry today?

Resources

- *12 startup pitch deck examples [plustemplate]* (no date) *12 Startup Pitch Deck Examples [PlusTemplate]*. Available at: <https://www.hubspot.com/startups/startup-pitch-decks> (Accessed: 25 July 2023).
- *Invest in music* (no date a) *Royal*. Available at: <https://royal.io/blog/music-as-an-asset-class> (Accessed: 25 July 2023).
- *Invest in music* (no date b) *Royal*. Available at: <https://royal.io/> (Accessed: 25 July 2023).
- *Invest in music* (no date c) *Royal*. Available at: <https://royal.io/blog/announcements-and-updates-royal-recap> (Accessed: 25 July 2023).
- *Royal - funding, financials, valuation & investors* (no date) *Crunchbase*. Available at: https://www.crunchbase.com/organization/royal-2e65/company_financials (Accessed: 25 July 2023).
- *The top 10 challenges facing artists in the music industry* (no date) *For Labels*. Available at: <https://www.soundpush.io/blogs/blog-4#:~:text=Overall%2C%20artists%20face%20many%20challenges,in%20order%20to%20achieve%20success>. (Accessed: 25 July 2023).