



EVEN EN

MISSION STATEMENT-EVEN

- ▶ *'EVEN is a blockchain technology based multifunctional platform for music creators and music lovers that combines music streaming with Social Media networking and comes in form of a mobile application.'*

MUSIC INDUSTRY PROBLEMS

- ▶ Copyright Infringement
- ▶ Improper Rights Management
- ▶ Royalty Exploitation by Intermediaries
- ▶ Ticketing Issues (Counterfeiting, Scalping, Overpriced Resale Tickets, Excessive Ticket Processing Fees)
- ▶ Large Quantity of Music Streaming & Social Media Platforms

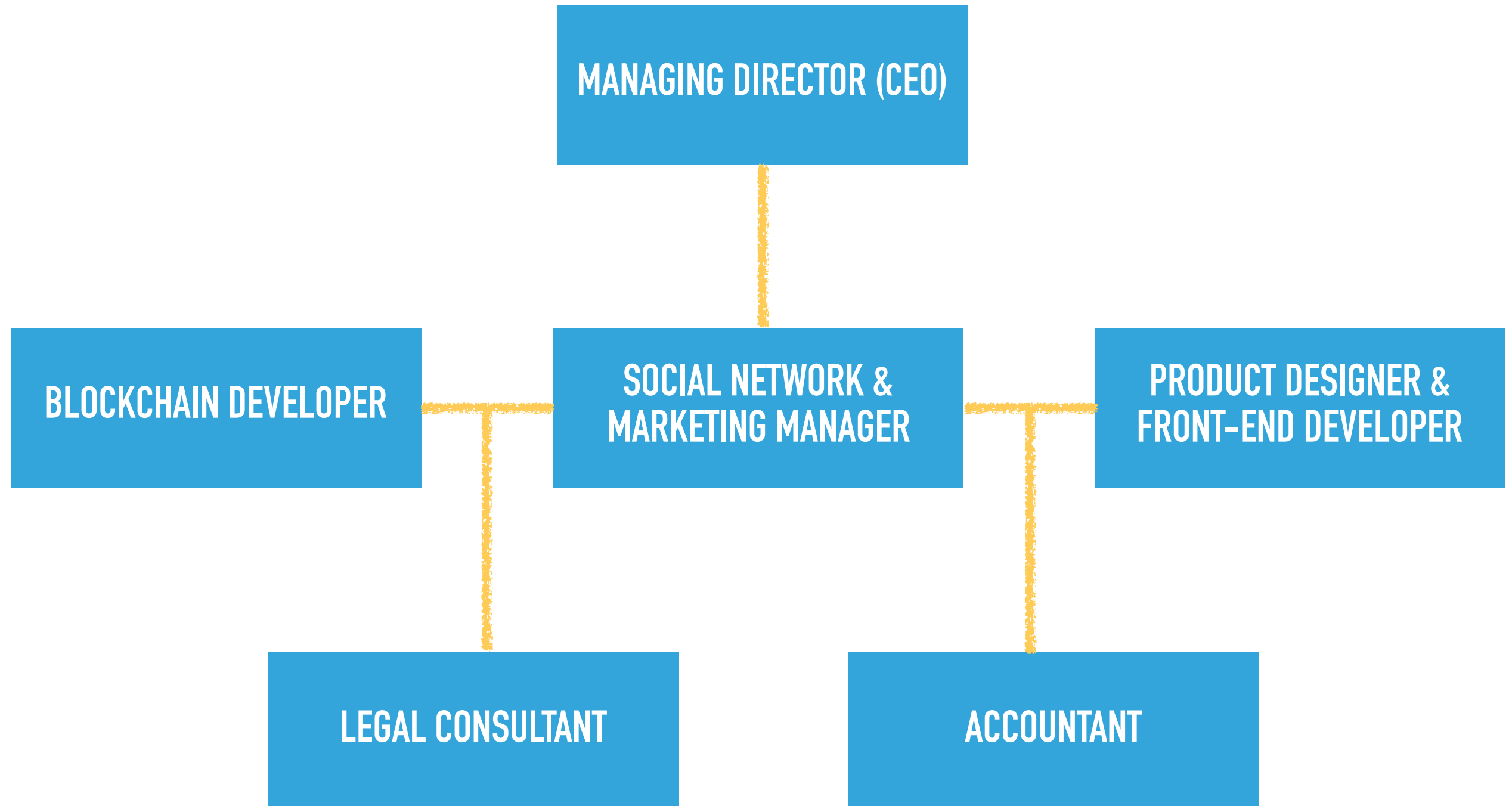
THE SOLUTIONS

- ▶ Blockchain Technology:
 - ▶ Decentralised & Immutable Ledger
 - ▶ Smart Contracts
 - ▶ Direct Rewards To Artists
 - ▶ Copyright Ownership Can Be Recorded
- ▶ Cryptocurrency & Tokens

THE FEATURES

- ▶ Music Streaming
- ▶ Music Licensing
- ▶ Social Media
- ▶ Direct Fan Communication (Fan Competitions)
- ▶ Concert Tickets
- ▶ Merchandise
- ▶ Crowdfunding

TEAM STRUCTURE



WHO IS IT FOR?



▶ Music Creators



Music Listeners & Concert Goers

COMPETITORS



Blockchain Music
Streaming Platform



Blockchain Social Media
Platform



Non-Blockchain Music
Streaming Platform



Non-Blockchain Social
Media Platform

MARKETING & PR

Internet Marketing Strategy	Print & Electronic Media
▶ Web Development	▶ Newspapers (Independent, Times, etc.)
▶ Search Engine Optimisation (SEO)	▶ Magazines (Music Week, NME, etc.)
▶ Marketing Communications	▶ Posters
▶ Paid Advertisement (GoogleAds, Facebook)	▶ Brochures
▶ YouTube Adverts	
▶ Online Networking	
▶ Blog	
▶ Beta Version	

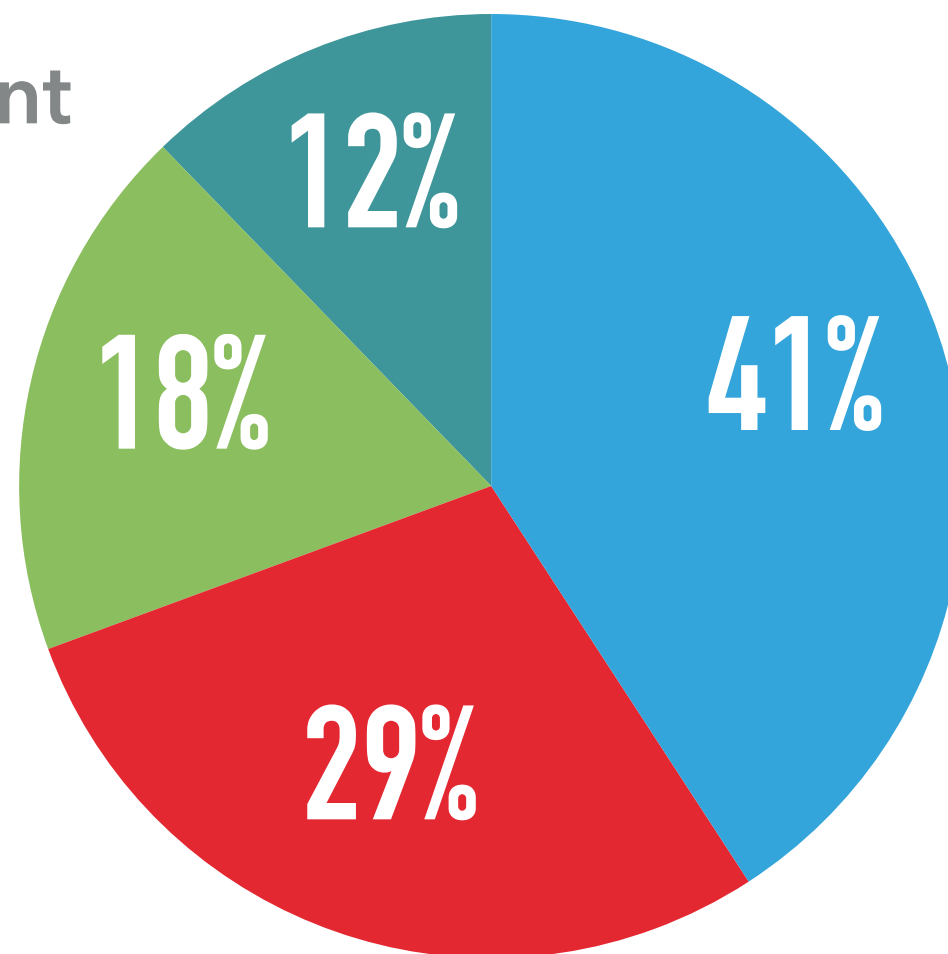
FUNDING & INVESTMENT

Total Funds to be used for investment	Total Funds (in US\$)
Funds already invested by the founder	140,000
Capital to be raised via EVEN's planned Token sale	12,000,000
Total Investment	12,140,000
Summary of Startup Needs	Amount in USD
Startup Expenses	
Software development costs	250,000
Marketing & PR	160,000
Purchase of fixed assets	120,000
Operational Costs	120,000
Total Startup Expenses	12,000,000
Total Investment	12,650,000

- ▶ Software Development Costs: **\$250,000**
- ▶ Fixed Assets: **\$120,000**
- ▶ Marketing & PR: **\$160,000**
- ▶ Operational Costs: **\$120,000**

BUDGET ALLOCATION

- Software Development
- Marketing & PR
- Operational Costs
- Business Expansion



**'BLOCKCHAIN IS THE CATALYST FOR
CHANGE IN THE INDUSTRY. IT'S A NEW
PIECE OF TECHNOLOGY, IN THE SAME WAY
MP3 WAS. IT'S A STEP IN THE RIGHT
DIRECTION.'**

Imogen Heap

REFERENCES

- ▶ Bitsong (2019) The New Music Streaming era. Available at: <https://bitsong.io> [Accessed: 25 July 2019].
- ▶ Instagram (2019) Why Instagram? Available at: <https://business.instagram.com/getting-started> [Accessed: 25 July 2019].
- ▶ Mycelia (2019) Imogen Heap: Decentralising the music industry with blockchain. Available at: <http://myceliaformusic.org/2016/05/14/imogen-heap-decentralising-the-music-industry-with-blockchain/> [Accessed: 25 July 2019].
- ▶ Spotify (2019) Company Info. Available at: <https://newsroom.spotify.com/company-info/> [Accessed: 25 July 2019].
- ▶ SocialX (2019) What is SocialX. Available at: <https://socialx.network> [Accessed: 25 July 2019].