

Virtual Vinyl



www.virtualvinyl.io

A new era for the post-streaming music industry: NFT technology for everyone



Virtual Vinyl

Virtual Vinyl is a unique platform for distributing music based gasless NFTs, with a marketplace for fans and collectors to buy and resell their work.

Just like a big online record shop.

We work with artists, labels and distributors to generate extra revenue from unique sales that work alongside the existing streaming economy.

We are a team of music professionals, economists and programmers that want to see a sustainable music economy and have designed each Virtual Vinyl to stand the test of time.

Virtual Vinyl is a hybrid model, funded but decentralised platform with user based governance (voting) at the core of our long term model.





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WHAT ARE NFTS ?

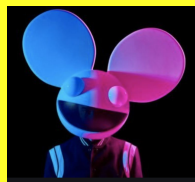
A non-fungible token is a unique unit of data on a digital decentralised database called a blockchain. Each NFT is a unique digital code, and cannot be cloned unlike normal MP3s. NFTs can represent digital files such as art, audio, videos, 3D items in video games and other forms of creative work.



EXISTING SUCCESS STORIES

Artists Using NFTs Include:

Aphex Twin, Richie Hawtin, Grimes, 3LAU, Deadmau5 and non music enthusiasts include Elon Musk and Jack Dorsey. NFTs have already sold for millions.





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Advantages to Fans and Buyers

NFTs support artists in their creativity.

NFTs often look beautiful, and are limited edition creations of the artist, just like Vinyl sleeves used to be.

Buying an NFT is an investment for fans in the artist and their future artistry. The file cannot be damaged as it's on the blockchain, making it better than vinyl!

Buying a NFT allows the fans to have a collectable asset they can trade, so they can resell to others fans, whilst also generating income for artists through a % of resale.



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CASE STUDY - GRIMES



Grimes is the latest artist to get in on the NFT gold rush, selling around \$6 million worth of digital artworks after putting them up for auction this month.

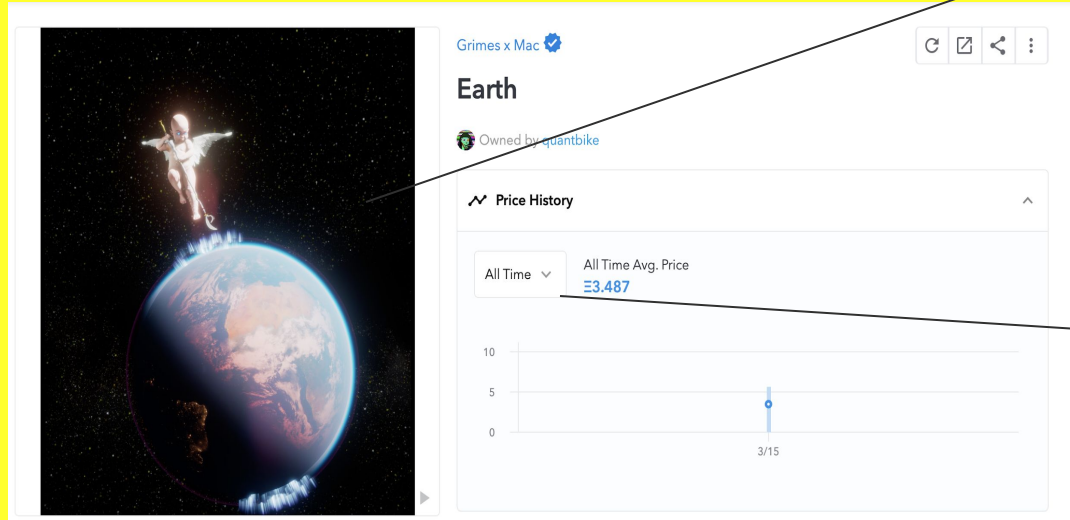
A series of 10 pieces — some one of a kind, others with thousands of copies — went up for sale on February 28th. The highest-selling piece was a one-of-a-kind video called “Death of the Old” that involves flying cherubs, a cross, a sword, and glowing light that’s set to an original song by Grimes. The winning bidder took it for nearly \$389,000.

The bulk of the sales came from two pieces with thousands of copies available that sold for \$7,500 each. The works, titled “Earth” and “Mars,” are both short videos featuring their titular planet with a giant cherub over it holding a weapon, also set to original music. Nearly 700 copies were sold for a total of \$5.18 million before sales closed.



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Grimes created a Limited edition NFT Art Piece : EARTH



Unique Artwork/
Music File/Video
File



Auction Bidding
for Collectors



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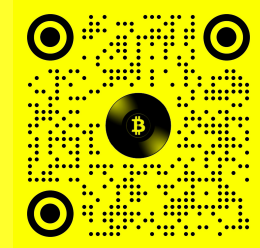
We have the technology to take us beyond streaming, into an internet where listeners, buyers and collectors will be able to support and invest in musicians at every step of the way using normal fiat or digital currencies.

Our layer 2 tech solution (Stacks) works using nearly zero transaction fees for buyers and sellers meaning we can use NFT technology in a way that means that files are accessible to everyone. This overcomes the current 'gas fees' (transaction fees) payable on every purchase using ethereum.

We believe in creating a sustainable income for musicians through this technology at every stage of our roadmap:

Phase 1:	Phase 2:	Phase 3:
Minting -	Sales - May	Resale
10th	16th	Marketplace
March		
LIVE		

Sales:
Direct From Poster QR Code Album Sales,
Billboard & Poster Marketing





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Financial Investment Required

5.1 Million Pounds for Series A

Marketing & Sales Total 66%

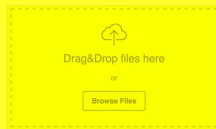
Admin Overheads 14%

Development Cost 16%

Whilst a viral growth rate is likely, we have multiple marketing scenarios and a financial model for every scenario in this fast developing space.

Platform Target Annual Turnover at Year 5: 100 Million

Investment can be arranged via crypto wallets or conventional fiat shares.





Our unique NFT system is built for the music industry allowing multiple rights holders to share royalty splits within the real time payments of the sale AND percent of resales on the marketplace.

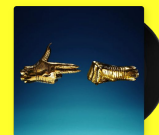
Artists, Songwriters, Co Writers;

Record Labels and Distributors;

Artist Estates;

Other Creative Artists involved in the production process (artwork creators, remixes).

Charities, including our 'future fund' for grants for musicians in need.





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Business Model:

Collectors & listeners buy their NFTs and payments are distributed to artists with customisable royalty splits and optional charity donation payed in real time into respective wallets. (Total Platform Fee 10-15% depending on initial artist deals and built in charity splits)

User Types:

Single Artist (30 p/m)

Label or Artist Collective 200p/m

Headliners (3000 p/m)

Artists can either transfer payment from their wallets;
or leave it to increase as the price of bitcoin (STX is pegged to bitcoin) increases over time (-50 to 100%) APR!, better than most conventional banking interest, although subject to short term volatility. We would consider an internal stablecoin transfer like USDT in order to create stability for artists.



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Team & Previous Projects

Loopbomb - Generative Art NFT System
<https://loopbomb.com/> (Mike Cohen & Team)

Radicle Art - Blockchain Registered Art Verification System
<https://radicle.art/> (Mike Cohen & Team)



Mike Cohen - NFT Specialist, Background in Bitcoin, Stacks & Ethereum layer 2.

George Pinnegar - Commercial Lead / Economic Design: SME & Startup Specialist, TMH Records,

Matt Stevenson - DevOps / Design - Future Follower Records, Formation Records, Producer

Hayley Kerridge - Marketing: Boilerroom, Bloc, Bangface, Berlin Atonal

Sam Findlay - Mainline Music, WhereDJsPlay platform: 10 Years Music Agent.

Celine - UI/UX Design

Caitlin Shaughnessy - Marketing/Project Management Assistant

Peter Ponton - 25 Years in IT, previous clients include IBM, Microsoft, HP.



Contact:

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