

# New Technology in Music and Creative Entertainment - Presentation

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# Sine Trade Business Pitch



# Who we are



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



# What We Do

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





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



# Market Place

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

1 ~ 20

21 ~ 40

41 ~ 60

61 ~ 80

81 ~ 100

HOT

NEW

1



Moon

POP

Ballad

R&B Soul



D.stus





16



100

2



Party

POP

Hiphop

Instrumental



89923





13



120

3



Future High

POP

Dance

Hiphop



91.6





12



100

4



Sand Wind

Ballad

Instrumental



4'show





11



150

5



Craving

EDM

Dance

Instrumental



KORANG-E





11



250

6



Diamond gang

EDM

POP

Retro



Real - Fantasy





11



75

7



I Do

POP

Dance

EDM



Ste





10



150

8



A-ha

POP

Retro

Instrumental



KORANG-E





10



75

9



Dark Adaption

Dance

POP

Retro



Ten Bolman





10



70











00:00

00:00







# 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?



- 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?



- 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 one 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



- 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



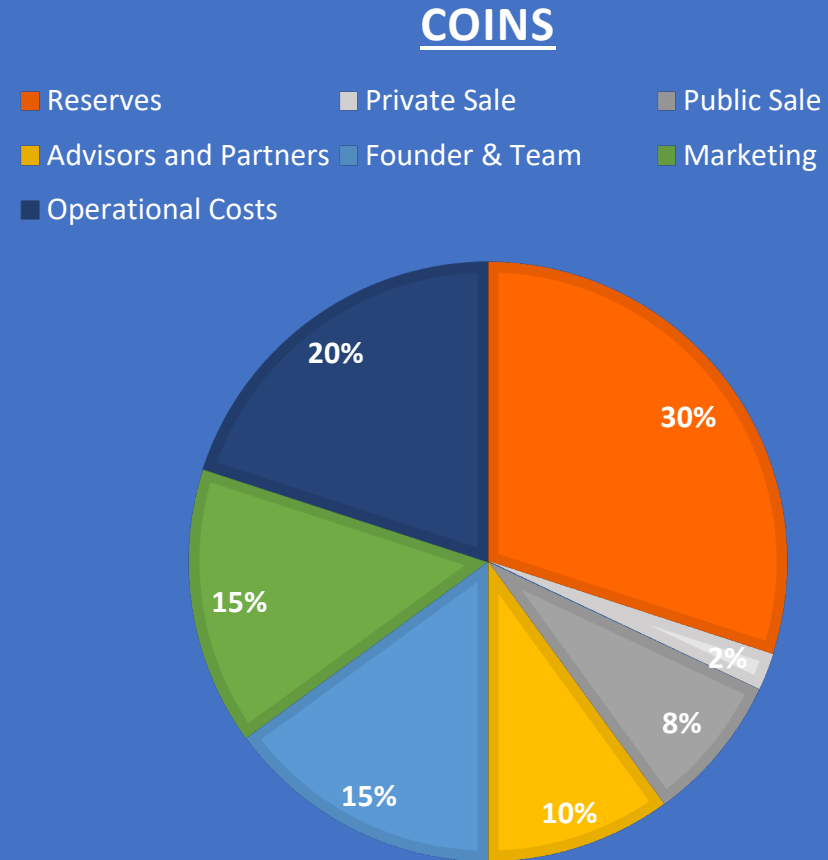
- Average cost to create a cryptocurrency: \$150,000-\$200,000 (Azati, 2019)
- Average cost to develop website with this level of functionality: \$20,000 (RubyGarage 2020)
- Total Investment needed - **£200,000**
  - Percentage share 40%
- Possible to start with much less and use ICO to fund completion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