

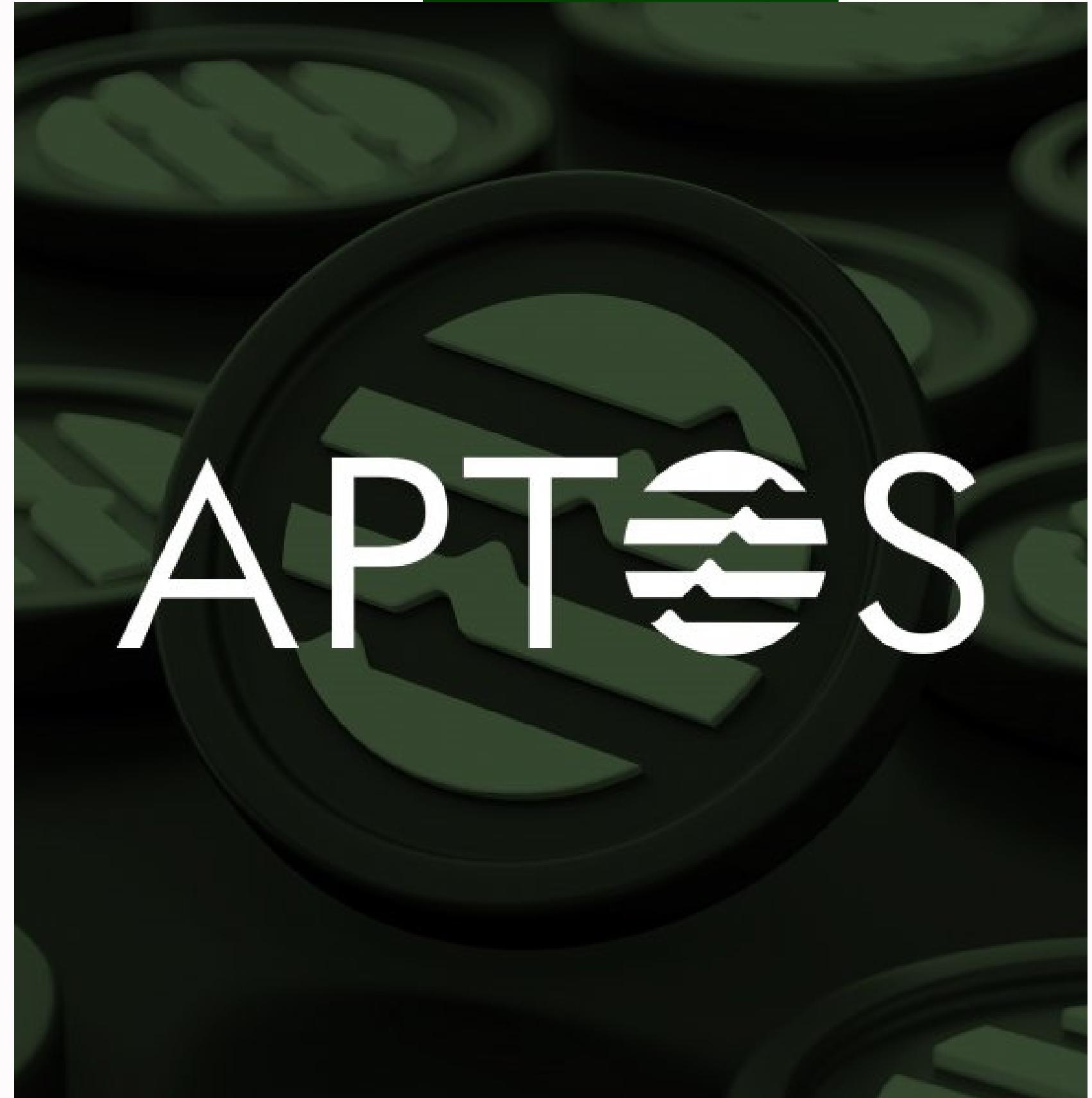
APTOS

Team 40

On-Chain Radio

Mid-Prep PS - Aptos

Inter IIT Tech 12.0



Content

01

The Artists

02

The Listeners

03

Implementation Plan

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Target Audience

The Artists

01

Artist lack control over their content and distribution on centralized platforms, facing issues such as censorship, unfair monetization models and limited reach.

02

Artist struggle to earn a sustainable income from their music , due to low royalty rates and competition on centralized platforms

03

Centralized platforms lack transparency in data analytics and communication, leaving artist in the dark about their audience and engagement.



Artist retain full ownership and control over their content, including distribution , monetization, and licensing terms.

Decentralized mechanisms like tokenization and micro payments enable artists to earn fairer compensation for their work.

On-Chain Radio fosters a more direct relationship between artists and fans, enabling stronger engagement and community building

Target Audience

The Listeners

01

Centralised platforms collect and monetize user data, raising concerns about privacy and data security.

Privacy concerns and data tracking

02

Accessing content across multiple platforms can be costly and cumbersome due to fragmented content ownership and high up subscription fees.

High Subscription Cost and Fragmented Access

03

Centralized platforms are vulnerable to technical issues, server failures, and downtime disrupting the user experience.

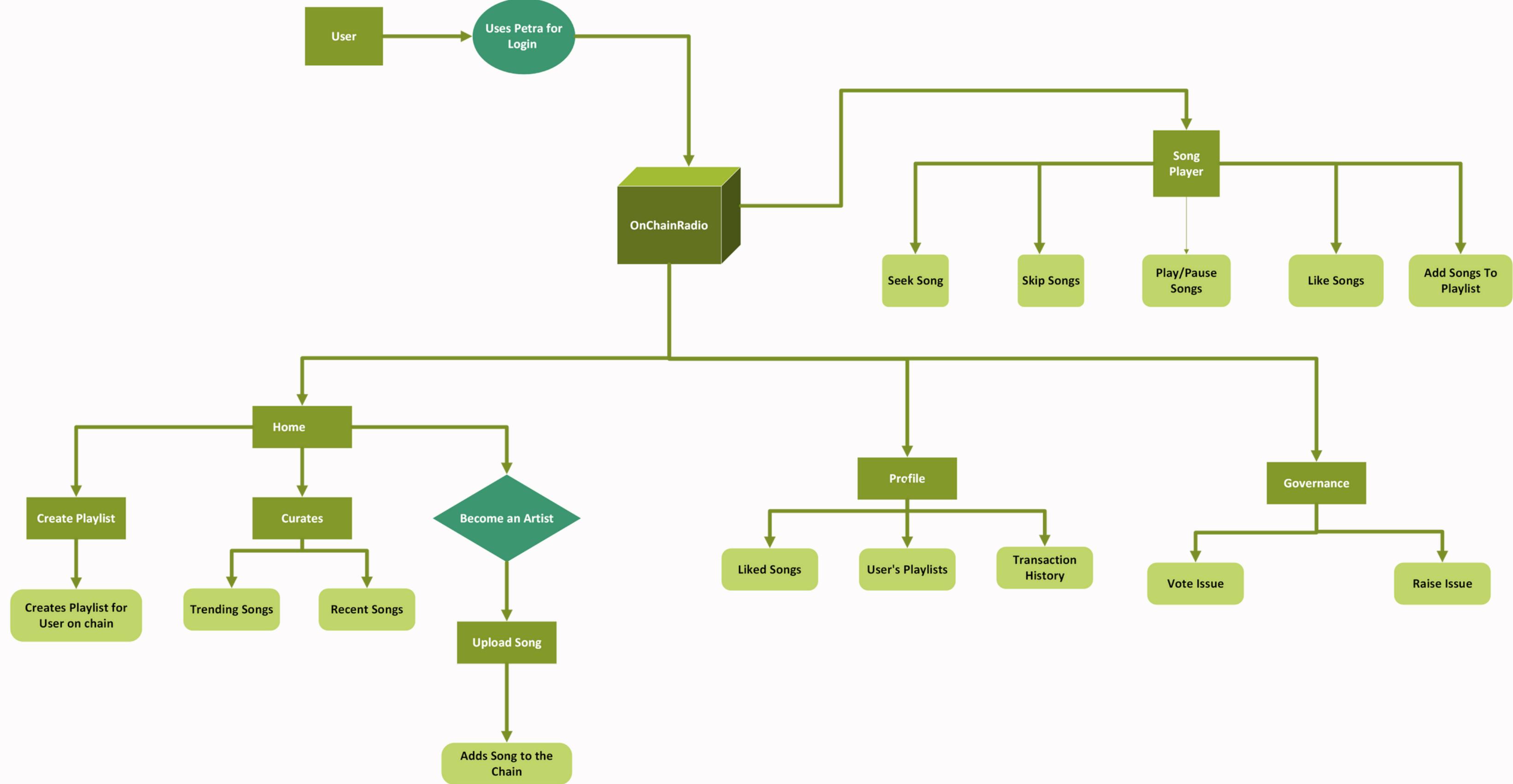
Censorship and Content Control

Decentralized platforms offer a greater privacy and control over user data with mechanism for anonymized listening and data ownership.

Listeners can access a wider range of content through a single platform, potentially at lower cost, facilitated by decentralized monetization models.

Decentralised platforms distribute content across a network of nodes, reducing the risk of single points of failure and ensuring a more reliable service

High Level Diagram



Implementation Plan

Permissionless Access

The artist possesses the capability to directly upload songs onto the blockchain without the involvement of intermediaries. The sole oversight over song censorship is upheld by the community through governance mechanisms.

Smart Contracts

Each transaction is meticulously processed through the Petra Wallet, a secure and designated platform, ensuring the integrity and reliability of the financial operations within the system.

Wallet Connectivity

Employed the Petra Wallet as a secure method for conducting transactions on the Aptos blockchain.

Governance

A community-driven governance system is in place, enabling the removal of songs with identified issues through a voting mechanism, where the decision is contingent upon the number of votes allocated to the raised concern.

Revenue Sharing

Artists receive revenue directly into their wallets, devoid of intermediaries, thereby ensuring a more equitable distribution of payouts to them.

Listener Experience

Our website features a sophisticated, streamlined, and engaging user interface that facilitates seamless interaction and connection with artists. Users can effortlessly express their appreciation by offering monetary tips, expressing admiration through song likes, and contributing to the artists' broader outreach.

Curation

Users are curated a selection of songs based on diverse parameters, including trends, recent additions, and playback frequency, ensuring a tailored and refined musical experience.

Technical Implementation

Aptos

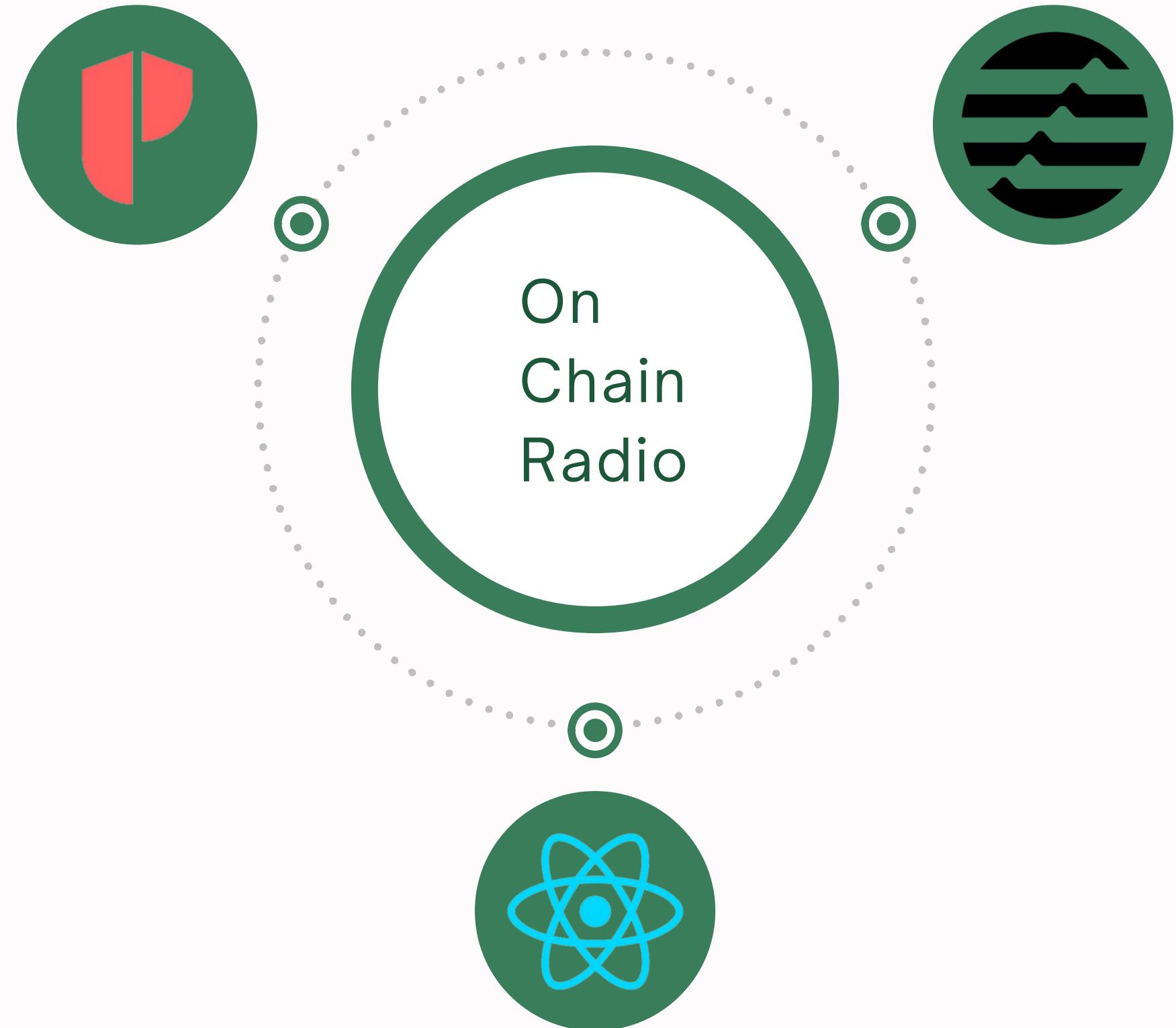
A Layer 1 Proof-of-Stake (PoS) blockchain network known for its high transaction speed and security. It leverages the novel Move programming language, specifically designed for building secure and scalable decentralized applications.

Petra Wallet

A non-custodial, multi-chain cryptocurrency wallet designed specifically for the Aptos ecosystem. It offers secure storage and management of Aptos tokens and NFTs, with additional features including staking and governance support.

React TSX

React TSX (TSX stands for TypeScript JSX) is a syntax extension that combines the power of TypeScript with the convenience of JSX. It enables developers to write HTML-like code within their React components in a concise and type-safe manner.



Future Works

Preview for Paid Songs

Facilitates artists in appending complimentary previews to paid songs, affording users the opportunity to make informed purchasing decisions aligned with their preferences. This approach exemplifies a transparent purchasing policy within the platform.

Proper Community Integration

The platform can establish a community that facilitates user commentary on songs, fostering a seamless interaction between artists and users. This feature enhances engagement and encourages a dynamic exchange of feedback within the platform.

Selling Limited NFTs

Can provide artists the capability to directly sell NFTs to users, thereby creating additional avenues for revenue and fostering personalized interactions. This initiative enhances financial prospects for artists while deepening the level of engagement between creators and their audience.

Tier- Based Membership Models

Provide artists the capability to release exclusive member-specific content, including specialized podcasts, thereby expanding interaction possibilities with users. This feature enhances the platform's value proposition by offering unique and tailored experiences to its members.

Live Concerts

The incorporation of live concerts into the platform affords a mutually enriching experience for both users and artists, transcending geographical boundaries.

Short Audio Format

Facilitating 30-second music interactions accommodates the prevalent trend toward shorter content formats, addressing contemporary preferences and aligning with evolving user engagement patterns.

Adding Achievements/Badges

The implementation of achievements and badges, exemplified by milestones such as surpassing 10,000 minutes of listening to a specific artist, enhances user engagement on the platform. This feature introduces a gamification element that acknowledges and incentivizes user loyalty and participation.

Karaoke

Providing users the capability to engage in live karaoke sessions and collaborative performances with artists, thereby enriching the interactive and participatory aspects of the platform.



CURRENT MARKET STRATEGY

Aptos Earns Users

Our current strategic emphasis lies predominantly in acquiring new users and promoting the platform to broaden its reach and visibility.

Artists Earns Full Revenue

Currently Artists earn the entire transaction fees as the revenue benefitting them and retaining their use of the platform.

AfterWards Earning

With enough User Retention, Aptos can then start charging a nominal amount to the users and artists and this would create a good business model.

Go To Market Strategy

Improved Artist Commissions

Artists stand to realize a significantly elevated commission rate compared to what they might accrue through a centralized platform, underscoring the financial advantages inherent in the decentralized model.

Conquering an untrodden field

This represents an emerging field, as numerous entities explore Web3-based products. Pioneering initiatives in this realm can position Aptos at the forefront of the market, capitalizing on the dynamic landscape and potential opportunities therein.

Collaborative Growth

Through commissioned collaborations with established artists, we have the prospect of attracting users to the platform. This symbiotic arrangement not only amplifies the platform's allure for users but also furnishes established artists with a strategic avenue for expanding their outreach.

Better Reach to new Artist

Emerging artists can experience substantial benefits by showcasing their work on a newly established platform, fostering heightened visibility and, in turn, leading to improved sales opportunities.

Expanding to Established Music Platforms

We stand ready to provide support to established entities in transitioning to the Web3 space, offering assistance as they navigate and embrace the evolving landscape.

Censorship and Governance

There is only a community driven governance and thus provides much more freedom to the artist to explore



**THANK
YOU**

