

# BONEZYARD Limited - Music Platform - Project Offer Document

## Private and Confidential



<https://boneyard.com/>

BONEZYARD Music Platform Project

Welcome to BONEZYARD

What is it?

BONEZYARD (BNZ) is a site which combines the worlds of music streaming and social media that people visit to acquire and share music and art that is 'scrap'. A scrap yard, or breakers yard if you like, of unused, never quite made it on the album, or created off the cuff, live or early recording takes, alternative takes, that isn't necessarily the artist's main product or effort at the time. (Working title is the BONEZYARD, from the original concept name BONEZYARD). There is an unbelievable amount of content that a musician or artist creates/records that has elements of magic but perhaps where the execution was not up to standard in a segment of the take so it's not used. This can include:

- New take – a new audio recording
- Re-take – a re-recording of something already recorded, different
- Out-take – a section of a recording
- Alternative take – a recording that didn't make it to the 'final product' (e.g. we chose the second take of this tune from the recording session because we felt it was overall better, but the first take had some amazing moments and was almost good. In some ways we wish we went with the first).

BNZ is also a place for artists who have never had a recording contract and at best upload their work to their own website or YOUTUBE. It will provide artists with full autonomy to upload their song (without a distributor or a label), and their own music video, advertise it through their own fan page on the platform and interact with their fans.

BNZ also targets itself beneficiaries from artists that are no longer with us and record labels wanting an income stream for their archived music.

## **How does it work?**

The BONEZYARD Music site is built on a block chain platform utilising a peer to peer social framework that enables independents, artisans and professionals alike to offer up their audio creations and tell their story for people to enjoy, use, collaborate and collect.

BNZ Music Platform will be the new point of reference for the music market and will be fully developed using the technologies that the blockchain has available. Using the blockchain affords BNZ with the means to be decentralized and be more community – based compared to its competitors. Currently viewing a music video via YouTube, listening and streaming is via Spotify, marketing is on iTunes or Beatport and advertising is on social media. BNZ aims to solve this problem once and for all.

A holistic one – stop shop approach, choice is given to the user, to watch videos, stream music and have the ability to use whichever device they own to partake in BNZ. Our goal is to be present on any Smart TV equipped with Chromecast, through Smartphone app stores, on any personal computer through a web interface or software and eventually through clubs and bars and radio stations allowing local musicians to gain exposure through our media outlets. This also permits the artist to manage their social media fanbase from one source, their BNZ channel, thereby retaining their fans on one single decentralized music platform.

The member looks for what is relevant to them. The member can connect with any other member by a 'follow', 'join orbit'. This is how members build their networks, or in other words universe. This works like social media.

The way to purchase audio files that have been uploaded of any style, is through other members' solar system, i.e. their collections. One does not purchase from a central store, but from a decentralised member network, solar system to solar system. The block chain based smart contracts track every successive purchase. Members collections play an important role. The bigger the collection and the more activity a collection gets, the more BNZ tokens the member earns.

Furthermore, through visa card and paypal type transaction providers it is not essential to have a knowledge of blockchain / crypto-wallets or to convert to cryptocurrency although that is something BONEZYARD will support and promote.

## **Income Streams**

Income comes from different sources

- Downloading and purchase of content will be the initial income stream
- Sampling and licencing will follow
- Potential deals on recording contracts, signing up artists
- Advertising, this is most likely to occur should we introduce a subscription model which would then be free of advertisements
- Sales of music rights, as the content providers will have no agreements in place with record companies or managers etc we will provide a service for this if required, in which we will

partner with the artists on all of the above where necessary, Sampling and licence deals have become big in the music industry for artists such as rappers and is also big business in the advertising industry, these are always looking for a jingle or beat that does not come from run of the mill sources, also because we pay the artists directly there is no record label or management to negotiate with or pay commissions to, this makes the process far more simple and also provides more revenue to the artist.

### **Who is BONEZYARD?**

The project is the brainchild of Chris Gale and his UK business partner Adam Montague who have been collaborating on this for many years but it was only the advent of the blockchain that made it viable. Chris and Monty are Jazz musicians residing in London, they play with many well-connected artists and some of these will be advisors to the platform and listed on our website.

Rob Davies - Another partner and music enthusiast in this case a love of Northern soul, Rob brings with him a lot of contacts in the music world and also a world-famous record producer Steve Lillywhite, who is also a shareholder and advisor on the project, Steve will be a great help with many aspects of developing this platform.

David Clark - A blockchain developer and Crypto enthusiast residing in Jakarta with experience in bringing blockchain projects to ICO (Initial Coin Offering), IEO (Initial Exchange Offering) and STO (Security Token Offering) level of token sales.

David Henderson - Senior lecturer in marketing at Monash University and avid digital music user advises on both the marketing strategy and user experience for BONEZYARD

WE also have advisors between Jakarta and the UK who are accountants, a music industry lawyer and experienced marketers in the music industry to complete a very forward-thinking music focussed devoted team.

Further details on all of the above are available by request if required.

### **How is it funded?**

Initial seed capital has been invested from the partners and the next level is coming from a small amount of private share sale offerings.

BONEZYARD has also produced 270 million BNZ tokens on the Ethereum blockchain of which a sale will be held 6 months or so after the platform goes live and is fully functioning and producing revenue,

Record and production companies have shown a great interest in uploading various content that is kept in their archives and discussions will be held on an individual basis.

The token sale will be approximately 130 million tokens at 0.09 cents the other tokens will be kept for development (Hard cap 11.7 million USD), 60% of the fund raiser will be paid out as dividends between the shareholders pro rata and the other 40% will be kept to roll out and support the platform.

### **What is the offer?**

There is one 6% slot available for \$36,000 USD. Or \$6,000 USD per 1% if the shareholder does not want to take up the full 6% allocation. This offer is available to a music orientated or enthusiastic investor that can give us feedback as the project develops and also can get a little more involved than that if they choose to.

BONEZYARD LIMITED is based from the UK and shares will be issued from there, there is also a Seychelle's partnership to facilitate Crypto currency transactions, BONEZYARD also owns a portfolio of possible conflicting url's such as Theboneyard, bonesyard, etc, these will all be redirected to the main site <https://boneyard.com/> which is hosted on a private server.

### **What are the funds being used for?**

Extending Trademarks to roll out in further jurisdictions

Increasing the content (Content scouts) rewards system

Extending social media including you tube presence and promo's

Parler and Telegram promotions (other social media)

Acquisition of affiliates Worldwide

### **Boneyard Limited**

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Registered under company's house

Company Number 12554572