

INVESTOR PRESENTATION

Boptone

Own **Your Tone.**

Music Business 2.0 — The Operating
System for Independent Artists



The Music Industry is **Broken** for Artists

\$3-4K

What 1 million Spotify streams pays (before splits)

0%

Fan data artists actually own from streaming platforms

80-85%

Of master recordings taken by major labels

50%+

Of publishing rights taken by publishers

Result: Artists are quitting. They can't make a living.



\$0.003

per stream to artist

The platforms controlling artist revenue

The Industry is Splitting in Two

Not between big and small. Between two fundamentally different approaches.

YESTERDAY'S MODEL

- ✗ Companies acting like Brands
- ✗ Fighting over SKUs
- ✗ Chasing Logos
- ✗ Running Ads
- ✗ Yelling at Audiences



TOMORROW'S MODEL

- ✓ Companies building Platforms
- ✓ Creating Ecosystems
- ✓ Building Belief Systems
- ✓ Owning Distribution
- ✓ Building Networks

The next category leaders won't win because of products.

They'll win because of ecosystems where media, data, distribution, and storytelling operate as one engine.

Boptone: The Autonomous Creator OS

A complete operating system for independent artists



Own Your Data

Know exactly who your fans are.
Export anytime. No platform
lock-in.



Own Your Masters

Keep 90% of streaming revenue.
Your recordings, your ownership.



Own Your Publishing

No forced deals for discovery.
Control your songwriting rights.



Own Your Relationships

Direct fan connections. No
algorithm gatekeeping your
audience.

Stop being a **content supplier**. Start being a **business owner**.

NEW STREAMING REVENUE MODEL

The Tone Economy

Inspired by Costco Executive — fans become investors, artists become entrepreneurs

FAN MEMBERSHIP TIERS

Tier	Price	Key Benefit
Basic	Free	Limited streaming, discover artists
Member	\$36/year	Unlimited streaming, back artists directly
Executive	\$99/year	Everything + 2% annual cashback check



Costco Executive model: Fans spend more → earn more → feel invested

WHAT ARTISTS GET



90% Revenue Split

All fan backing goes directly to artists you choose



3-5% Tone Dividend

Annual bonus based on tier and engagement



Named Backers

See exactly WHO supports you, not anonymous streams



Own Your Data

Export fan data anytime — it's yours

OLD MODEL (SPOTIFY)

1,000,000 streams

= ~\$4,000 (need 250K monthly listeners)

BOPTONE TONE ECONOMY

1,500 Backers

= \$4,050/month (real fans who chose YOU)

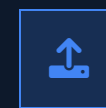
BAP — 90/10 Revenue Split

- ✓ 3-click upload with AI metadata extraction
- ✓ Direct fan-to-artist payments
- ✓ Complete ownership of master recordings
- ✓ Real-time streaming analytics
- ✓ No middlemen, no label cuts

PER-STREAM PAYOUT COMPARISON

Spotify	\$0.003
Boptone	\$0.009

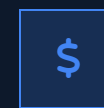
3x More Per Stream



Upload



AI Tags



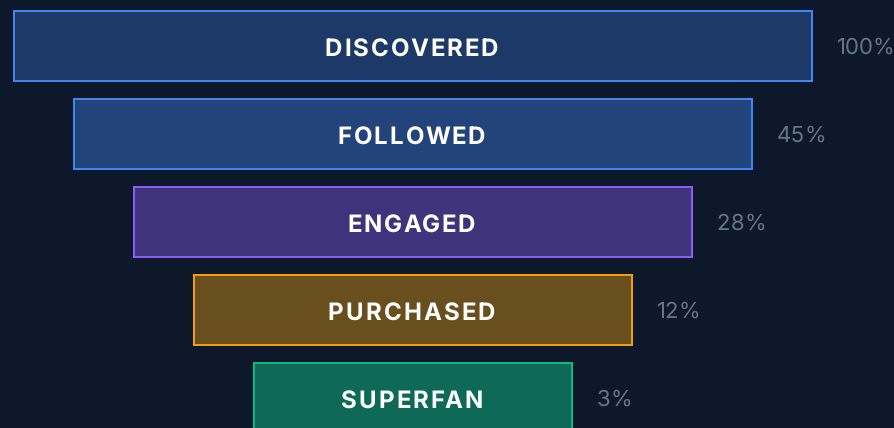
Earn

Artists keep 90% • Boptone takes only 10%

PRO PLAN FEATURE

Fan Funnel: Social Media Marketing Infrastructure

The only unified fan data platform built for independent artists — track discovery sources across Spotify, Apple Music, TikTok, Bandcamp & more



Discovery Source Tracking



Smart Links with Attribution

Every link tracks WHERE clicks come from — TikTok, Instagram, playlists, or direct. Know which channels drive real fans.

Unified Fan Profiles

Connect email + phone + streaming + social into **ONE fan identity**. See complete journey across all touchpoints.

Fan Segmentation & Cohorts

Group fans by behavior, location, source, or value. Target your top 1% superfans with precision.

Actionable Insights






"TikTok fans buy merch at 3x the rate" — Real data that drives real decisions. Export your data anytime.

No tool like this exists for independent artists. Boptone fills the gap.

Kick In — Direct Artist Tipping


Fans support artists directly through their preferred payment method. No middleman.

SUPPORTED PAYMENT METHODS

	PayPal
	Venmo
	Zelle
	Cash App
	Apple Cash

BUILT-IN TAX COMPLIANCE

COUNTRY	COMPLIANCE
United States	1099-K threshold tracking (\$600+)
United Kingdom	Self-assessment reminders
European Union	VAT considerations
Canada	T4A threshold tracking
Australia	ABN requirements

 Artists see exactly who tips them — building real fan relationships, not anonymous transactions.

Complete Feature Set

Everything artists need to build and run their career — in one platform

AI Tools

- Toney AI Career Advisor
- AI Metadata Extraction
- Smart Content Recommendations
- Automated Marketing Copy

Financial Services

- Revenue Dashboard
- Expense Tracking
- Tax Preparation Tools
- Royalty Accounting

Commerce

- Merch Store Integration
- Digital Downloads
- Subscription Tiers
- Direct Fan Sales

IP Protection

- Copyright Registration
- Trademark Monitoring
- Contract Templates
- Legal Resource Library

Healthcare

- Health Insurance Options
- Mental Health Resources
- Wellness Programs
- Emergency Fund Access

Tours & Events

- Tour Planning Tools
- Venue Database
- Ticket Sales Integration
- Fan Meetup Coordination

Revenue Model

Diversified revenue streams aligned with artist and fan success

STREAM 1		STREAM 2	
Artist Subscriptions		Fan Memberships	
Creator (Free)	\$0/mo	Basic (Free)	\$0/yr
Pro	\$39/mo	Member	\$36/yr
Label	\$59/mo	Executive	\$99/yr
Enterprise	Custom	2% Cashback on Executive	Retention
STREAM 3		STREAM 4	
Platform Fees		Transaction Fees	
BAP Streaming Revenue	10%	Merchandise Sales	3%
Kick In Tips	10%	Concert Tickets	3%
Artist Backing	10%	Digital Downloads	3%
Tone Dividend Fund	3%	Exclusive Content	3%

\$8.5B Market Opportunity

Competitive Landscape

No one else offers this combination

FEATURE	SPOTIFY	DISTROKID	FEATURE.FM	LINKFIRE	PATREON	BOPTONE
90/10 Revenue Split	✗	~	✗	✗	~	✓
Fan Data Ownership	✗	✗	~	~	✓	✓
Smart Links + Attribution	✗	✗	✓	✓	✗	✓
Direct Tipping (Kick In)	✗	✗	✗	✗	✓	✓
Fan Membership + Cashback	✗	✗	✗	✗	✗	✓
AI Career Tools	✗	✗	✗	✗	✗	✓
Unified Fan Funnel	✗	✗	~	~	✗	✓

Boptone is the **only platform** that combines streaming, distribution, marketing, tipping, and fan membership in one ecosystem.

Technology Stack

Production-ready from day one



Frontend

React 19

Latest React with concurrent features

TypeScript

End-to-end type safety

Tailwind CSS 4

Modern utility-first styling

tRPC Client

Type-safe API calls



Backend

Node.js + Express

Scalable server runtime

tRPC 11

Type-safe RPC framework

Drizzle ORM

Type-safe database queries

Stripe Connect

Payment processing



Infrastructure

MySQL / TiDB

Scalable relational database

AWS S3

Audio and media storage

OpenAI Integration

AI-powered features

OAuth 2.0

Secure authentication



Ship Fast



Scale Infinitely



Secure by Default



Type-Safe E2E

What We've Built

Production-ready platform, not a prototype

COMPLETED FEATURES

✓ **BAP - Boptone Audio Protocol**
90/10 revenue split, 3-click upload, AI metadata

✓ **Tone Economy**
Fan memberships, cashback rewards, artist dividends

✓ **Fan Funnel**
Smart links, unified profiles, fan scoring

✓ **Kick In Tipping**
Multi-payment support, tax compliance

✓ **Toney AI Advisor**
Career guidance, platform philosophy

✓ **Artist Dashboard**
Analytics, earnings, profile management

LAUNCH TIMELINE

NOW
Platform Built
Core features complete, seeking seed funding

Q3 2026
Beta Launch
1,000 artists, refine based on feedback

Q4 2026
Scale Operations
5,000 artists, marketing push

Q1 2027
Public Launch
10,000 artists, \$500K ARR target

\$ Seed Round

Building the infrastructure for artist independence

USE OF FUNDS

Engineering & Product	40%
Marketing & Artist Acquisition	30%
Operations & Support	20%
Legal & Compliance	10%

18-MONTH MILESTONES

10,000

ACTIVE ARTISTS

\$500K

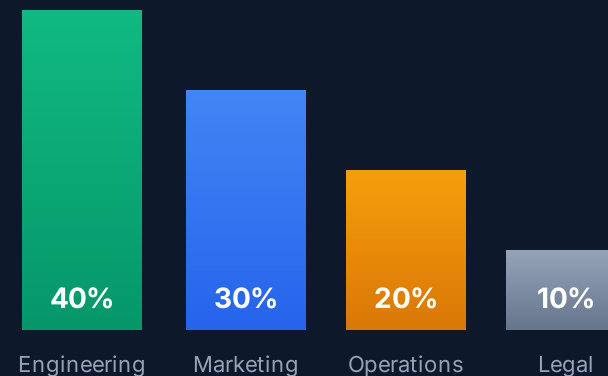
ARR TARGET

Q4 2026

PUBLIC LAUNCH

100K

FAN MEMBERS



"Built by creators, for creators"

Music Business 2.0

Building the infrastructure for artist independence

OLD MODEL

- ✗ Platforms extract value from artists
- ✗ Fans are anonymous consumers
- ✗ Success = viral lottery
- ✗ Artists are content suppliers
- ✗ Data locked in black boxes



MUSIC BUSINESS 2.0

- ✓ Platforms share value with artists
- ✓ Fans are named investors
- ✓ Success = 1,000 true fans
- ✓ Artists are business owners
- ✓ Artists own all their data

Fans become investors. Artists become entrepreneurs.
Everyone wins together.

Boptone

Own **Your Tone.**

Let's build Music Business 2.0 together.



EMAIL

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WEB

boptone.com

SCHEDULE A CALL

The future of music is artist-owned