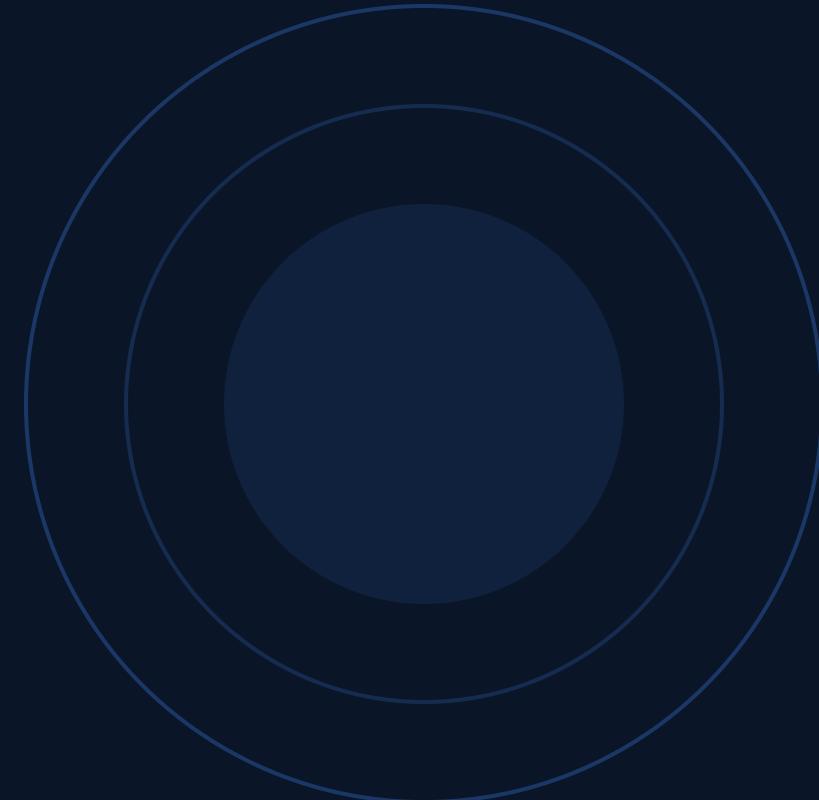


INVESTOR PRESENTATION

# 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	<b>Free</b>	Limited streaming, discover artists
Member	<b>\$36/year</b>	Unlimited streaming, back artists directly
Executive	<b>\$99/year</b>	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**

**90%** + **10%**

Artist

Boptone



Upload

AI Tags

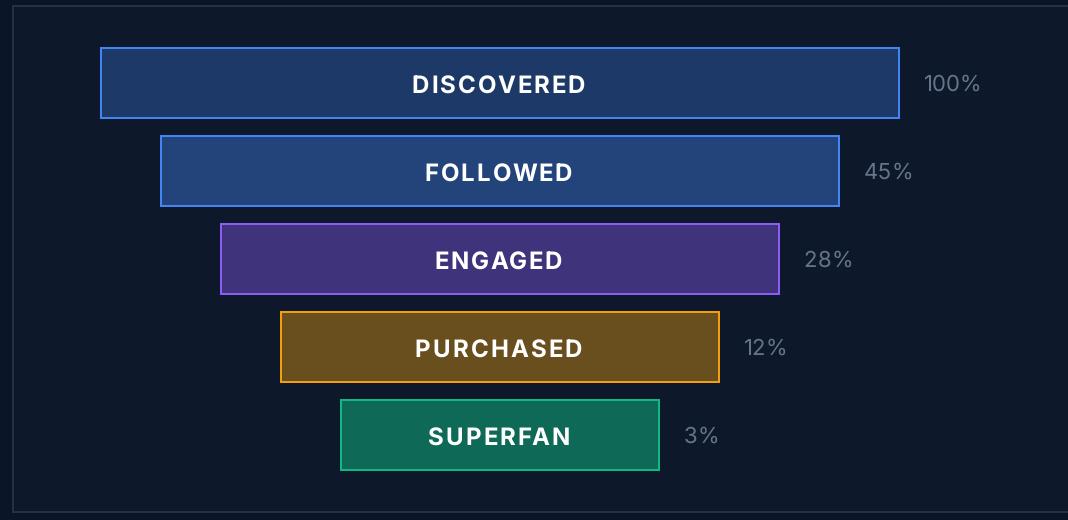
Earn

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

 <b>PayPal</b>
 <b>Venmo</b>
 <b>Zelle</b>
 <b>Cash App</b>
 <b>Apple Cash</b>

## BUILT-IN TAX COMPLIANCE

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

### Artist Subscriptions

Creator (Free)	\$0/mo
Pro	\$39/mo
Label	\$59/mo
Enterprise	Custom

## STREAM 2

### Fan Memberships

Basic (Free)	\$0/yr
Member	\$36/yr
Executive	\$99/yr
2% Cashback on Executive	Retention

## STREAM 3

### Platform Fees

BAP Streaming Revenue	10%
Kick In Tips	10%
Artist Backing	10%
Tone Dividend Fund	3%

## STREAM 4

### Transaction Fees

Merchandise Sales	3%
Concert Tickets	3%
Digital Downloads	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**

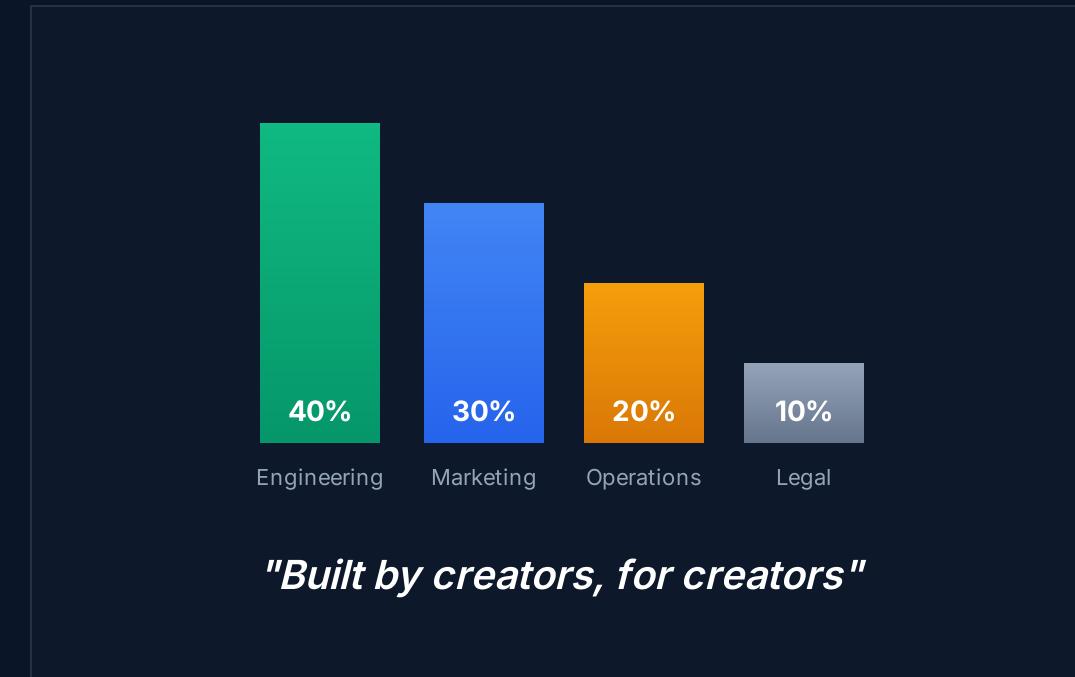
ARR TARGET

**Q4 2026**

PUBLIC LAUNCH

**100K**

FAN MEMBERS



# 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

[hello@boptone.com](mailto:hello@boptone.com)



WEB

[boptone.com](http://boptone.com)

**SCHEDULE A CALL**

*The future of music is artist-owned*