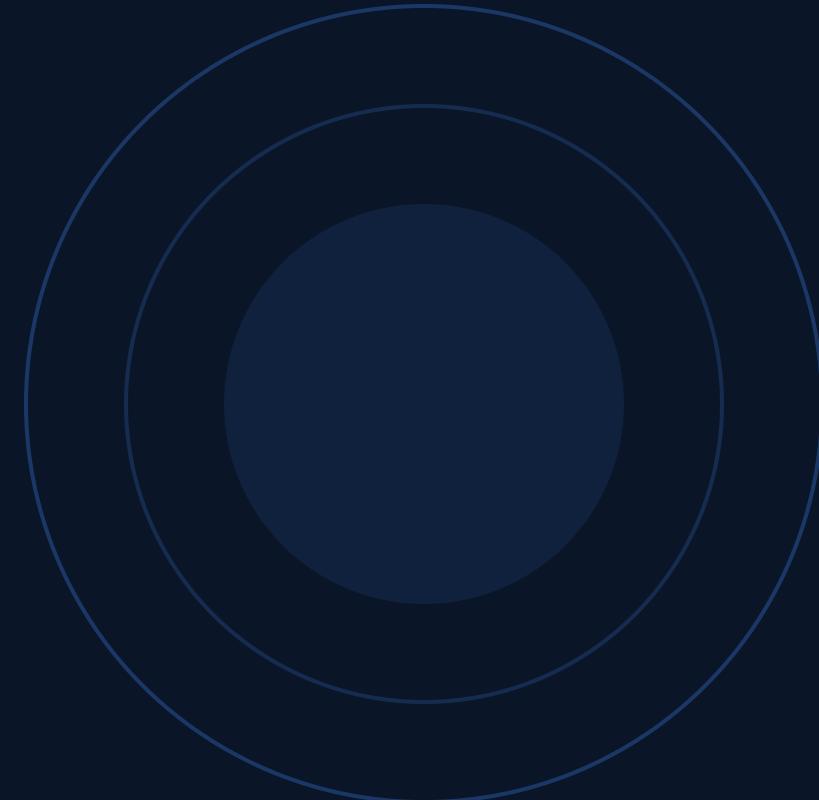


INVESTOR PRESENTATION

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**.

The Tone Economy

Revolutionary Fan-Artist Economics — Inspired by Costco Executive Membership

FAN MEMBERSHIP TIERS

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

ARTIST BENEFITS

- ✓ **90%** of all fan backing goes directly to artists
- ✓ **3% Tone Dividend** bonus on all platform earnings
- ✓ **Complete ownership** of fan data and relationships
- ✓ **See exactly** who supports you and how much

The only music platform that pays fans AND artists back.

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%

Fan Funnel: Marketing Infrastructure

The tools independent artists need but can't find anywhere else



Smart Links with Source Tracking

Every link tracks WHERE the click came from — TikTok, Instagram, playlist, or direct. Artists finally know which channels drive real fans.

Unified Fan Profiles

Connect email + phone + Spotify + social into **ONE fan identity**. See a fan's complete journey across all touchpoints.

Automatic Fan Scoring

Identify your **top 1% superfans** automatically. Score based on recency, frequency, purchases, and referrals.

Actionable Insights

"TikTok fans buy merch at 3x the rate of playlist fans" — Real data that drives real decisions.

Artists finally know WHERE their fans come from and WHO they are.

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

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



Q1 2026

Beta Launch

1,000 artists, refine based on feedback



Q3 2026

Scale Operations

5,000 artists, marketing push



Q4 2026

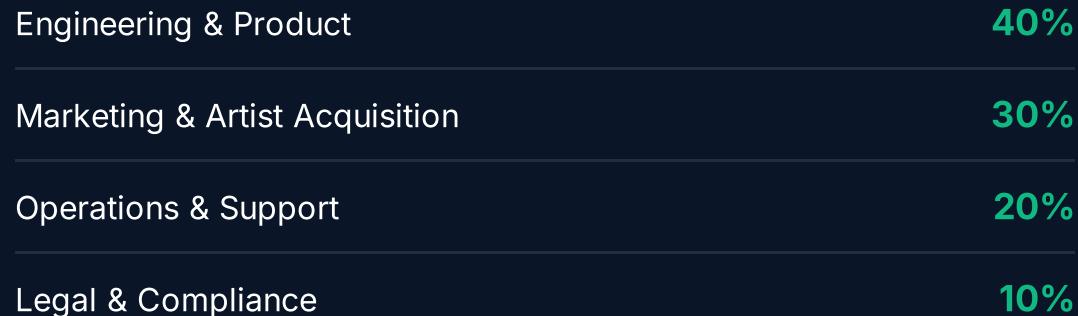
Public Launch

10,000 artists, \$500K ARR target

\$1.5M Seed Round

Building the infrastructure for artist independence

USE OF FUNDS



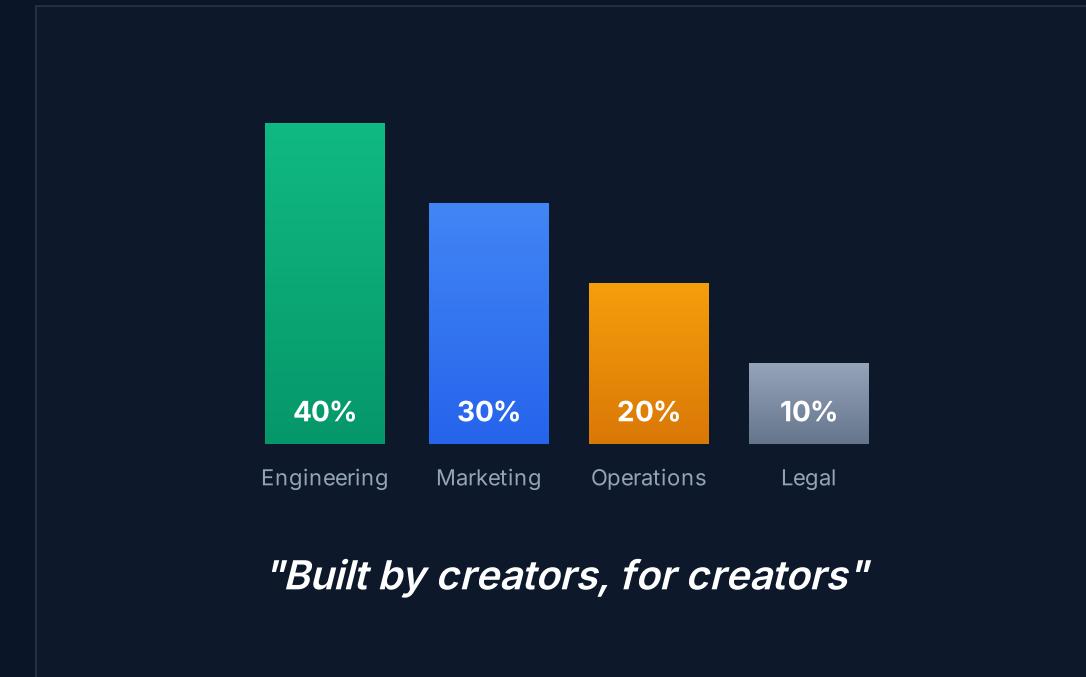
18-MONTH MILESTONES

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



WEB

boptone.com

SCHEDULE A CALL

The future of music is artist-owned