

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.**

 Streaming platforms

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% <b>Tone Dividend</b> bonus on all platform earnings
✓	<b>Complete ownership</b> of fan data and relationships
✓	<b>See exactly</b> 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	<b>\$0.003</b>
Boptone	<b>\$0.009</b>

**3x More Per Stream**

 Streaming platforms

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



# 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

■ **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

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.**



 Recording studio control room

# Own Your Tone.

Let's build Music Business 2.0 together.

## GET IN TOUCH

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

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

[SCHEDULE A CALL](#)

*The future of music is artist-owned*