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Creators of music deserve to get a fair share for their work.

DigiRAMP gives control of revenue streams back to where it belongs.

Whether you are an artist or a business, you now have the power to build an entire supply chain with transparency and accountability using DigiRAMP.

Your rights stay with you. Share what you want when you want – on your own terms…

Table of content

**DigiRAMP is founded by Peter Rafelson and Max Grønlund**

Peter Rafelson

Composer, producer, musician and the creator of over thirty #1 songs, Peter has produced a massive catalog of 5,000+ masters

Peter owns five companies including publishing and record labels.

Max Grønlund

Musician, programmer, software architect, IT Management: Lego, Avid, Koblo, KeyToSound

Has invented the first Software “Virtual instruments”

Has visited many of the greatest artists as the CEO of Koblo

**Why**

Today’s distribution channels leaves close to nothing to the creators of music

Yesterday’s distribution channels are ineffective and expensive.

Writers and Artists are forced to accept big companies making big money on their music just to get it heard.

**Users**

Writers, Musician’s, Fans, Indie labels, Lawyers, Representatives and many more…

Can all fulfill their needs to connect and exchange services and products with respect to all rights holders and all receive a fair share for their work and interests.

**Features**

DigiRAMP is cloud-based solution where all users can

Find and listen to music.

Buy and sell products and services.

Upload recordings

Manage rights

Distribute revenue streams to all stakeholders

Collaborate

Reach out to social media

On top of that professionals can subscribe to advanced features that let them manage company employees and recording catalogs in bulk

**Business model**

DigiRAMP takes a cut on all transactions the rate varies from 1.9% to 20% depending on the amount of each transaction, the greater the transaction is the lower the cut.

DigiRAMP offers Pro accounts at $19.95 a month and Business accounts at $159.00/mn.

The industry

Music is a growing marked, never has that many people spend that much money on music. The annual growth has been 10% for the last year. Music is big business just not for the creators.

E.g. creators gets 0.00019 cent per stream.

Apple pay artists when a threshold of 100 $ is reached.

Prince got approx. 2000$ for his catalog on Spodify

It’s safe to assume that most artists never get anything at all.

**Status**

DigiRAMP is currently in beta

1046 users

2349 recording

3 Pro accounts

No significant burn rate

**6 month goal**

Grow the user base to 16k users and the content to +50000 recordings

Sell 320 Pro accounts

Develop a personal streaming service

Ramp up the staff with user support

Sign deals with independent labels

**7-18 month goal**

Grow users and content by 400%

Develop a pro streaming service

Make distribution deals with more and bigger labels

Create a label

**We offer**

100 convertible (a) stocks\* sold in batches of 5, each note cost $ 1.600 so you have to pay minimum $ 8.000

100 convertible (b) stocks sold for $1000, each note cost $ 2.000

A and b notes will convert to 130% of round two rate

The convertible stocks will be offered on a monthly base

10/9/2015

3 (a) notes

10 (b) notes

10/10/2015

3 (a) notes

10 (b) notes

\* this has to be refined stocks / shares I don’t know

**Budget**

**Production plan**

**References**

<https://www.youtube.com/watch?v=lOCJL2M3IzM>

<https://www.youtube.com/watch?v=fY7_zPXcmNk>

[www.musicintofilm.com](http://www.musicintofilm.com)

<http://missmatildablog.com/qa-with-peter-rafelson-digiramp/>