DigiRAMP strategy 2015

DigiRAMP Support the Music

by streaming revenue directly to creators in real-time



Table of content

DigiRAMP is founded by 8

Peter Rafelson 8

Max Grønlund 8

Why 8

Users 8

Features 8

The Channel 9

The Industry 9

Business model 10

Status 11

6 month goal 11

7-18 month goal 11

We offer 12

Budget 13

Production plan 14

Exit strategy 15

Technology Readiness 15

Protection readiness 15

Market readiness 15

References 16

# Background

Most revenue for usage of music comes from:

* Free usage of music as an ad driver.
* Streaming.
* Licensing.
* Public usage
* Sales to consumers

This revenue has to feed an entire food channel.

Here are some of the players:

* Streaming services
* Web shops
* Distribution
* Publishers
* Performance Rights Organizations
* Licensors
* Labels
* Production
* Artists
* Writers
* Composers

The interaction between the parties in the food chain is regulated by laws and a traditional praxis and leaves only a fraction of the income to the creators

Entering the digital age this entire setup in the industry is challenged

* One person and a computer can do entire productions
* The job performed by the publishing companies is down to only taking a cut of the pie
* The amount of music produced is going up
* The payment for usage pr. song is going down
* Streaming is paying next to nothing
* Ads generates the income on social media but is rarely accounted for

While the creative strive to get

* Exposure
* Respect
* Fame
* An income

Money is less important but a part of the recognition and a feeling of not getting ripped off by big companies, despite that most artists has no choice but to share their work on social media for free.

People still pays for music but the revenue rarely reaches the creative because:

* Is held by the channel, only when a threshold is reached the money is paid.
* Artists has to claim their money for usage of their music as an ad driver
* The price one playback on a streaming services is close to nothing
* There is to many parties taking a rake
* There is more music produced than ever so the individual works gets less exposure
* There is no transparency
* Revenue streams are scattered over to many places

Only the licensing marked seems unaffected of the changes but it requires

* A Label
* A publisher
* A lot of legal documents
* Administration
* Access to opportunities

For most creative this is simply not something they know about and if they did the expenses and affords would not be worth the work.

Until now!

Using new technology it's possible to cut the costs for the food chain down to a minimum and let the revenue flow directly to the creators in real-time.

DigiRAMP automatically generates

* A publisher
* A label
* All the legal documents required in the traditional setup
* A complete administration system that automatically streams the revenue directly to the creators bank accounts in real-time

This way

* No rights are violated.
* The costs for the traditional channel are brought down.
* Administration is automated
* There is transparency
* All parties gets paid

# Numbers

# Business model

Creating an account on DigiRAMP is free.

There is a fee on all transactions based on the payment gateway plus a DigiRAMP fee

* Stripe takes 30 cent + 2.9% on credit card transactions
* DigiRAMP takes 10 cent + 1.1% on credit card transactions minimum 1 cent
* DigiRAMP takes

There is a limit on free accounts when it comes to storage and transactions