

# MOOZICORE™

Changing the background music experience

## WHITE PAPER

version 1.2

Copyright © 2017  
Moozicore Inc.



**MOOZICORE**

**Whitepaper**

## Table of Contents

<b>1. Introduction</b>	2
<b>2. Customer engagement with Moozicore App</b>	3
<b>3. Market</b>	7
<b>4. The importance of music for business</b>	12
<b>5. Business model</b>	14
<b>6. Moozicore Team</b>	15
<b>7. Roadmap</b>	16
<b>8. MZI Token implementation using Ethereum and EIP-20</b>	17
<b>9. Benefits of adopting MZI Token</b>	18
<b>10. Token preSale &amp; Sale</b>	19
10.1. Token preSale	20
10.2. Token Sale	20
10.3. Users Growth and Moozicore Team Token Supply	21
10.4. Legal Notice	21
<b>11. Distribution of funds</b>	22

## INTRODUCTION

**Moozicore** is revolutionary Background Music Service for Businesses where music is essential for customers. Our service transforms background music into an interactive customer-sourced playlists. Unlike Spotify, Tidal or any other non-commercial services, **Moozicore is fully licensed and legal for businesses of all kinds.**

Our solution gives business owners control over the playlists and a better experience for its customers, with the opportunity to let them engage with the music right from their smartphones. With Moozicore platform business owners get access to **Moozicore Web Panel** that allows to create their own vibe from a licensed library of over 20 million tracks. Also can customize their music library by choosing from our genre-specific catalogs, pre-built playlists, create their own using special tools or import their favorite playlists from Spotify or iTunes.

**Moozicore's goal is to evolve places such as bars, restaurants, gyms and any other entertainment venues by creating personalized, social music experience for each customer.**

What is unique about our service is that it allows our customers access to a dynamic user experience for engaging with public music, TV display, social media and promotions right from their smartphones.

Customers use Moozicore mobile App to pick songs, vote on upcoming music, interact with other bar goers, share on social media and also review bar special offers.

Moozicore believes that artists and songwriters deserve rightful compensation for their efforts. For any businesses using our service the licensing is covered for the U.S. Performing Rights Organizations (**ASCAP, BMI & SESAC**).

EVER WANTED TO  
**INFLUENCE MUSIC**  
PLAYED IN PUBLIC PLACES?



## CUSTOMER ENGAGEMENT WITH MOOZICORE APP

With Moozicore Mobile App patrons control music in venues using tokens called **MooziCoins (MZI)** by:



**VOTING**  
on upcoming music  
to influence when  
it's played



**PICKING SONGS**  
from venue's  
pre-approved library  
to be played next



**ADDING SONGS**  
to current venue's playlist  
at the end of the queue



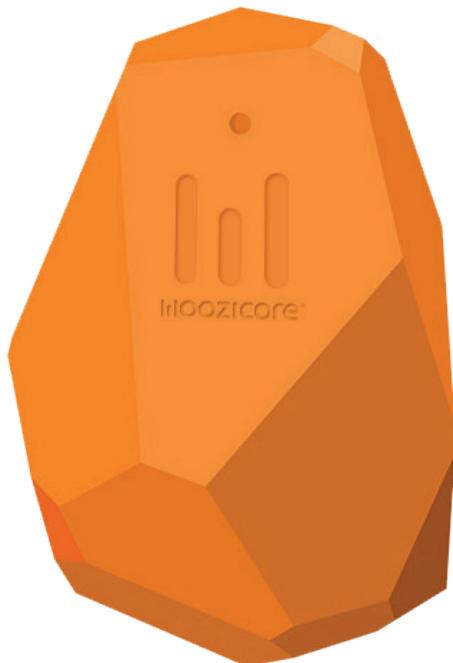
**SHARING SONG**  
plays on social media  
with photos and  
'tagged' friends

WE GIVE CUSTOMERS  
**FULL INTERACTION**  
WITH PUBLIC MUSIC PLAYS!

Mobile users can buy **MooziCoins (MZI)** directly from the Moozicore App on their smartphones using PayPal, Apple Pay (iOS devices) or with any major credit card. The **MooziCoins (MZI)** will never expire and can be used at any location with the Moozicore as a source of music.



With new technology used, **the service is integrated with TV screens located in the premises to improve and increase customer engagement.** This applied technology is to increase engagement across social channels and music, to promote specials, new menu items or events as well. When customers use Moozicore App, their song selections and votes show up on TV displays at the bar, which is an optional part for the businesses.



To create a more engaging experience for customers and enhance restaurant marketing Moozicore App uses beacons technology provided by leading global providers of proximity technologies.

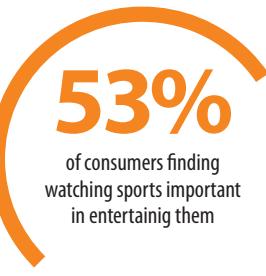
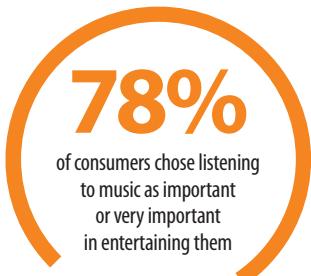
Our service uses beacons to target anyone with app who is in the vicinity of a participating location. Afterwards beacon anthem sends them a push notification greeting them by name, notifying them that the venue they are near is supported with Moozicore platform and finally their favorite songs are added to the queue.



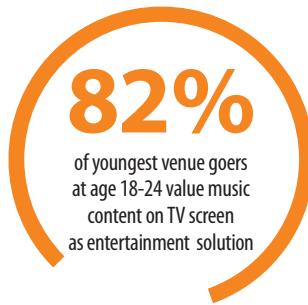
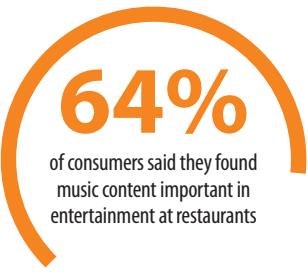
New research from Technomic's Consumer Brand Metrics (CBM) reveals **strong connection between Restaurant vibe and Customer satisfaction.**

- ★ ★ ★ ★ ★ A strong majority **91%** of casual-dining restaurant patrons say that an appealing ambiance influences their decision to visit a particular concept
- 😊 For quick-service restaurants **84%** of customers say it is important that the units they visit have a welcoming and comfortable atmosphere
- 🎵 Across all restaurant segments measured, Gen Z and Millennial consumers most strongly prioritize music **52%** of these younger generations say that a concept's music selection is an important factor in their decision to visit a casual-dining restaurant, compared to just **43%** of older consumers
- ✓ 98% of consumers who rated a restaurant's atmosphere and music ambiance as very good also rated their overall visit favorably (excellent or good)
- 👤 75% of consumers indicate the perception is developed in large part by the preferences of others

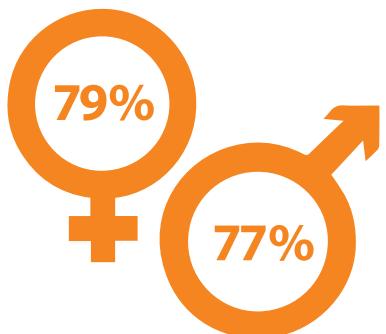
Many tools and technologies claim to be the best. But **what's the most engaging form of entertainment at a restaurant?**



When asked consumers **what they prefer to see on digital screens** at a restaurant or bar, music won out again:



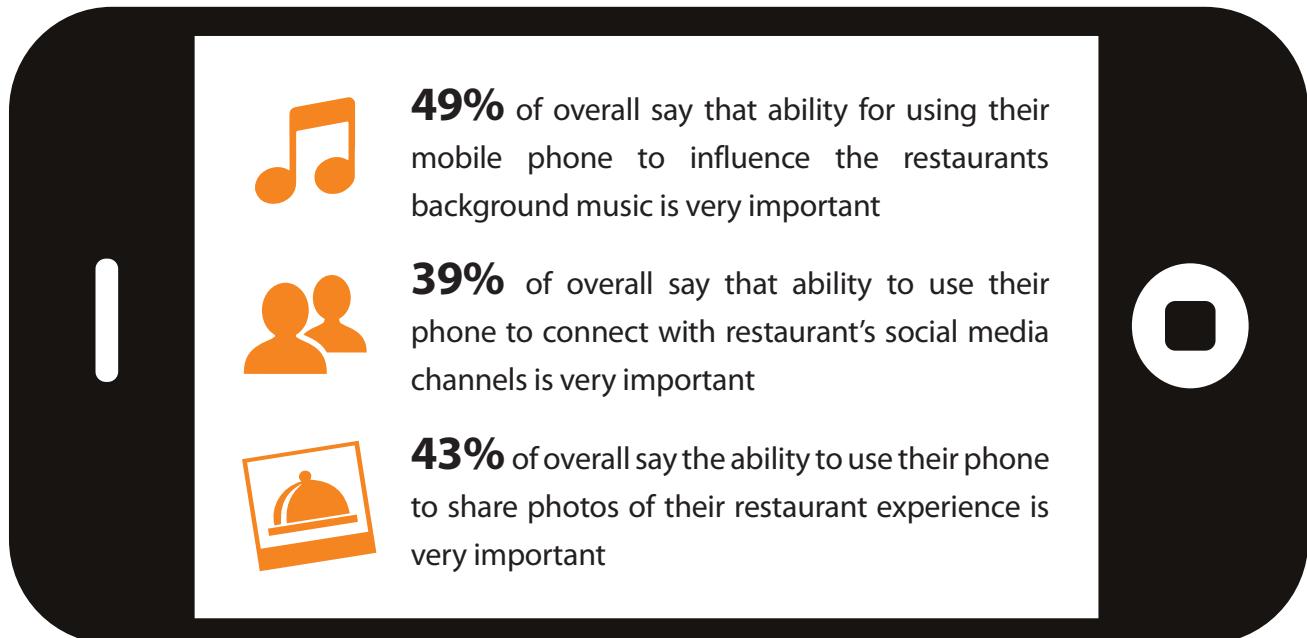
The study shows that **preference of music as a form of entertainment** in restaurants and bars relates to all genders and generations.



**79% of females and 77% of males** said listening to music is important to them as a form of entertainment.

Other engagement tools prove far more polarizing: **67% of men** found watching sports entertaining, only **39% of women** agree.

Regardless of gender almost **9 out of 10 consumers** between ages 18-34 claims that listening to the music is very important issue for entertaining themselves.



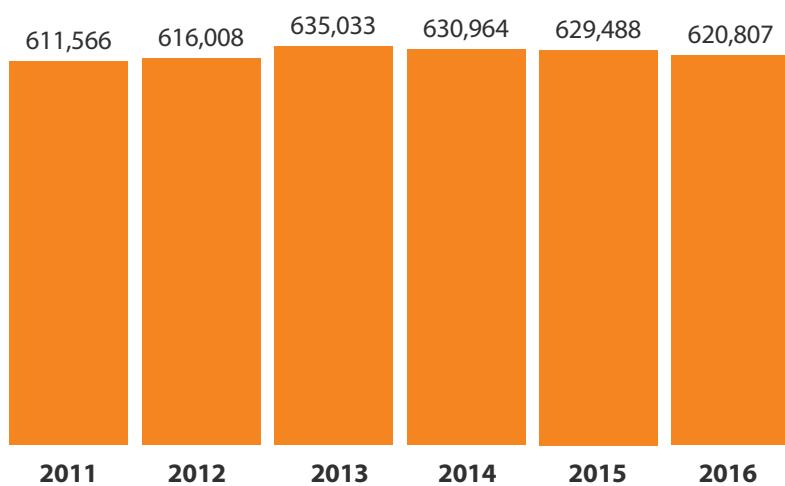


As the statistics of 'statista.com' shows in 2016 there were **more than 700.000 venues in US where Music plays a big role in interaction with customers.**



## Restaurants

The number of restaurants in the United States increased gradually from 2011 to 2014.

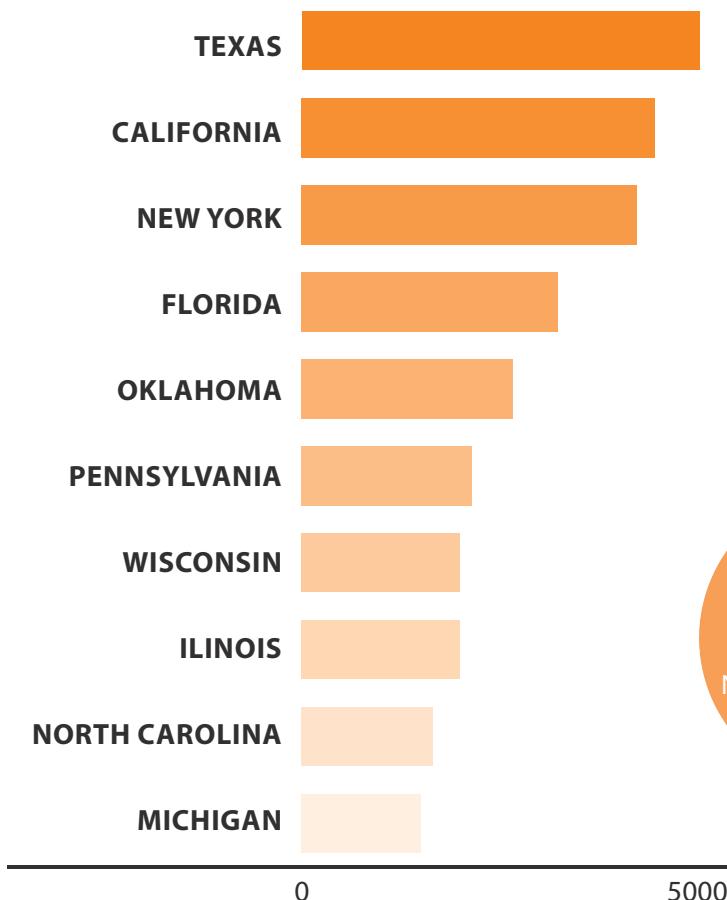


Source: Statista 2017

AS OF THE FALL  
OF 2016, THE U. S.  
HAD NEARLY  
**621 000**  
RESTAURANTS.

## Bars, Taverns & Nightclubs

Top Ten States with the highest number of Bars and Nightclubs in terms of number of Units.

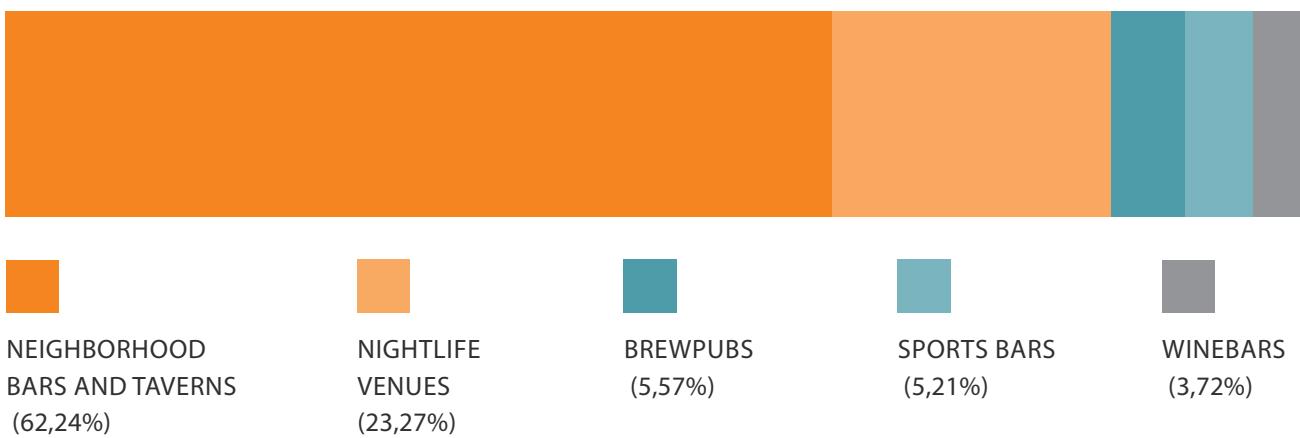


**63 305**  
NUMBER OF  
ESTABLISHMENTS  
IN THE U.S. BAR,  
TAVERN & NIGHTCLUB  
INDUSTRY IN 2016

**99%**  
OF THE TOTAL  
NUMBER OF BARS ARE  
INDEPENDENT

**0,1%**  
OF THE TOTAL  
NUMBER OF BARS  
ARE CHAINS

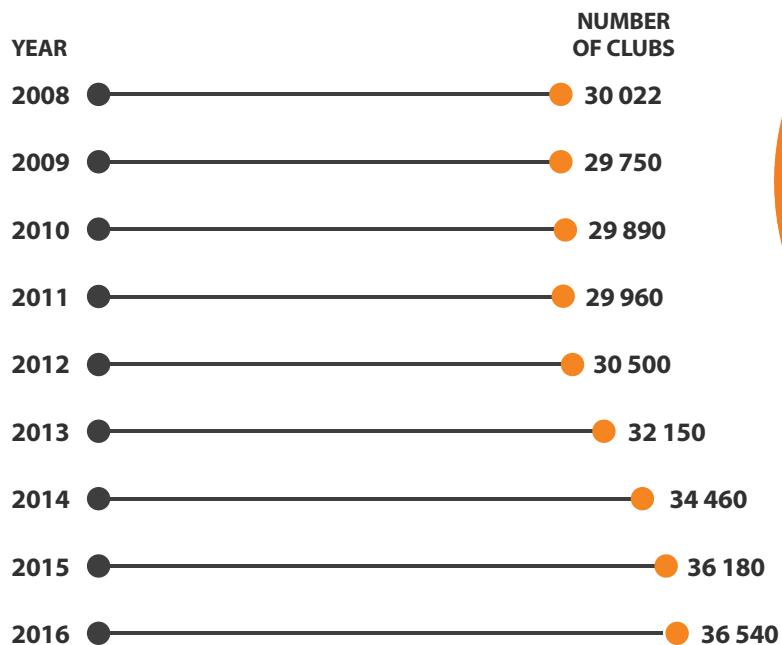
## A Quick Breakdown of the Menu Type



Source: CHD Expert

## Health Clubs & Fitness Centers

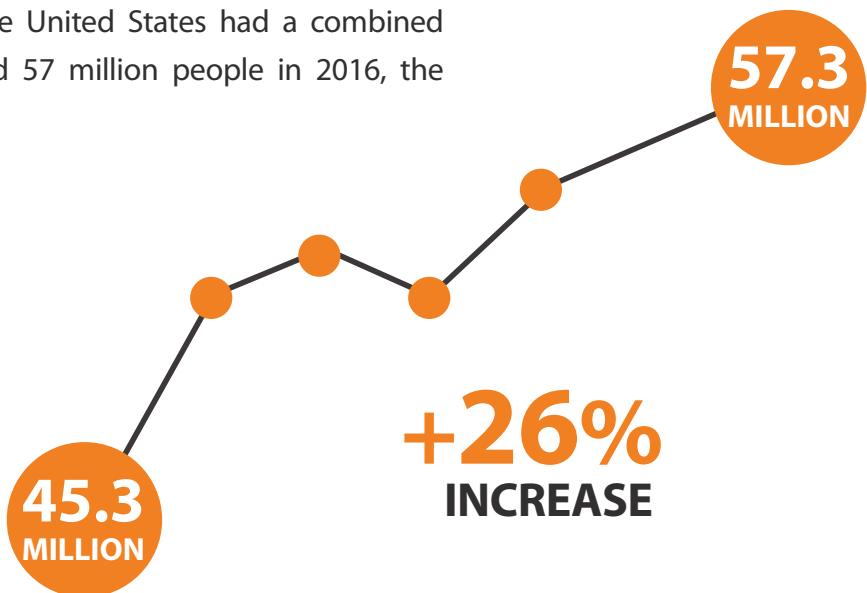
Number of health clubs & fitness centers  
in the U.S. from 2008 to 2016



**36 540**  
NUMBER OF GYMS (HEALTH  
CLUBS /FITNESS CENTERS)  
IN THE U.S.  
IN 2016

There were a total of 36.180 health clubs in the United States in 2015, an increase of over 5.500 on the figure from 2012. This means that the United States has more fitness centers than any other country in the world.

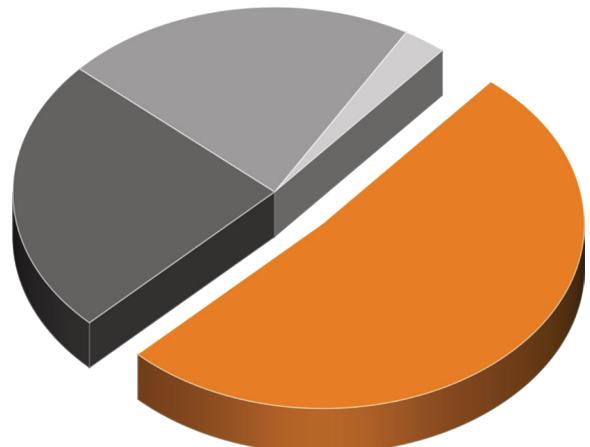
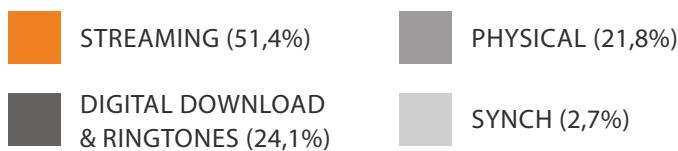
The health clubs in the United States had a combined membership of around 57 million people in 2016, the highest figure to-date.



Source: HRSA

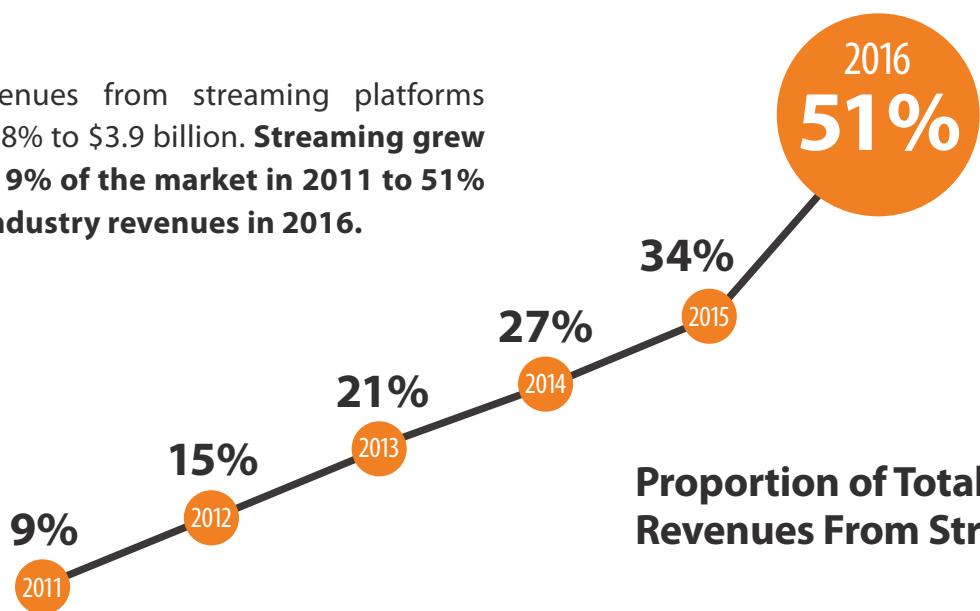
## Revenues of music industry

In 2016, for the first time ever, streaming music platforms generated the majority of the U.S. music industry's revenues. The streaming category includes revenues from subscription services, streaming radio services and ad-supported on-demand streaming services.



Source: RIAA

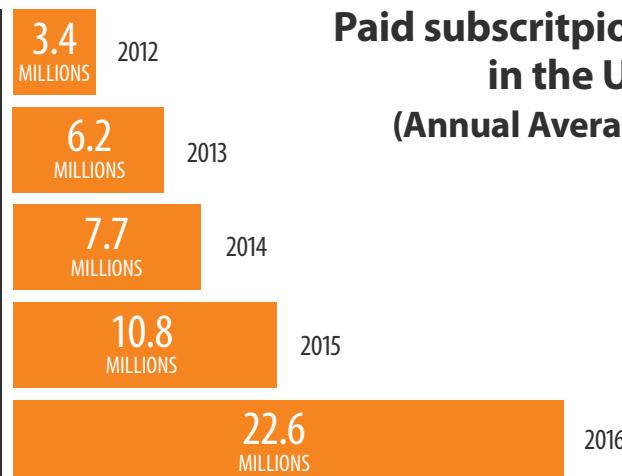
Total revenues from streaming platforms were up 68% to \$3.9 billion. **Streaming grew from just 9% of the market in 2011 to 51% of total industry revenues in 2016.**



Proportion of Total U.S. Music Revenues From Streaming

Source: RIAA

In 2016, revenues from paid subscription services in the United States more than doubled, up 114% to \$2.5 billion. **Paid subscriptions alone accounted for about 1/3 of total U.S. recorded music industry revenue in 2016.** Growth was driven by very strong new user adoption, as the number of paid subscriptions to full on-demand services grew 109% to average 22.6 million for the year, compared with 10.8 million in 2015.

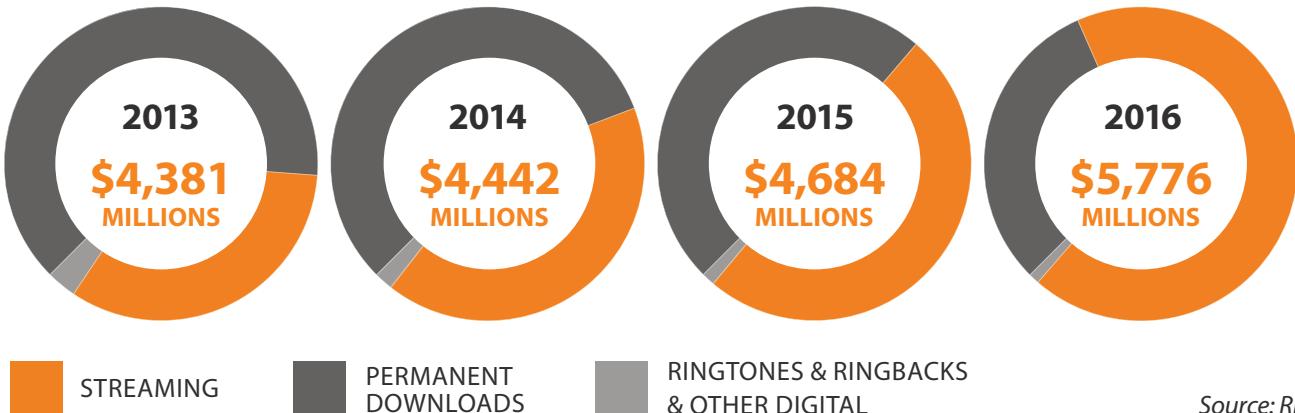


Paid subscriptions in the U.S.  
(Annual Average)

Source: RIAA

The total value of digitally distributed formats in 2016 was \$5.8 billion, up 23% from the prior year, and contributed 78% of total industry value (note this calculation excludes Synchronization revenues).

## U.S. Digital Music Revenues

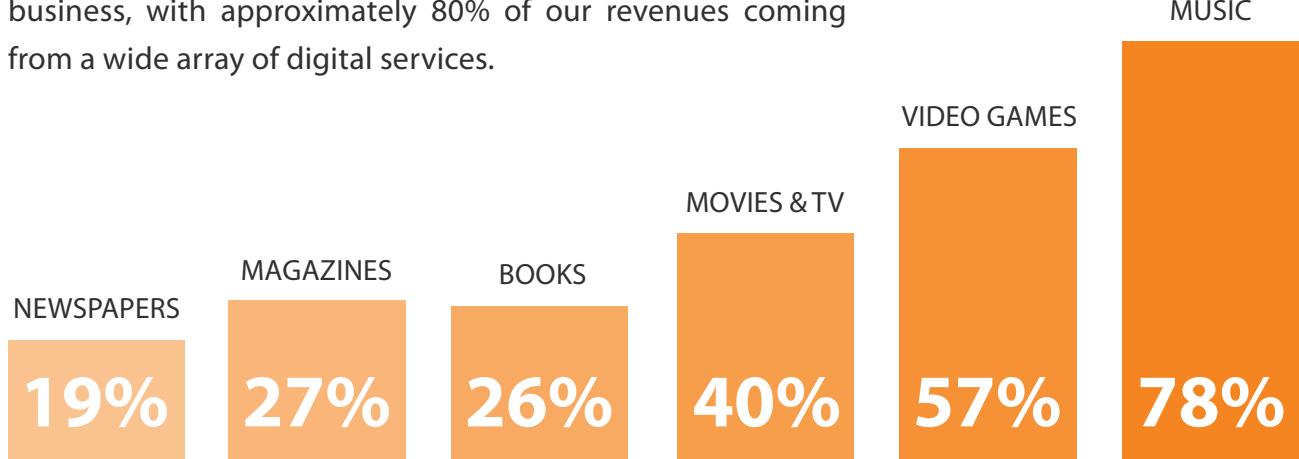


Two years ago, digital downloads was the largest format, and streaming was only beginning to take hold. After a few short years the business is already dramatically different than below figure shows.

## U.S. Music Industry Revenues 1H 2015



More than any other creative industry, music is a digital business, with approximately 80% of our revenues coming from a wide array of digital services.

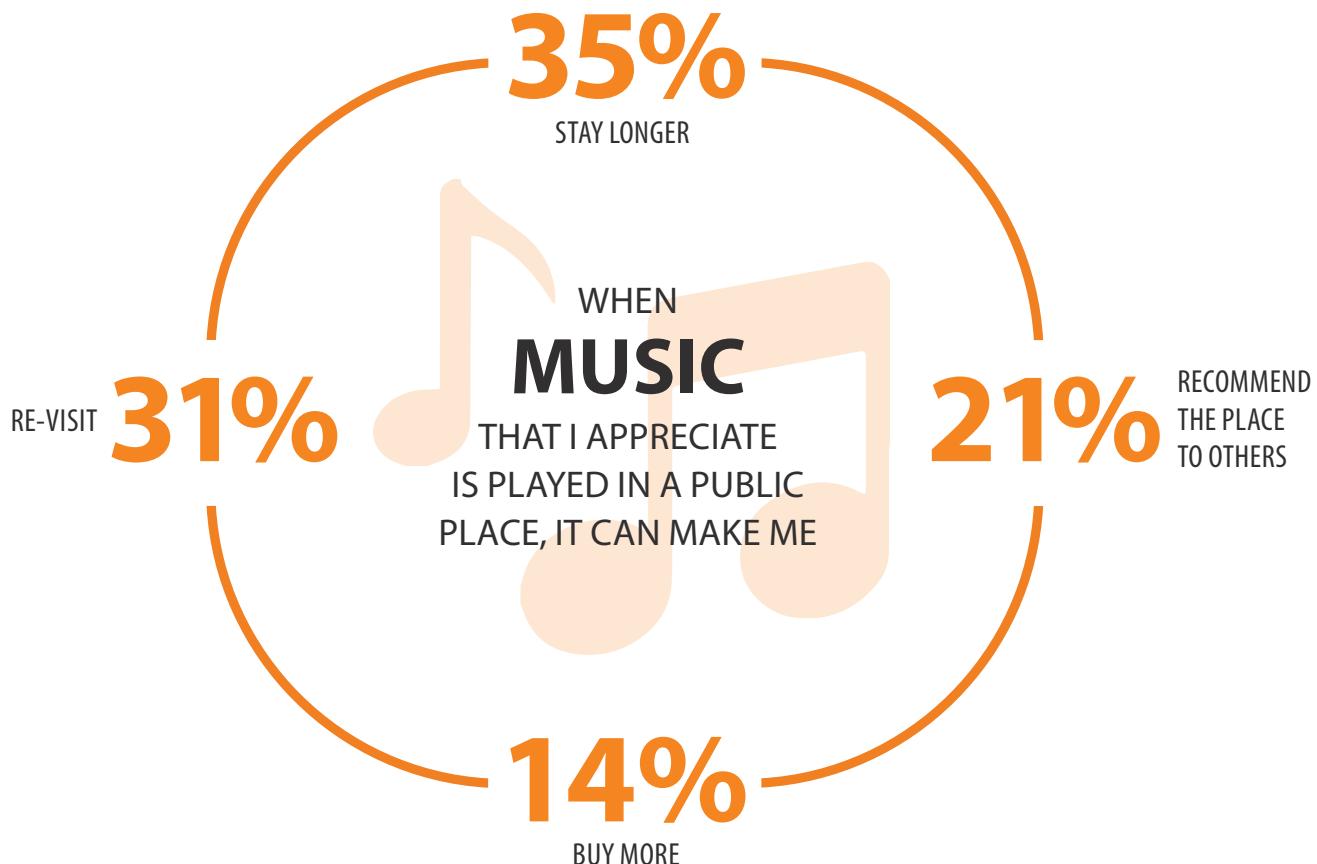


## U.S. Digital Distribution by Type of Media in 2016

Source: RIAA analysis of PWC data

# THE IMPORTANCE OF MUSIC FOR BUSINESSES

The survey „Uncovering a Musical Myth“ reveals that **appreciated music makes almost 4 out of 10 stay longer in a business in a public place.** Further, 31% of all people return, 21% recommend the business to others and 14% also say they buy more. In other words, music is very important to businesses.



The results from the survey further show that the younger the person is, the more important the music is. Half of 16-24 year olds stay longer and close to 4 out of 10 choose to come back to a business that plays music which they appreciate.

## WOULD YOU RE-VISIT A BUSINESS THAT PLAYS MUSIC WHICH YOU APPRECIATE?



The results from survey show that consumers think music, and most importantly 'the right music' is important for brands and businesses.

#### IT IS IMPORTANT OR VERY IMPORTANT THAT THE MUSIC BEING PLAYED...



HAS THE RIGHT VOLUME



MATCHES THE PROFILE  
OR BRAND OF THE SHOP  
OR RESTAURANT



CORRESPONDS TO THE MUSIC  
TASTE OF THE CONSUMER  
OR VISITOR



IS POPULAR  
AND RECOGNISED  
FROM THE RADIO

#### THE ABSENCE OF MUSIC IS A NEGATIVE

What about silence? **32-41% of the respondents say they would react negatively or very negatively to silence.** More precisely, the absence of music in business such as a shop, restaurant, hairdresser or at the shopping mall.

And more than 6 out of 10 16-24 year olds would react negatively or very negatively if a gym didn't play music.





## BUSINESS MODEL

**Moozicore business model is based on three sources of revenue**



### SaaS

For a **monthly subscription fee** venue owners get access to a web panel which allows them to create playlists from millions of songs from Moozicore's fully licensed library with the opportunity to let customers engage with the music right from their smartphones.



### Microtransactions

Venue's customers pay with MooziCoins (MZI) to vote for upcoming songs, add songs to venue's playlist and request songs to be played next.



### Ads

**Moozicore integrates background music service with TV screens in venues** for better engaging the customers and also allowing in-location advertising for brands.

# MOOZICORE TEAM

## FOUNDERS



**ADAM KRZAK**  
CEO | Co-Founder  
Entrepreneur



**HUBERT KAWICKI**  
CFO | Co-Founder  
Business Finance



**SZYMON PIEKARZ**  
CTO | Shareholder  
Blockchain & App Developer



**ANNA PASZEK**  
Legal Advisor | Shareholder  
Founder of Uniqorn Advisory



**KAMIL GOLISZEWSKI**  
ICO Advisor  
Founder of UnStock  
(acquired by Slidely in 2017)

## ADVISORS

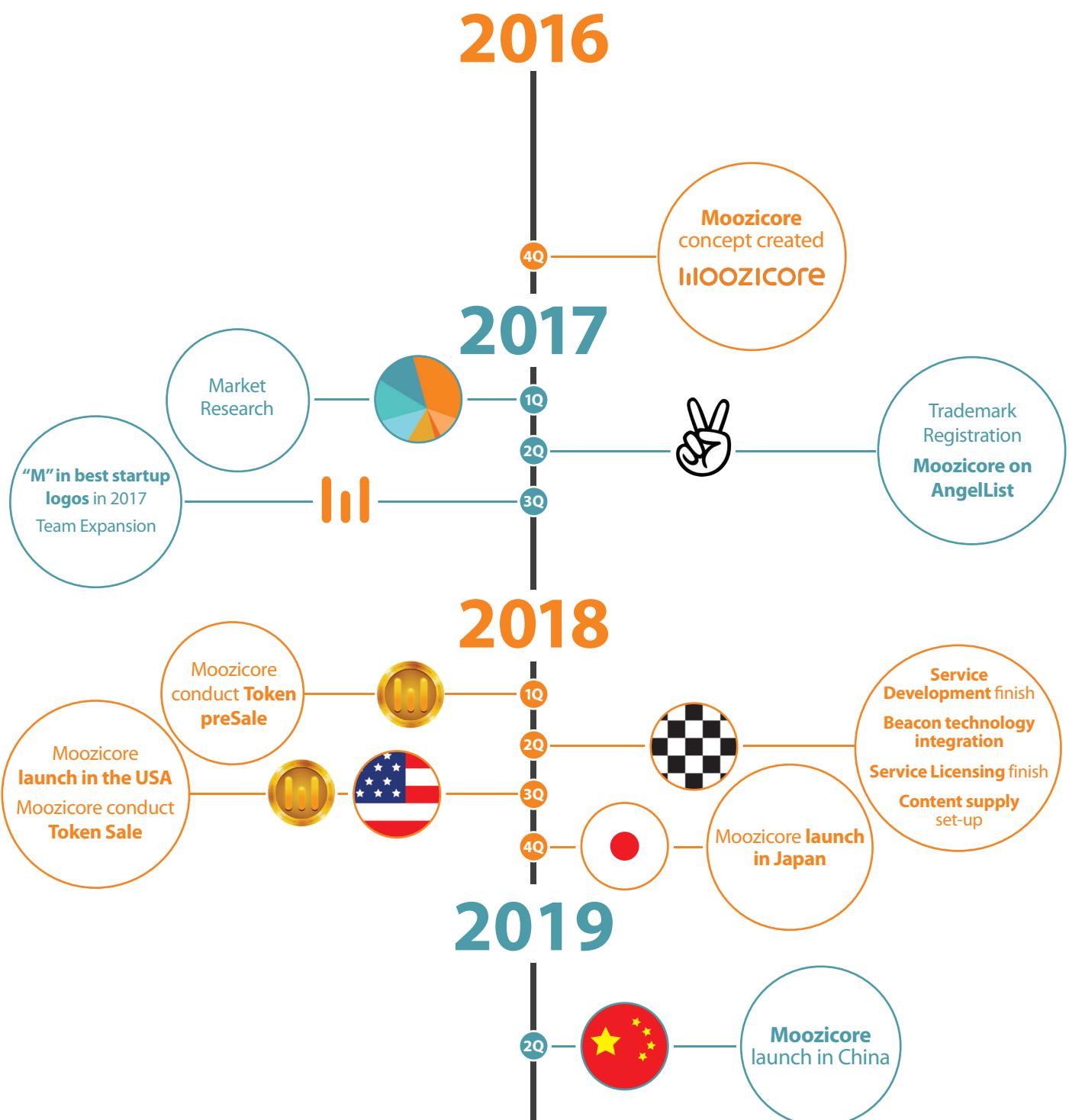


**STEVEN STANLEY**  
PR Director  
35-years experience  
in Marketing



**JOHN MCAFEE**  
ICO Advisor  
Tech Pioneer & Visionary  
ICO Investor

# ROADMAP





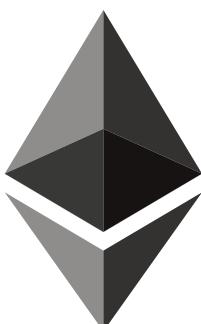
## MZI TOKEN IMPLEMENTATION USING ETHEREUM AND EIP-20

**MZI will leverage the current industry standards – Ethereum blockchain – for issuing custom digital assets and smart contracts.**

By conforming to the EIP-20 (former ERC-20) token interface, MZI will be compatible with existing Ethereum infrastructure, such as wallets and exchanges.

The Ethereum Virtual Machine (EVM) allows the deployment and execution of smart contracts, enabling complex issuance rules for crypto-currencies like MZI. **EVM eliminates any question of trust and protects the transacting parties against fraud.** These powerful features and dynamic ecosystem make Ethereum a strong fit for MZI.

**Moozicore App integration with Ethereum wallets provides venue owners and customers fully secured and easy sending of MZI** as long as both the sender and the recipient are using an Ethereum wallets.



# ethereum



## BENEFITS OF ADOPTING MZI TOKEN

MZI will create benefits for both venue owners and venue customers:



### VENUE CUSTOMERS

Venue customers can benefit from buying MZI in preSale and Sale by:

Getting significant bonuses which means in fact **lower unit price for MZI** (for example 1 MZI ≈ \$0,01 in first week of preSale) instead of buying MZI in Mooziore App for regular price \$0,05 (**80% discount!**)



Having the **ability to transfer MZI to other Moozicore App users** and by this enable to strengthen the influence on voting by engaging more people in voting for their favorite songs



### VENUE OWNERS

Venue owners that adopt MZI in their marketing strategies will benefit from increase in customers engagement in their locations. **According to latest statistics 4 out of 10 customers stay longer in a places where appreciated music is played.** This will translate directly to more revenue to venue owners.



# TOKEN PRESALE & SALE

**Token preSale and Token Sale will take place on:**

[www.tokensale.moozicore.com](http://www.tokensale.moozicore.com) & KICKICO platform: [www.kickico.com](http://www.kickico.com)

Token	Payment	Base Rate	Protocol
MooziCoin (MZI)	Ethereum (ETH)	1 ETH = 70 000 MZI	EIP-20

**The total supply of MZI will be capped at 1 000 000 000**

**Token preSale structure (250 Million Total Supply)**



**Token Sale structure (750 Million Total Supply)**



- SALE CONTRIBUTORS
- BONUSES CONTRIBUTORS
- RESERVE FUND
- USER GROWTH
- MOOZICORE TEAM
- KickICO

## Token preSale

---

<b>Start date:</b>	January 2nd, 2018 10:00 a.m. GMT+1	<b>Bonuses offered based on the timing</b>
<b>End Date:</b>	January 29th, 2018 23:59 p.m. GMT+1	
<b>Total MZI Supply:</b>	250 000 000	
<b>Currency accepted:</b>	ETH	
<b>MZI base rate:</b>	1 ETH = 70 000 MZI	
<b>Minimum purchase amount:</b>	0,05 ETH	
<b>Maximum purchase amount:</b>	No limit	
<b>Soft Cap:</b>	300 ETH	
<b>Hard Cap:</b>	166 000 000 MZI [max 1953 ETH]	
		
		<b>WEEK 1</b>
		2 Jan - 8 Jan
		<b>WEEK 2</b>
		9 Jan - 15 Jan
		<b>WEEK 3</b>
		16 Jan - 22 Jan
		<b>WEEK 4</b>
		23 Jan - 29 Jan

### **MZI are received immediately upon purchase**

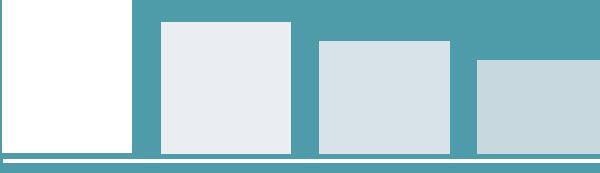
After running out of Contributors pool (Sale and Bonuses) the Reserve Fund will be offered for sale.

Upon reaching the hard cap, the preSale will end immediately.

Any unsold MZI will be locked until March 31, 2018 and will then go to the Users Growth pool.

## Token Sale

---

<b>Start date:</b>	August 1 st , 2018 10:00 a.m. GMT+1	<b>Bonuses offered based on the timing</b>
<b>End Date:</b>	August 28 th , 2018 23:59 p.m. GMT+1	
<b>Total MZI Supply:</b>	750 000 000	
<b>Currency accepted:</b>	ETH	
<b>MZI base rate:</b>	1 ETH = 70 000 MZI	<b>MZI price will be adjusted to current market value</b>
<b>Minimum purchase amount:</b>	0,05 ETH	
<b>Maximum purchase amount:</b>	No limit	
<b>Soft Cap:</b>	3 000 ETH	
<b>Hard Cap:</b>	498 000 000 MZI [max 7114 ETH]	
		<b>WEEK 1</b>
		1 Aug - 7 Aug
		<b>WEEK 2</b>
		8 Aug - 14 Aug
		<b>WEEK 3</b>
		15 Aug - 21 Aug
		<b>WEEK 4</b>
		22 Aug - 28 Aug

### **MZI are received immediately upon purchase**

After running out of Contributors pool (Sale and Bonuses) the Reserve Fund will be offered for sale.

Upon reaching the hard cap, the Sale will end immediately.

Any unsold MZI will be locked until September 30, 2018 and will then go to the Users Growth pool.



## Users Growth and Moozicore Team Token Supply

### Token preSale

**37 000 000 MZI**

will be reserved and used to promote users base growth and create incentives for venue owners to adopt and facilitate the sale of MZI to clients.

**37 000 000 MZI**

will be reserved for shareholders, advisors, partners and team expansion.

**Users Growth and Moozicore Team tokens  
will be locked until March 31, 2018.**

### Token Sale

**111 000 000 MZI**

will be reserved and used to promote users base growth and create incentives for venue owners to adopt and facilitate the sale of MZI to clients.

**111 000 000 MZI**

will be reserved for shareholders, advisors, partners and team expansion.

**Users Growth and Moozicore Team tokens  
will be locked until September 30, 2018.**



### Legal Notice

MZITokens are not being offered to citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations, or will become so prohibited or restricted at any time after this Agreement becomes effective.

# DISTRIBUTION OF FUNDS

## Token preSale

### Service development

Mobile App (Android, iOS), Web Panel (HTML5) and backend development.

### Service licensing in the US

Licensing process for on-demand music streaming service for commercial use.

### Content supply set-up

Supply of over 20 million fully licensed tracks.

### Marketing

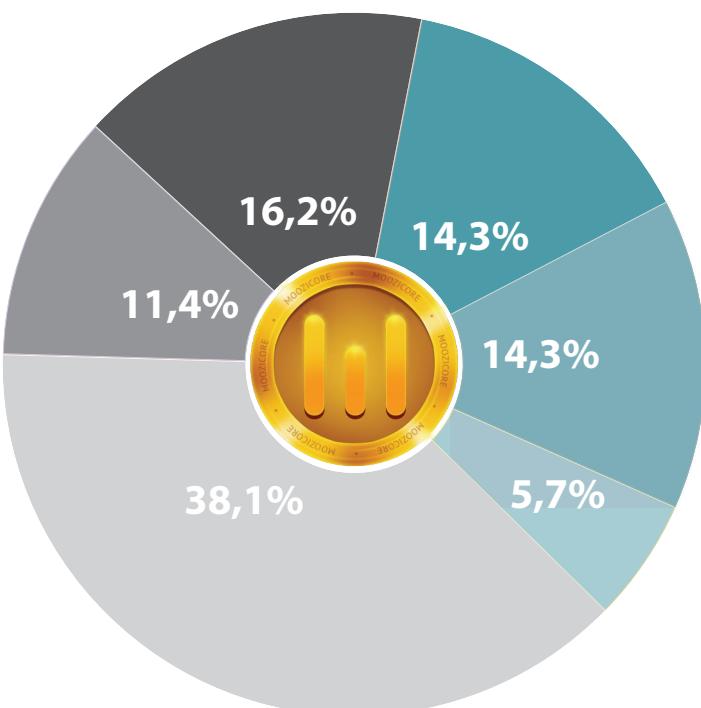
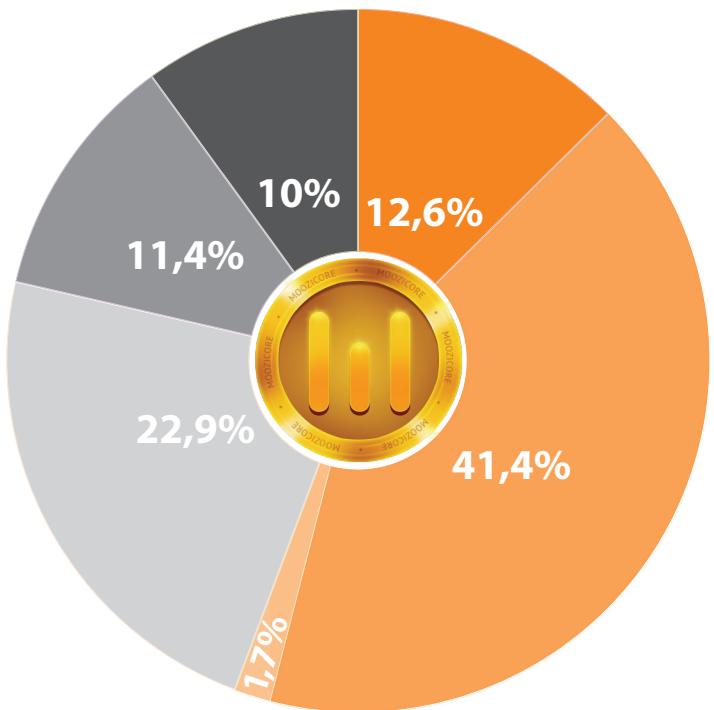
User growth and distribution model implementation in the US market.

### Tech support

Backend technical support.

### General & Administrative

Business operating costs.



## Token Sale

### Service licensing in Japan

Licensing process for on-demand music streaming service for commercial use.

### Service licensing in China

Licensing process for on-demand music streaming service for commercial use.

### Service upgrade

Service upgrade for Japanese and Chinese markets.

### Marketing

User growth and distribution model implementation in the Asian market.

### Tech support

Backend technical support.

### General & Administrative

Business operating costs.