ArtMa

Proof of concept

Why do we need ArtMa:

Challenges for artists:

1. <u>Artist have very less visibility for their music</u>:
   Artists in their starting phase of career have very few ways to market their music without spending huge amount of money on marketing campaigns.

2. <u>They must depend on music houses</u>
   In order to get into mainstream music industry, artists must depend on large music houses as these music houses have a lot of control over the industry.

3. <u>Financial instability</u>
   The regular income streams are very few and even if an artist can successfully sell a music album, most new artists are unable to get a good contract.

Solution we present

1. Provide marketing for artists

We aim to help artists to go from local to global market. After an artist sign a contract with us, their music gets more visibility with the help of our existing customer base

2. Regular source of income

As the music rights gets sold, the artist gets regular income for a longer duration to help them for future music development and procuring instruments.

3. Decentralized marketplace

ArtMa is completely developed over MASSA platform hence anyone with access to a MASSA node can see real time trading of a music project.