



Hear it. Own it. Live it.

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Musixverse may be referred to as MXV throughout the document

THE MUSIC INDUSTRY NEEDS A CHANGE.



IT'S TIME FOR A PARADIGM SHIFT.
IT'S TIME TO REIMAGINE THE MUSIC VALUE CHAIN.

AGENDA

01

The Problem

What we are trying
to change

02

The Company

What we do, our history,
where we are now, and how
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03

The Opportunity

Why we are looking for
investment, and why you should
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04

Business Objectives

What we plan to do with
your investment

01

The Problem

What we are trying to change



Do you know him?

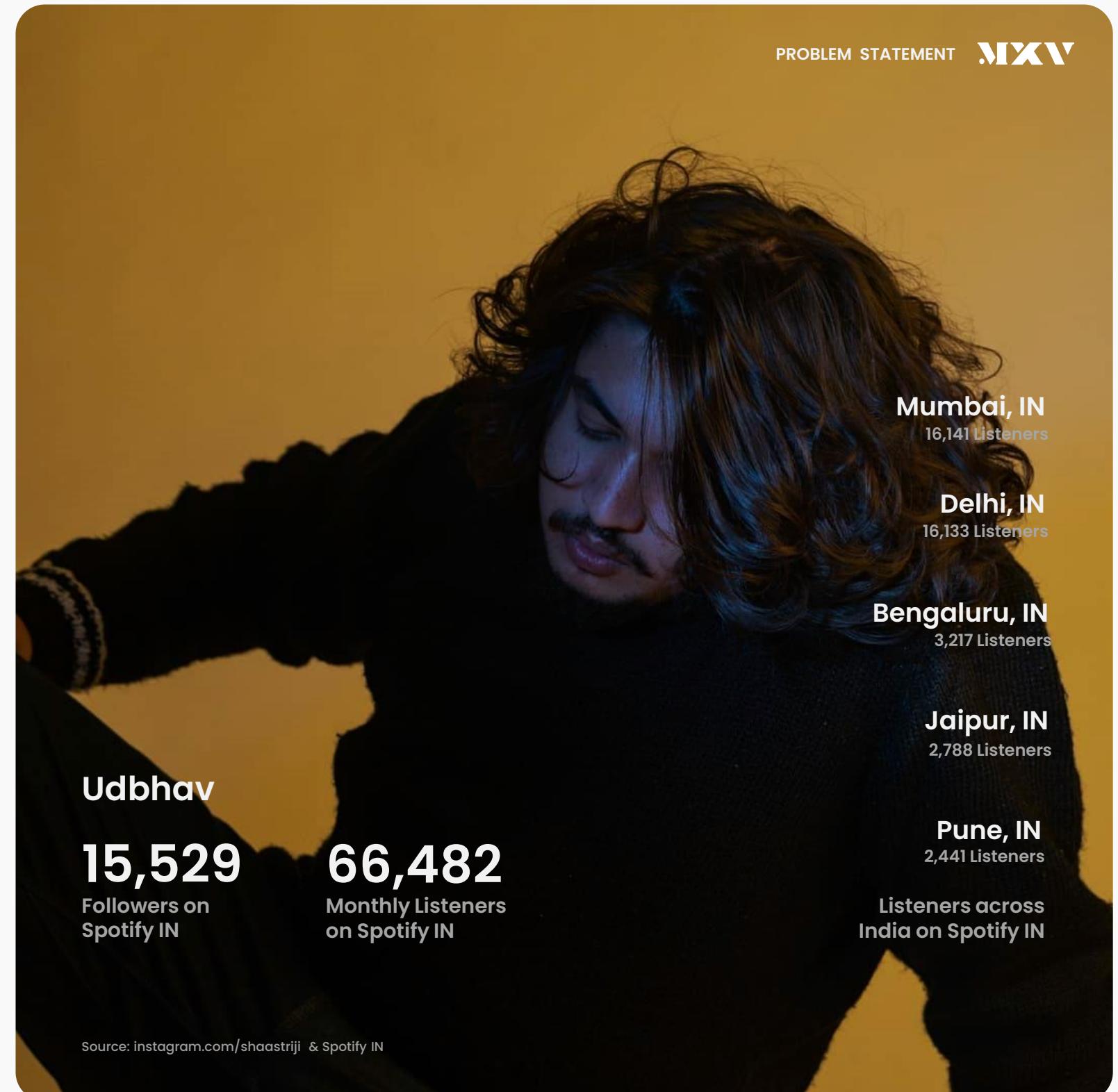
He's Udbhav,
A 24-year-old Hip-hop artist from
New Delhi, India.



He has around **67K** Monthly
Listeners on Spotify.

**Spotify pays him only about
\$2.5K a year!**

Source: <https://royalties-calculator.com/artist/udbhav/5z64uWhlp3lwS6DysFX99p/#artist-section>



Udbhav is held Back



from earning enough through royalties

Udbhav only receives around **12% of the revenue** that his songs generate. The **rest is eaten up by middlemen**. The royalties distributed are few and far between, often coming in **small balances** at fixed intervals.



from creating a bigger fan following

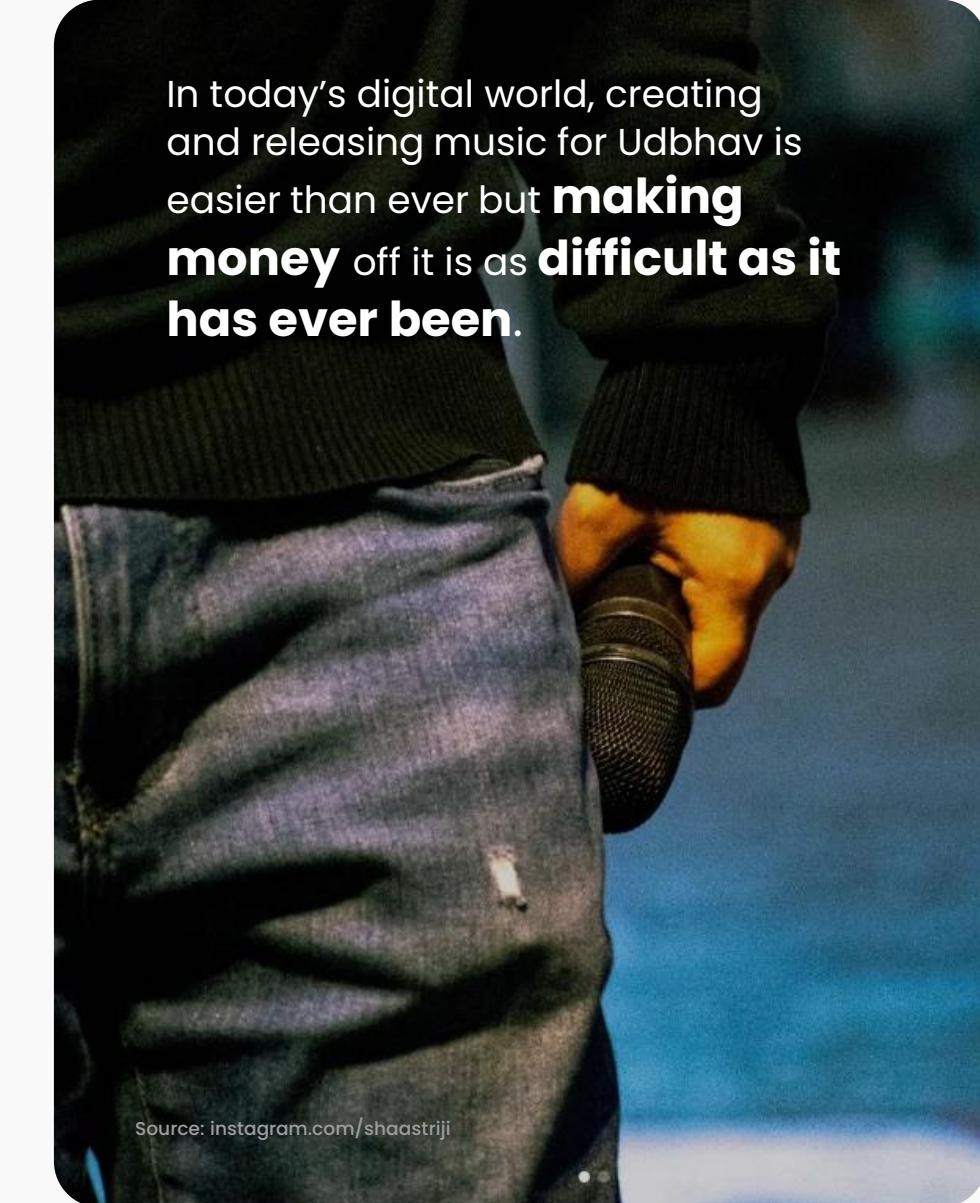
His reach has become **stagnant**, and it is **increasingly difficult** for him to reach new audiences with hundreds of new artists releasing music every single day.



from cultivating a passionate fan base

Udbhav wants to thank his long-time fans who have been supporting him from day 1 but is **unable to differentiate between “real fans” and mere “followers”**.

Source:
<https://ir.citi.com/NhxHW7xb0tkWiqOOG0NuPDM3pVGJpVzXMw7n+Zg4AfFFX+eFqDYNfND+0hUxxXA>



Source: instagram.com/shastriji



Source: instagram.com/sparsh._.2510

Meet this guy

He is Sparsh.

**A 21-year-old music fanatic and
a die-hard fan of Udbhav.**

He was among the first people to discover Udbhav on Spotify. He knew he had discovered greatness. Udbhav doesn't know who he is, but Sparsh has been grooving to Udbhav's music ever since.

Sparsh yearns to go beyond just the music listening experience and **feel a true connection** with Udbhav.

Sparsh is Limited

- **to being just a Follower**

Social media only allows for impersonal one-way conversations. He is just a drop lost in a sea of followers.

- **in supporting Udbhav**

There is no way for Sparsh to invest in his favorite artist and grow with him.

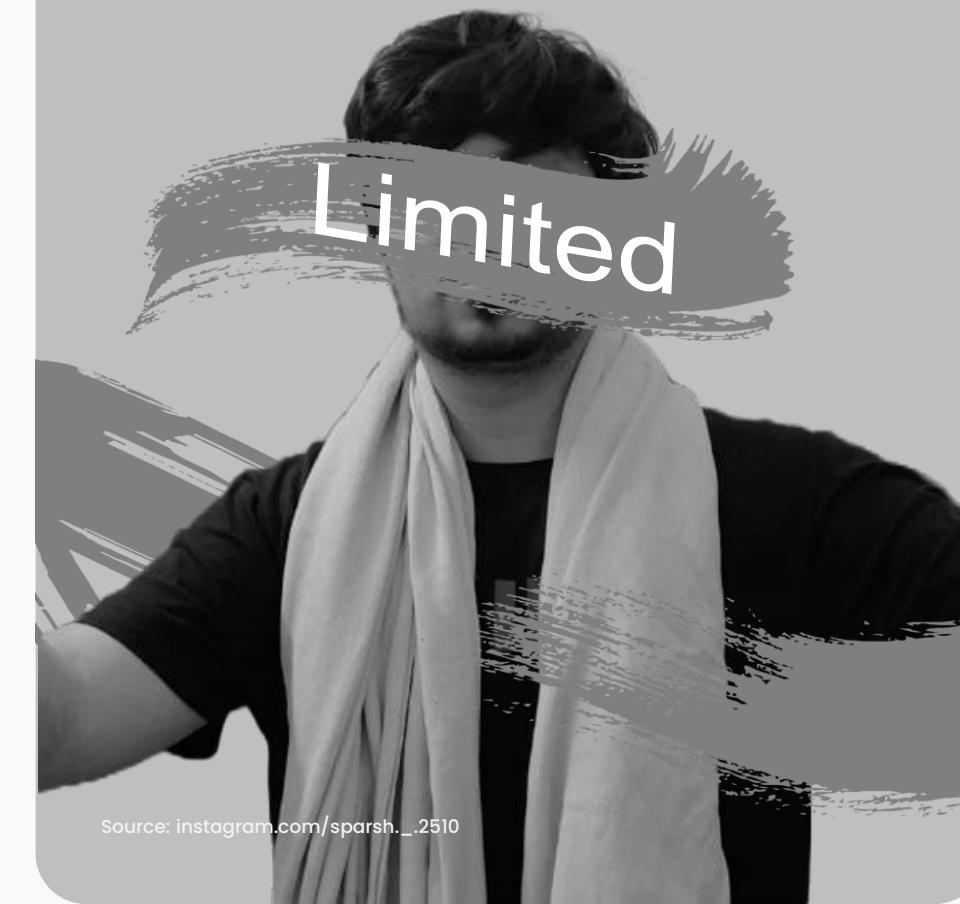
- **in exhibiting his love of music**

Metaverse is getting built out there. What's Sparsh gonna do with his old, dusty vinyl? **Physical collectables have limited value in an increasingly digital world.**

- **in "truly" owning a piece of music**

Sparsh owns a vinyl that Udbhav sold but when he uploads a video with Udbhav's music in the background, YouTube takes it down citing copyright issues. **Music rights have not been adapted for the digital world.**

If only Sparsh could show appreciation for Udbhav's art and grow with him on this exciting journey...



Source: [instagram.com/sparsh._2510](https://www.instagram.com/sparsh._2510)

The Harsh Reality

Udbhav needs to get his song streamed around **786 times** for him to be able to afford a single cup of **coffee!**

In order to earn the equivalent of a standard living wage (\$15/hr), Udbhav needs about **650K streams per month.**



82% of musicians earn less than **\$270 a year** from Spotify.

The average amount per stream is **\$0.0038**. If artists are engaged with a record label, the rate goes down way more because then a significant share is taken by the label.

This has made the music industry
UNEQUAL & CONCENTRATED



This is not just Udbhav's and Sparsh's story. It's the story of



**90%
population**



of the world who listens to music, out of which **523 million** are subscribed to one of the music streaming services!

Artists & Fans Deserve Better!

For lack of a better system and experiential model,
the music industry has accepted the flaws it presents.

This is high time for a **CHANGE!**

This is not what artists deserve.
This is not what the music community wants.

**"If I asked people what they wanted,
they would have said faster horses"**
- Henry Ford

.MXV



02

The Company

What we do, our history, where we are now, and how we got here





Introducing

Musixverse

Musixverse aims to power ownership and distribution of music on the web and beyond
and in the process empower artists and fans alike

MXV

Value Proposition

An Artist-Friendly Platform

Musixverse will put the **power back in the hands of artists** by opening novel ways of a capital generation & connecting with fans and other participants of the industry – all through a single platform.

Tap into new sources of income

Raise money up front instead of waiting for years

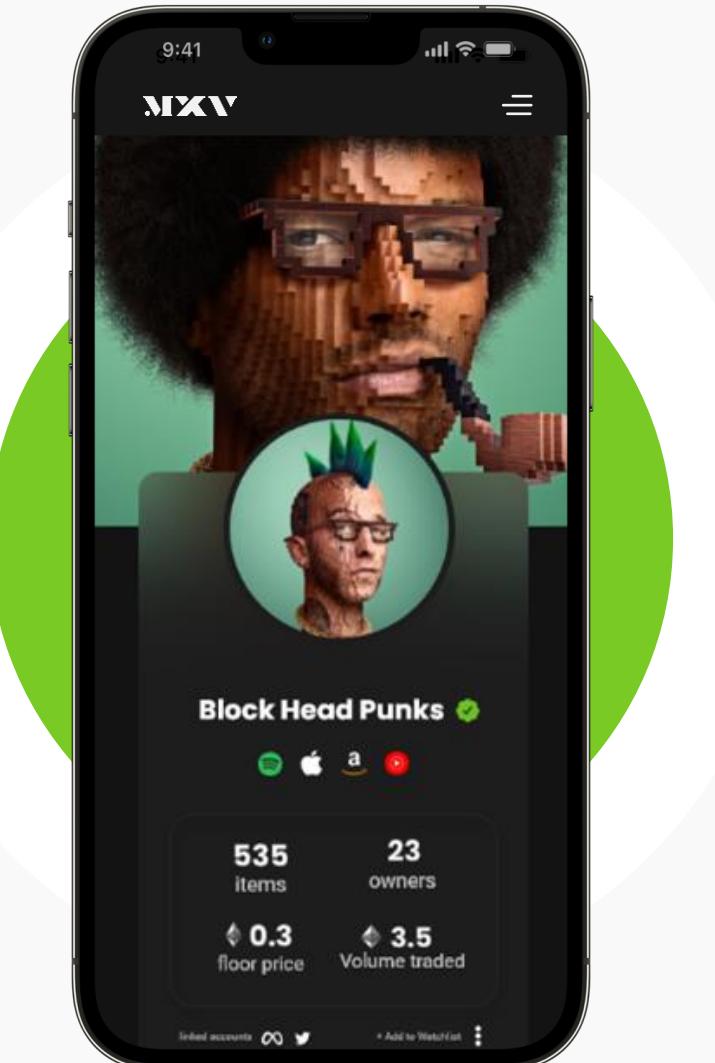
Raise money for future projects

Differentiate yourself from the crowd and get discovered

Connect with other artists, producers, sponsors, etc. all in one place

Gain fresh insights into your fanbase that can help generate more revenue

Partner with our Record Label and let us handle the rest



Note: Graphics are used for presentation purposes only. MXV does not claim any right over images inside website mockups. Mockups may differ from the actual product.*

A Fan-Friendly Platform

Musixverse will help **fans connect with their favorite artists** like never before. They will no longer stay observers but instead will be an essential part of an artist's journey. Artists and fans will grow arm in arm.

Invest in your favorite artists and grow with them

Discover a real connection with your favorite artists

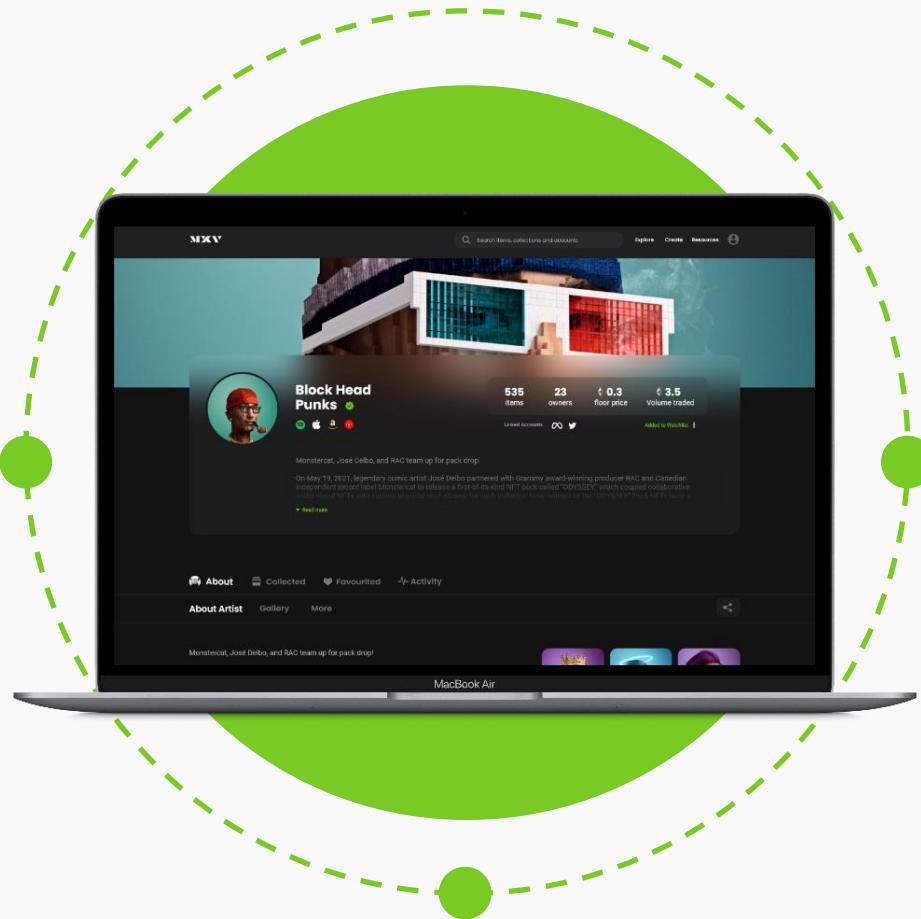
Buy limited-term or permanent rights to your favorite tunes

Vinyl is a thing of the past. Collect limited edition digital music sold directly by artists

The connection that lives forever. No one, even Musixverse, can take away your collectibles

Want to play an even bigger part in an artist's journey? Sign up with Mx Records, become a promoter, and shape your artist's career

Our Plan



Mx Catalog

An NFT marketplace where music, rights, income streams, etc. can be packaged and sold by artists directly to the public without any middlemen

Mx Records

Musixverse's in-house Record Label & Distributor powered by the vast troves of data generated by Musixverse

Mx AFFiRM

An Artist–Fan Relationship Management (AFFiRM) system

Mx Catalog

One-stop shop for all types of music NFTs, and communities centered around them. Every NFT derives its value from the assets packaged inside it.

NFTx Collectibles

Limited edition tokens with artists' favorite tunes sold directly to the fans. These tokens come with exclusive digital merch shared directly by the artist and unlocks a world of communication channels between artists and fans.

NFTx Rights

Love a song and want to use it without copyright issues? Buy reproduction rights from Musixverse.

NFTx Income

A revolutionary product tokenizing royalty streams from music to help artists raise capital up front and help fans invest in a high-yielding asset class.



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Mx AFFiRM

Being an artist is like running a business. You need to be informed, efficient, and know your audience. Mx AFFiRM is an **Artist – Fan Relationship Management (AFFiRM) system** to help run your business like a pro.

Relationship Management

Give your fans what they care for. Jump on a call with your top fans or ask them about their views on your upcoming project. The Possibilities are limitless and Opportunities, endless.



Comprehensive Database

Connect the various platforms you are on to manage your audience in a single place. Connect with producers, record labels, and other artists and streamline your workflows.

Fan Segmentation

Know who your real fans are. Segment your audience into fans vs followers. Spend your limited time where it gives the maximum return.

Mx Records

Indie revolution is here, and artists need a next-gen record label to serve their needs. Indie artists need indie promoters and record labels with their current structure cannot meet demand. Mx Records will connect indie artists with indie promoters while providing resources to serve the artists.

Distribution channel

Our in-house music distributor that will make rights ownership easier than ever. Royalties will be connected to NFTs whenever an artist releases a song. These royalty streams can then be owned by fans by purchasing the NFTs.

Decentralized Relationships

Put down the money to use our resources, find the artists you like, strike deals with them, and you are in business. Indie promoters will power Mx Records to serve the indie revolution.

Centralized Core

We'll set the standards and provide resources to help indie promoters market their artists. Branding resources, legal expertise, licensing and distribution resources, etc. will be available from Musixverse.

Artist Discovery

Smart money finds its way where it gets the best return. Musixverse incentivizes people to find the best artists and invest in them to get the best return. Our indie promoters provide that extra layer of competition that makes the market efficient.



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Roadmap & Execution Strategy

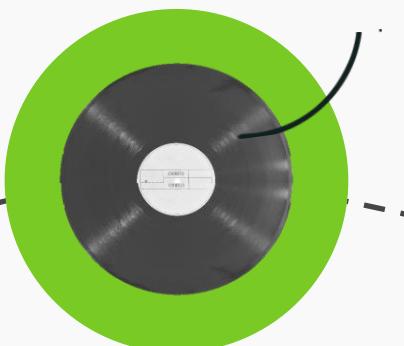
Go live with Collectible NFTs
and NFT Exchange as our MVP
focused on Indian Market

Q4 2022



Introduce Income and Rights-based
NFTs and initial rollout of Mx AFFIRM.
Begin International Expansion

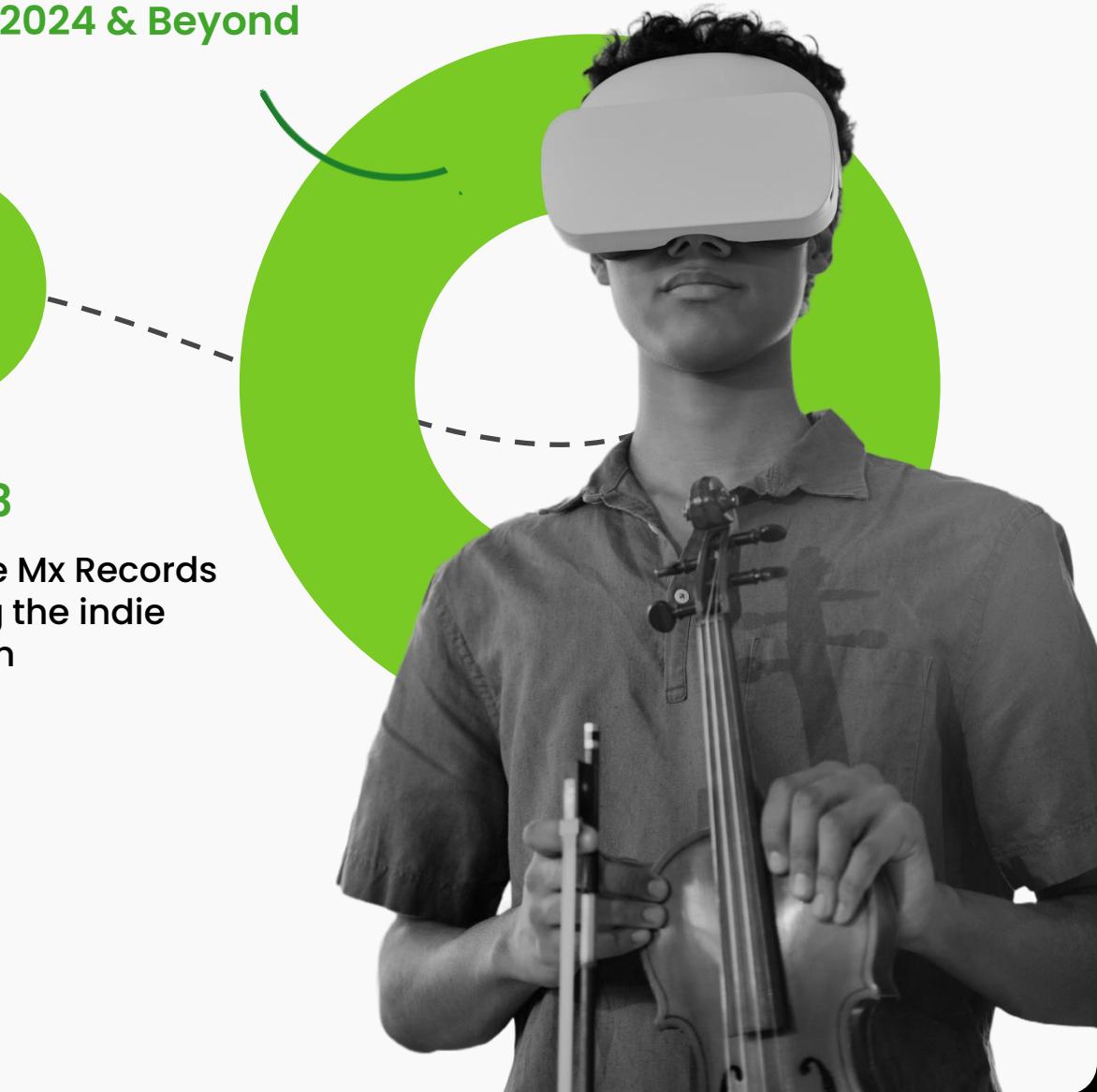
Q1-Q3 2023



Scale the new music economy
2024 & Beyond

Q4 2023

Introduce Mx Records
powering the indie
revolution



Present Features



**NFT
Marketplace**



**Artist
Verifications**



**User
Dashboard**



**Spam & Scam
free**



**Scheduled
NFT Launch**



**One on one connection
with artists**



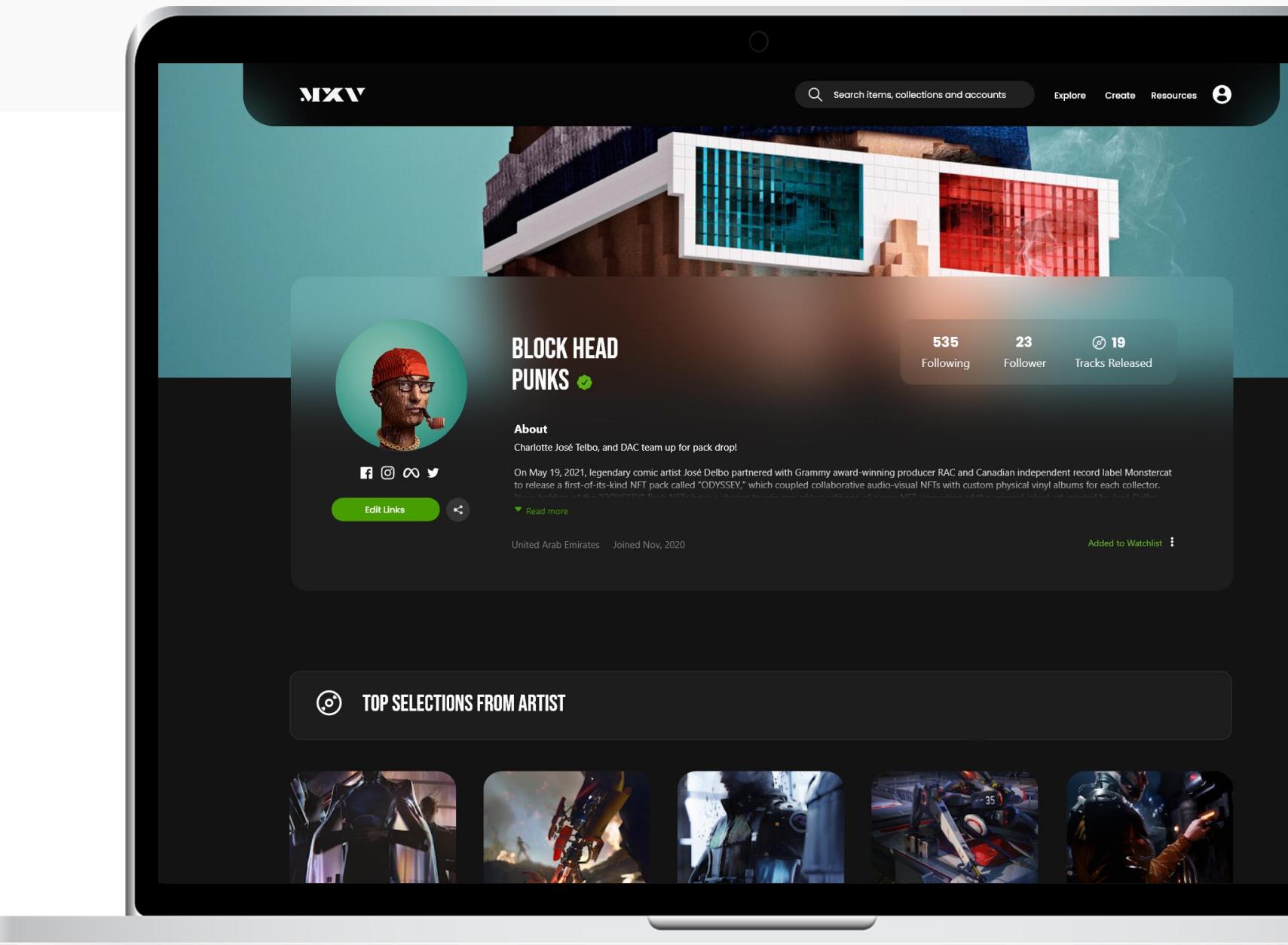
**Collaborations
and splits**



**Royalties to artists
and fans**

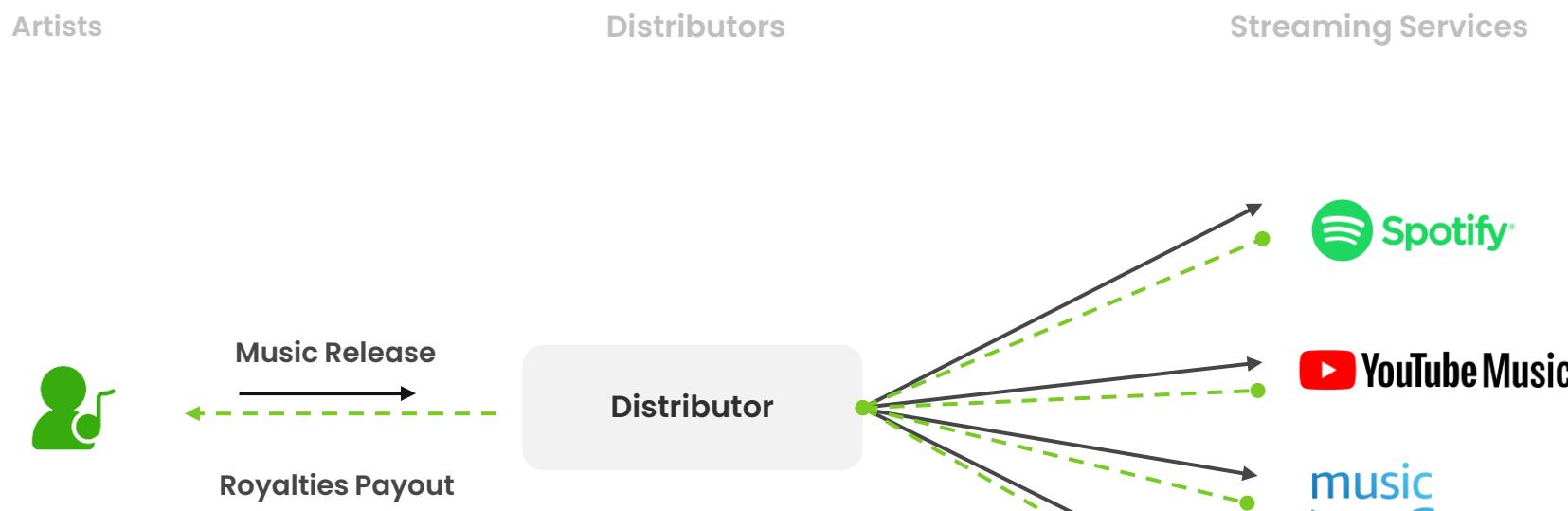


**Band
Profile**

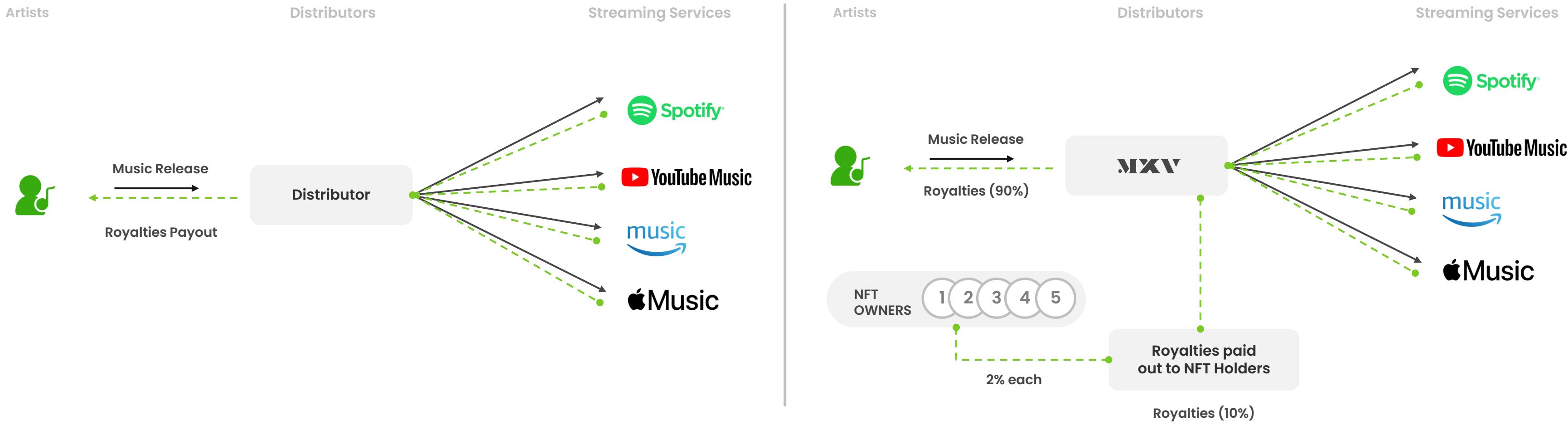


Core Differentiator

Current Workflow



With Musixverse



● Music Distribution

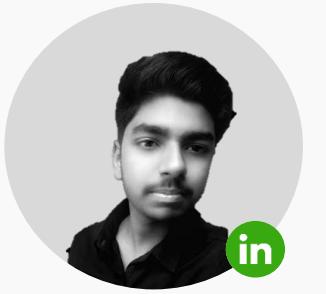
● Royalty Payments

The Team behind Musixverse



Pushpit Bhardwaj

Technology Lead



Yuvraj Chandra

Operations Lead



Ashutosh Bhardwaj

Product Lead



Shivam Singh

Design Lead



Akshit Walian

Marketing Lead



Sparsh Sharma

Full-Stack Developer



Ayush Gupta

Frontend Developer



Ayushi Bhardwaj

Social Media Intern

The Advisors



Dhruv Sondhi, CFA, CAIA

Deezer | INSEAD



Josh Deems

Figment | George Washington University



Melvin Mathew

HubSpot | University of Southern California



Gayatri Raghunandan

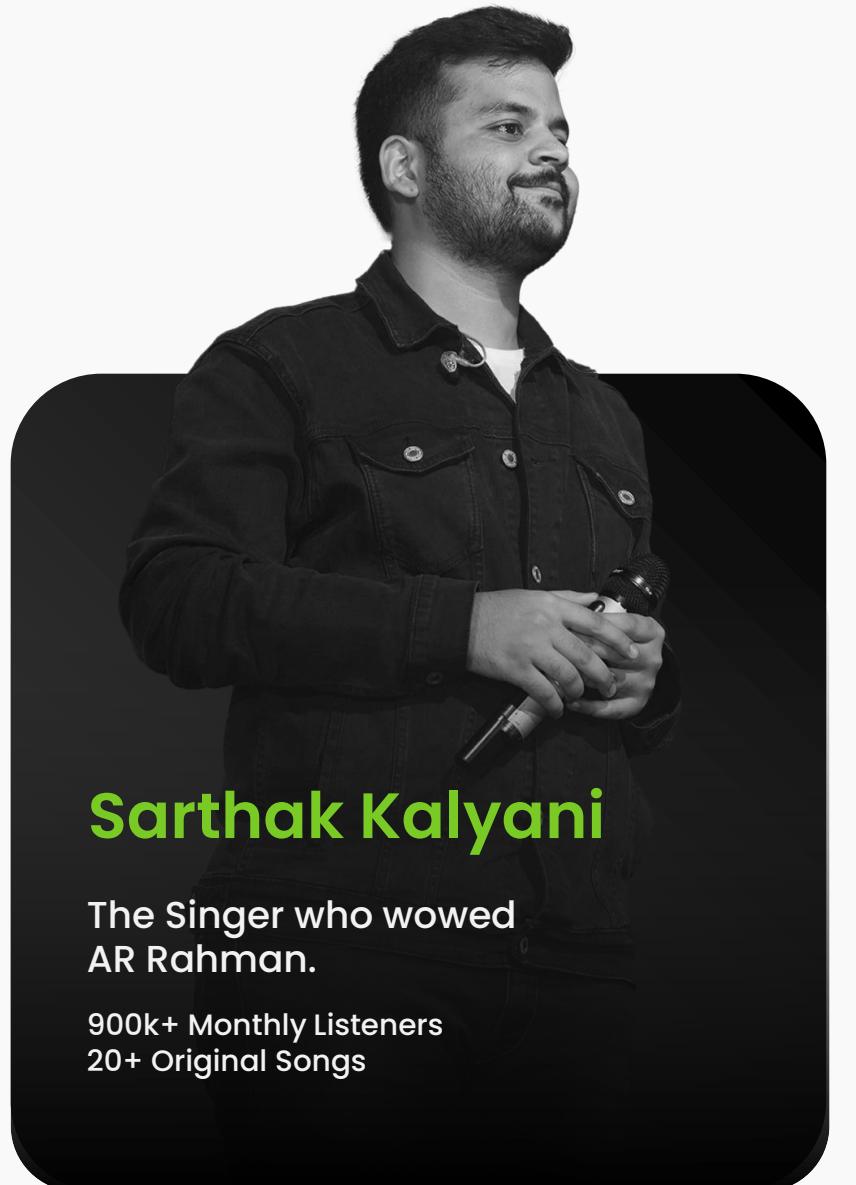
Antitrust Lawyer | UC Berkeley



Nishkarsh Jakhar

Corporate and Securities Lawyer | Harvard University

Artist Collaborations



Sarthak Kalyani

The Singer who wowed AR Rahman.

900k+ Monthly Listeners
20+ Original Songs



Jatayu

The Jazz-Rock Quartet introducing Indian tunes to the world

2000+ Monthly Listeners
10+ Original Songs



Harry Arora

The Singer touching all the right chords

60k+ Monthly Listeners
10+ Original Songs



Submarine in Space

Critically acclaimed Instrumental Jazz Band

1000+ Monthly Listeners
10+ Original Songs



Sommaiya

The artist taking Indian Hip-hop Global

6000+ Monthly Listeners
20+ Original Songs

Success story so far



Winner at HackCBS
4.0 Hackathon



Winner at
Polygon's BUIDL IT 2021
in the NFT & Gaming Track &
Filecoin/IPFS category

Grants from Polygon
& Filecoin/IPFS



GetIntoWeb3

An educational initiative by
the Musixverse team

Get Into Web
Your portal to web

3

03

The Opportunity

Why we are looking for Investment,
and why you should invest



A Global Snapshot of Music Engagement in 2022

Subscription audio remains popular around the world

74%

Of people said they listen to music through licensed audio streaming services (subscription and ad-supported)

10%

There was growth in time spent listening to music on subscription audio streaming services, which reaffirms music fans' strong attraction to streaming.

THERE ARE MORE WAYS THAN EVER FOR PEOPLE TO ENGAGE WITH MUSIC TODAY

50%

Of 16-24s discover a new music artist at least weekly

Music Purchasing across the globe

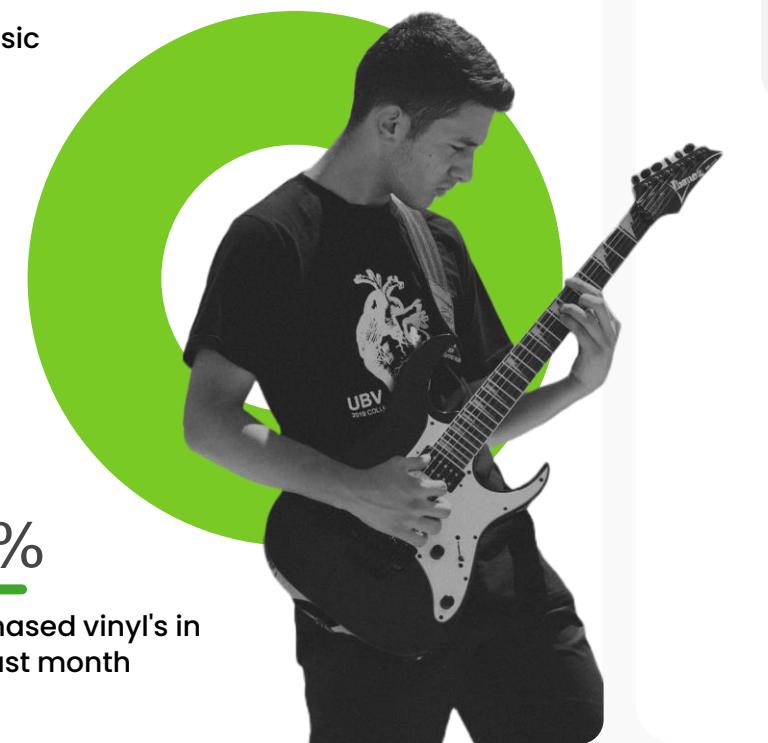
People around the world continue to buy physical music

12%

Purchased a CD in the last Month

08%

Purchased vinyl's in the last month



This points to the fact that the industry is only going to get big in the coming years

The use of subscription audio streaming was highest in younger demographics

54%

Age 16-24

56%

Age 25-34

44%

Age 35-44

36%

Age 45-54

26%

Age 55-64

Money made by Music NFTs so far



\$200 Mn

Primary music NFT Sales



1700+

Unique artists and bands



120+

Different NFT platforms and marketplaces

Market Opportunity

\$25.9 Bn
**Global Recorded
Music Revenue**

Revenues surged by 18.5% in 2021
Source: [IPFI](#)

~\$2 Bn
Indie Artists Revenue

Indie artists share of recorded music revenue grew 30% in 2020 but made up just 9% of the total
Source: [Music Business Worldwide](#)

\$6.1 Bn
Collectible Music Sales

This includes both digital and physical media sales of record music in 2021
Source: [IPFI](#)

523 million
Paid Streaming Subscribers

Total subscribers jumped 18% in 2021
Source: [IPFI](#)

Recorded Music business is a **\$25Bn+ market opportunity** with Indie artists forming a small but fastest-growing part of total revenues.



Revenue Streams

Transaction fees from Primary
and Secondary NFT trades on
Mx Catalog



Subscription revenue &
Commissions from Mx
Records



Advertisements by
external brands



Advertisements by
Artists



Servicing fee for royalty
processing



Competitive Landscape

Company	Platform	Geographical Focus	Open to all Artists	NFT Marketplace	Music Focus	Royalty Splits	DeFi Loans & Fundraising
 MXV	Web3	India*	✓	✓	✓	✓	✓
 FanTiger	Web3	India	✗	✗	✓	✗	✗
 wazirx	Web3	India	✗	✓	✗	✗	✗
 OpenSea	Web3	World	✓	✓	✗	✗	✗
 Rarible	Web3	World	✓	✓	✗	✓	✗
 royal	Web3	World	✗	✗	✓	✓	✗
 SOUND	Web3	World	✗	✗	✓	✓	✗
 MINT SONGS	Web3	World	✓	✓	✓	✗	✗
 OPULOUS	Web3	World	✗	✗	✓	✗	✓
 SONGVEST	Web2	World	✗	✗	✓	✓	✗

04

Business Objectives

What we plan to do with your
Investment



The Ask

\$600K

\$12 M Valuation

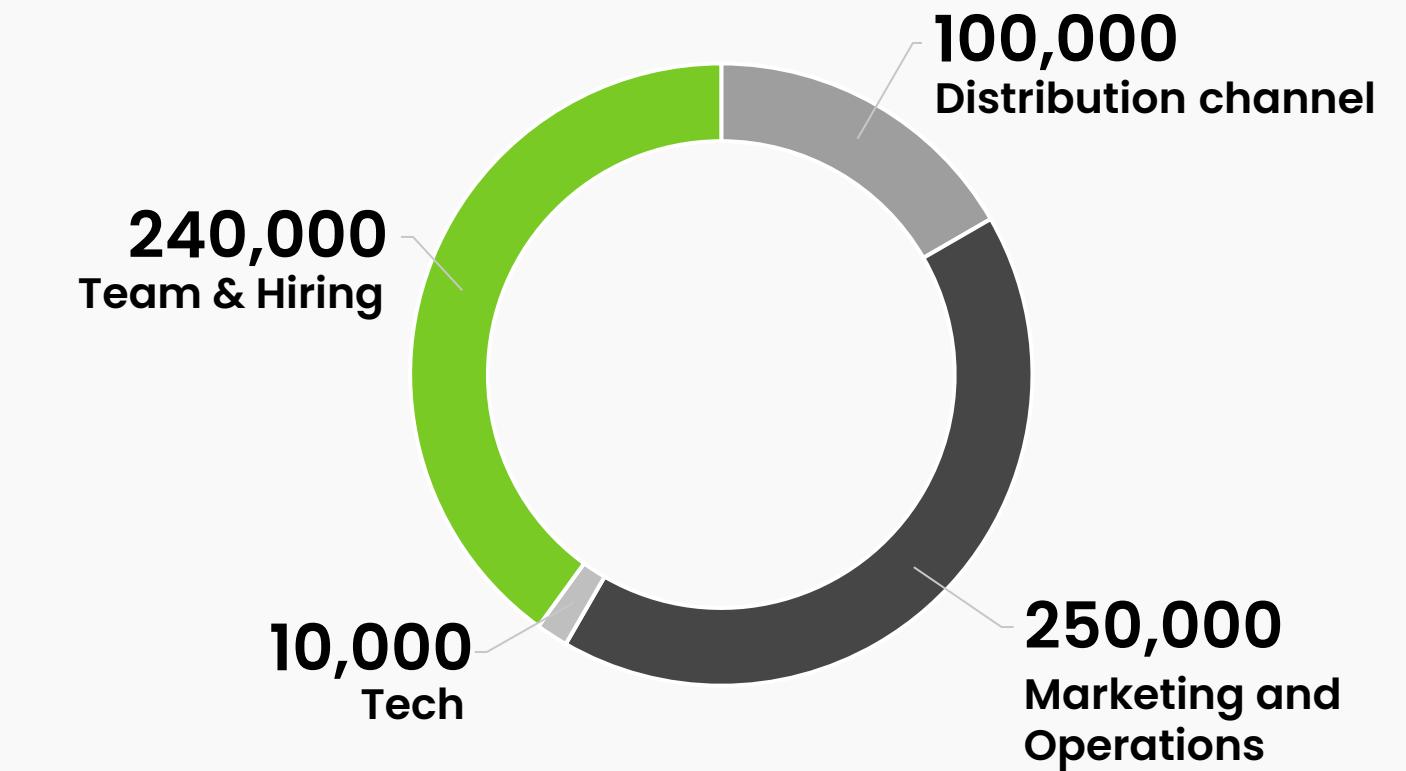
This would allow the company to invest in the creation of new products (music) and the acquisition of new artists and users to increase incremental revenues.

The company will also expand its technical vertical, as well as expand our business development unit tasked with increasing brand, sync and marketing in addition to setting up partnerships with leading media houses and brands.

Fund Allocation

*All numbers in US Dollars

This would give us enough runway for the next 1 year



Other fronts where the proceeds will be used:

- Launching our in-house distribution channel
- Proactively hire the marketing, sales support, and operations to scale
- Continue to build out the technology platform
 - App development
 - Artist-Fan CRM platform
 - Launchpad for artists
 - Fan marketing portal for social engagement
- PR, marketing, and events to onboard more artists

.MXV

WE ARE CREATORS, COLLECTORS, AND MUSIC LOVERS

Creating a world where limitless art reaches exclusive
fandom.

WE ARE REDEFINING, INNOVATING, AND LAUNCHING

The new way music is distributed and collected.

WE ARE BUILDERS, VISIONARIES, & BELIEVERS

Building the next and the best music NFT platform.

WE ARE FANS, ARTISTS, AND A COMMUNITY

And the community is our greatest strength. Because
nothing great is built alone!

WE ARE MUSIXVERSE.

Thank you



Do you have any questions?

Reach us at
contact@musixverse.com