



paperchain

Creating liquidity in digital media markets

MEDIA REVENUE IS TRAPPED IN EXPENSIVE, ILLIQUID ECONOMIES

3-4 MONTHS

LAG BETWEEN MEDIA
CONSUMPTION & WHEN
REVENUE IS PAID TO CONTENT
OWNER

10%-30%

COST OF CAPITAL FOR MEDIA
COMPANIES FORCED TO USE
EXPENSIVE CREDIT OR DEBT
VEHICLES TO FUND CASH FLOW

-62%

DECREASE IN YOY MEDIA
REVENUE GROWTH DUE TO HIGH
COST OF CONTENT INVESTMENT

But transaction data (streams, impressions, downloads) is available
in real-time, but go unutilized in support of core business processes,
in particular liquidity

SOLUTION — A DIGITAL MEDIA INVESTMENT MARKETPLACE

**Tokenizing daily transaction data into tradable asset classes
creates a liquid, global marketplace for digital media**

Maximizes

Immediate access to low-cost capital

Investment in new or underutilized
revenue streams

ROI insights at media asset level

Minimizes

Use of high interest-bearing loans &
credit lines

Risk of financing & cash flow challenges

Administrative overheads through
streamlined remittance services

Media companies can participate in secondary market opportunities



Brand partnership
marketplace



Marketing products for
media owners



Financial products for
newly realised capital



ETFs & futures trading on
media assets

LOWERING RISK AND COST OF CAPITAL FOR DIGITAL MEDIA COMPANIES

Using decentralized protocols and token economies

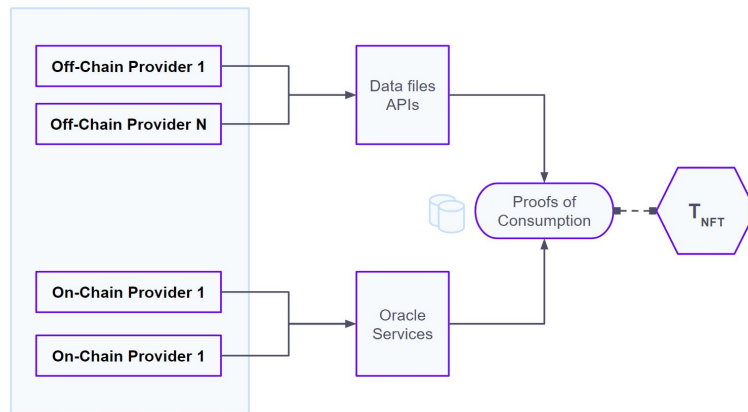
Media assets' **Proofs of Consumption** are represented by a **Non-Fungible Token (NFT)**



NFT represents notional **token value** of the proofs, and the forthcoming payment



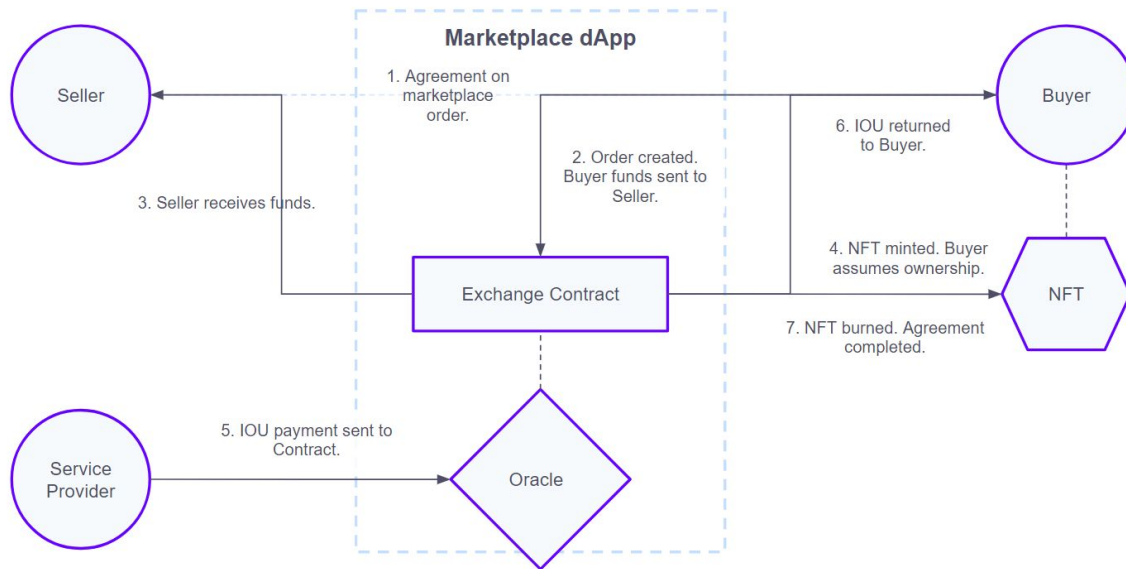
Decentralized order book enables **peer-to-peer trading** without intermediaries



Read [Digital Asset Liquidity Protocol](#), our token engineering whitepaper.

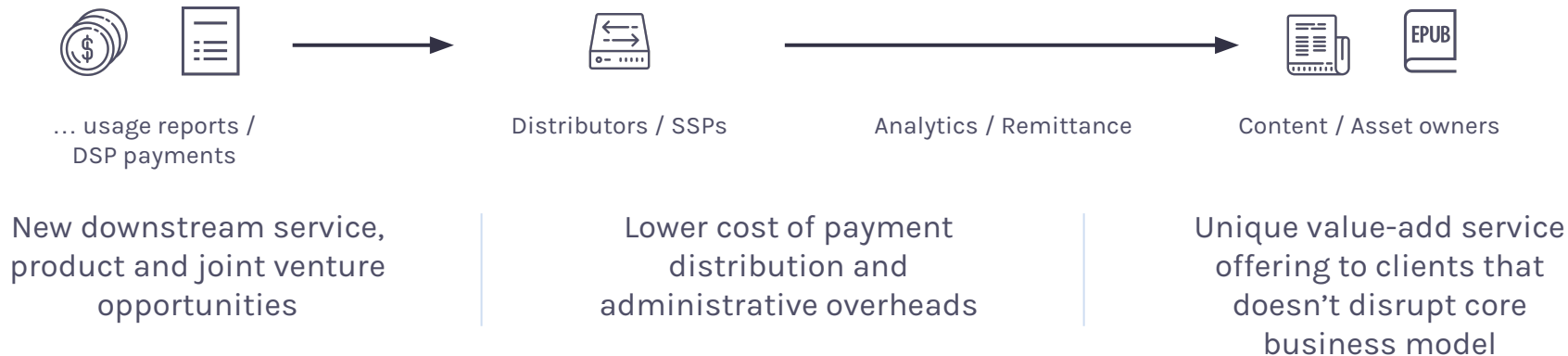
ENABLING ASSET LIQUIDITY IN A DECENTRALIZED ECOSYSTEM

Example order execution sequence between two peers



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BENEFICIAL FOR THE ENTIRE MEDIA SUPPLY CHAIN



Diverse product & revenue opportunities

Liquidity

Significantly reduce cost of capital and source liquidity

Revenue analytics & BI

By-product of data collection. Tell media companies how to best deploy newly realized capital.

Payments & remittance

Integrations with crypto-based remittance networks significantly reduces cost of payment distribution

DIVERSE BUYER OPPORTUNITIES



RETAIL

Fans of artists/media can participate in a funding model that also makes them economic citizens of the media industry



INSTITUTIONAL

Funds that are looking for secure investment to park large amounts with strong returns



TRADERS

High-volume users looking for alternate asset class can use secondary markets to flip quickly

Advantages for marketplace buyers

\$600b+ MARKET

Access to a \$600b+ global marketplace of media sellers

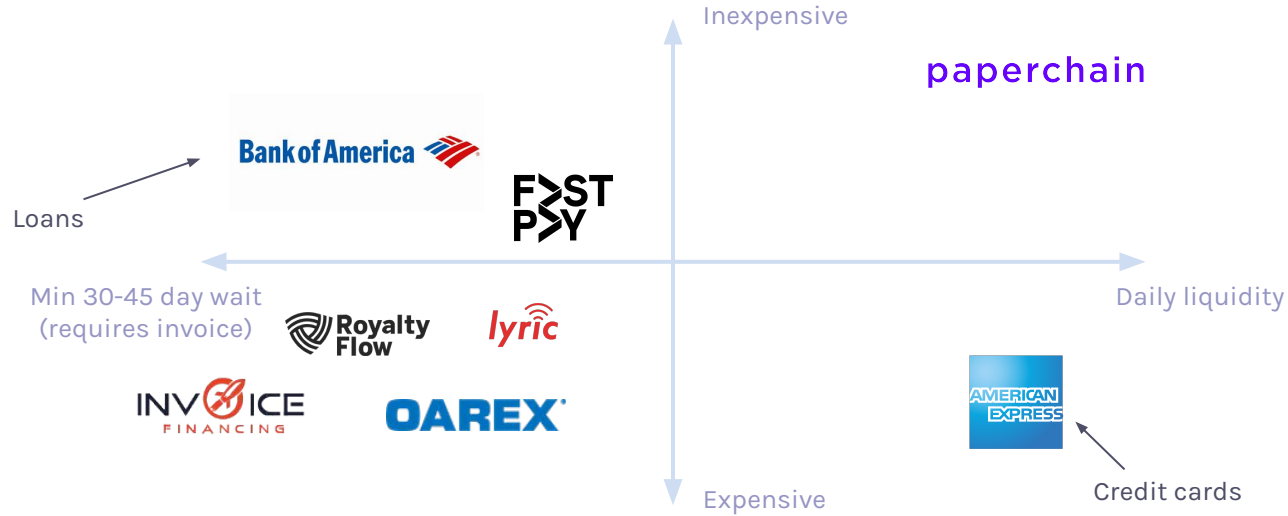
VALIDATED DATA

Buy validated transaction data backed by world's most recognized media brands

2.9%-4.1%

Returning 2.9%-4.1% per 75-120 days in standard product offering

COMPETITIVE LANDSCAPE



How are we different?

Orders can be generated at asset/product level, instead of invoice level, as with traditional a/r financing

Tokenized economies can operate marketplace at fraction of cost of traditional derivatives markets

Once data is tokenized, Buyers can participate in secondary market, creating greater reach & demand for media asset products

A GROWING MARKET OPPORTUNITY

\$600b+

Digital media market

Variety of Media Verticals

Music, ticketing, film & tv, mobile app store, digital advertising games marketplace, digital TV

\$1 trillion +

Estimated market opportunity by 2023

1.5%

Transaction payment to marketplace oracles (Paperchain)

* IFPI, † ‡ Juniper Research, § App Annie, ||Dentsu Aegis, ‡‡ JCDecaux, † Financial Post, ** Traditionally offline, digital programmatic TV advertising will increase 70-90% over next 2-3 years (MarTech Advisor), with the US already having 75% market share of all programmatic TV ad spend (Paxalate)

**RAISING \$1.75M SEED TO
ACCELERATE GO-TO-MARKET**

THE RIGHT MIX OF CHUTZPAH & EXPERIENCE



Daniel Dewar



Founder, CEO

- 6 years data driven marketing & digital strategy experience
- Part of senior team at Datalicious that transitioned startup from consultancy to martech company (acquired by Veda/Equifax)
- Frequent blockchain/music events speaker
- Bachelor in Acoustics & Sound Engineering
- Masters Degree in Communication



Rahul Rumalla



Co-founder, CTO

- 8 years of enterprise software engineering and product development experience
- Organizer of Token Engineering NYC
- Former Tech Lead at Ambit Energy, named by Inc 500 as fastest growing company in USA
- Ex-Fellow of Open Music Initiative led by MIT Media Lab, IDEO & Berklee ICE
- Bachelor in Computer Science
- Masters in Music Business & Global Entertainment from Berklee College of Music



Dave Tomaselli



Co-founder, CBO

- 20+ year career in music and technology services industries
- Developed business process and digital reporting capabilities for several large record labels and distributors
- 2002 designed and built the SR1 Platform for business and royalty accounting management
- Launched SR1 as a SaaS application in 2005, still used by hundreds of music brands today

ADVISORY BOARD TO PLUG GAPS WHILE WE BUILD TEAM



Harumi Urata-Thompson

CFA. Co-founder at Airvantis. President Personal Data Trade Association. Ex- Thomson Reuters Digital Products Lead.



Navroop Sahdev, Crypto-economist

Research fellow at University College London Centre for Blockchain Research, and Fellow at MIT.



Tae Royle, Ashurst

Global Head of Digital Legal Services. Advises in legal areas relating to distributed ledgers, cryptocurrencies, AI & legal automation.



Steve Hays, 120db Film Finance

Senior-secured lender to independent film industry. Prior Co-Founder/Partner Seneca Capital, event-driven hedge fund specializing in risk arbitrage and distressed securities.



Bill Hunnicutt, Hunnicutt & Co.

President.
Global fund placement manager & advisor specializing in alternative asset funds.

WE'VE BEEN MENTIONED IN THE PRESS

Billboard

 **DIGITAL MUSIC NEWS**

n p r

music:)ally
EST. 2002

HUFFPOST

HYPEBOT.COM 
music. technology. the new music business.

And been through accelerators



EUROPEAN[☆] INNOVATION ACADEMY

OUR PRODUCT COMES FIRST

We have a working prototype



User can publish sell orders and Buyer can fund orders on Ethereum testnet

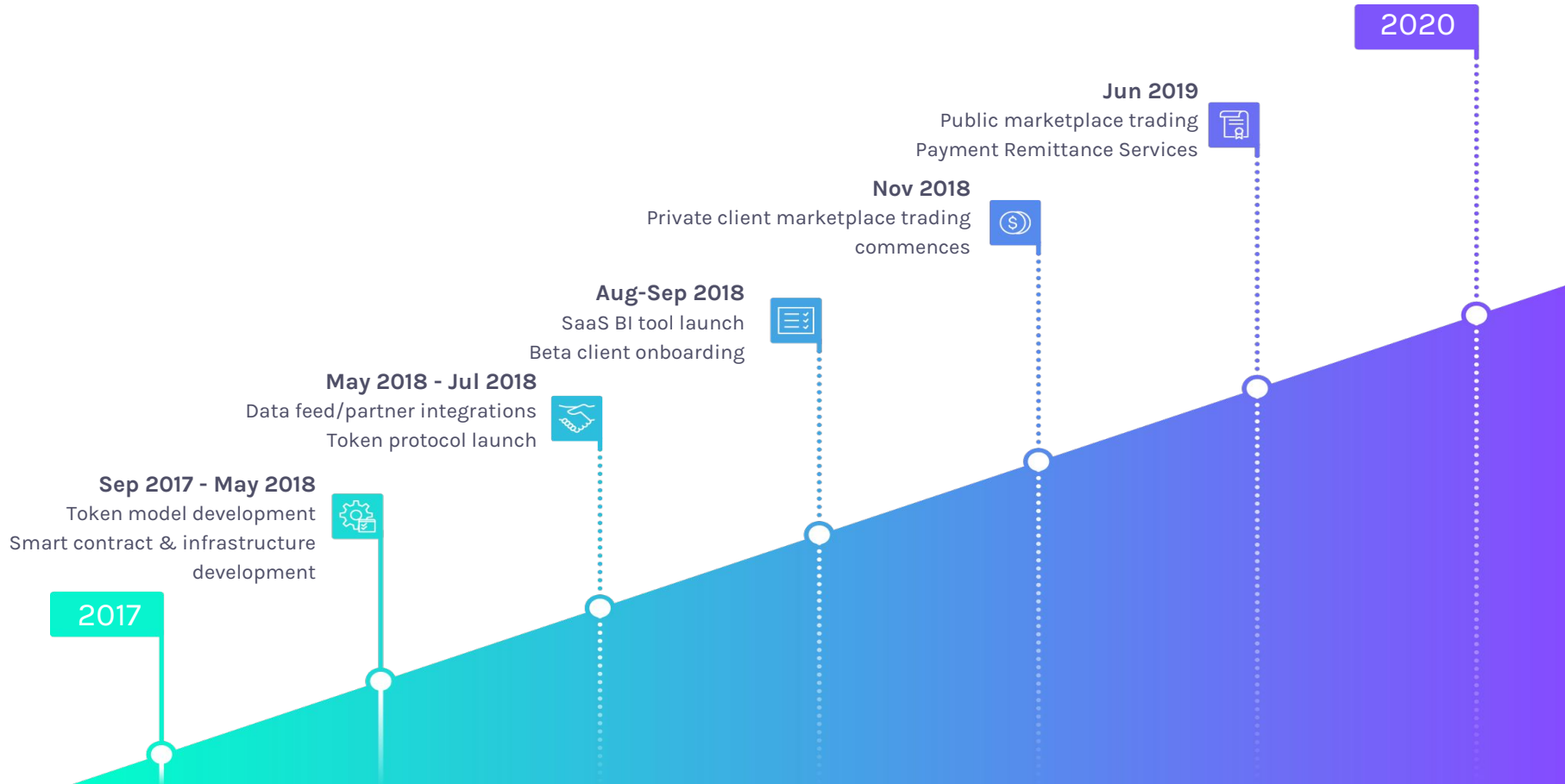


We're ingesting Apple Music data and adding more media partner integrations

Ask us about a demonstration



WE HAVE A CLEAR PRODUCT ROADMAP



RAISING \$1.75M SEED TO ACCELERATE GO-TO-MARKET

MVP

Seed funds deliver MVP for private trading by end of Q3

6 Months Runway

In which we become revenue generating and reach next fundraising goal

\$30m Token Sale

Seed also covers regulatory, compliance, marketing and technical costs of a private and retail token sale. Token sale delivers a scaled institutional and p2p buyer market.

We have been **capital efficient**, bootstrapping with burn rate of \$2.5k/month over 22 months

With seed, we can move quickly with **key hires, partnership execution & tech delivery**

We will establish **first-mover advantage** in creating a new financial market

THE OPPORTUNITY

Blockchain and token economies have reinvigorated interest in new media models.

Most solutions are trying to disintermediate and replace distribution.

We are addressing the bigger opportunity.

Paperchain is going to own the digital media finance market.

THANKS

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