



paperchain

AN INVESTMENT MARKETPLACE FOR THE
DIGITAL MEDIA ECOSYSTEM

MEDIA REVENUE IS ILLIQUID

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Digital media revenue is trapped in expensive, inefficient pay cycles.

Media finance has not changed, despite distribution models shifting to streaming & micro-transaction economies.

No simple solution exists for media companies to leverage consumption data to source liquidity and investment.

MONETIZING MEDIA CASH FLOWS

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An investment marketplace for **media asset owners and investors** to buy & sell digital media revenue cash flows based on near real-time media transaction data, **creating liquidity** for owners and **portfolio enhancement** for investors

Enabling LOW-COST ACCESS to capital and liquidity for media asset owners by monetizing cash flows to institutional and P2P buyer markets

Providing TRANSPARENCY and information symmetry by utilizing distributed ledger technology and smart contract trading

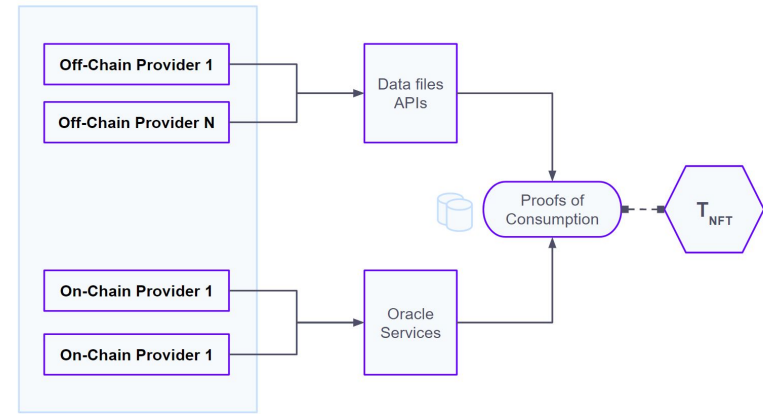
Offering FASTER LIQUIDITY channels by collateralizing daily consumption data and using market economics to lower cost

Strong PARTNERSHIPS with media supply chain, regulatory and financial bodies to provide a secure and seamless experience

UNIQUE TECHNOLOGY APPLICATION

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Paperchain has built a smart contract protocol that aggregates and values media consumption data and creates a representing asset that can be sold or traded on financial marketplaces



Read our [technical engineering documentation](#)

LARGE MARKET OPPORTUNITY

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\$2.99

TRILLION

2017 Global
Factoring Volume*



\$2.73

TRILLION

2016 Investments in Money
Market Mutual Funds^



\$592

BILLION

Digital Media
Revenue Market**

Servicing a variety of media verticals

Digital publishing & advertising, mobile app store, gaming marketplaces, music, ticketing, film & tv

* FCI, ^ Bloomberg, ** IFPI, Juniper Research, App Annie, Dentsu Aegis, JCDcaux, 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).

CLEAR REVENUE MODEL

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\$11.8

BILLION

Paperchain Marketplace
Trading Volume

By Securing 2% of TAM
by 2023

1.5%

TRANSACTION FEE

Paperchain Collects per
Transaction

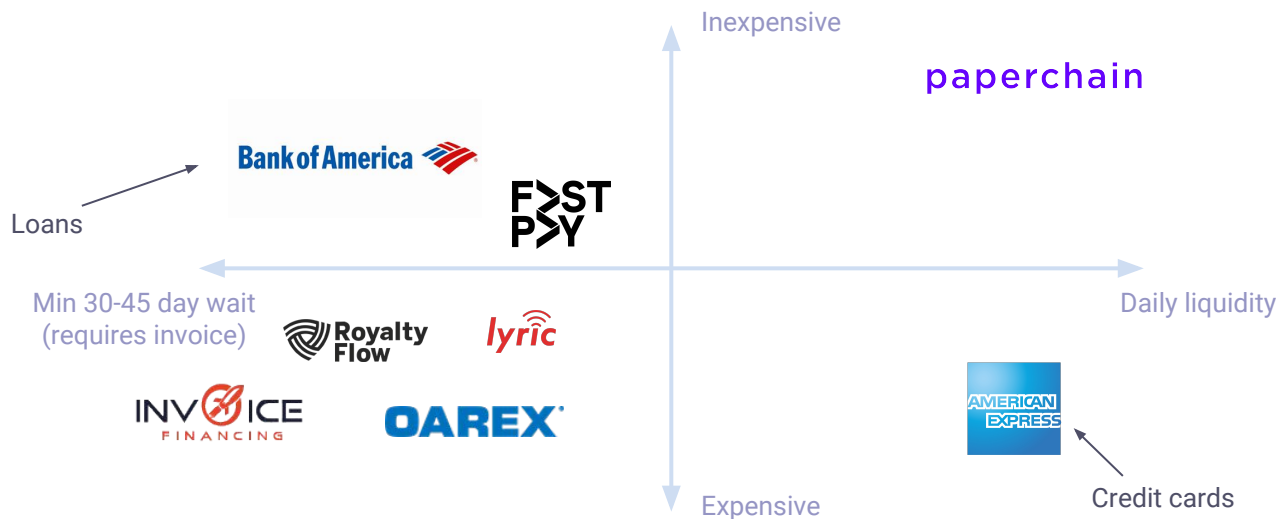
\$274

MILLION

Revenue
2019-2023

COMPETITIVE LANDSCAPE

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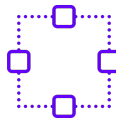
WE HAVE UNIQUE ADVANTAGES

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First mover advantage

for liquidity model based on near-real time consumption data



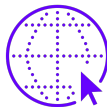
Unique technology

Using distributed ledger & smart contract framework to create new financial asset class



Consumption data

We integrate with & value existing data reporting feeds, providing a faster liquidity channel



Relationships

Founding team and advisory will leverage decision-maker network to drive acquisition



Mission-driven

Company values that align community to company solution



Brand & Culture

Memorable name & unique branding to differentiate from traditional fintech offerings

THE RIGHT MIX OF CHUTZPAH & EXPERIENCE

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Daniel Dewar

Co-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 sector
- Developed enterprise level metadata and digital reporting facilities for many globally recognized music brands
- Built and deployed the first end-to-end platform for high volume asset management and royalty processing
- Launched the system as a SaaS application in 2005, still in use today

ADVISORY BOARD TO PLUG GAPS

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Maarten Melchior

CEO, Blue Lake Castle. Head of Film & Television, Fintage House. Advises on clients seeking film financing and film exploitation.



Tae Royle, Ashurst

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



Joe Conyers III, Songtrust

Co-Founder & General Manager of Songtrust. VP of Technology for Downtown Music Publishing. Led Songtrust from prototype to 1,000 to 100,000 writers.



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.



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, & Fellow at MIT.

WE'VE BEEN COVERED IN THE PRESS

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Billboard

DIGITAL MUSIC NEWS

npr

COIN IDOL.COM
— BLOCKCHAIN —
NEWS OUTLET

music:)ally
EST. 2002

HUFFPOST

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

WELT

ACCELERATORS



EUROPEAN[☆] INNOVATION ACADEMY

STRATEGIC CLIENTS & PARTNERS

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SUPPLY SIDE

Publishing / Advertising

sonobi[®]

Film/TV



Fintage House

Music



BUY SIDE

Growth Market

WORKING MVP WITH FINANCE FACILITY

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Connect distribution
reporting feeds

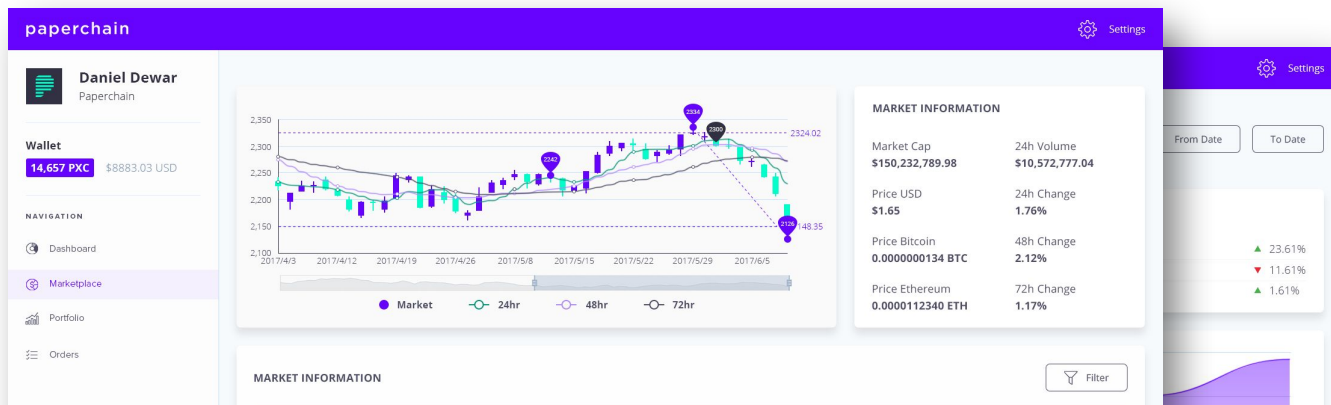


Sort & publish asset revenue
to be sold on market



Programmatic features to
optimize trade positions

ASK US ABOUT A DEMO



THE OPPORTUNITY

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We are raising 8 months runway to launch into market,
become revenue generating and reach our seed funding round.

\$750K

PRE-SEED ROUND

Investment Opportunity

14M

MARKETPLACE VOLUME

In first 12 months of operation

\$1.75M

SEED ROUND

In Q3 2019

Vast amounts of consumption data is delivered to thousands of content management platforms everyday around the globe.

Our mission is to empower financial market participation in an innovative investment pool of hundreds of billions of dollars in digital media revenue.

**Paperchain is transforming the digital media ecosystem
into a fully inclusive financial market for all.**

founders@paperchain.io
paperchain.io