



paperchain

ONLINE MARKETPLACE
FOR MEDIA FINANCING

DIGITAL MEDIA REVENUE IS ILLIQUID

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

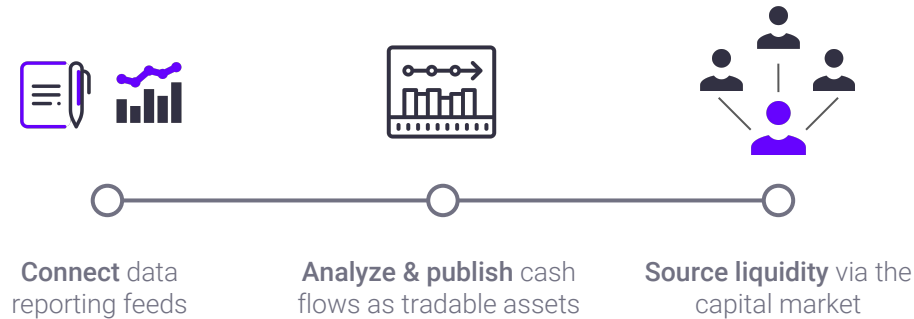
Media finance has **not kept pace with innovation**, despite media distribution models shifting to streaming & micro-transaction economies.

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

ONLINE MARKETPLACE FOR MEDIA FINANCE

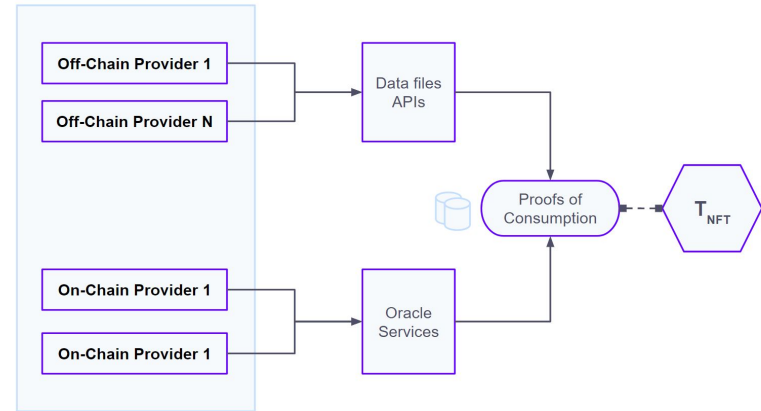
Paperchain is an online marketplace for media financing.

We allow media companies to collateralize their daily reporting data into tradable assets, accelerating AR financing and streamlining payment collection and remittance through a global network of traditional financing and P2P investors.



UNIQUE FINANCIAL TECHNOLOGY APPLICATION

Paperchain's marketplace technology leverages programmable smart contract protocols that aggregate and value media consumption data into a Non-Fungible Token, creating a tradable asset that can be bought and sold on primary and secondary markets.



Read our [technical engineering protocol](#)

OUR PRODUCT COMES FIRST

Connect distribution
reporting feeds

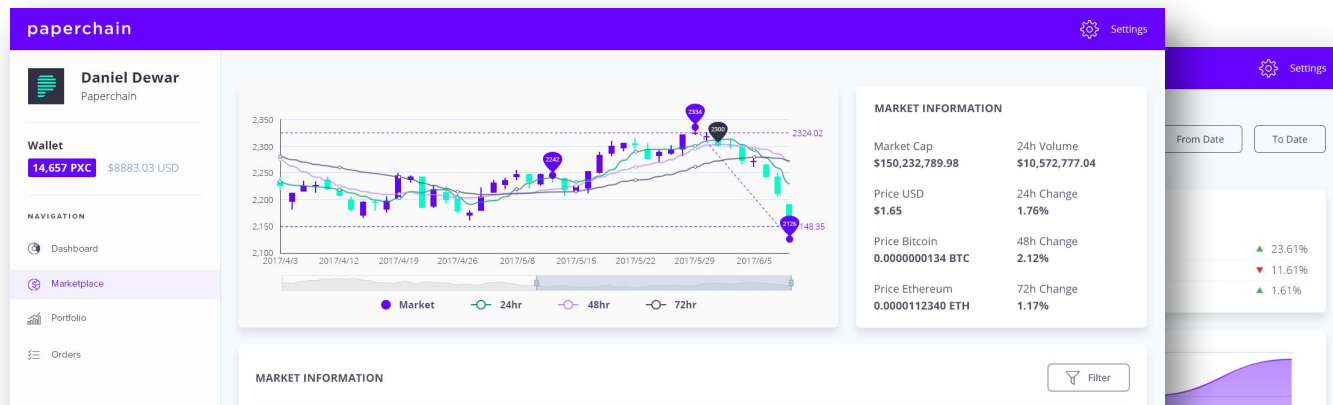


Sort & publish asset revenue
to be sold on market



Programmatic features to
optimize trade positions

ASK US ABOUT A DEMO



LARGE MARKET OPPORTUNITY

\$592

BILLION

Digital Media
Revenue Market* (TAM)



18%

ACCOUNTS RECEIVABLE

% of Media Company Revenue in
Accounts Receivables^



\$107

BILLION

Serviceable
Addressable Market

Servicing a variety of media verticals

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

* 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 (Pixalate), ^ Internal Research

CLEAR REVENUE MODEL

1.5% transaction fee collected by Paperchain

\$16

BILLION

Paperchain Marketplace Volume

By Securing 15% of Media Revenue
Market by 2023



1.5%

TRANSACTION FEE

Paperchain Collects per
Transaction

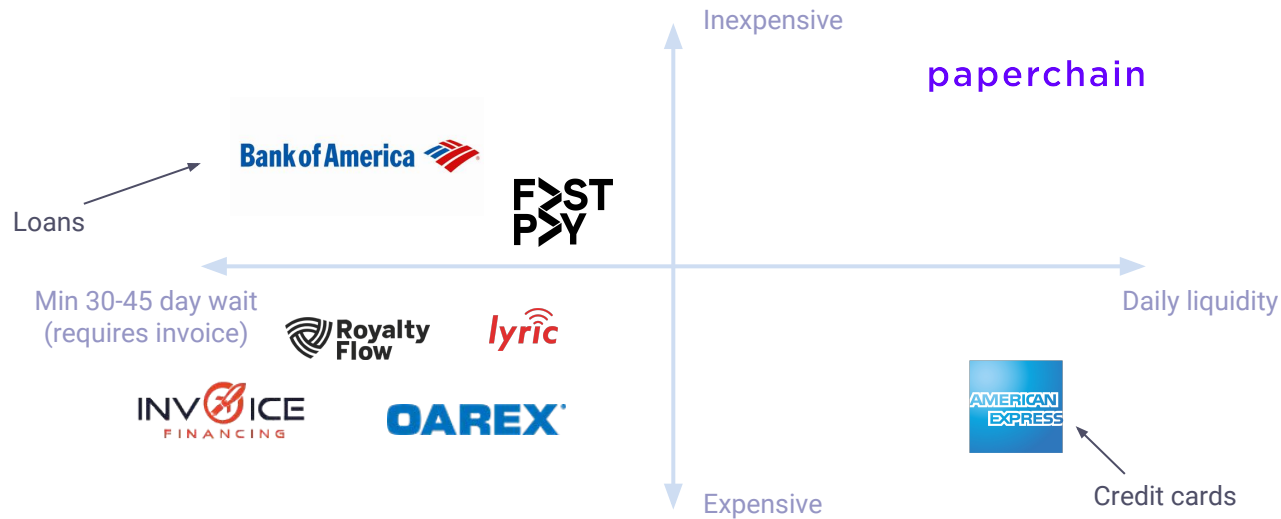


\$240

MILLION

Paperchain Revenue
Projected 2019-2023

COMPETITIVE LANDSCAPE

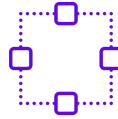


WE HAVE UNIQUE ADVANTAGES



First mover advantage

for liquidity model based on near-real time consumption data



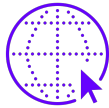
Unique technology

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



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). Bachelor in Acoustics & Sound Engineering. Masters Degree in Communication.



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. In 2005 built and deployed the first SaaS-based end-to-end platform for high volume asset management and royalty processing, which is still in use today.



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.



Onyi Okafor, Head of Finance & Investments

Co-founded SkyHigh Global Careers in 2006. Senior Investment Analyst at Towers Watson before moving to US and working as Capital Analyst at Coca-Cola and Sr Finance Manager at Microsoft. 10+ years of investment, finance and strategy experience with Fortune 100 and startup companies.

STRATEGIC ADVISORY BOARD



Harumi Urata-Thompson

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



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. Co-Founder/Partner Seneca Capital, an event-driven hedge fund specializing in risk arbitrage and distressed securities.



Navroop Sahdev, Finance economist

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

WE'VE BEEN COVERED IN THE PRESS

Billboard

 DIGITAL MUSIC NEWS

n p r

COIN IDOL.COM
— BLOCKCHAIN —
NEWS OUTLET

music:)ally
EST 2002

HUFFPOST

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

WELT

ACCELERATORS & PITCHES



EUROPEAN[☆] INNOVATION ACADEMY



Women4Blockchain
Pitch Winner 2018

GROWING STRATEGIC NETWORK

Supply-side Beta Partners



Fintage House

Fintage House is an independent company that deals with film and TV revenue collection & distribution.



The Orchard is a pioneering music, film and video distribution company operating in more than 25 global markets and is wholly owned by Sony Music Entertainment.



Mute Records is a British independent record label owned and founded in 1978 by Daniel Miller and includes Depeche Mode, Moby, New Order, Nick Cave and the Bad Seeds, and M83 in its roster.

Market Maker



Growth Market is an independent finance company with a network of private and institutional lenders.

THE OPPORTUNITY

We are raising 6 months runway to validate the market and process,
achieve 200 transactions and \$475,000 in revenue in the first 12 months
& raise a \$1.75M seed round

\$350K

PRE-SEED ROUND

Investment Opportunity
\$75K committed

\$475K

REVENUE

Generated First 12 months
With 200 Transactions

\$1.75M

SEED RAISE

Q2 2019
Generates \$3.2M Revenue
Over next 16 months

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

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

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

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paperchain.io