JukeBoys Music University: Introduction to Web3 Music

Course Goal: To equip independent music artists, producers, and enthusiasts with foundational knowledge of blockchain technology and its application in the music industry, empowering them to navigate the decentralized music ecosystem on Cardano.

Target Audience: Independent music artists, producers, visual artists, and developers looking for an entry point into the decentralized music ecosystem.

I. Course Topics & Modules:

This course will be structured around key concepts and practical applications within the Web3 music space, with a focus on the Cardano ecosystem and the So Litty Records (SLR) projects.

Module 1: Introduction to Web3, Blockchain, and Cardano

- **What is Web3 Music?** Overview of the paradigm shift from traditional to decentralized music.
- **Blockchain Fundamentals:** Basic concepts, purpose, and benefits (transparency, decentralization, immutability).
- **Understanding Cardano:** Vision, mission, principles, and multi-layer architecture.
- **eUTxO Model:** Introduction to Cardano's extended UTxO model for transparent and efficient transactions.
- **Cardano Wallets:** Setting up and securing wallets (e.g., GeroWallet, VESPR, Eternal, TokyoPay, Gero).

Module 2: Non-Fungible Tokens (NFTs) in Music

- **What are NFTs?** Definition, ownership, and unique digital assets.
- **Music NFTs:** How music is tokenized on blockchain.
- **JukeBoysNFTs & the SLR Ecosystem:** Overview of JukeBoys, JukeBox Elite Series, MolezNFTs, WormzNFTs, Leaf Token, StripperCoin, and their roles in music and entertainment.
- **NFT Marketplaces:** Navigating platforms like JPG Store and JamOnBread for music NFTs.

Module 3: Metadata Standards & CIP-60

- **Importance of Metadata:** Why standardized information is crucial for music discovery and rights management.
- **Introduction to CIP-60:** Cardano Improvement Proposal for standardizing music metadata for NFTs and Fungible Tokens.

- **CIP-60 v3 Schema:** Key fields for contributors, mood, copyright, ISRC, ISWC, ISNI, and AI considerations.
- **CIP-60 Tooling:** Overview of metadata generation UIs and validation tools.

Module 4: Royalties, Licensing, and Smart Contracts

- **Traditional Royalty Collection:** Understanding PROs (ASCAP, BMI, SESAC), Harry Fox, The MLC, and SoundExchange.
- **Web3 Royalty Mechanisms:** Direct-to-fan sales, tokenized royalties, and automated payments via smart contracts.
- **Smart Contracts on Cardano:** Introduction to Plutus, Marlowe, and developer-friendly languages like Aiken and Mesh for creating automated agreements.
- **Licensing in Web3:** Exploring non-exclusive rights agreements (e.g., JukeBeats Licensing Agreement) and synchronization licenses.

Module 5: Music Production & Distribution in Web3

- **Artist Workflow in SLR:** Beat selection, recording, mixing, mastering, and submission process.
- **AI in Music Production:** Utilizing AI tools for beat generation, content creation, and metadata enrichment.
- **Decentralized Distribution Platforms:** Exploring platforms like NEWM for direct artist-to-fan distribution.
- **JukeBeats & JukeTunes:** Collaboration and distribution models for producers and artists.

Module 6: Marketing, Community, and Future Trends

- **Web3 Marketing Strategies:** Leveraging social media (X, Discord), newsletters, and community events.
- **Community Engagement:** Building a vibrant community, token-gated access, and collaborative opportunities.
- **SLR Media Outlets:** Utilizing "Fried Fridays" Twitter Spaces, "The Listening Room", and podcasts for promotion and education.
- **Future Innovations:** Brief on RealFi, sidechain integration, and gamified music experiences.

II. Areas Needing Further Source Materials:

To fully develop a comprehensive entry course, the following areas require additional detail or formal documentation from internal SLR sources:

1. **Comprehensive Educational Overview:** A centralized overview and access points for all educational materials and courses offered by SLR, including JukeBoys Music University, Web3 Onboarding, and CIP-60 Workshops.
2. **CIP-60 Tooling Details:** More specific information on the CIP-60 tools built and powered by ARP Radio, beyond general descriptions.
3. **Consolidated Web3 Onboarding Materials:** A fully compiled and easily accessible set of Web3/Cardano onboarding materials.

III. Course Creation Calendar (Leveraging CIP-60 Workshops):

The **CIP-60 Music Metadata Tooling and Education Workshops** are held **weekly on Thursdays at 7:00 PM CST (1:00 AM UTC the following day), for 1 hour**, with a follow-up Discord chat. These workshops are **free of charge** and are co-hosted by ARP Radio/The Psyence Lab and SLR/JukeBoysNFTs. This existing framework offers a dedicated, consistent time slot for curriculum development and content delivery for the "JukeBoys Music University". The "CIP-60 Enrichment Tooling" project has a 10-month timeline, which can serve as a suitable duration for developing this introductory course.

The CIP-60 workshops aim to "build, document, and innovate within the Cardano Music Ecosystem", which aligns perfectly with developing course content. The Psyence Lab LLC provides educational content and publishing support for these initiatives.

Proposed 10-Month Course Creation & Delivery Calendar:

Phase 1: Curriculum Design & Module Outlining (Months 1-3)

- **Month 1 (Weeks 1-4): Module 1 - Introduction to Web3, Blockchain, and Cardano**
  - **Focus during Workshops: High-level curriculum design for the entire Web3 Music course**, defining learning outcomes for Module 1, and outlining content points for each sub-topic.
  - *Deliverable:* Draft outline for Module 1, identification of initial content creators.
- **Month 2 (Weeks 5-8): Module 2 - Non-Fungible Tokens (NFTs) in Music**
  - **Focus during Workshops:** Review and **refine Module 1 content**, begin outlining Module 2. Discuss integration of JukeBoys, JukeBox Elite, Molez/Wormz NFTs.
  - *Deliverable:* Draft outline for Module 2, initial content drafts for Module 1.
- **Month 3 (Weeks 9-12): Module 3 - Metadata Standards & CIP-60**
  - **Focus during Workshops: Directly align with existing CIP-60 workshop content.** Use this time to formalize Module 3's structure, gather existing materials, and document best practices.
  - *Deliverable:* Final outline for Module 3, initial content drafts for Module 2.

Phase 2: Core Web3 Music Concepts & Tooling (Months 4-7)

- **Month 4 (Weeks 13-16): Module 4 - Royalties, Licensing, and Smart Contracts**
  - **Focus during Workshops: Deep dive into CIP-60 compliant tooling and its application in smart contracts for royalty distribution.** Outline Module 4 content, exploring Marlowe and Plutus capabilities.
  - *Deliverable:* Draft outline for Module 4, initial content drafts for Module 3 (CIP-60).
- **Month 5 (Weeks 17-20): Module 5 - Music Production & Distribution in Web3**
  - **Focus during Workshops: Discuss CIP-60 implications for music production workflows and decentralized distribution platforms like NEWM.** Outline Module 5 content, including AI tools and JukeBeats/JukeTunes.
  - *Deliverable:* Draft outline for Module 5, initial content drafts for Module 4.
- **Month 6 (Weeks 21-24): Module 6 - Marketing, Community, and Future Trends**
  - **Focus during Workshops: Brainstorm CIP-60 integration into marketing strategies and community engagement initiatives.** Outline Module 6 content, including SLR's media circuit and future trends.
  - *Deliverable:* Draft outline for Module 6, initial content drafts for Module 5.
- **Month 7 (Weeks 25-28): Content Finalization & Review**
  - **Focus during Workshops: Comprehensive review of all module content, ensuring accuracy, clarity, and consistency with CIP-60 standards.** Address any gaps identified.
  - *Deliverable:* Final content drafts for Modules 1-6.

Phase 3: Pilot, Feedback & Refinement (Months 8-10)

- **Month 8 (Weeks 29-32): Pilot Course Launch & Feedback Collection**
  - **Focus during Workshops: Host pilot sessions of selected modules within the CIP-60 workshop slot.** Gather direct feedback from participants on content, delivery, and overall effectiveness.
  - *Deliverable:* Initial pilot course delivery, participant feedback reports.
- **Month 9 (Weeks 33-36): Course Refinement & Educational Resource Development**
  - **Focus during Workshops: Implement feedback to refine course materials.** Develop supplementary educational resources (e.g., FAQs, glossaries, practical exercises) based on workshop discussions.
  - *Deliverable:* Revised course materials, creation of supplementary resources.
- **Month 10 (Weeks 37-40): Final Launch Preparation & Future Planning**
  - **Focus during Workshops: Final checks of all course components.** Plan for ongoing updates, advanced courses, and integration into the broader "JukeBoys Music University for Holders".
  - *Deliverable:* Fully prepared "Introduction to Web3 Music" course for JukeBoys Music University, future curriculum roadmap.