



**VALYOU X**  
Music



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Welcome to a new global music industry and economy.



## Besides From Streaming services who do not have adequate financial support for its artists

It forces artists to adapt their music to fussy algorithms and playlist-ability if they want to maximise streams, reinforces power imbalances in the industry as a male-centric status quo, and it nickel-and-dimes its creators as well as its annoying ad interrupted listening experience



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**"Music is art, and art is important and rare. Important and rare things are valuable"**

Taylor Swift Wall street Journal, 2014 On removing her entire catalog music from the popular streaming service. Spotify



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# Main Problem



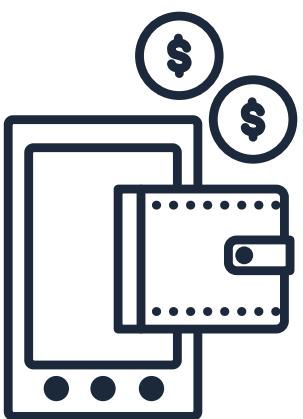
## Cost to Launch Artist Music Career

Mainstream is quite expensive – an estimated USD \$500K - \$2M. left for judges to decide leaving frustrated music fans yelling at their screens about who should have won the talent show as the X-Factor



## Only Record Labels Investing

For many decades record labels have been the only ones investing in music artists. Fans audience despite being frustrated on social media there is currently no way for them to invest themselves directly into an artist that they like



## "Music Networks & Payments"

Traditional music financial model is broken and outdated. No Major direct trusted music platform to connect and collaborate inside the music industry marketplace between artist, fans and industry representation providing services to artists





# Chain of Underlying Problems

## Talented Independent Artists face a Crippling Money Crunch



- A vast amount of aspiring talented artists among 8 million + artists have less than 0.05% chance of making it in the music industry Spotify only houses around 2 million + artists.
- Saturated with millions of song whereby subscription isn't charged based on consumption
- Non-transparent and ambiguous industry that newcomers are unable to decipher
- A lot of artists want to be released from their deals and contracts

## Low Success Rates for Aspiring Talented Artists



- Many Major music label contracts are exploitative, inequitable and highly non-transparent.
- Artificial sales and manipulated figures leading to non-comprehensive artist earnings cause a decline in belief of hope and a lack of trust between artist, distribution and business partners.
- A substantial sum of royalties and returns is lost to middlemen before it can even reach the artists. Artists are complaining Spotify that it pays too little

## Difficulty in Gaining Mass Exposure



- No proper credit is given to artists, musicians, sound engineers and songwriters.
- Social media platforms are saturated.
- Platform algorithms does not allow new talent to gain recognition within reasonable time due to favoritism towards corporate advertising.





# Solution



# The World's First Music Artist Stock Market

Where all music artists can get listed allowing any one like you & I to invest in them



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# Mission

**"Rebuild the Entire Global Music Industry & Economy"**

## Vision

A music artist stock market connected to a new global music industry and economy.

Leveraging the next generation mobile digital technology & Infrastructure a platform where all music artists and influencers are at the forefront of their brands as entrepreneurs with all the fundamental resources for them to succeed from anywhere on the planet.

Empowered financially by their core fanbase investing directly into their brands with intrinsic values that inspire a merge collaboratively with other industries where true value can be exchanged.

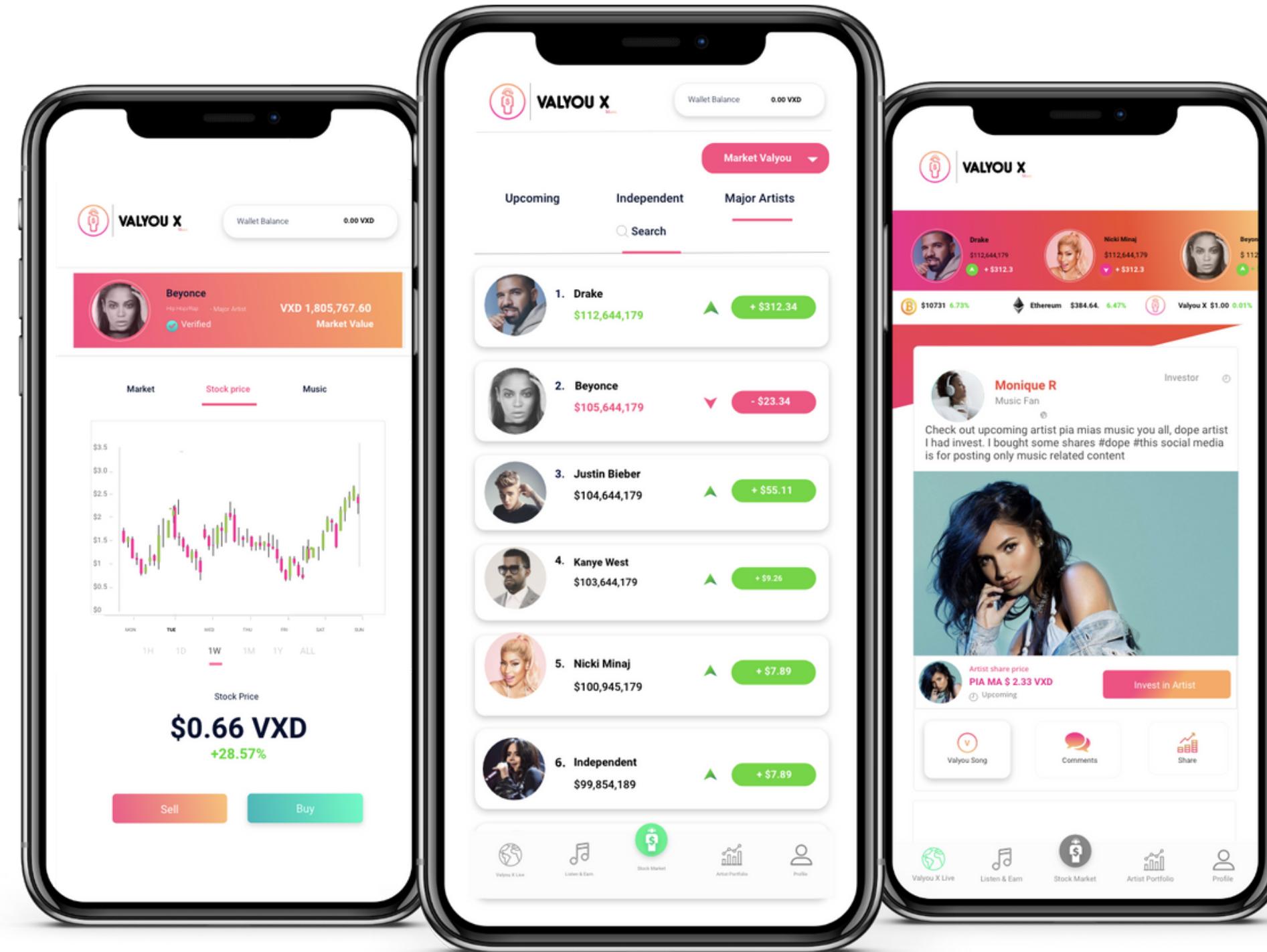


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# The App



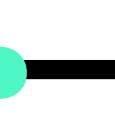
Currency Exchange



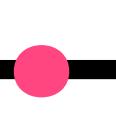
Uploads Fans Listens & Earn



Artist Stock Trading



Multi Sig Investment  
Funds & Brand Partnerships



Brand Store Merchandise



Digital Wallet

Pre- Listing

Management

Valyou Song Streaming

Service Providers

The Valyou X Mobile Trading platform user journey for the Music Stock Market



# Look & Feel

Look & Feel Web Trading platform for the Music Stock Market

The image displays a desktop computer monitor and a smartphone side-by-side, both showing the Look & Feel trading platform. The monitor screen shows a detailed view of the platform's interface for the artist Beyoncé. At the top, there is a profile picture of Beyoncé, her name "Beyoncé", her genre "Hip Hop/Rap", and her location "Australia". Her market value is listed as "\$2,000,438.71". Below this, there are three tabs: "Market", "Stock Price", and "Music". The "Stock Price" tab is selected, showing a candlestick chart of price movements over time, with the current price being "\$58.60 VXD". At the bottom of the monitor screen are two buttons: "Buy Share" (orange) and "Sell Share" (green). To the left of the monitor, a smartphone displays the mobile application's interface. It features a navigation bar with "Upcoming", "Independent", and "Major Artists" options, and a search bar. Below this is a list of artists with their market values: 1. Drake (\$112,644,179), 2. Beyoncé (\$105,644,179), 3. Justin Bieber (\$104,644,179), 4. Kanye West (\$103,644,179), 5. Nicki Minaj (\$100,945,179), 6. Independent (\$99,854,189), and 7. Bobby K.N. (\$99,844,179). Each entry includes a small profile picture and a green circular button indicating a positive change in value.



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# Key Features

## For Artists

A platform where artist become their own branded entity that can be listed as a stock so that any one like you and I can invest in them. From anywhere in the world upcoming Artists can raise the typical investment amount of \$500,000 Soft Cap - \$2,000,000 Hard Cap through music fans. For already signed Artists it can be more. regardless - 100% have the same opportunity on Valyou X to gain independence

## For Fans

Fans will be able to generate returns from their favourite artist. Receiving dividends rewards direct earnings to motivate both music fan and supporters to discover more artists and recognise them artist a businesses entitled to generate money from their content

## For the Music Industry

One global music industry currency and economy by using innovative data safe technology secured through blockchain to eliminate industry fraud and manipulation paired optional parity to an alternative store of value.

## Music Business only Social Media

Utilising one Global Music Industry Currency VXD and connect the new global music industry and economy. Valyou X develops via music focused social media and platform connecting each profile to the Valyou X stock market stock market

## Marketplace For Business Professional to Connect

For all artist fans and businesses looking to collaborate. The Valyou X feature allows music industry people to connect from anywhere on the planet with a display of their true intrinsic value ratings beyond borders

## Management

Protecting all our users. Reducing risks by protecting Investors funds and artists as a priority. Valyou X Management helps to ensure proper uses on investor funds applying accountable measures and guidance also assisting our artist brands find more ways to generate more revenue endorsement and partnership.





# Blockchain

Blockchain Technology

## Blockchain

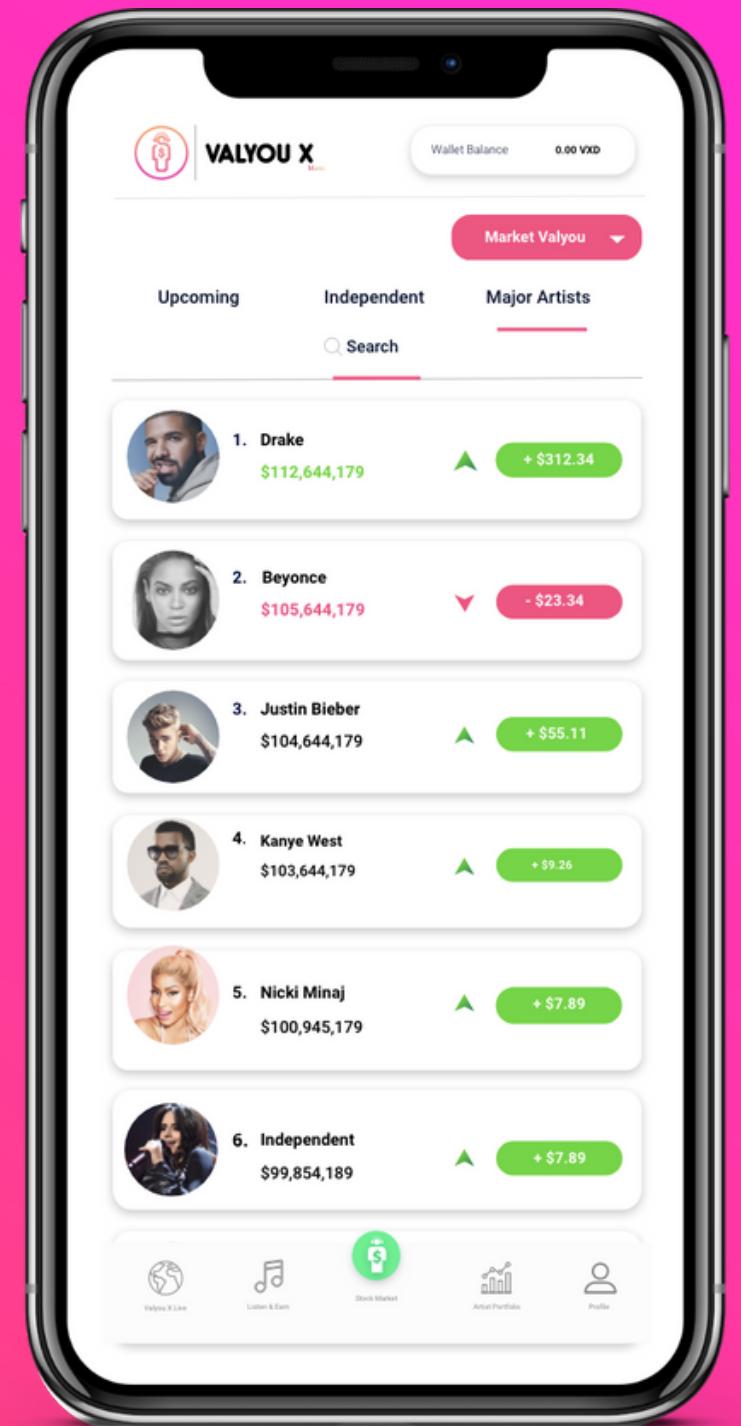
This method of storing information makes modifying info, manipulating or breaching the protocol difficult or impossible. It is design to keep everyone honest about transactions that took place without the need for third-party trust.

## Transactions

Blocks which have been confirmed blocks are very unlikely to be changed. Incredibly difficult to delete or alter it once data has been entered into the blockchain. Perfect technology for storing financial records or any other data that needs an audit trail to prove earnings or distribution, as it can be monitored and made transparently accessible.

## Digital Assets

Tokens can be used to represent any asset transferable using open-source blockchain technology in creating new marketable asset. In the case of Valyou X, artist shares can be token Smart Contracts in blockchain technology. Anything of value such as money, shares can be exchanged in a transparent way, avoiding the services of a middleman. Smart Contracts works effectively as a system that eliminates excessive paperwork.



A TOTAL SUPPLY OF TRANSFERABLE DIGITAL ASSETS CREATED VIA THE BLOCKCHAIN FOR EACH ARTIST LISTED VALYOU X



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Blockchain Partner

FUSION



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## Market Strategy

Long - Term Future Roadmap  
To establishing The Valyou X Trading platform for the artist stock Market



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# Go -To Market Strategy

1

- Find and engage with aspiring music artist online, build data base and lead generation to connect the artist community.
- Introduce Valyou X to artist, their fan base, industry persons and business services target audience within the industry. Accelerate the adoption of a start up business mentality among music artists influencers brands. Providing them with the technical fundamentals of raising capital to launch or enhance their music careers brands.

2

- Focusing on digital exchange of monetary conversion mediums to encourage user adoption of tradable digital asset to start building the foundation for growth of a universal audience user access.
- Low barrier entries to basic listing without much detail enabling expression of interest to quickly onboard users and allow audience to invite or express interest to any particular artist of their choice within Reach.



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# Go - To Market Strategy

3

- Acquiring customers through referrals allowing the product feature to do the heavy lifting, funnels, lead generation automated prompts.
- Customer outreach by putting budget towards direct marketing raising campaign such as paying fans to listen to music, incentivising them to consume content and capturing the retention metrics during and after the process in order to encourage user to pay for unlimited access through Valyou X content feature.

4

- Identify audience most likely to invest in the artist through those who use the Valyou X content feature. User behaviour metrics will allow us to determine audience that is most likely to invest and buying a share in the artist brand.
- Providing prepaid alternative streaming option rather to current monthly plans made popular by Spotify for music listing audience as alternatives. Developing our product, utilising influencers and good salespeople to boost user acquisitions.



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# ARTISTS

For All Music Artists, Upcoming, Independent Or Signed

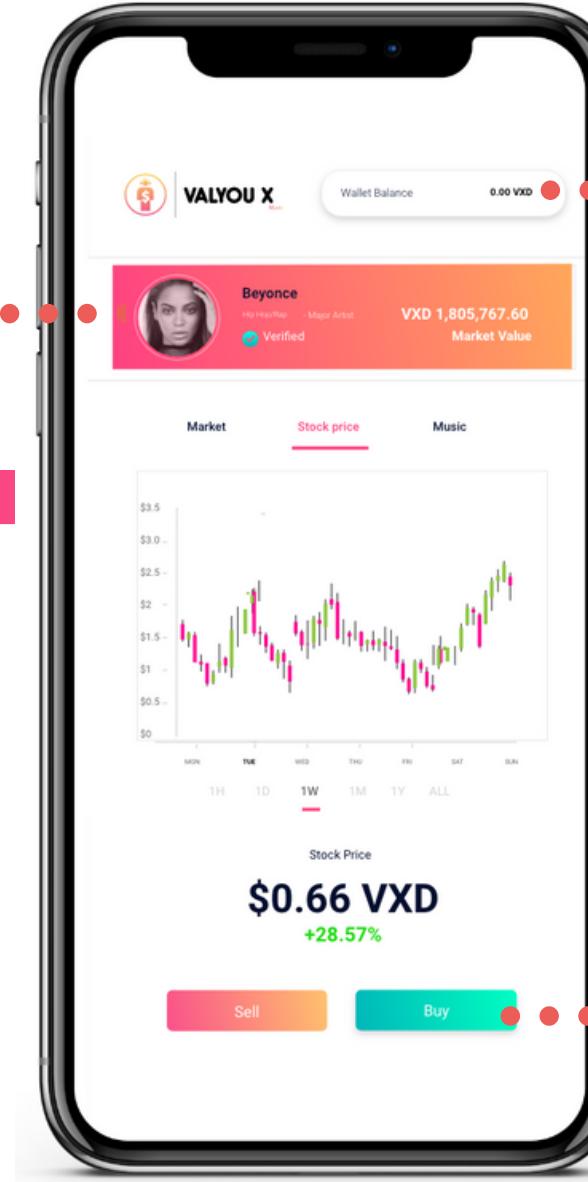
0



Upcoming Artists

Pro Independent

Artist's Listed



• • • • Account Balance / Direct Payments



100

Major Independent Artist

Major Artist Signed

• • • • Friends & Fans BUY A SHARE in you brand for (Profit Share)

## GETTING LISTED ON VALYOU X AS AN ARTIST

- 100% All music artist can get listed its a level playing field where you can prove your talent to the world at any level.
- A platform that truly supports all artists especially Upcoming Artists are as number 1 priority with who can receive up to \$2,000,000 to launch their music career.
- Technology takes care of your business. A trustless system you dont have to worry about when your getting your money Valyou X is a sleek way to engage directly with music professionals collaborate, check out their work reviews
- As an artist on Valyou X you are backed by a sustainable scalable business model. You can quit busking in the street and look professional. Most artists looking like beggars.



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# FRIENDS & FANS

Why Invest in Music Artists Influencers? Drive growth in the music industry



## FANS AS INVESTORS

- Opportunity for you as a fan to truly support , earn money & share profits with your favourite local or international artists in your community
- Invest in artist trustless system instead of stress of borrowing money to friends to support their music career you never know when you will get it back less risk.

## Yield Dynamic Growth in High-Potential Markets

1

Record company-driven investment, innovation and partnerships are supporting artists to connect with fans around the world and driving higher growth rates. Rapid increase of Independents starting their own brands on social media.

2

## Maximise Growth from Increased Global Reach

- For the fourth consecutive year, Latin America was the fastest-growing region (+16.8%) Brazil (+15.4%) and Mexico (+14.7%) growing strongly. The Asia Australasia region (+11.7%) grew to become the second-largest region for combined physical and digital revenue, with especially strong growth in South Korea (+17.9%).



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# Music Streaming

## VALYOU SONG STREAMING

**\$0.010 Per Stream OR**

With rapid growth of the Industry. Valyou X introduces a way for fans to top up their prepaid music account with a direct payment to the artists as a per listen option. With **micropayments** already going directly to the artists. Fans can choose to value a song to get more benefits. unlimited streaming access to stream it as well as incentives to becoming a top fan. If they believe in the artist talent then they can also invest in the artist influencer brand. These amounts are only tentative and forward looking statements subject to changes in accordance with our development.

**\$2**

**\$3**

**\$4**

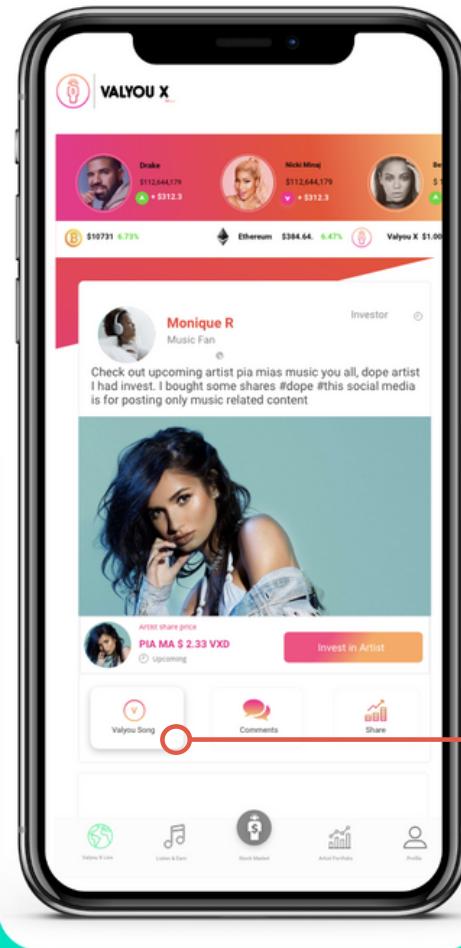
**\$5**

**Streaming revenue grew by 34.0%,**  
accounted for almost half (47%) of global  
revenue.

Growth driven by a **32.9% increase** in paid  
subscription streaming

**255 million users of paid streaming services** at  
the end of 2018 accounting for **37%** of total  
recorded music revenue

Growth in streaming more than offset a **10.1%**  
**decline in physical** revenue and a **21.2%**  
decline in download revenue



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# FOR BUSINESS

Connect & Collaborate inside a new global music industry Marketplace



## FOR BUSINESS

- Opportunity for you as a music professional to, earn money from your collaborative effort with brands listed on Valyou X
- More Jobs within the marketplace create for creatives and interoperability services. Driving growth as much as helping generate more value for artists' brands. Create an account and engage with artist brands for a license, sponsorship endorsements, deals, or making payments directly to artist accounts on Valyou X without trusted third parties.
- Quit working behind the scenes and Get Paid, Recognised with more exposure for your business
- Prevent the likelihood of fraud and scams whereby service provided or confirmation of funds is required. Prevent unhappy clients and grow your business as advertised. Operate within a trustless marketplace with a governance system where funds within project account files can be confirmed. Ready to be paid upon multi signatory confirmation of Valued work as advertised to protect both consumer and service providers.

1

Beat makers, Producers, Songwriters, Music, Service Providers Corporate Business

2

- Rapid increase of Independents brands starting their own brands on social media but lack trusted reviewed network to make collaborating easier and less ambiguous on how to connect with artist brand. Reduce friction between labels and artist

- So many freelancers offering studio time, cover designs, songwriting services music video productions on the back of the growth of video streaming. More creators are looking to engage with content creator and brands.



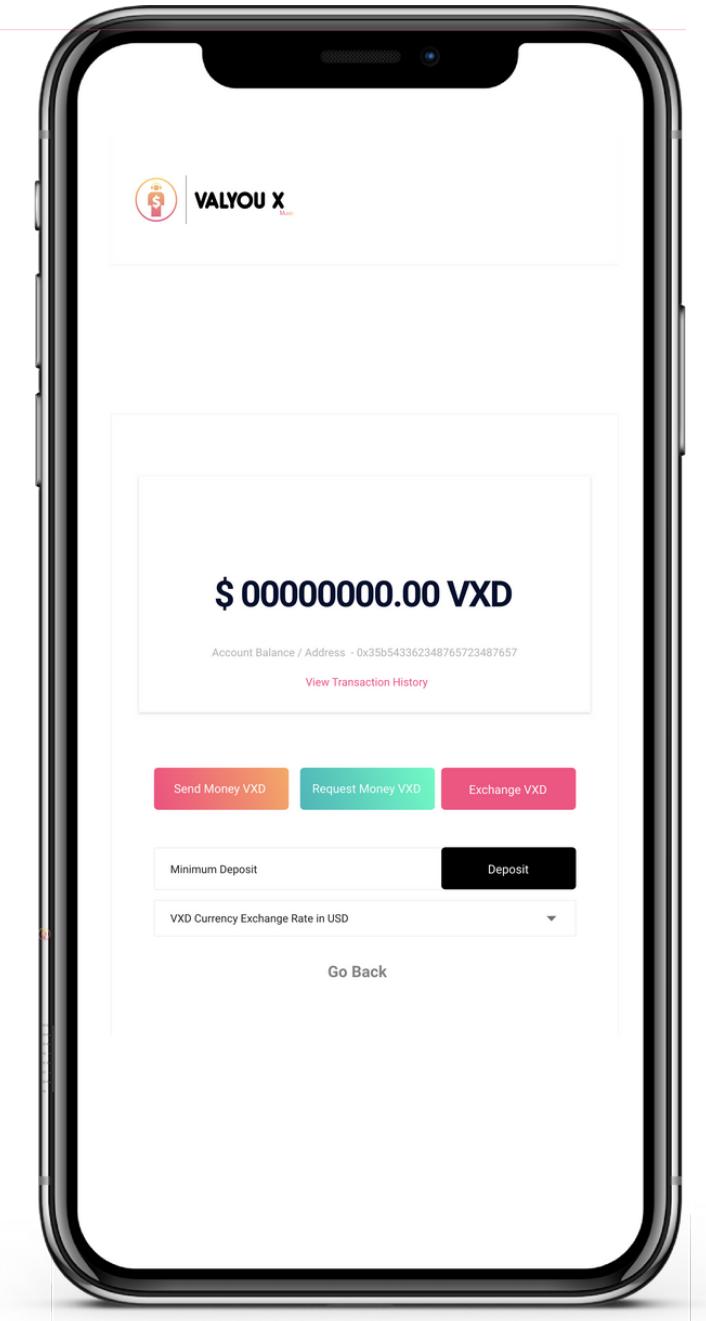
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# Blockchain Payments

Blockchain Technology



**Deposit - Send - Request Payment - Exchange Funds for Users Local Currency**



Example USD, CAD, NGN, EURO into One Global Music Digital Industry Currency (VXD) The Valyou X Dollar .When you add money to your wallet, we'll convert it into a VXD a digital currency that you can send and make to music professional, profit share with friends and fans inside the Valyou X Music economy .



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# Our Future

## Vision

### First Year



- Reach as many users as possible. We will bring in radio artists, mainstream local artists, fans, family and businesses to keep the balance within the platform.



- Once reached the point when the amount of new users curb starts decrease, we will diversify our activities by offering additional services (Social media, listen & earn ads, events, support)

### Maturity



- Reposition the current industry leaders and become the universal cosmos with a focal point of becoming the harmonious orderly top player of our niche, creating easier, fairer and better financial interactions between music artists, their fans and music professionals in the world

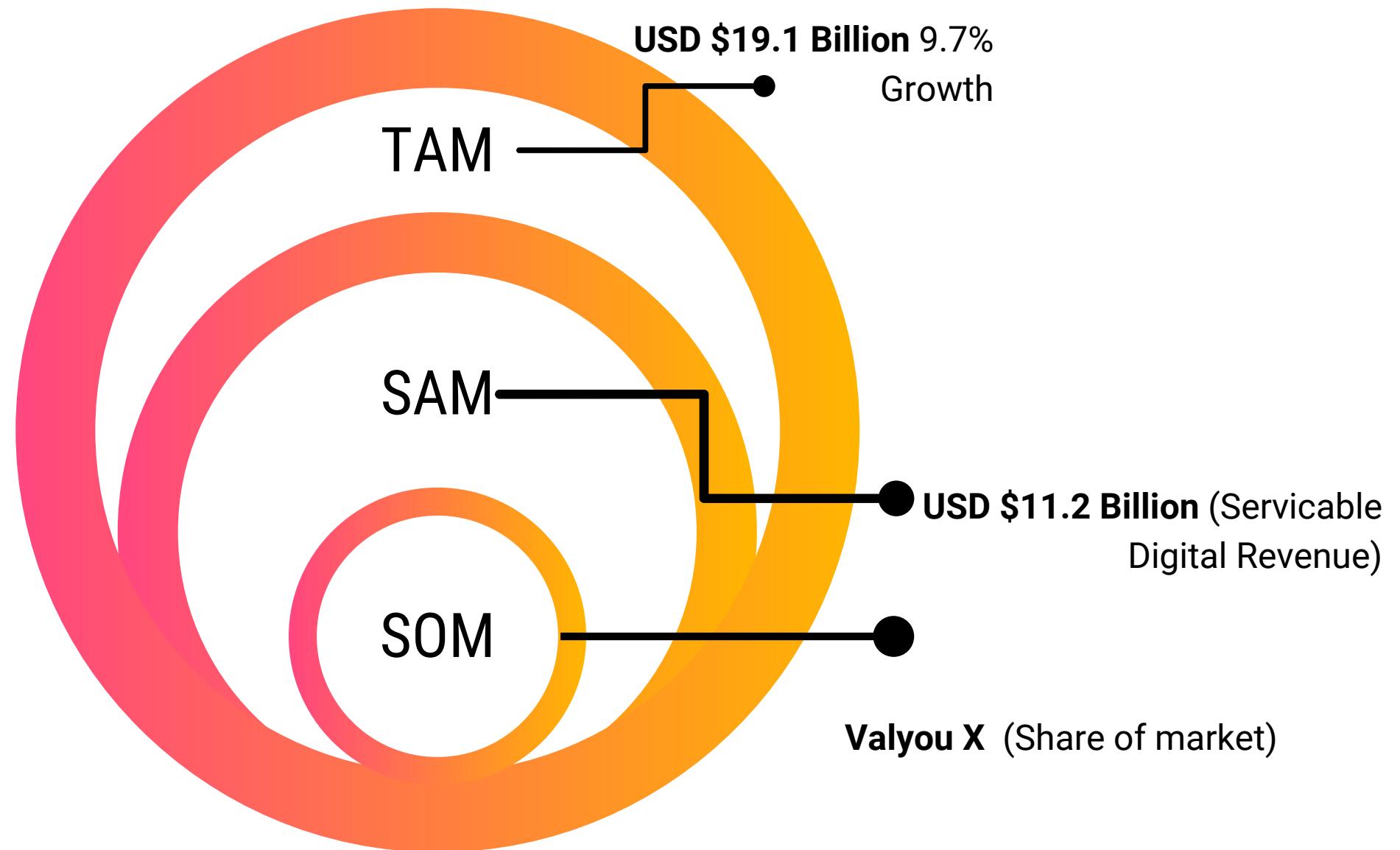


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# Market Potential



\$4.5 Billion Record label Investment Capital causing significant revenue growth

**Attractive Music Market**

Total available market expected to grow by adding more tools to platform & opening platform to new markets (e.g. linking education, social media, trading & business partnerships artist endorsements)

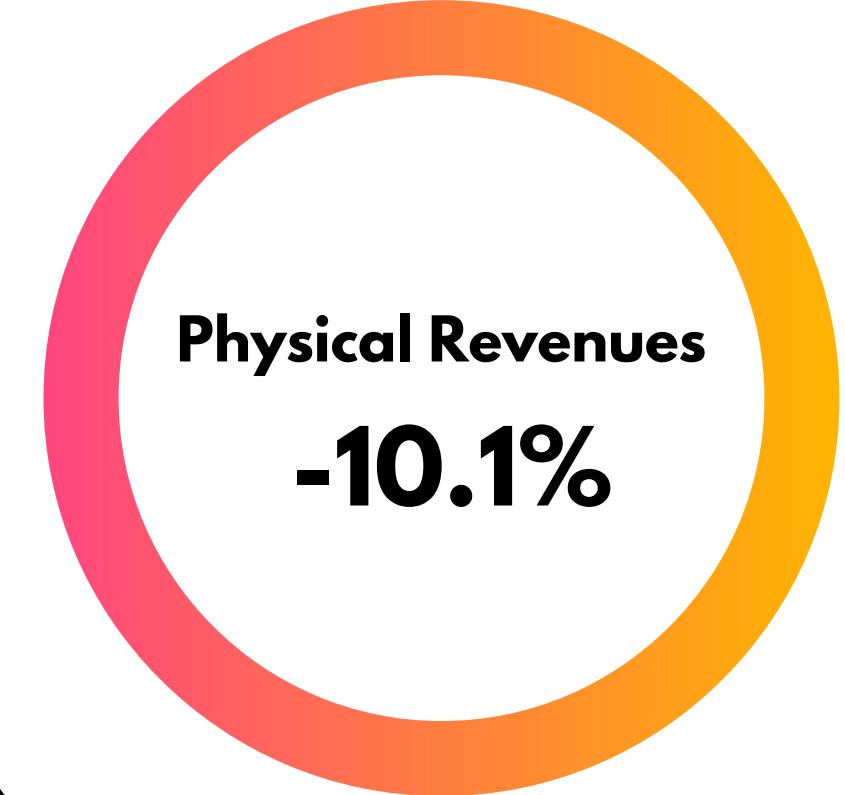
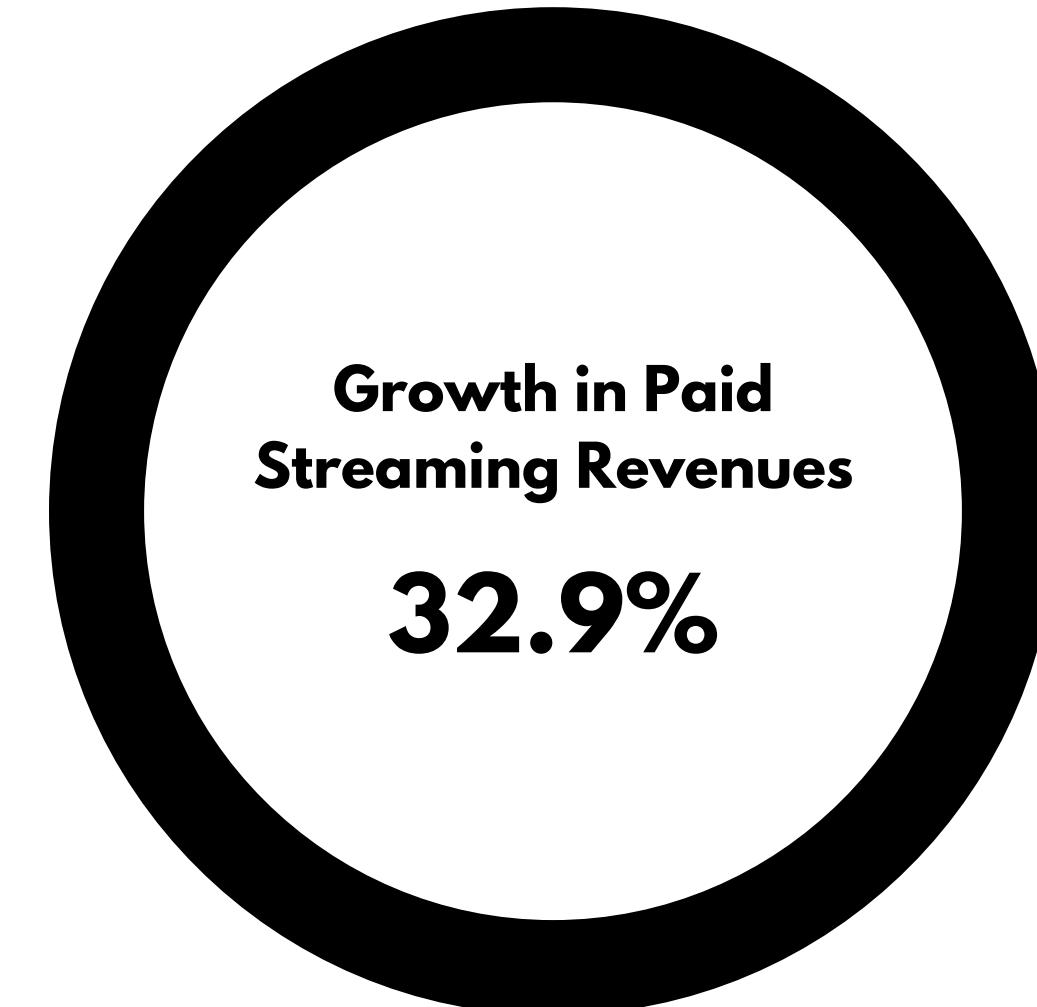
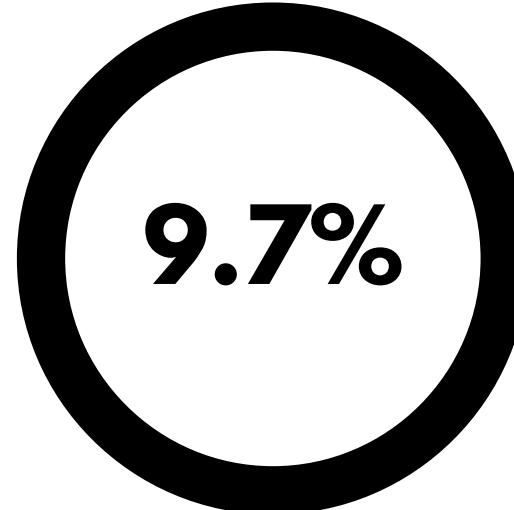
**Valyou X Can Expect**

- Disrupting the current music industry we can expect to grab a significant market share
- Strong expected growth of Total Available Market will have significant impact & influence on music Industry revenue & its financial market





# In Summary





# The Future of the Music Industry

We can **improve the industry** in 3 aspects

1



2



3



## More Investments

With blockchain innovation we can establish a trustless system allowing you & I to invest & support artist, even in developing regions & established markets

## Legal Business structure

Legal and business infrastructure to ensure that music is fairly valued & revenues are returned to rights holders within a trustless system

## Smarter contracts

Reduce Vulnerabilities among music artists Establish a level playing field by utilising default automated smarter contracts for negotiating fair deals for music influencer brands



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# Intended Audience



Artists & Brand Influencers

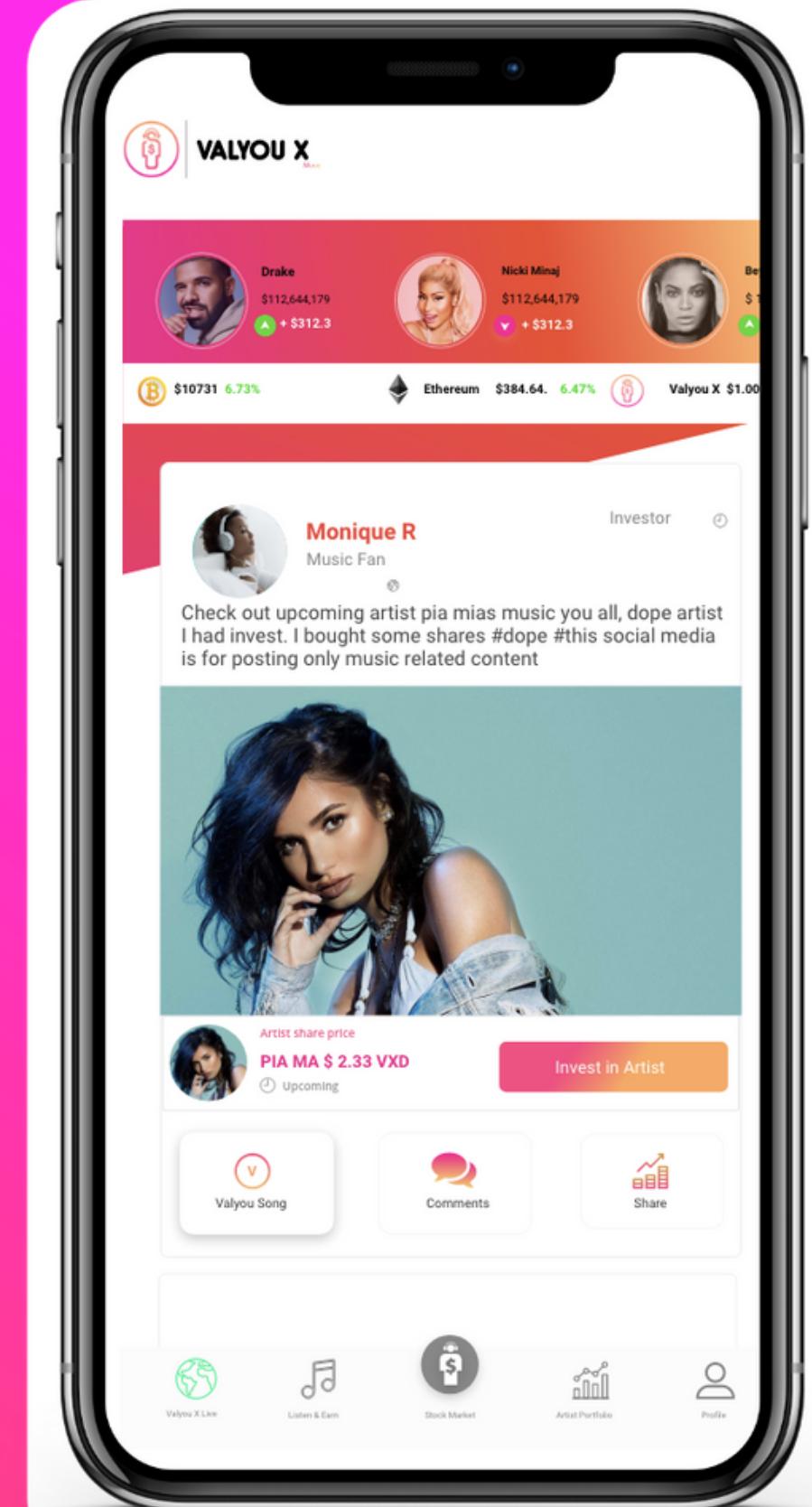


Music Fans as Investors



Music Industry Professionals.  
Independent Freelancers

Corporate Businesses that Can  
Brand Sponsorship & Endorsement  
to Music Artists



**Most Music Apps are dominated by Millennials .  
26% - Aged 18 - 24 . 29% - Aged 25 – 34**

A combination of teenagers and family audience watch talent shows, this can spiral emotions enough for families to co-invest in artists they think are talented



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# Valyou X is well-positioned to be the leading disruptor

## DISRUPTORS

### Valyou X



Has already gained significant footprints globally from partnerships and networks amongst winning award **from one of the worlds largest tech giants Alibaba.**

### Direct Competitors X

While their product is still preconceived, **competitors are emerging**, post winning multiple awards as the idea was well received online.

## TRADITIONAL

### Indirect Competitors

Record labels currently investing in artists are **Universal, Warner, Emi & Sony**. Taking on significant risk investing in talents, despite only a handful make it into the mainstream music industry. Valyou X also help reduce risk and friction between them and their artists

### Streaming

Million of songs are available but fact is as an artist you cannot consume 2 million songs a day so users are still subject to subscription fees regardless of their music consumptions

## COMPETITORS

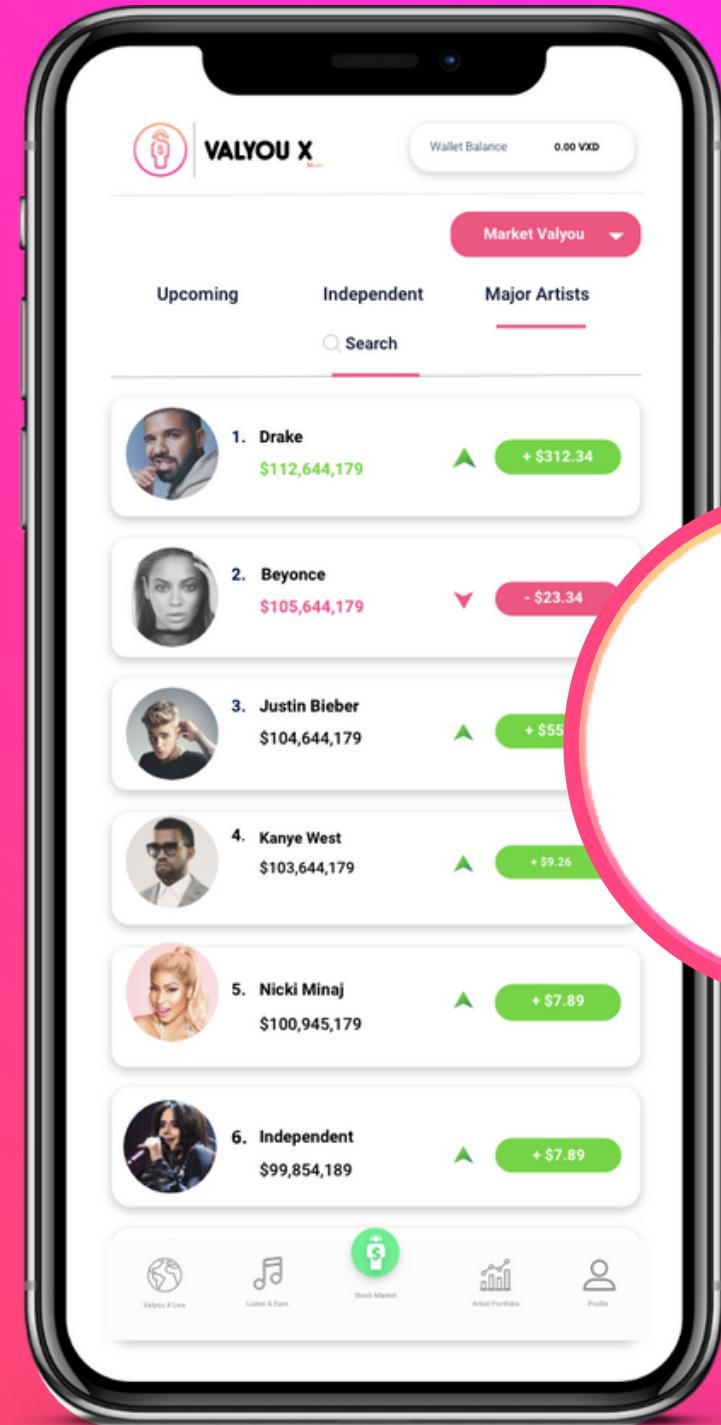


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## How we stand out from our competitors



### The World's First Music Artist Stock Market Powered by Blockchain Technology

Focus on financial investments in artist as an entire brand helping artists raise capital while our competitors focus on their users investing in just the song.

Prepaid listening service. We only charge listeners based on consumption. Other things that makes us unique is our branding product design, utility token access, one global music industry economy that can integrate with industry businesses.



# FINANCIALS

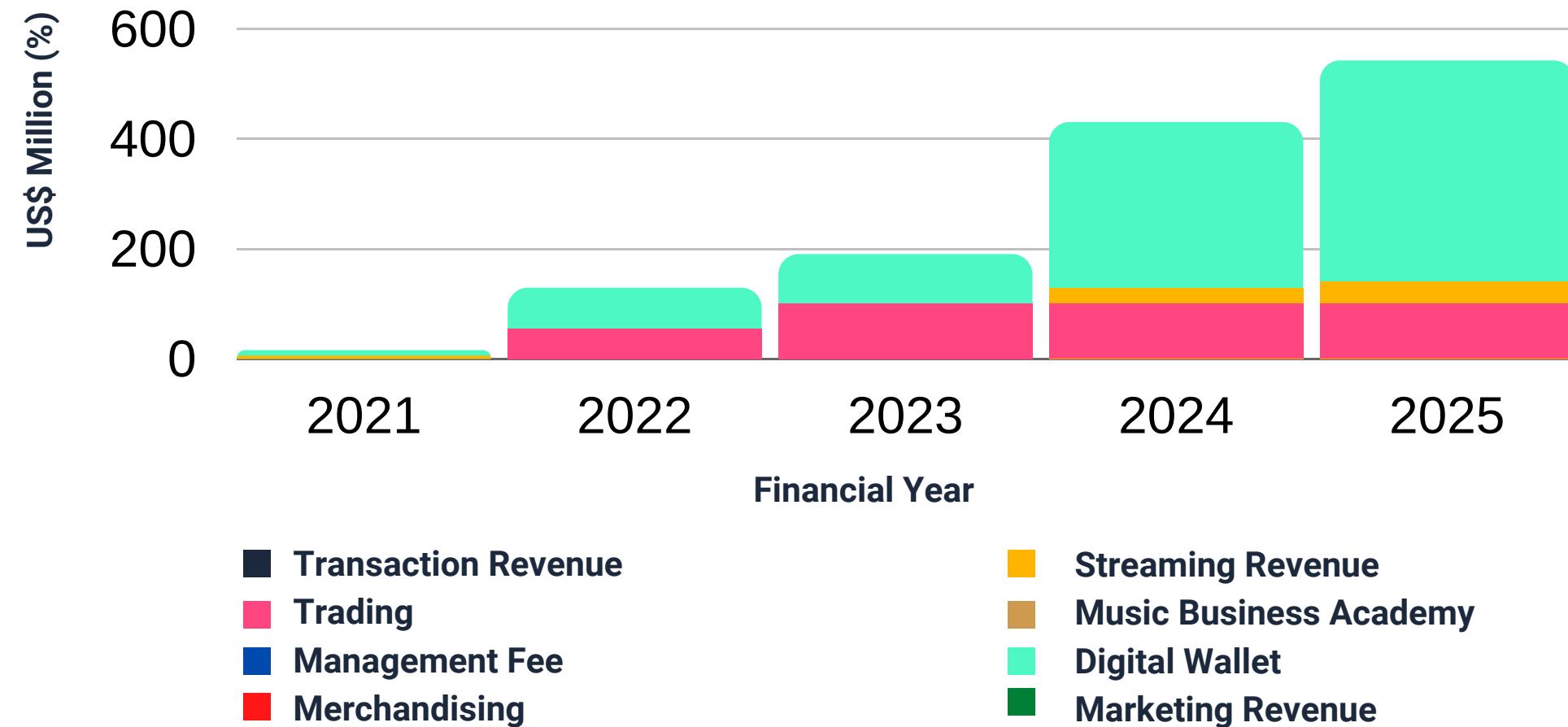
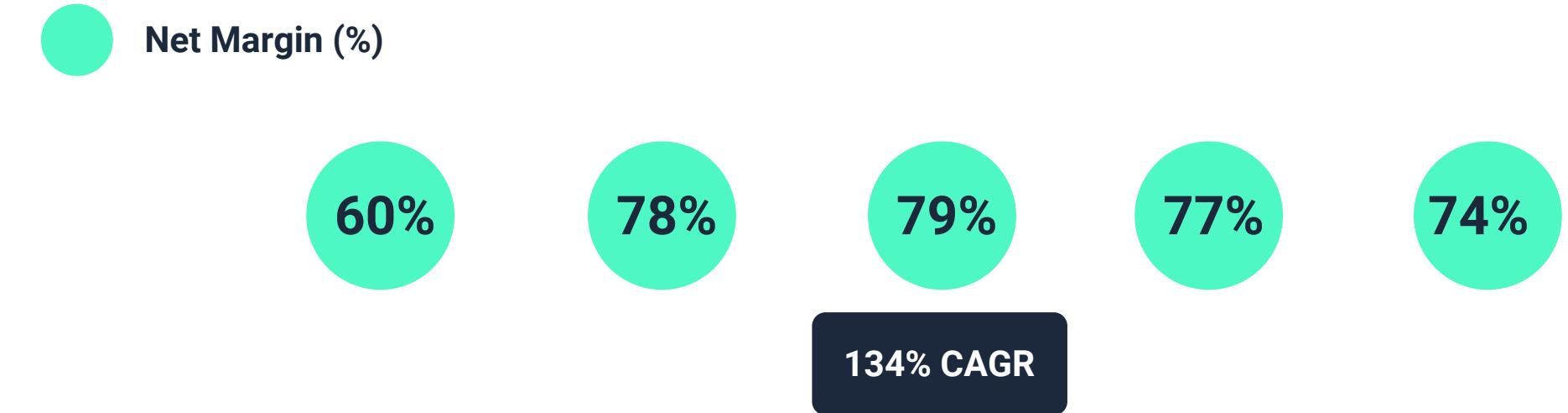
**Valyou X's future roadmap financial analyses and potential risks and mitigations**





# Financial Projection

## Forecasted Revenue Profile ('2021 F - '2025 F) (US\$ M)



## Digital Wallet

- 10% annual unit growth in average transaction per user and transaction value
- 3% platform Take Rate

## Trading

- 10% unit growth in annual listing valuation
- 3% platform Take Rate

## Streaming

- 10% annual growth in# per user per month and average price per song
- 20% Platform Take Rate



# FUNDING REQUIRED



**US \$1.5 MILLION For A  
5.7% Stake In Valyou X**



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# Valuation

We are fundraising US1.5 Million

Indicative post money valuation of  
**US\$26.5M**

Generating an IRR of **101.8<sup>1</sup>%**

And an MOIC Multiple of **16.6<sup>1</sup>x**

at a valuation similar to our DCF analysis



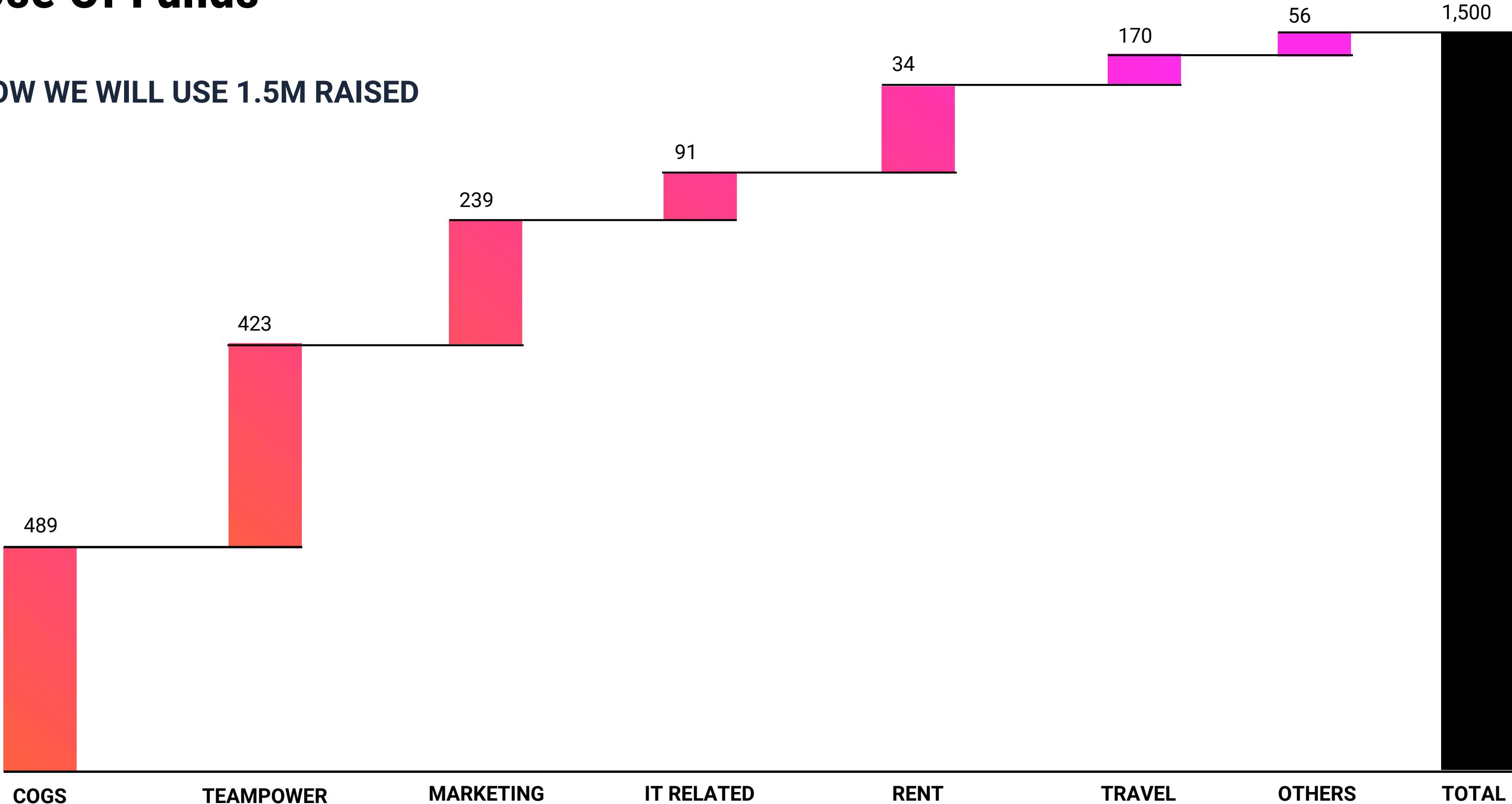
DCF Methodology





# Use Of Funds

HOW WE WILL USE 1.5M RAISED

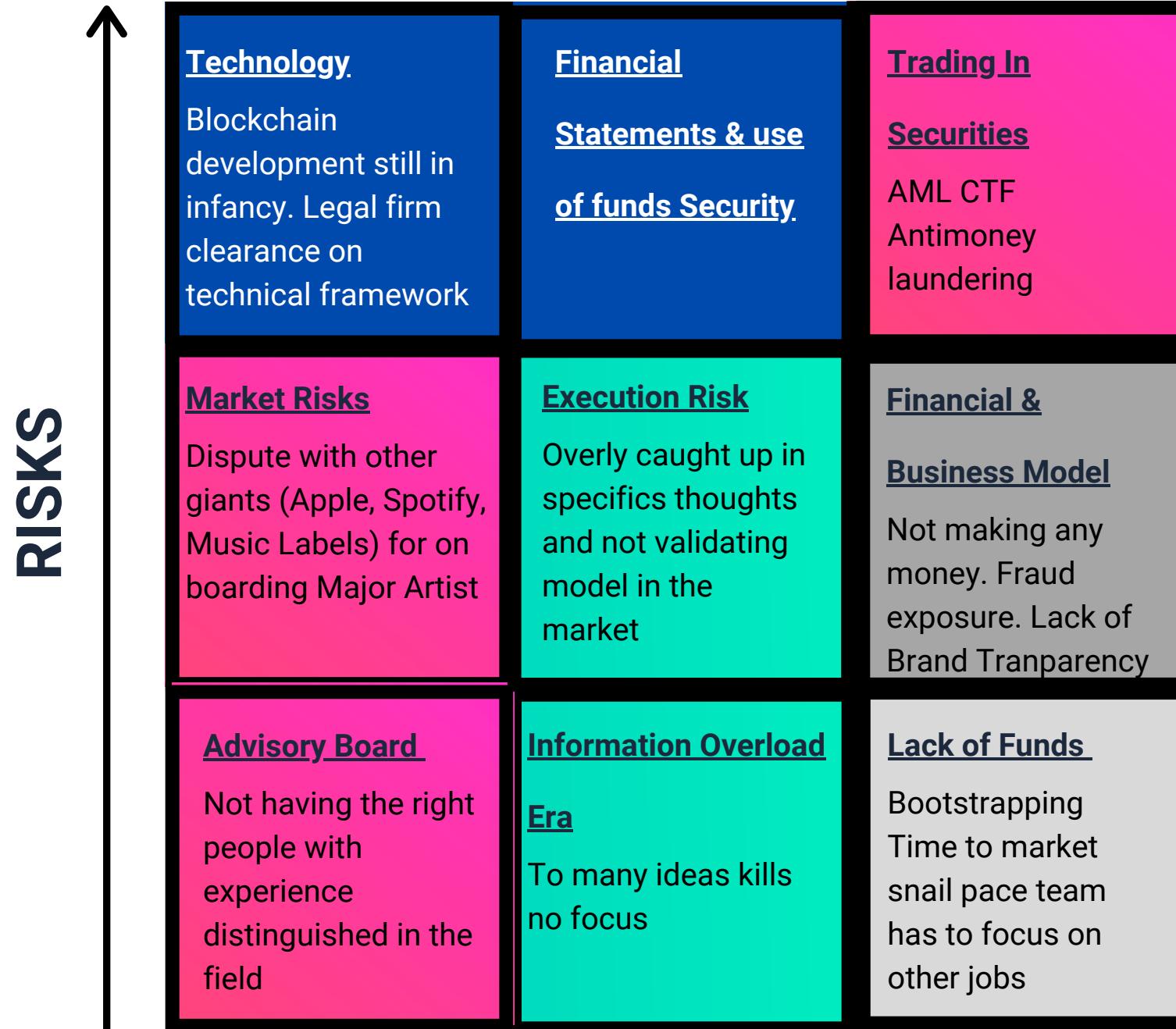




# Risk & Mitigations

What might hold us back from launching?

HIGH



LOW

## Market Risk

Focus on independent unsigned artist they are not signed so the posses 100% control ownership publishing of their own music

## Execution Risk

Identify key business milestones and schedules through an articulate business plan, growth path to reach each milestone successfully



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# Mitigation

Probability of Solving it successfully

## Advisory Board

Valyou X will look within our business community to identify other trusted businesses owners with respect. Ask them to participate in periodical board meetings for our business, and in exchange, mutual benefits

## Execution Risk

Identify key business milestones, team strengths schedules through an articulate business plan, growth path to reach each milestone successfully back by user validation metrics

## Business Model

Valyou X will utilise the blockchain to effectively manage and reduce these risks which could seriously impact our company's cash flow, operations, reputation and ultimately the success of the business. Setting limitation to internal currency use as a utility will help prevent misuse of funds regular compliance audits

## Lack of funding

Having previously raised seed from family and friends along with founders financial inputs and successfully developed prototype. A full time team is needed. Funding will help hire a focused team full time and maintain first to market advantage

## Market Advisory Risk Mitigation

Founders experience is music, trading and investments blockchain technology with this overall market experience allows to make informed decisions

## Information Overload Era & Use of Funds

Always test and only focus on overall direction and strategy with proven results based on data metrics in order to have good reason to execute the use of funds. While the idea is scalable across industries focus on initial niche





# Awards & Accolades Events



## Alibaba Global Startup Winner

Most glamorous project Top 50 Finalist  
Investment Potential



## Dubai Future Accelerator, Top 20

Top 20 Global Finalist out of 700, Global Startups Blockchain Challenge



## City of Melbourne Winner

People's Choice Awards



## Blockchain Centre AUS, Winner

Winner, Blockchain Centre Pitch Night



## The Startup Show, Finalist

Wildcard Finalist



## Bobby, Multi award winning

Founder, music artist & entrepreneur, who gained an >150K online following and millions of views



## Bobby On Stage

Musician



## Bobby, Multi award winning

Founder, music artist & entrepreneur, who gained an >150K online following and millions of views



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# Sources



***"Last year represented the fourth consecutive year of growth, driven by great music from incredible artists in partnership with talented, passionate people in record companies around the world"***



**Frances Moore Chief Executive of IFPI.org**





**'We have changed the way the world spells Value'.**

**ITS TIME WE START VALUING MUSIC ARTISTS.**

[www.valyou-x.com](http://www.valyou-x.com)

Request a prototype Demo

Email: [info@valyouxchange.com](mailto:info@valyouxchange.com)



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# Team & Contributors



**BOBBY**

*CEO, Founder, Music Artist and Serial-Blockchain Investor*



**MICHAEL**

*Business Development, Co-Founder*



**AXEL**

*Product Strategy, User Acquisition Growth, Sales*



**Gourav**

*Lead Developer*



**STEPHANIE**

*Social Media , Sales & Marketing Consultant*



**Massimo**

*Lawyer, Legal Compliance*



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# Contributors



**Claire**  
IP Trademark Lawyer



**Josh**  
Advisory Lawyer HopgoodGanim



**Iryna**  
Developer



**Nneji**  
Trading Analyst



**Prasad**  
Developer



**Guy**  
Developer



**Daniel**  
Developer



**Melissa**  
Music Artist, Ambassador, Grammy Nominee



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# Contributors



**Jakub**

Finance Accounting Blockchain Tax AEM



**Kevin**

Artist Talent Aquisition



**Sarah**

Contributor



**Moshin**

Scrum Master Contributor



**Harly**

Lawyer Agile Legal Asset Tokenisation



**Matt**

Tech Partner Mistake



**Phil**

Finance, Business Model Contributor



**Marlon**

Contributor



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