

Indiestream Business Case

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Executive Summary

Indiestream is a **fair-pay music streaming platform** for independent artists. Unlike traditional streaming services where revenue pools benefit major labels, Indiestream uses a **user-centric payment model** where each subscriber's fee goes directly to the artists they listen to.

Tagline: Stream Fair. Support Direct.

The Problem We Solve

Traditional Streaming Is Broken for Indie Artists

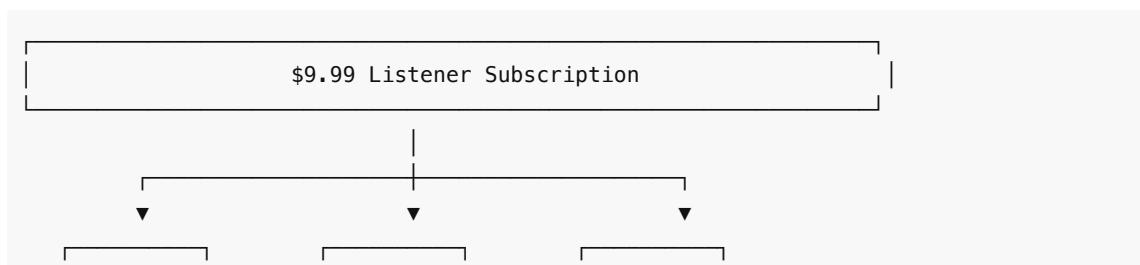
Issue	Traditional Platforms	Indiestream Solution
Revenue Pool	All subscriptions go into one pool	Your \$9.99 goes to artists YOU listen to
Major Label Dominance	~70% of streams go to major labels	Independent artists only
Artist Share	\$0.003 per stream (30% to artist)	~\$0.007+ per stream (70% to artist)
Transparency	Opaque payout calculations	Real-time earnings dashboard
Free Tier Loophole	Unlimited free plays = no royalties	30-second previews only; all full plays generate revenue

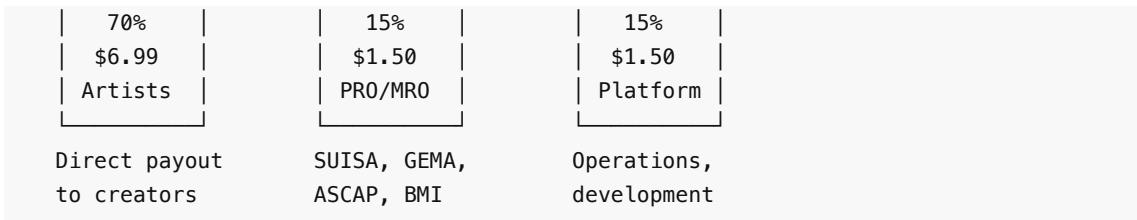
Market Opportunity

- **Global music streaming market:** \$30+ billion (2025)
- **Independent artist segment:** Growing 3x faster than major label content
- **Underserved niche:** Audiophiles and ethically-minded music fans who want to support artists directly
- **Competitive advantage:** First-mover in PRO-compliant, transparent user-centric streaming

Business Model

Revenue Split: 70/15/15





Key Differentiator: 85% to Music Rights

Indiestream allocates **85% of subscription revenue to music rights** - the highest in the streaming industry:

- **70%** directly to the artist
- **15%** to Performance Rights Organizations (SUISA, GEMA, ASCAP, BMI, etc.)

Competitors typically allocate only ~70% to rights, with most going through labels.

Pricing Tiers

For Listeners

Tier	Price	Features
Free	\$0/month	30-second previews, browse artists, create account
Listener	\$9.99/month	Unlimited streaming, high-quality audio, listening history, direct artist support, no ads

For Artists

Tier	Price	Features
Artist	Free	Unlimited uploads, 70% revenue share, detailed analytics, artist profile, monthly payouts, verification available

No upload fees. No hidden costs. Artists keep their rights.

Key Selling Points

For Listeners

Benefit	Description
Direct Impact	Your money goes to artists you actually listen to, not a pool
Transparency	See exactly where your subscription went each month ("My Impact" dashboard)
No Ads	Clean, uninterrupted listening experience
Ethical Choice	Support independent artists and fair pay practices
Quality Audio	320kbps streaming (HiFi lossless planned)
Share Your Impact	Public impact stats you can share on social media

For Artists

Benefit	Description
70% Revenue	Industry-leading artist share
Direct Fan Support	Your listeners' subscriptions go directly to you
No Gatekeepers	Upload and publish instantly
Keep Your Rights	You own your music, always
Real-Time Analytics	See who's listening, where they're from, what's trending
PRO Compliance	ISRC/ISWC support, composer credits, ready for SUISA/GEMA reporting
Monthly Payouts	Paid on the 15th via Stripe Connect
Verification	Get verified to build trust with your audience

Competitive Analysis

Feature	Indiestream	Spotify	Apple Music	Bandcamp
To Music Rights	85%	~70%	~70%	82%
Direct to Artist	70%	~30%	~30%	82%*
Payment Model	User-centric	Pro-rata pool	Pro-rata pool	Per-sale
Free Tier	Preview only	Unlimited (ads)	None	Full (artist choice)
Analytics	Real-time	Delayed	Limited	Basic
PRO Reporting	Built-in	Via distributors	Via distributors	None
Artist Upload Fee	Free	Via distributor	Via distributor	Free

*Bandcamp takes 15% but only on sales, not streaming

Why We Win

1. **User-Centric Model** - Unlike Spotify/Apple's pro-rata pool, your subscription supports YOUR artists
2. **PRO Compliance** - Built-in royalty society reporting (SUISA, GEMA export)
3. **Transparency** - Both artists and listeners see exactly where money flows
4. **No Free Streaming Loophole** - Every full play generates revenue (no ad-supported free tier)
5. **85% to Music** - Highest allocation to music rights in streaming

Implemented Features

Core Platform

- User authentication (email/password, Google OAuth)
- Artist profile creation and management

- Album/EP/Single upload with cover art
- Track upload with audio streaming via Cloudflare R2
- Full-featured audio player with queue management
- Shuffle, repeat modes (off/all/one), favorites
- Media Session API (lock screen controls)
- Stream tracking (counts after 30 seconds)
- Listening history

Discovery & Navigation

- Home page with featured artists and new releases
- Discover page with artist grid
- Artists page with search and genre filters
- Global search (Cmd+K) for artists, albums, tracks
- Artist public profile pages
- Album detail pages with track listing

Subscription & Payments

- Stripe integration for subscriptions
- 7-day free trial
- Subscription management (Stripe portal)
- Free tier with 30-second previews
- Payment history page
- Artist payout system (Stripe Connect Express)
- Revenue dashboard for artists

Social Features

- Follow artists
- User playlists (create, edit, share, collaborative)
- Like/favorite tracks and albums
- Library page (Artists, Albums, Playlists, Liked Songs)
- Share functionality
- Artist followers tab

Artist Tools

- Detailed analytics dashboard
- Artist banner and avatar uploads
- Album/track editing and deletion
- ISRC/ISWC metadata support (Deezer/MusicBrainz lookup)
- Composer credits with roles and IPI numbers
- Cover song flagging
- Rights confirmation workflow

User Features

- User profile pages (public profiles)

- Listening stats dashboard (This Year/Last Month/All Time)
- "My Impact" - where your money went breakdown
- Social sharing of impact stats
- Privacy controls for public stats

Admin Dashboard

- Platform stats overview
- User management (CRUD, roles)
- Artist management (feature, verify, suspend)
- Content moderation queue
- Track approval workflow
- PRO export for SUISA/GEMA reporting

Mobile & PWA

- Mobile-responsive design
 - Bottom navigation bar
 - PWA installable app
 - Pull-to-refresh
 - Haptic feedback
 - iOS/Android ready via Capacitor
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Future Roadmap

High Priority (Next Quarter)

Feature	Business Value	Complexity
Email notifications	Engagement, retention	Low
Release scheduling	Artist workflow	Medium
Pre-save functionality	Marketing, anticipation	Medium
Apple login	Conversion improvement	Low

Medium Priority (6 Months)

Feature	Business Value	Complexity
HiFi/Lossless streaming	Premium upsell (\$14.99/mo tier)	Medium
Offline playback	Subscriber retention	Medium
Genre pages	Discovery, engagement	Low
Curated playlists	Editorial voice, retention	Low
Charts/trending	Discovery, engagement	Low
Similar artists	Discovery, time on platform	Medium

Lower Priority (12+ Months)

Feature	Business Value	Complexity
Digital downloads	Additional revenue stream	Medium
Merch store	Artist revenue diversification	High
Live streaming	Events, fan engagement	High
Podcast support	Content expansion	High

Key Metrics & KPIs

Growth Metrics

Metric	Description
MAU	Monthly Active Users
Paid Subscribers	Users on \$9.99/mo plan
Conversion Rate	Free → Paid conversion
Artist Signups	New artist profiles created
Track Uploads	New tracks added to catalog

Engagement Metrics

Metric	Description
Streams/User	Average streams per active user
Listening Time	Average minutes per session
Retention Rate	Month-over-month user retention
Churn Rate	Subscription cancellations

Financial Metrics

Metric	Description
MRR	Monthly Recurring Revenue
ARPU	Average Revenue Per User
Artist Payouts	Total paid to artists
LTV	Customer Lifetime Value
CAC	Customer Acquisition Cost

Unit Economics

At Scale (50,000 Subscribers)

Metric	Value
MRR	\$499,500
To Artists (70%)	\$349,650
To PROs (15%)	\$74,925
Platform Revenue (15%)	\$74,925
Infrastructure Costs	~\$150*
Gross Margin	~99.8%

*See [ARCHITECTURE.md](#) for infrastructure cost analysis

Break-Even Analysis

Expense	Monthly Cost
Infrastructure	\$50-150
Stripe fees (~3%)	Variable
Domain & email	~\$30
Break-even point	~5-10 paid subscribers

Risk Assessment

Risk	Severity	Mitigation
Catalog size	High	Focus on quality over quantity; curated indie focus
Competition	Medium	Differentiate on ethics, transparency, user-centric model
Artist acquisition	Medium	Emphasize 70% share, direct fan support
Listener acquisition	Medium	Target ethical consumers, indie music fans
Regulatory	Low	PRO compliance built-in from day one
Technical	Low	Serverless architecture, managed services

Summary: Why Indiestream?

For Investors

- Large market** - \$30B+ streaming market with underserved indie segment
- Sustainable unit economics** - 15% platform fee with minimal infrastructure costs

3. **Strong differentiation** - Only user-centric, PRO-compliant indie streaming platform
4. **Scalable architecture** - Serverless infrastructure that costs ~\$150/mo at 50K users
5. **Clear growth path** - Premium tiers (HiFi), downloads, merch as future revenue

For Artists

1. **70% revenue share** - Highest direct-to-artist payout in streaming
2. **Your fans, your money** - User-centric model means your listeners support YOU
3. **No gatekeepers** - Upload instantly, no distributor required
4. **Keep your rights** - Non-exclusive, you own everything
5. **PRO ready** - ISRC, composer credits, royalty society reporting built-in

For Listeners

1. **Direct support** - Your \$9.99 goes to artists you actually listen to
2. **Transparency** - See exactly where your money went
3. **Ethical streaming** - Support fair pay for musicians
4. **No ads, no compromise** - Clean listening experience
5. **Discover indie** - Curated catalog of independent artists

Document prepared by the Indiestream Team