SOMESING

Social Music Service based on

BLOCKCHAIN TECHNOLOGY

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Why SOMESING ?

Which App is Yours ?
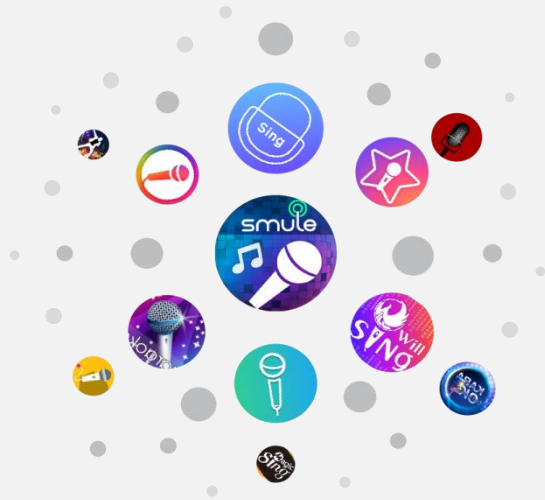

Karaoke App Market

As the development of internet network and smart devices progresses, the Karaoke application has founded the platform for the Karaoke market by providing easy access and availabilities to many countries, especially in which the Karaoke culture has not been initially present. Currently, many Karaoke application products have launched globally, and the number of users are estimated at around 500 million.

Note:
S- App (U.S.A.) : Play Store / App Store Market – 200 mm number of downloads
E – App (South KOREA) : Play Store / App Store Market 8 mm number of downloads

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Singing is Consuming the Accompaniment(MR)?

100% = **70%** + **30%** + **0%**

User Pay   System get   Store get   User get
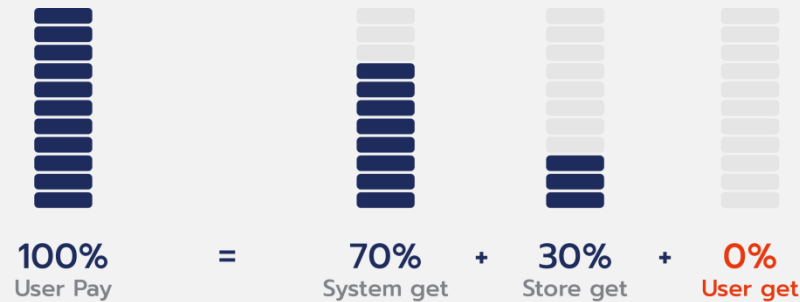
Singing is Creative Work!

The previous Karaoke application had provided music covers to users with limitations in its free services, which demand additional fees to users for other services.

Although the users may have formed a significant number of fans from the music that they created, the only rewards the users received were the words of encouragements without any financial element in it.

This seemingly unfair profit distribution and reward system have been formed by undervalued recognition of the music composing industry in which many countries overlook the financial value of creative work.

BIG Challenges

SingLovers Pay For Everything
SingLovers Receive Nothing

Note:
SingLovers : The SOMESING users that love singing and value it as a way of expression, conveying their thoughts and individual principles through their creative works of music.

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SOMESING for SingLovers

The music has been an integral part of people's lives in every culture and society around the globe.
Now, the creative work of composing music has become a tool and way to express one's value and thought.
This collection of individual creativity in music leads our world to being filled with beauty and diversity.

SOMESING is a platform for **SingLovers**.
Anyone can enjoy the music that they like.
The enhancement or recreation / remix of new or existing music pieces are rewarded fairly.
The fair profit distribution is enabled by the Blockchain technology.

Everyone that enjoy the creation activities of music receives the rewards and profits for the music that they created.
This will lead the creative work and activities to its exponential growth,
providing tremendous inspiration to SingLovers on peer-to-peer basis.

SOMESING will enable every participant to become active creators of music.
The fair rewarding and profit sharing system will motivate those creators to sustain their creativity within SOMESING's ecosystem and its work stream, resulting in the fruitful world of music.

BIG Challenges : SingLovers Pay For Everything

The current system of our Karaoke application product provides music covers and depends its administrative/marketing and platform management expenses solely based on the profits gained by its SingLovers user fee.

Business System Revolution 1

SingLovers Pay Nothing

All of the SingLovers in the world will able to have free access to more than 40K+ number of Karaoke music covers including K-Pop and other various genres at any time.

tj TJ communication (Music cover provider to be added)

BIG Challenges : SingLovers Receive Nothing

As contents creators, the SingLovers users have composed their own music. While their music is in popular demands, they have been unable to gain any rewards or profits out of their creative work.

Business System Revolution 2

SingLovers Reward Program

SOMESING Ecosystem
The ecosystem of SOMESING is designed in a way that the SingLovers receive their fair share of profit based on our effort of designing the promotions and events (e.g. Fans' gifts, supports, and other various collaborations of communities and events)

At SOMESING,
the profit sharing system will be automated and the profitability of each SingLover's will be calculated based on the SingLovers' contributions without any systematic interruption or manual modification.

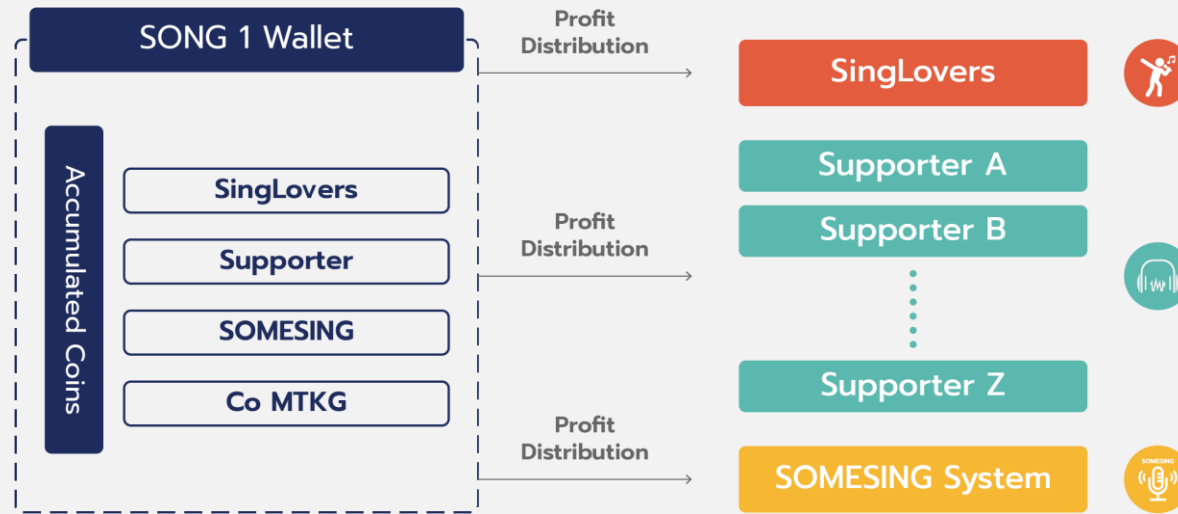# How SOMESING's Works

Business Model

Service Flow

Gifting   Supporting   Co-Marketing Fund

Accumulating Coin

Somesing + MR 30%

User 70%

Sing

Sing a favorite song freely

Recording

Set the Sync and Effect of the song and save. To open the storage function, deposit a coin in a one-time deposit.

(However, returning this deposit coin when leaving the community)

Posting

By posting my music on SOMESING, the "Song Wallet" is created automatically.

(4weeks- 8weeks)

Supporting

The coins are accumulated from gifts, supports, events and other various means of profits.

Distribution of accumulated Coin

After a certain period of time, the accumulated coins are distributed to the stakeholders of the music from the "Song Wallet" based on each one's contribution.

Expansion of SOMESING system

Like

Good

Active Users 20%

Dormant Users 80%

Active Users 100%

Participation & Promotion Reward

Send

Share

New Users

Active Users Existing System

Paid Service

In existing karaoke paid service, Only 20% of users act as an active user, 80% of users disappear.

Free Service

The transition to free service Not only can the number of active users increase, but all users can be activated.

Participation & Promotion

All users increase the activity of viral, external sharing, etc. through the compensation system.

Expansion of User

SOMESING can be used not only for the activation of existing users but also for inflow of new users.

Decentralized System

Based on the rate of contribution during the music content creation work, the SSX (accumulated coin) in the Song Wallet is distributed without its central system's interruption.

- A block is created based on each song composed by the SingLovers in the SOMESING's ecosystem. This block forms the Song Wallet.
- Any SingLover of the SOMESING ecosystem can participate in composing the song that is consisted of the block in many various ways.
- The logic behind the block enables the automatic distribution of profit.
- The smart contract embedded in the block automatically calculates the contribution rates and assign the compartmentalized copyrights without the central system's interruption.

Democratic Governance : **The Rule of 5%**

Idea suggestion ▶ **Support more than 5%** ▶ **SOMESING Committee** ▶ **Application & Reward**

- Anyone with SSX can make suggestions regarding SOMESING ecosystem operation and improvement.
- Among those suggestions, the SOMESING Committee is mandated to review the suggestions that has gained 5%+ agreement of the SingLovers and needs to provide review results and evaluations to the SingLovers.
- The suggestions made are accessible to any SingLovers for a certain period of time, and if those suggestions are implemented by the SOMESING COMMITTEE, the proposal owner is rewarded accordingly.
- By this system evaluation and review process, the system governance and oversight can progress and be sustained by its democratic structure.

Forecast of Accumulated Subscriber Numbers

By December 2020
200m Subscribers Globally

600,000,000

200,000,000

60,000,000

2019 1Q 2019 2Q 2019 3Q 2019 4Q 2020 1Q 2020 2Q 2020 3Q 2020 4Q
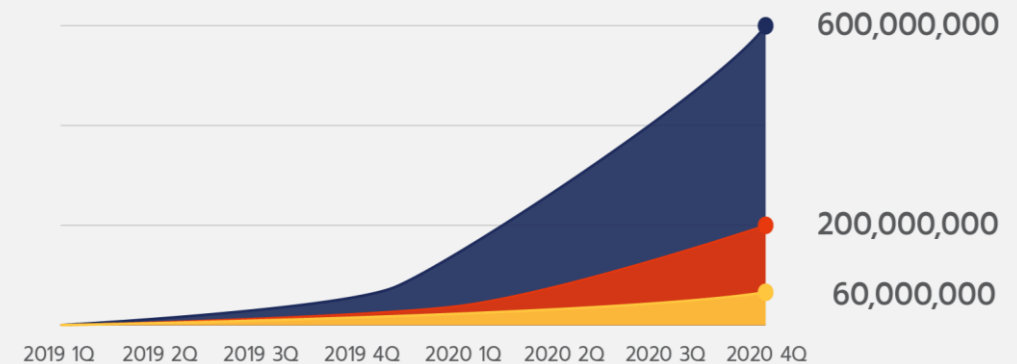
	19.1Q	19.2Q	19.3Q	19.4Q	20.1Q	20.2Q	20.3Q	20.4Q
Max.	3m	15m	30m	60m	150m	300m	450m	600m
Regular	1m	5m	10m	20m	50m	100m	150m	200m
Min.	0.3m	1.5m	3m	6m	15m	30m	45m	60m

Forecasted based on the number of accumulated subscribers in the top 5 global Karaoke application products
Assumptions:
- Benchmarked based on global music cover supplier in the roadmap.
- Max. is set at 3x the Regular (standard mean) number; Min. is set at 30% of the Regular number.
- Number of active users are set at 10% of overall subscribers.

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Virtuous Cycle of SOMESING's Ecosystem

Each stakeholder voluntarily enters SOMESING's ecosystem to serve themselves participating in making profits, and the ecosystem grows by those entrants and participants based on their growth of activities, which create the overall virtuous cycle in the ecosystem:

(e.g. Free services, joy of singing, profit sharing within the community, music marketing, rising value of coins, and sharing / reflecting opinions, etc.)

**User Pay Nothing
User Get 70%**

**SOMESING
Eco System**

Partner

Invester

**SOMESING + MR
Get 30%**

What Makes SOMESING's Unique?

Technology

Technology: **Sync & Sound Effect**

Accompaniment (MR) Key Adjustment Function

- Adjusts a song's note base key to the user's voice

Sync, Volume, and Effect Control

- Adjusts user's voice input and audio latency control in real time

- Controls volume of Accompaniment(MR) based on user's voice

- Provides effect control functions such as echo/reverb/room size

RECORDING & MIXING PROCESS

AUDIO LATENCY (SYNC ERROR) — RealTime Sync Adjustment — Mixing

VOICE INPUT / MR(MP3) + VOICE INPUT / MR(MP3) + Volume Control Sound Effect → USER'S SONG(MP3): Volume Control Sound Effect / VOICE INPUT / MR(MP3)
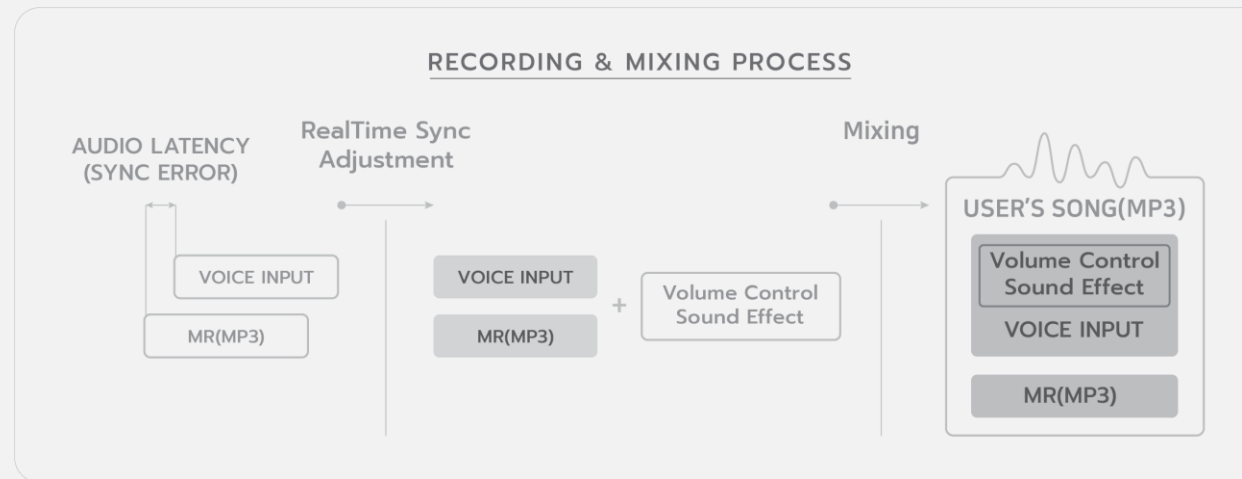
Implementation of RECORDING & MIXING PROCESS to obtain the best sound quality.
Improved user convenience and satisfaction.

Technologies : **Duet**

User Part Editing

- Provides personal edit function for each part based on user's preference

- Provides mimic function for any edit function once the part is edited

- Provides switch function for male/female sections

- Enables various duet content creation functions in the same song

- Conserves edit resources during operations, while providing new music

DUET PROCESS

| User A's Voice | → | Recording & Mixing | → | User B's Voice | → | Recording & Mixing | → | User A&B's Duet Song (MP3) |
| MR(MP3) | | | | MR(User A's Song) | | | | |

By repeating this process in N times, a record of a chorus / group song(sung by N+2) can be made.
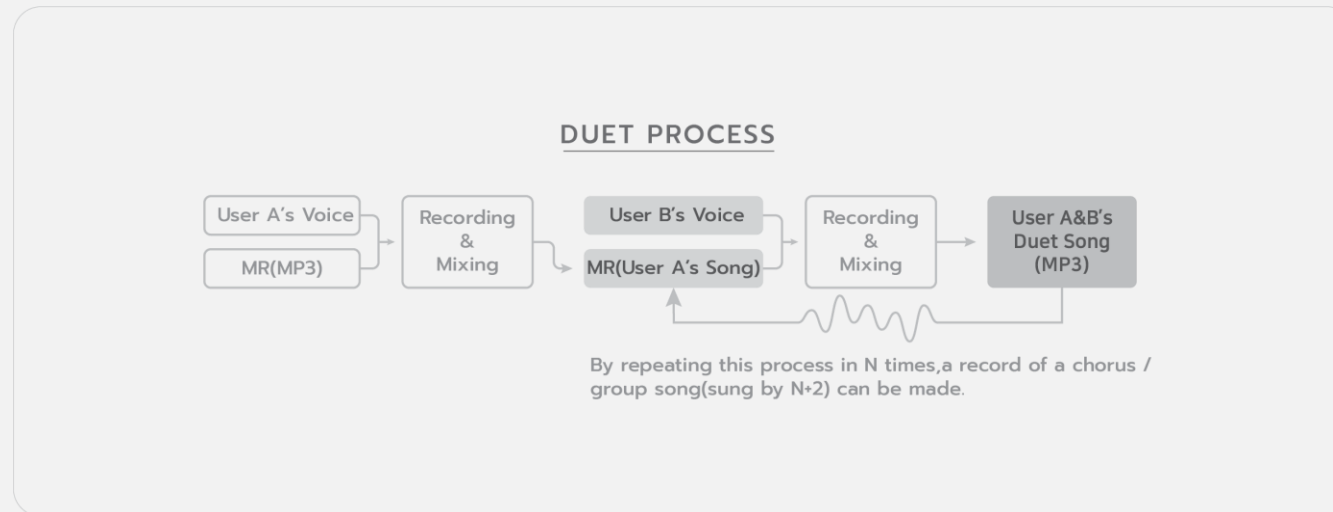
It is possible to edit user part and recursive implementation of RECORDING & MIXING PROCESS to maximize enjoyment by increasing communication with other users

Technologies : **Video**

Apply VIDEO through SYNC implementation of CAMERA + SONG

- Maximizes the MCN function that enables various channels for expression of the users

RECORDING & MIXING PROCESS

Making Task #1 (SONG)   Making Task #2 (VIDEO)

VOICE INPUT
MR(MP3)
→ Recording & Mixing → USER'S SONG (MP3)

CAMERA INPUT → Video Recording → USER'S VIDEO (MP4)

→ USER'S SONG with VIDEO (MP4)

Making a video using different parts of multiple footages is possible when using a duet mode.
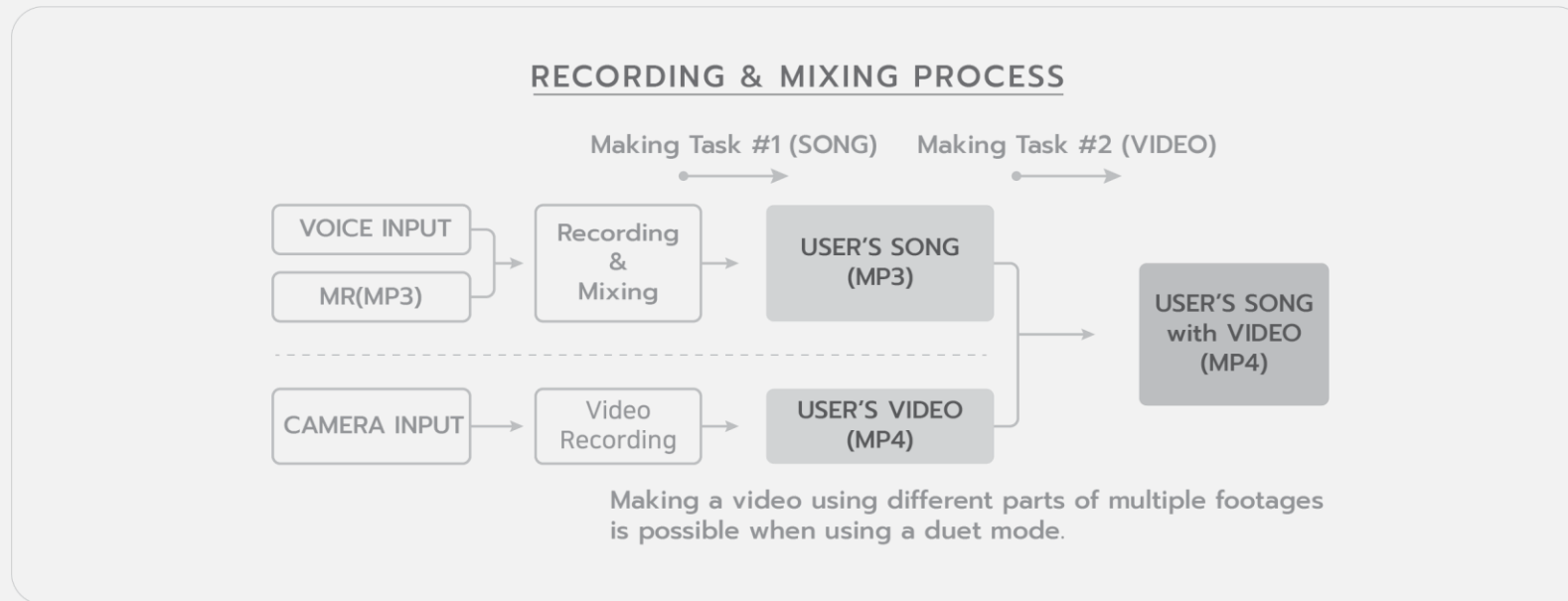
SOMESING 's Vision

Our Future Plan

Collaboration with Streaming Services
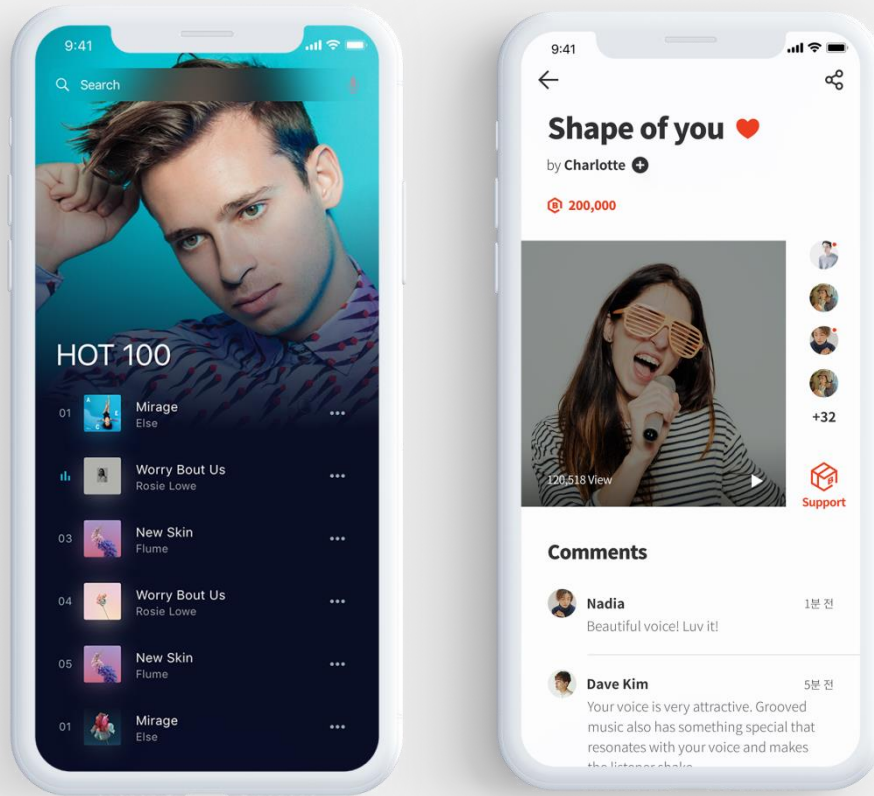
By syncing / collaborating with the music streaming services, SOMESING provides the switch functions between "listening to original version" and "karaoke-ing," which conveniently switch functions for a variety of music experiences.

In addition, SSX enables to share SOMESING's services externally, which shares and promotes sales of SOMESING's products. This promotes consolidation of services that SingLovers utilize externally.

Collaboration with Music Industry
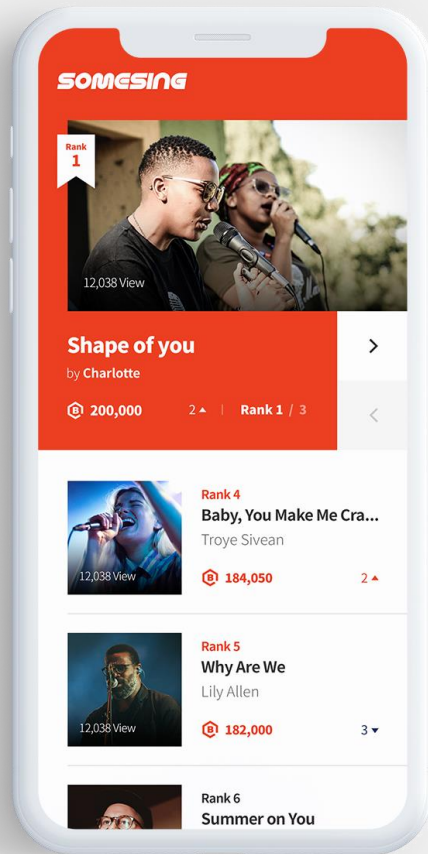
Diversified Profit Channels and Celebrity Search/Supports

Partnering with entertainment companies for the business development, SOMESING provides SingLovers many different options and opportunities to pursue their ambitions.

SOMESING will liaise between the online and offline platforms by gauging popularity of prospective celebrities with its evaluation from the general public (both online and offline).

Blockchain Tech + AI Tech = **Personalized Service**
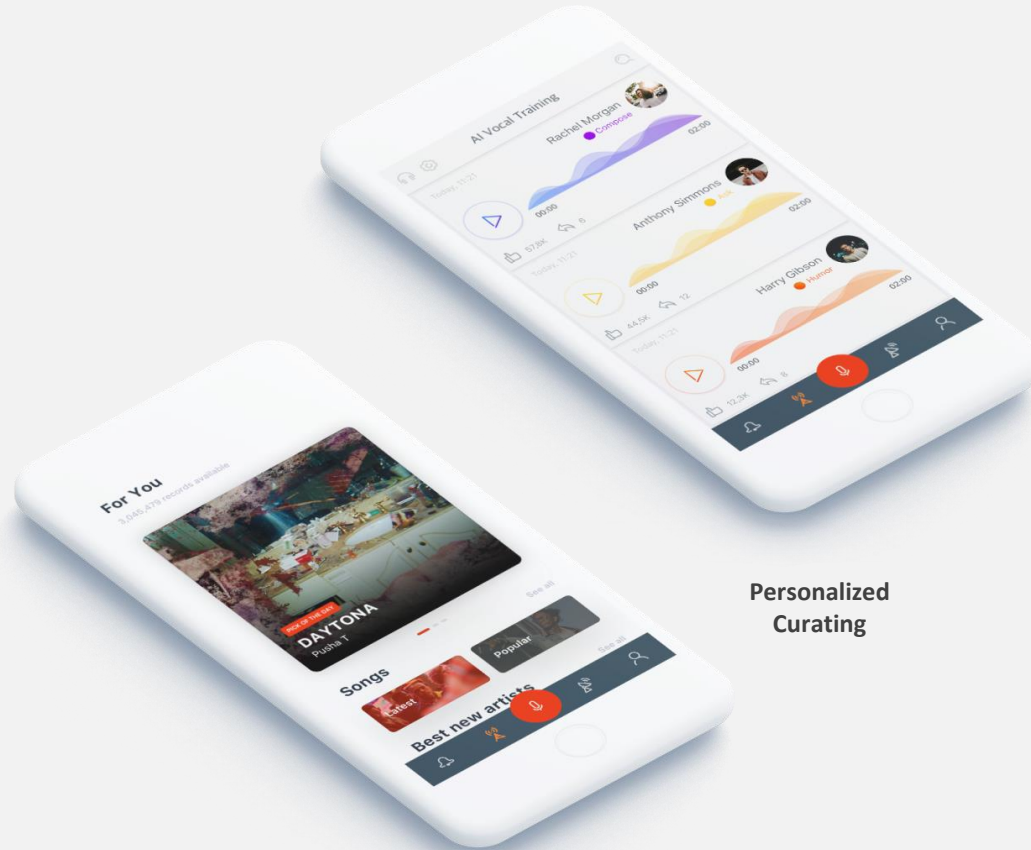
Personalized Curating

Big Data Analysis & Conversational AI

While the music content is saved within the block through Blockchain technology, the creator can encrypt the content or use multiple encryptions based on their preference.

e.g. Analyses on:

    Saved music list
    Listeners' music preferences and choices
    Listeners' posted replies, reviews, and opinions
    Other various form of popularity and ranking
    Coin flow
    User behavior and habits, etc.

Who Makes It Possible ?

The Team & Others

Team Members

Heuibae Kim
CEO & Founder

General Planning and Operation

Hyunkeun Yoon
COO

LG Fashion HR Manager

Kyle Kim
CSO

The Loop Consulting Director
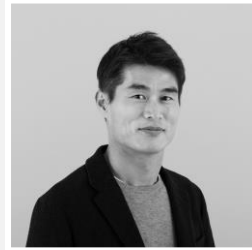
Jaehoon Chang
CTO

Infraware R&D Team Leader

Heeseok Choi
CPDO

PENTABREED UI/UX DIRECTOR

Taehee Ryu
CBDO

EMC/Adobe Account Manager

Jiyeon Kim
CCO

Neomtel Business Manager

Daejin Moon
Global Director

MK EDU CEO

Junhee Han
Blockchain Developer

BitofGroup General Manager

Myungsu Lee
Japan Business Manager

HI Corp. Business Dev. Team
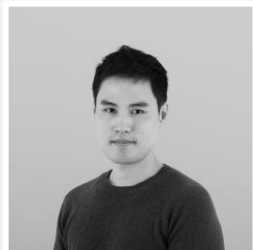
Kyungkeun Yoon
Senior Designer

Hongik-Univ. Master of Design
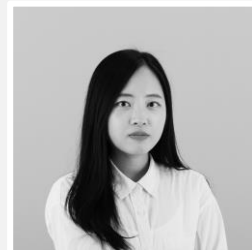
Kunhee Ko
Designer

IMAGINATION PLANT Designer

Bora Yeon
Communication Manager

Yellow mobile Coocha Marketing Team

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Advisors

KJ Eee
Icon Foundation / Council Member

Hyun Oh
Deblock / CEO

Doug Ahn
Sekelter labs / COO

Heewon Choi
Pivotal Labs / Associate Director

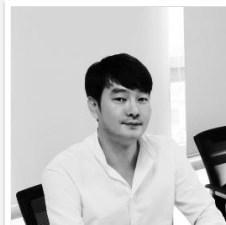**Seokmyoung Kwon**
TJ Communications / Director

Daniel Jin-Woo Lee
Insider / Partner & Country Manager

Fujisawa tatsuya
Sdtech / Director

Jay KIM
Makestar / CEO

Manhoon Kang
HAPPY TOGETHER e&c/ CEO

Changkeun Lee
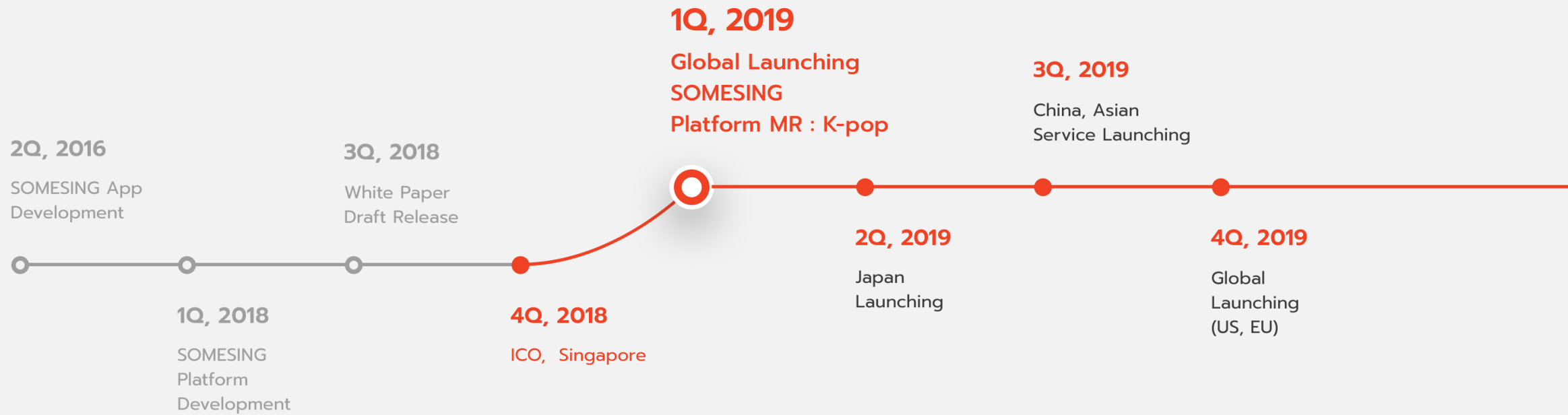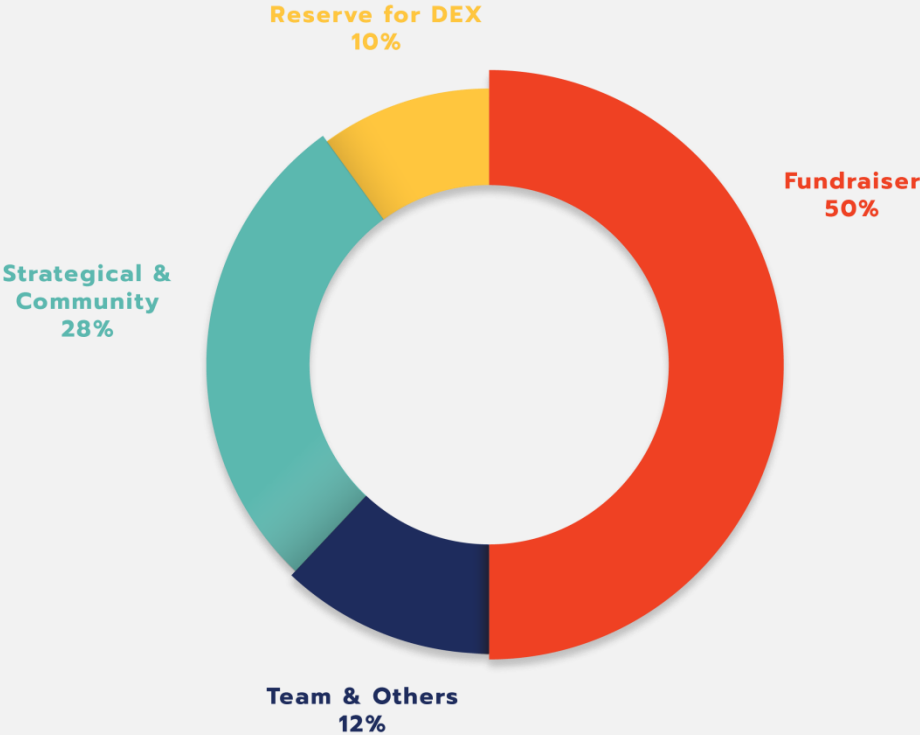Keywallet / CEO

Mikyung Yoon
eMFORCE / CEO

Partners

https://www.iconloop.com

http://www.deblock.co.kr

https://www.skelterlabs.com

http://www.ziller.co.kr

https://www.makestar.co.kr

https://useinsider.com

https://www.keypair.co.kr

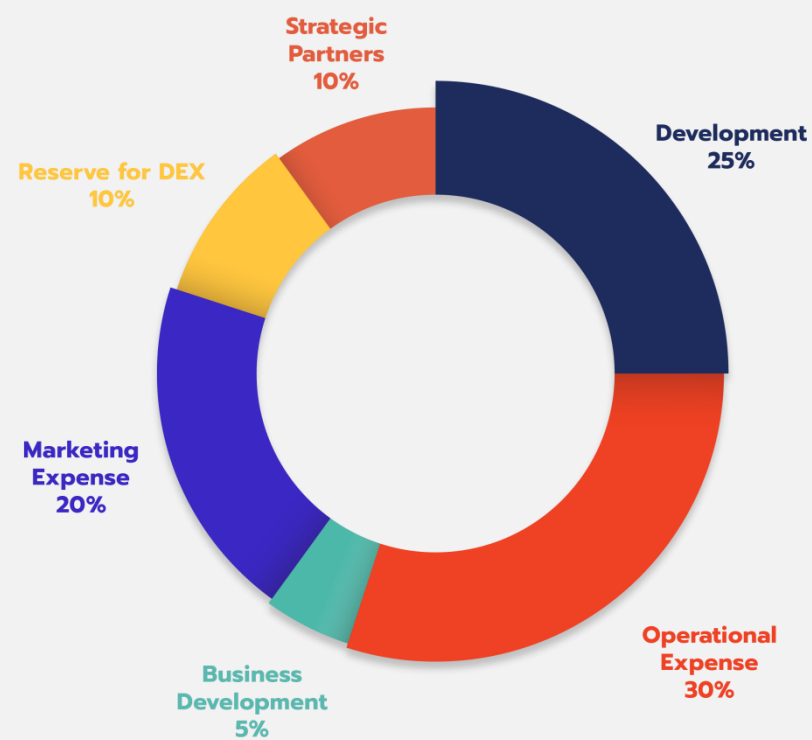http://www.emforce.co.kr

SOMESING x SSX

The Roadmap

Project Launched

2Q, 2016

SOMESING App
Development

1Q, 2018

SOMESING
Platform
Development

3Q, 2018

White Paper
Draft Release

4Q, 2018

ICO, Singapore

1Q, 2019

Global Launching
SOMESING
Platform MR : K-pop

2Q, 2019

Japan
Launching

3Q, 2019

China, Asian
Service Launching

4Q, 2019

Global
Launching
(US, EU)

Token Allocation

Reserve for DEX
10%

Fundraiser
50%

Strategical &
Community
28%

Team & Others
12%

Every stakeholders will coexist as a community builder

Token	Description
Token Name	SOMESING Exchange
Token Symbol	SSX
Token Platform	ICON
Token Cap	To be update
Token Price	To be update
Soft Cap	To be update
Hard Cap	To be update
Payment Accepted	ICX

Use of Proceeds

Strategic Partners 10%
Development 25%
Reserve for DEX 10%
Operational Expense 30%
Marketing Expense 20%
Business Development 5%

Rational expenditure plan for early setting of services

Token	Description
Development	SOMESING system Blockchain wallet and coin
OP & Exp	Operation Legal and accounting Tax and related matters
Biz. Dev	Oversea Biz development
Marketing exp.	Public Marketing
Dex	Reserve for exchange

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SOMESING's Ecosystem Inflation

1. Analysis on the demand of SOMESING Coins

The demand of SOMESING Coins is mostly influenced by the volume of coin exchanges between contents creators and consumers, and the range of coin price set in the system. There is also additional demand of coins from sponsors and investors. Therefore, the total demand of coins is influenced by exchange demand (T), price (P), rapidity of circulation(V), and investment demand (S).
The equation for the total demand is:

$$M^d = Px(T/V + S)$$

M^d : Demand of Coins, P : Price, T: Exchange Demand, V: Rapidity of Circulation, S: Investment Demand

2. Analysis on the supply of SOMESING Coins

It is necessary to clearly define the supply mechanism of SOMESING Coins in order to enhance the stability of SOMESING Coin economy. In typical economy, currency market gets stabilized when the actual currency supply equals to the currency demand influenced by production(Y) and interest rate(i).

$$M/P = M^d (Y, i)$$

In the SOMESING Coin economy where there is no effect of interest rate, the currency supply can be directly managed in consideration of production. When proper inflation occurs due to additional issuance of SOMESING coins, this issuance can work as a tool to facilitate exchanges among major actors who own SOMESING coins, and to help prevent potential deflation causing destabilization of the economy.

3. Issuance mechanism for the currency supply

The issuance mechanism of new currency supply aims to maintain a steady growth of both demand and supply at a proper level. In other words, Additional currency supply will be made in order to meet the future demand of SOMESING Token.

For this, the issuance mechanism is defined as followed.

The currency supply is determined by price range (P_t), exchange demand(T_t), rapidity of circulation(V_t), and investment demand(S_t) at a certain time(t).

$$M_t^d = P_t \times (T_t / V_t + S_t)$$

Real demand, not considering currency value, is $M_t^{rd} = T_t / V_t + S_t$.

At each time, the currency supply should be balanced with the currency demand.

$$M_t^s = M_t^d$$
$$M_t^s = P_t \times M_t^{rd}$$
$$P_t = M_t^s / M_t^{rd}$$

Inflation can be measured by price changes during each period.
Inflation rate = $(P_{t+1} - P_t)/P_t = P_{t+1}/P_{t-1}$
Thus,
Inflation rate = $(M_{t+1}^s / M_{t+1}^{rd}) \times (M_t^{rd} / M_t^s) - 1$
　　　　　 = $(M_{t+1}^s / M_t^s) \times (M_t^{rd} / M_{t+1}^{rd}) - 1$
That is,
$(M_{t+1}^s / M_t^s) = (1 + \text{Inflation rate}) \times (M_{t+1}^{rd}/M_t^{rd})$
Currency supply is: $M_{t+1}^s = (1 + \text{Inflation rate}) \times (M_{t+1}^{rd}/M_t^{rd}) \times M_t^s$
Here, the real demand growth can be defined as M_{t+1}^{rd}/M_t^{rd}.
Therefore, if the target inflation is fixed to a certain rate, the currency demand (M_{t+1}^s) for the next period can be determined by the current currency demand (M_t^s) and the growth of real demand.

2019 Q1
What Changes Will Happen?

Freedom of Time!
Freedom of Location!

You can
sing and Listen
with no limits.

Social Music Service based on BLOCKCHAIN TECHNOLOGY

Start remixing and create music in your own music studio. You can create your own music video and music diary!

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Share your music!

People all around the world will applause and encourage you.

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You will be popular with your music in demand, and the profit and recognition will naturally follow.

Because that is what the music celebrities earn.

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SOMESING.IO

Enjoy every genre of music on SOMESING

Your life with SOMESING will unleash the limits and Lead you to the whole new world of freedom in music.

Social Music Service based on BLOCKCHAIN TECHNOLOGY

SOMESING Social Music Service

Striving to create the perfect world for musicians, our SOMESING team has worked hard on the business design, development and operations together for the past five years.

We cordially invite all of you, music lovers, to our new world of musical freedom.

To some people, music is their hobby;
It is their dream;
It is their best gift of life;
And it is their greatest footsteps towards the future.

SOMESING exists for all of the music lovers accessing our music platform freely and easily. We want to create one global community of music, the SingLovers' ecosystem. We have developed SOMESING, the Karaoke application, for all of those who love music. Previously, we had faced challenges and limitations in regards to globally reaching out to everyone who wanted to create or recreate their music with their own voices, although we developed the best-in-class music quality, sound effects and controls with great stability. Now, SOMESING has transformed itself and has overcome this challenge, having found the solution from its unique Blockchain-based technology by providing various music services for free to a massive number of people, who are willing to share their music contributing to SOMESING's ecosystem as SingLovers.

We look forward to providing services and to creating the world of music that everyone with passion in music creativity receives the fair share of profit for the contributions that they have made. We hope this provides satisfaction and happiness to every SingLover in the world.

CEO
Heuibae Kim

Disclaimer

The sole purpose of this white paper is to provide information to potential contributors and users of the SOMESING application for building the SOMESING Ecosystem. The White Paper does not have any form of binding power and does not impose any legal obligations on anyone. The purpose of this white paper is to outline the development direction of the service and is not included in the same format as the contract. It is not our obligation to provide any material, code or function, and the investor or purchaser shall be responsible for our own decisions. The launch and implementation of the SOMESING Ecosystem depends on many variables, including regulatory risk, user engagement, adoption of block-chain technology, and ongoing development of the platform. Please note that the information in this white paper was created by the SOMESING project team or related departments to develop or implement the SOMESING Ecosystem and can not be required to take any action. The SOMESING project team reserves the right to change the implementation of the SOMESING Ecosystem under any circumstances, unlike the one summarized in the white paper. Future platform users or ICO participants are encouraged to take their own risks and do not rely on the information provided in this white paper.