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PREAMBLE

This document provides information about the imusify project, its vision, its concept, business model, team and roadmap towards the 1st MVP (Minimum Viable Product). A more technical description of the core architecture and APIs will follow after the ICO funding phase. imusify started from a simple idea, born from a tale of personal hands-on frustration about access to industry, artist & producer compensation and our desire to build a better platform. After condensing the original concept, we relentlessly reached out to interested partners and organically built our team. Along this journey, we found great partners and mentors who were strongly committed and excited to work with the ever-progressing vision of imusify, while aiding in the refinement of our proposal for the market. Now as we drive towards the ICO stage, we thank everyone that supported us and hope to surpass the expectations set forth by the community in the future. This whitepaper has been published on 10. November 2017 in its current revision and we recommend following updates on the imusify website and other official media channels, for new information and updates.

EXECUTIVE SUMMARY

Artists have created content that has generated billions of dollars for the shareholders of companies, such as Soundcloud, Myspace, Mixcloud, Reddit, Facebook, and Twitter. imusify is a revolutionary social media platform that compensates users for adding value to the platform. imusify is a free, blockchain based, incentivized and decentralized platform for music related digital content such as audio, video, apps, images, and blogging. **Anyone** can join, contribute and get paid \$.

If you are interested in contributing please check our Contributing Guidelines [here](#) and an overview of what we are currently planning on Trello [here](#) or our Github Issues [here](#).

PROBLEMS

- artists depend on too many middlemen
- lack of income opportunities
- platforms exploit artists instead of compensating for adding value
- it is extremely hard to access the industry
- too much competition
- lack of publishing opportunities
- only a small percentage of royalties are collected and even less are paid out
- royalty tracking
- internet Copyright and file sharing issues

SOLUTIONS

- users, listeners, fans, critics, and content creators can connect socially
- The platform revitalizes the audio industry and creates a friendly and fun environment for the audio community
- imusify removes the publisher as middleman; authors can purchase services from self-publishing service providers on the platform
- Authors and service providers earn a fair, living wage for their sales and services
- Users create their own opportunities for success and become happier people

PLATFORM

imusify aims to support artists by giving music back its value by giving the power back to the people who create the music. Rather than exploiting artists we compensate them directly with \$IMU. imusify plays along with the rules rather than goes against them. This is enabled by the revolutionary possibilities Technologies such as NEO Blockchain and Smart Contracts enable.

Users can drag and drop music into the browser thus uploading it to the platform. During the upload, user is asked multiple questions in order to determine relevant Metadata. He is also asked to invite friends via

email that will vote for his song. For every upvote, both the upvoter and uploader receive rewards in \$IMU. For every downvote, the uploader loses IMU and the curator is rewarded.

Our MVP is the first version of a free voting system to curate the best content. Anyone can contribute by uploading, curating (up- and downvoting) and commenting on content or even by helping invite people, marketing, helping with business development or legal, fixing bugs or whatever else will bring the community forward. By doing so Users can earn money in \$IMU, a cryptocurrency, thus becoming a shareholder of imusify.

The imusify platform is a secure resource for self-publishing audio, registering a copyright, or advertising a recording to users. Artists will no longer need business partners. They will enjoy more freedom and a higher income, resulting in more music sales. The platform is a marketplace for music-industry related service providers to advertise, gain new opportunities, and contribute to the success of an Artist, Publisher, Author or publication. Essentially, the self-publishing platform and marketplace removes the middleman (publishers) from the publishing process, creating an efficient and lucrative resource for Content Creators who want to maintain control of their work. Service providers are charged a small fee based on the income they earn on the platform. Content Creators can also use the self-publishing and social platform to register a copyright.

The imusify platform provides a unique, simple user experience that encourages users to engage and connect with one another, consume more content, and gain knowledge.

The users' data remains their property and is not further used or sold. How the app is used is entirely up to the user, as a news app, a messenger, a place for trading goods and services and as a discussion forum, or to follow other people. All these functions can also be used in combination, forming one app that encompasses the benefits of several that are currently used.

- Content Creators hold all the monetary and legal power
- Content Creators prohibit open communication between Creators and industry-based service providers
- Self-publishing requires too much start up capital for most Content Creators
- Content Creators are leaving the market to earn a living wage in other industries

The platform is an open market for users to socialize; find, buy, review, and discuss audio; and directly influence the publishing industry. Authors will be able to publish their work through service providers and receive the full financial benefit of their sales on the platform, which will bring new authors into the market and influence the way people consume audio.

ECONOMIC MODEL

Listeners, critics, authors, and service providers earn IMU tokens as a reward for their productive contributions and influence on the platform, such as writing useful reviews and feedback summaries.

They can use IMU tokens to pay for a service from a service provider; place an advertisement on the platform; or purchase a recording or an audiobook on the platform.

Service providers earn IMU tokens for the services they provide to authors, and spend them on platform fees or to place an advertisement on the platform.

NEO TECHNOLOGY

NEO is the use of blockchain technology and digital identity to digitize assets, the use of smart contracts for digital assets to be self-managed, to achieve a “smart economy” with a distributed network. Through technologies such as P2P networking, dBFT consensus, digital certificates, Superconducting Transactions, and cross-chain interoperability the NEO blockchain enables management of smart assets in an efficient, safe and legally binding manner.



imusify leverages blockchain technology to create a secure, democratic, censorship-free platform. Neo smart contracts will be used to create IMU tokens that incentivize users in proportion to their contributions and ensure fair governance by the community. Accordingly, the NEO blockchain is a great fit for decentralized, censorship-free, secure, and open platforms.

GOVERNANCE MECHANISM

IMU token buyers, service providers, users, and the imusify team are all token holders on the imusify platform. Token holders are responsible for making suggestions and voting on the governance of the platform. Correspondingly, voting power is maintained on the imusify blockchain through the use of smart contracts to ensure a fair market economy.

MONETIZATION

The imusify platform earns IMU tokens from advertisements paid by authors and service providers, and platform fees charged by service providers. The platform also earns IMU tokens from commissions on Audio sales, specifically from authors who self-publish and sell their audio on the platform. The IMU tokens earned through the platform are reinvested back into the ecosystem so that imusify can grow organically. Future monetization tools include:

- collaboration tools
- business tools
- licensing tools
- bookkeeping tools
- job offerings
- copyright services
- additional Storage
- premium & basic memberships

SERVICE PROVIDERS

- Music Fans
- Audio Hackers
- Industry Professionals
- Entrepreneurs
- Digital Nomads

artists



MUSIC
PRODUCERS



BEATMAKERS



DJS



TURNTABLISTS



CURATORS



SINGERS



RAPPERS



VOCALISTS



SPEAKERS



BEATBOXERS



COMPOSERS



SONGWRITERS



INSTRUMENTALISTS



BANDS

Executives



A&R



LABELS



PUBLISHERS



MANAGERS



BOOKERS



DISTRIBUTORS



RECORDING
STUDIOS



FILM PRODUCERS



ADVERTISING
AGENCIES



MUSIC
SUPERVISORS



FILM DISTRIBUTORS



LAWYERS



EVENT
MANAGERS



GAMERS

VALUES

The main key value to follow is that any person who contributes to a company should either receive a share, a payment or debt from the company. This is similar to startups raising funds.

The other Key Value is that the community produces content to serve its members.

the imusify community provides the following services to its members:

- A source of curated audio, news and commentary
- A means to get high quality answers to personalized questions
- Jobs providing above services to other members

IMU TOKEN

The use of imusify tokens (IMU) will create a fair knowledge ecosystem where tokens are earned in proportion to productive contributions.

USECASES

- IMU holders can vote and propose new features and changes on the platform
- Users can purchase audio for personal and commercial purposes
- Service providers will pay a percentage of their income from services to the imusify platform
- Authors earn IMU tokens from selling Song Recordings, Audiobooks, Podcasts and any other audio related content.
- Authors earn IMU tokens from receiving high-ranking reviews

The core solution for the various groups of users is the imusify profit sharing concept. The idea is to set up multiple external income streams and share profits of those products and platforms with imusify users. In order to create a fair system for everybody involved we have set up the profit share the following way:

DISTRIBUTION

Total 100 Million

ROADMAP

- Smart Assets -> user can register their audio files thus obtaining copyright proof
- Decentralized storage -> audiofiles are stored P2P. much faster
- Direct Cash to IMU Exchange and vice versa via NeoX
- Direct purchases via IMU, other cryptocurrencies, Paypal and creditcard
- Audiohosting
- Crowdfunding for artists via ICO
- dApps publishing
- Ticket services
- Sync licensing
- Licensing
- Online collaboration

Advanced Copyright Management Tools:

- facial recognition features
- audiofile fingerprinting
- watermarking
- Content scanning
- voice recognition
- automated royalty payouts in cash for rightsholders via scanning tools

TECH

When a user creates an imusify account, a NEO wallet is created and assigned to him or her. The users IMU token balance, as well as their reputation level, is stored in the context of the smart contract on the immutable NEO blockchain. User actions on the web platform raise the users reputation level and this level, in turn, determines their IMU reward.

In more details, events on the Web user interface (see below) are signaled to the Python middleware designed for this project, which then triggers a return. And indeed, the awarded amount is not determined by imusify but by the contract and the users level alone.

Beyond the NEP5 compliant method calls (which always enables users to freely exchange IMU tokens) the main chain of new methods of the imusify contract logic are as follows:

```
BigInteger LevelUp(byte[] account)
```

```
BigInteger RewardFunction(BigInteger level)
```

```
BigInteger Reward(byte[] account)
```

This is accompanied by the query

```
BigInteger LevelOf(byte[] account)
```

Before the final release, anybody can test the reward trigger and the reward scheme is designed so that the curious developer can test the functionality and quickly witness the effect of a level raise. At a later point, the scheme will be scaled for long term incentivization of users.

Blockchain:
Neo Technology

Backend:
Golang

Frontend:

Angular 4, Bootstrap, HTML5

Database:

MariaDB, Cassandra, Elastic Search

Proxy and Load Balancer:

nginx web server

Server:

AWS EC2

CHALLENGES

COPYRIGHT MANAGEMENT

imusify faces one of the main challenges the music industry has been facing since its infancy. Copyright. Making sure uploaded content has not been copyright infringed must be the highest priority. We plan to solve this by utilizing proven solutions such as DMCA Scanning, Watermarking and Fingerprinting audio. We will utilize NEOs Smart Identity and Smart Assets to create trustworthy digital assets. Additionally we will determine whether a song has been infringed or not by implementing a dBFT (delegated Byzantine Fault Tolerance) consensus mechanism.

AUTOMATED BOTS

Another challenge is the misuse of automated bots which are able to falsely curate content without actually having evaluated the content voted upon. We plan to solve this by using Captchas in order to determine if a user is a bot or a human before voting is possible.

JOBS AND CONTRIBUTIONS

At this stage we need your support, and dare we say, your trust. If you are interested in contributing please check our Contributing Guidelines [here](#) and an overview of what we are currently planning on Trello [here](#) or our Github Issues [here](#).

TEAM

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