

# Imusify Whitepaper - 1 August 2022

## Introduction:

Imusify aims to empower cryptocurrency music platforms because we believe that NFTs and blockchain tech are actually beneficial for the music industry. According to The Verge, NFT utilization in the music space has been welcomed by the music fans.

This is the exact opposite of NFT adoption in the video game industry where they are usually bashed by gamers who don't like video game makers milking gamers for more profit.

In the music industry, digitalization of the ticketing system was seen as a big win and improvement. Not only that, some crypto music projects are also trying to adopt blockchain into the music industry from different angles. Opulous, as one example, is providing a DeFi-based loan system to mainstream musicians. It has not been seen as a cash grab mechanism, which is the exact opposite of crypto video games.

Despite all these potentials and warm welcome from music fans, the integration of blockchain technology in the music industry has not become mainstream enough. Unlike P2E games like Axie where they became mainstream by late 2021, most crypto music platforms failed to get the same amount of attention.

Audius, a web3 streaming project in the top 200 crypto market cap rankings, was probably seen as the biggest success (so far), while other "promising" music projects that utilize blockchain are still far behind.

Imusify aims to become the global hub that can connect promising crypto music platforms to the right musicians and music fans. We aim to be the right ambassador that can provide balance to both sides.

## The Issues

There are multiple big issues that crypto projects face so far. One of the biggest problems is the target audience. Audius, Opulous, Melos, etc. are all targeting the usual crypto traders and speculators as their target audience. They are rarely heard of outside the crypto bubble.

On the other hand, many musicians believe blockchain will be able to help them sell directly to their fans, but they still don't know where to start, and thus they are only welcoming whoever approaches them in the first place.

That's why the connection between musicians and blockchain projects are very fragmented at the moment. And that's where Imusify comes in. We try to connect the blockchain projects to the musicians and we provide marketing services for both parties.

Blockchain adoption should not stop at the hype. Many musicians for example try to create their own NFTs but that's about it. They don't really integrate their workflow with the NFT mechanism, they only create NFTs for the sake of making more profits and nothing else.

The true potential of blockchain exceeds way beyond NFT creation. It should be seen as a system to disrupt traditional music platforms and third party record labels.

## What Imusify Can Offer

Here are some of the things Imusify can offer to the clients.

First of all, we at Imusify believe we can help crypto music projects to get a significantly higher amount of awareness in the eyes of musicians as well as music fans. We are a team of several different people working in various positions, we can help you to manually outreach different musicians and music audiences.

Offline marketing and lobbying are still the most efficient way to convert potential offers to actual deals, even in the era of zoom calls and work from home industry. This is why many big companies pay serious amount of money to lobbyists because they know people actually take real-life conversations much more seriously than emails and whatsapp messages.

On top of that Imusify also offers press releases and paid advertisement campaigns. With our PR campaign, your project will be featured on top websites like Yahoo News or Forbes. Of course, we don't just provide services to any type of project. We need to review your project first before we can be sure those PRs will provide maximum awareness.

On the other hand, Imusify also provides the opposite service to the musicians. For aspiring musicians who want to take advantage of blockchain technology but they don't know how to proceed, we will be able to lobby the top crypto projects on your behalf. Promoting your music to millions of blockchain audiences is never easier than this.

List of services that Imusify offers:

1. Offline marketing for blockchain projects to find musicians and music audience
2. Online paid advertising and press releases for blockchain projects
3. Token creation service and smart contract development for crypto music platforms

4. Offline marketing for musicians to leverage blockchain technology
5. Advisory services for both musicians and crypto music projects
6. Blockchain and crypto education blog for every website visitors and users

## Disclaimer

Before we go further, it's important to note that the current Imusify team has no affiliation with Imusify from 2018-2019, its IMU token, and any of its team members. We are aware that Imusify from 2-3 years ago had their own ICO and had their own token called IMU. But we are not affiliated nor connected to them in any way. We are a new team that happened to have the same company name, and we purchased this domain (imusify.com) after we established our business entity.

## Why Blockchain And Why Now

For many musicians and people who still have a lot of doubts about the utilization of blockchain technology to promote the music industry, they might be wondering "why blockchain and why now?"

The answer is actually quite simple. Because the blockchain industry is still growing despite the 2022 bear market and we believe it will continue to grow. Outside the price speculation aspect, there are still many legitimate things happening in the background.

Microsoft also published an article about blockchain fundamentals, which is very useful if you want to learn why the fundamentals are solid despite the price crashes. Check it out here <https://docs.microsoft.com/en-us/archive/msdn-magazine/2018/march/blockchain-blockchain-fundamentals>

## Contact Us And You Won't Be Disappointed

If you are a blockchain project or musician who wants to get some promotional or influencer service, please contact us to get a quote on our services. You can go to this page <https://imusify.com/page/contact>

We will respond within 24-48 hours (business days only).