mixaudio

Play the music of the future

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☑ 1. Introduction

1. General Status

1. Introduction

How do you listen to music?

When you listen to songs or music,
all you have to do is hit play.

Just listening to music is fun...
but have you ever wished you could
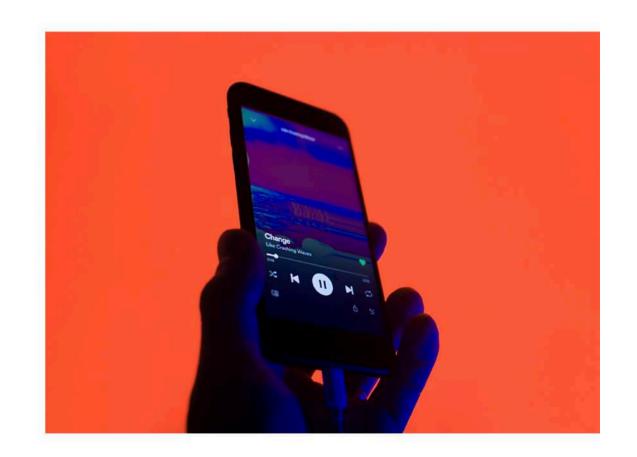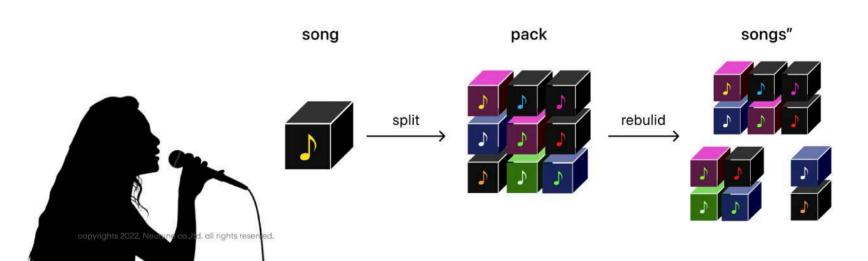**tweak a song to match your tastes?**

1. General Status

It is listeners
who complete the music

Picture trying this.
Instead of completed songs, artists produce and send
multiple music blocks you can assemble to make your own song.
You mix those blocks the way you want, to listen and enjoy.

song   pack   songs"

split   rebulid

☑ 1. Introduction
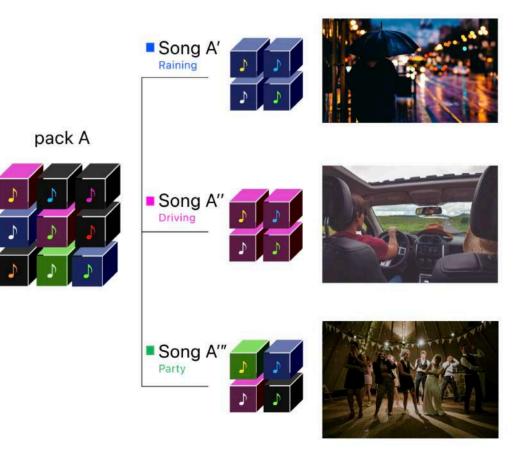
Same but different music

If you chilled to a bluesy mix yesterday as it rained,

today you can blast a funky mix and head out for a drive.

You can even change up the mood in real-time to turn a small gathering into a bumping party.
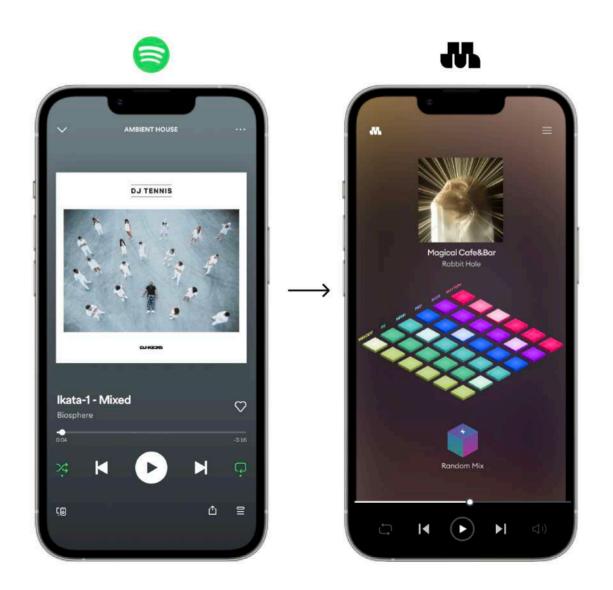
Break down tracks and rebuild them as you go–just like Lego blocks.

pack A

■ Song A'
Raining

■ Song A''
Driving

■ Song A'''
Party

1. General Status

1. Introduction

Play to Play!

How does it work?
Check it out.
The music player screen on
Mix.audio looks like this.

1. General Status

2. Overview of Item

1. General Status

2. Overview of Item

1. General Status

☝ 2. Overview of Item

Time to experience the Block Music

Click the Mix.audio screen below to try out a demo.

1. When you click 'generate,' blocks are selected randomly by category, and the music plays.
2. Switch and select the music blocks to hear how the vibe changes.
3. The demo version runs on PC and Mac.

▼

1. General Status
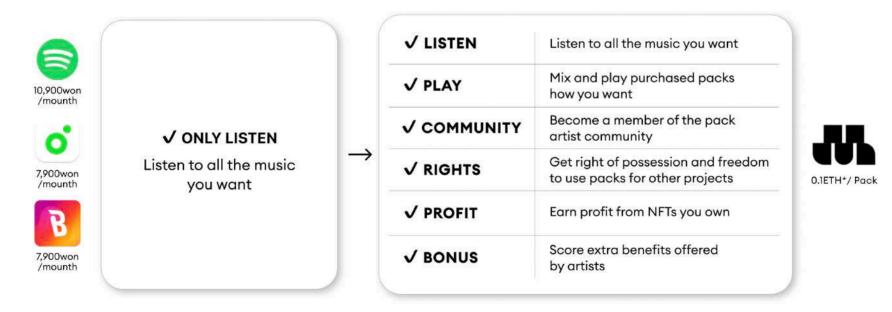
☞ 2. Overview of Item

We release a 'Music Pack' not a 'song'

Mix.audio is not a streaming subscription service. Instead, we release 'music packs' by artists as NFTs. Beyond just listening, feel closer to the music and get closer to the artists through NFTs.

10,900won /mounth

7,900won /mounth

7,900won /mounth

✓ ONLY LISTEN

Listen to all the music you want

→

✓ LISTEN	Listen to all the music you want
✓ PLAY	Mix and play purchased packs how you want
✓ COMMUNITY	Become a member of the pack artist community
✓ RIGHTS	Get right of possession and freedom to use packs for other projects
✓ PROFIT	Earn profit from NFTs you own
✓ BONUS	Score extra benefits offered by artists

0.1ETH*/ Pack

*cryptocurrency 'Ethereum' – based on 2022.06.30, 1ETH = 1,400,000 won (0.1ETH = 140,000 won)

1. General Status

☑ 2. Overview of Item

We don't follow
the existing streaming system

Our vision is to create a fairer music ecosystem revolving around artists and listeners, using NFTs.

STREAMING

NFT

Music Streaming

✔ Music consumption through 'listening'

✔ Profit by number of plays

✔ Complicated distribution structure

: **Platform-focused**

✔ Beyond listening. Collect NFT assets like physical albums.

✔ Profit directly by number of purchases

✔ Simple distribution structure

: **Artist/Listener-focused**

NFT Music

1. General Status

2. Overview of Item

Community is your power

Mix.audio music pack's collaborative experience will grow further, through a community of real artists actively contributing.

Buy music packs from creators you love, become a **valuable partner**, and discover a supportive new relationship between fans and artists.
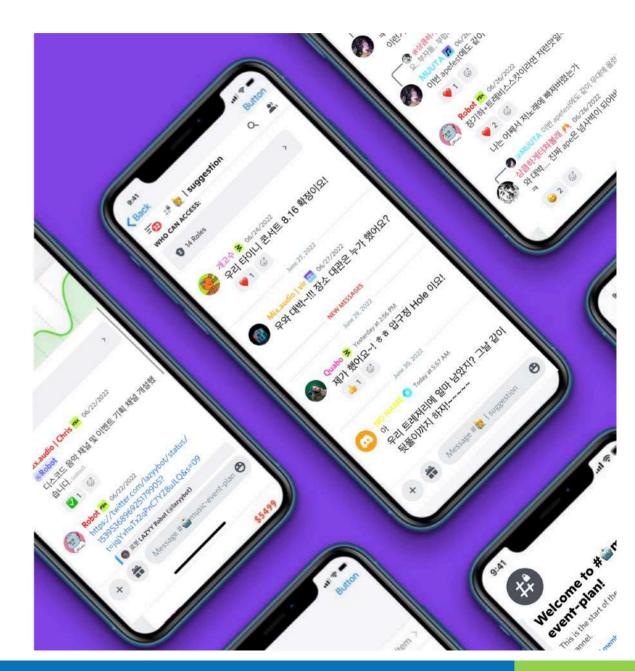
Possibilities in the community

🎼 Musical communication

🤓 Sharing information

🙄 Content ideation

🎉 Marketing & events

💛 Regular fandom meetings

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1. General Status

☞ **2. Overview of Item**

It is just a beginning

Keep this on the down low... Mix.audio is just the start.
We're secretly working on a new optimized music standard for
the future–'Block Music Ecosystem.'

2. Problem Recognition

1. Motivation of global expansion

Emerge of Global (US) Music x Web3.0 Industry (Since 2022)

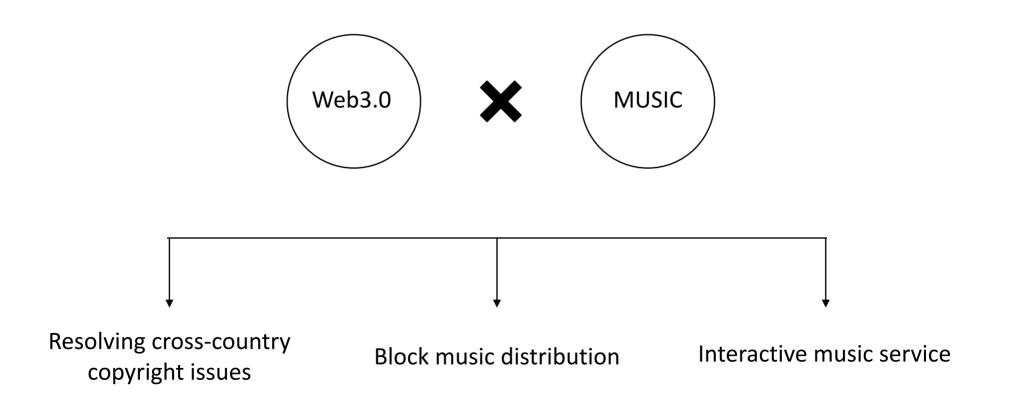| CATEGORY	MARKET	TREND
➡ Music itself has a low or no language barrier ➡ Relatively easy for K-contents to enter the global market; thanks to K-pop's success	➡Music market in the US allows wide variety of musical tastes ➡ In terms of service, it is an appropriate target to introduce new type of music service	➡ Since all Music x Web3.0 related services are released since 2022 ➡ All in the same starting point and a few services are showing significant growth in initial stage of the market

2. Problem Recognition

2. Purpose of global market expansion

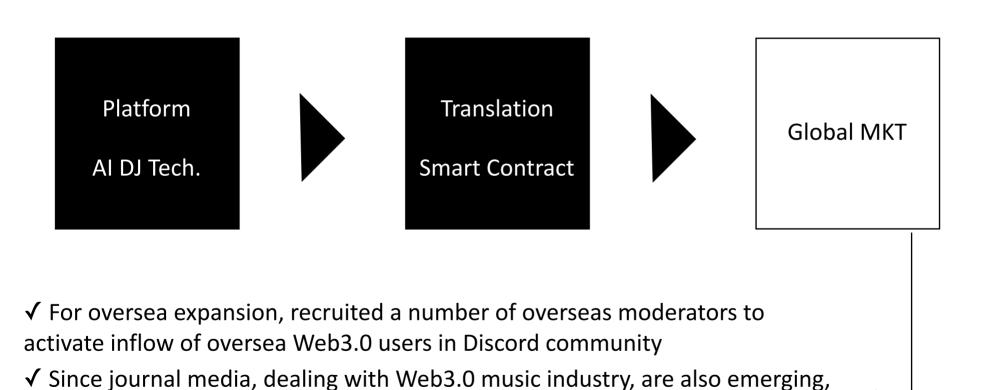*Music distribution is greatly simplified in Web3.0 - Good time for globalization*

Web3.0 ✖ MUSIC

Resolving cross-country copyright issues

Block music distribution

Interactive music service

3. Reality

👉 1. Item localization plan

Mix.audio service development finished - service launch on 2022.07.21

Platform

AI DJ Tech.

▶

Translation

Smart Contract

▶

Global MKT

✓ For oversea expansion, recruited a number of overseas moderators to activate inflow of oversea Web3.0 users in Discord community

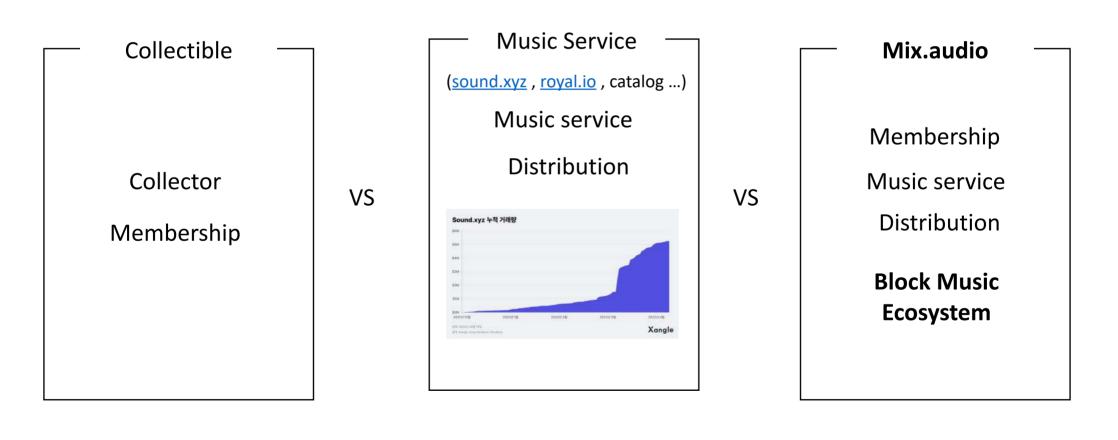✓ Since journal media, dealing with Web3.0 music industry, are also emerging, it is necessary to expose reliable contents and establish confidence

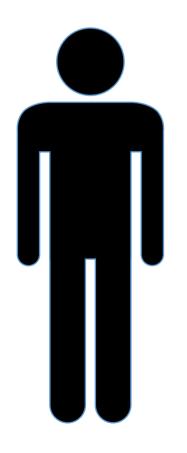✓ For core technologies, various researches are ongoing and patenting these technologies is in process

3. Reality

☞ **2. Differentiation measures of the items**

Differentiation from Music x Web3.0 music service

Collectible

Collector

Membership

VS

Music Service

(sound.xyz , royal.io , catalog …)

Music service

Distribution

VS

Mix.audio

Membership

Music service

Distribution

Block Music Ecosystem

4. **Growth Strategies**
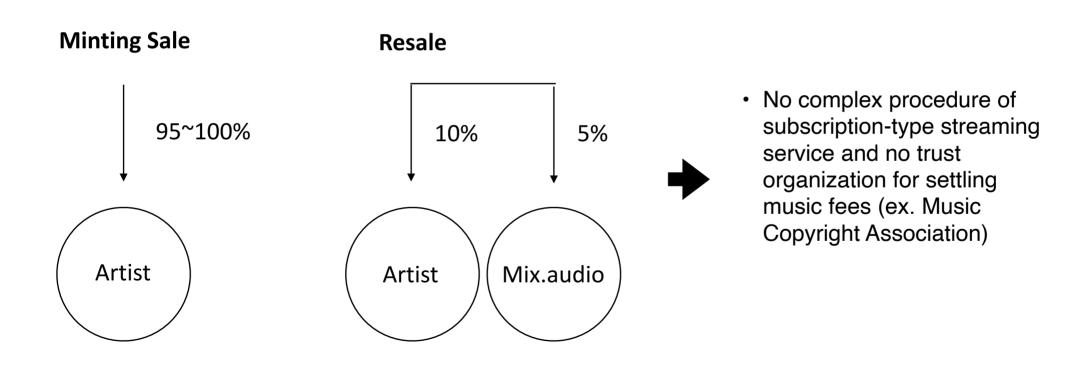
1. Commercialization measures

Main target: Web3.0 Ecosystem entrants

- Large number of people already entered the Web3.0 ecosystem and financial power those members is also high
  - Main target - interested in and in favor of music project
  - Such enthusiasts complain about Web3.0 projects with investment characteristics

- Our service aims to share the true values of Music x Web3.0 ecosystem
  - Share the experience of music creation among community
  - Ex) Members share created music in Discord and events run to communicate each other to enhance the musical bonding and gathering

4. Growth Strategies

1. Commercialization measures

Business Model: revenue sharing through resale fee

Minting Sale

Resale

95~100%

10%   5%

Artist

Artist   Mix.audio

- No complex procedure of subscription-type streaming service and no trust organization for settling music fees (ex. Music Copyright Association)

4. Growth Strategies

1. Commercialization measures

Branding of Block Music

Block Music Release   Block Music Networking & Party   SNS

4. Growth Strategies

📝 **2. Timeline**

Global market analysis > Global MKT > Artist Sourcing

Step 1	Step 2	Step 3	Step 4
Global Market Analysis ——— Marketing strategy setup through expert advice	Upgraded Version Release ——— Release of the enhanced version with AI technology during contract period	Global Marketing ——— Marketing channels in Discord, Youtube, Twitter	Artist Sourcing ——— Artist sourcing via A&R in US, Thailand, Vietnam, Brazil
22.08 ~ 22.12	22.08 ~ 22.11	22.08 ~ 23.05	22.08 ~ 23.05

5. Personnel

☞ 1. Introduction to, and capacity of the representative(s)

We are NEUTUNE

We're an **AI music technology company** shaping a world where everyone can be a creator. Established by KAIST Master and Ph.D. graduates in 2020, Neutune Co. Ltd. gives music lovers **new ways to express their musical creativity**.

Going from experts out to **enthusiasts**. Going from **a single music source** to **multi-channel diverse media assets**. Going from listening to **creation**.

Our **tailored music solutions** are easy for anyone to use, professionally produced, and made with world-leading AI music technology to keep up with media diversification.

We're unrivaled in 2022's AI music technology field. We exhibit **world-class research** every year at conferences, such as **ISMIR**, **ICASSP**, and **ICML**.

Neutune **provides AI technology, plus the music and sound data** needed across all content businesses, to become a future leader in the music industry.

5. **Personnel**

2. Facility and personnel management