



Play the music of the future

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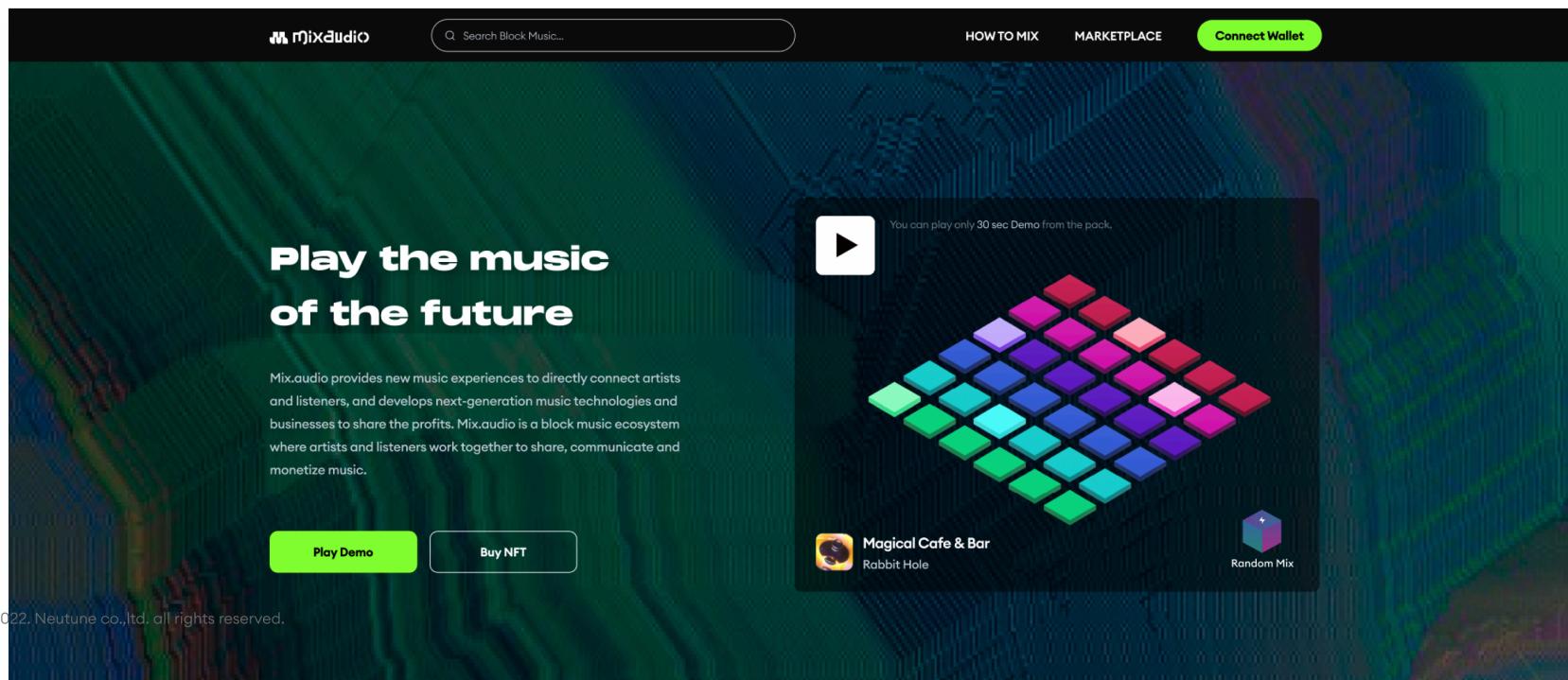
- 1) Introduction to, and capacity of the representative(s)
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1. General Status

1. Introduction

Innovative way to play the music

Mix.audio is
an ‘interactive music service’
where music lovers can remix tracks to match their taste.



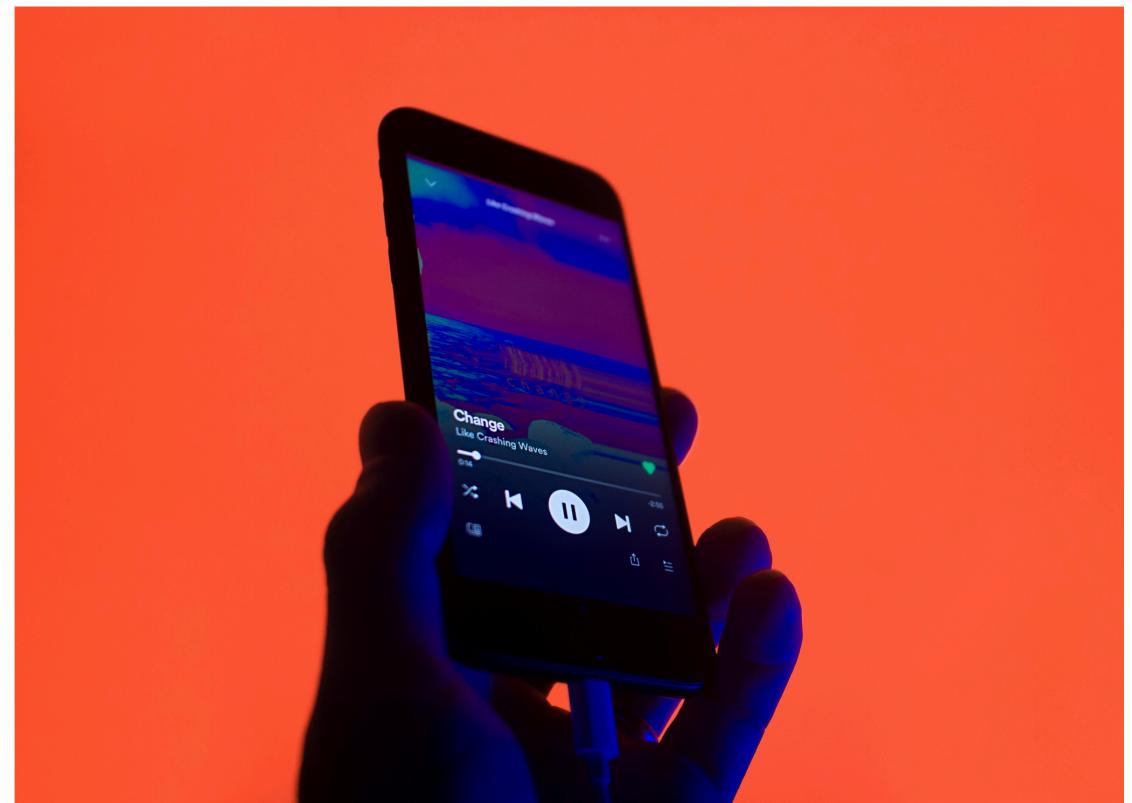
1. General Status

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?



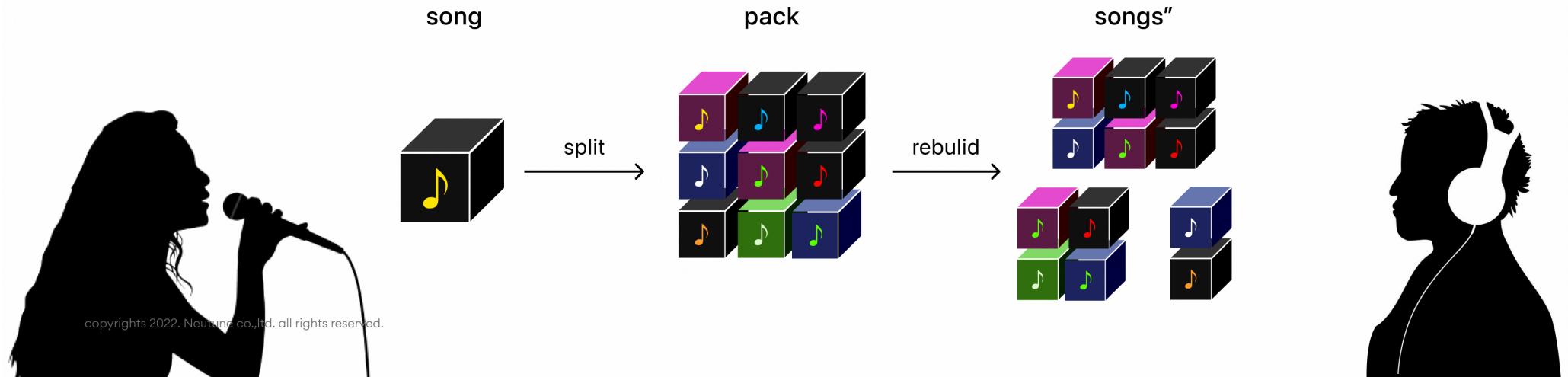
1. General Status

1. Introduction

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.



1. General Status

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

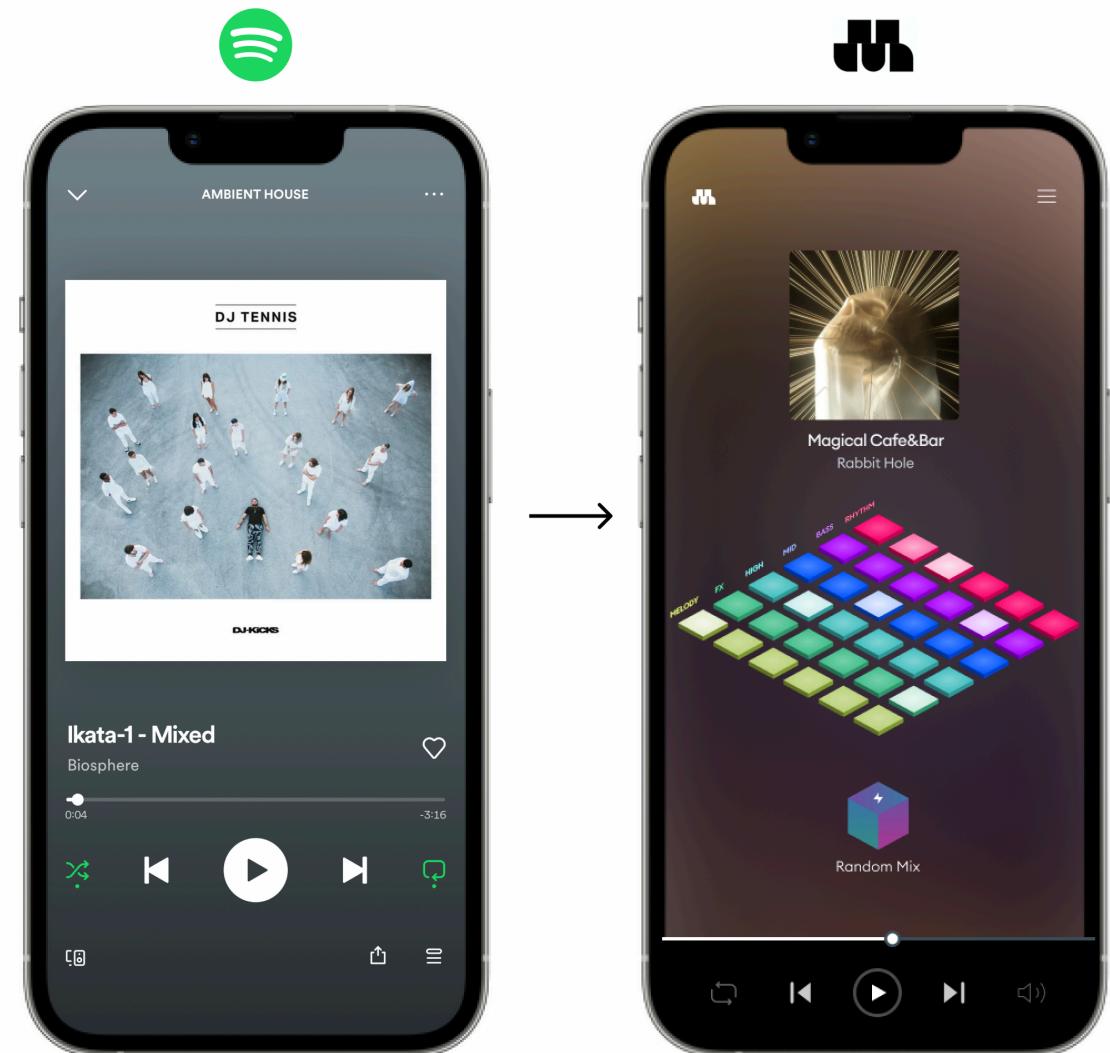
1. Introduction

Play to Play!

How does it work?

Check it out.

The music player screen on
Mix.audio looks like this.

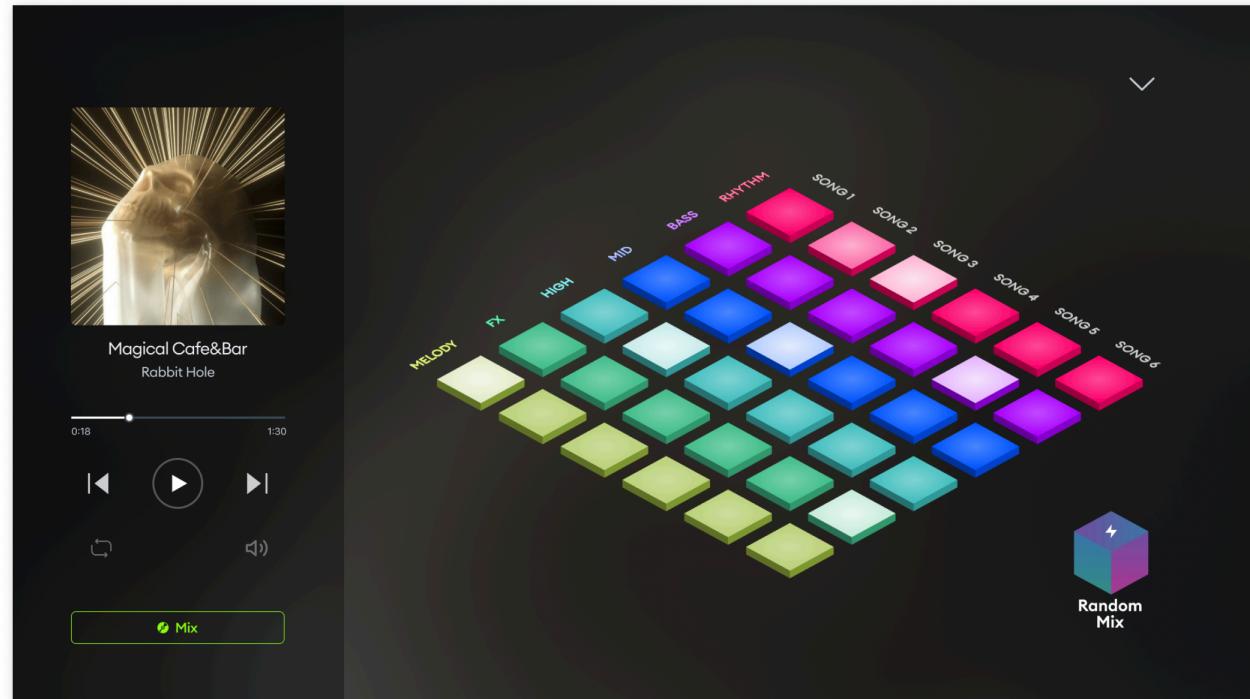


1. General Status

2. Overview of Item

Play to Play!

You'll see music blocks in the middle of the play screen.
The blocks are divided into 6 groups that match the track elements.
Just select each block and move it to remix the song.



1. General Status

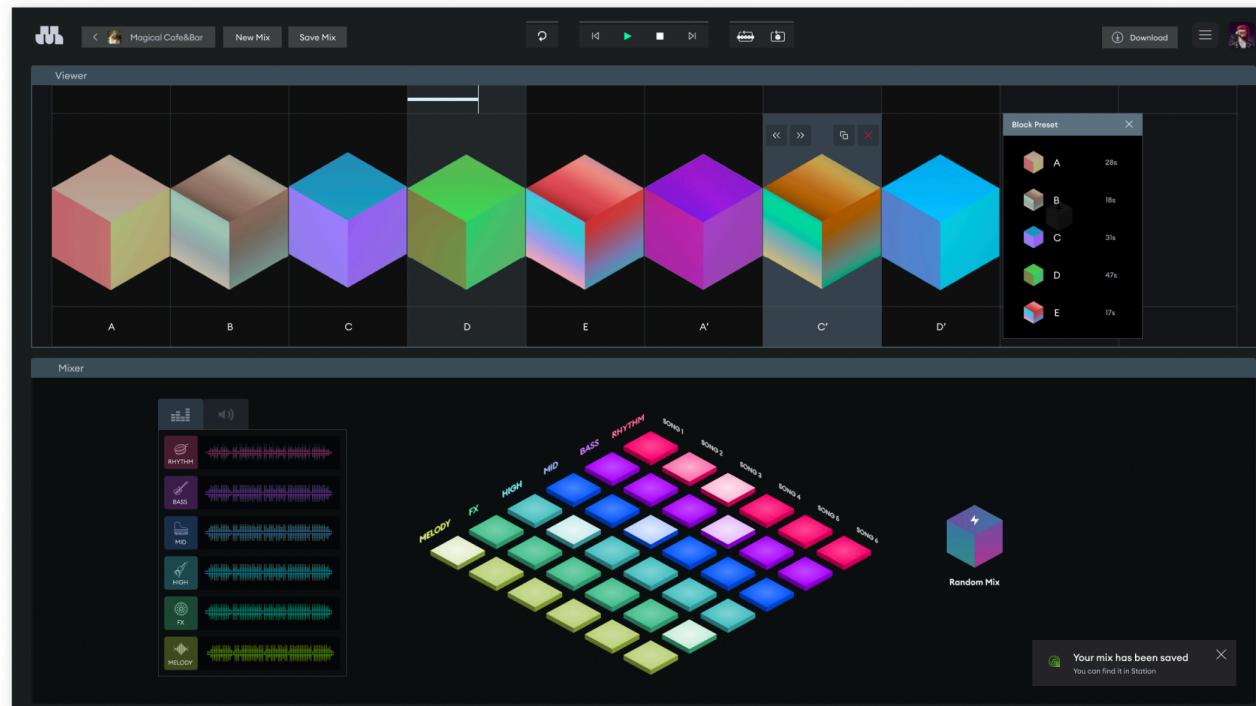
2. Overview of Item

Mix to Play!

Something even cooler?

Place blocks wherever you want according to how the song flows, and even fine-tune each block individually.

Totally recreate songs with your personal touch.



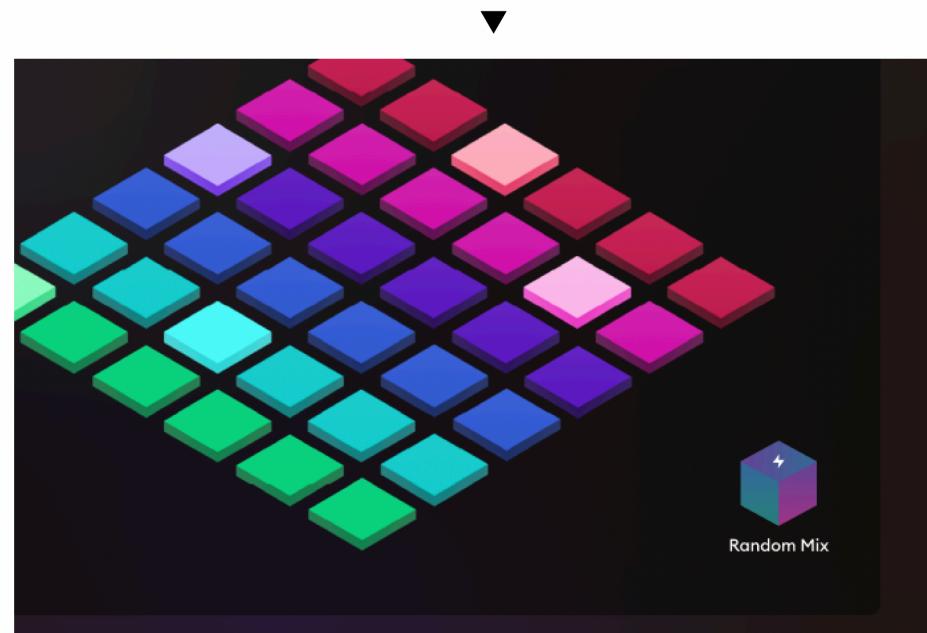
1. General Status

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
/month



7,900won
/month



7,900won
/month

✓ 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



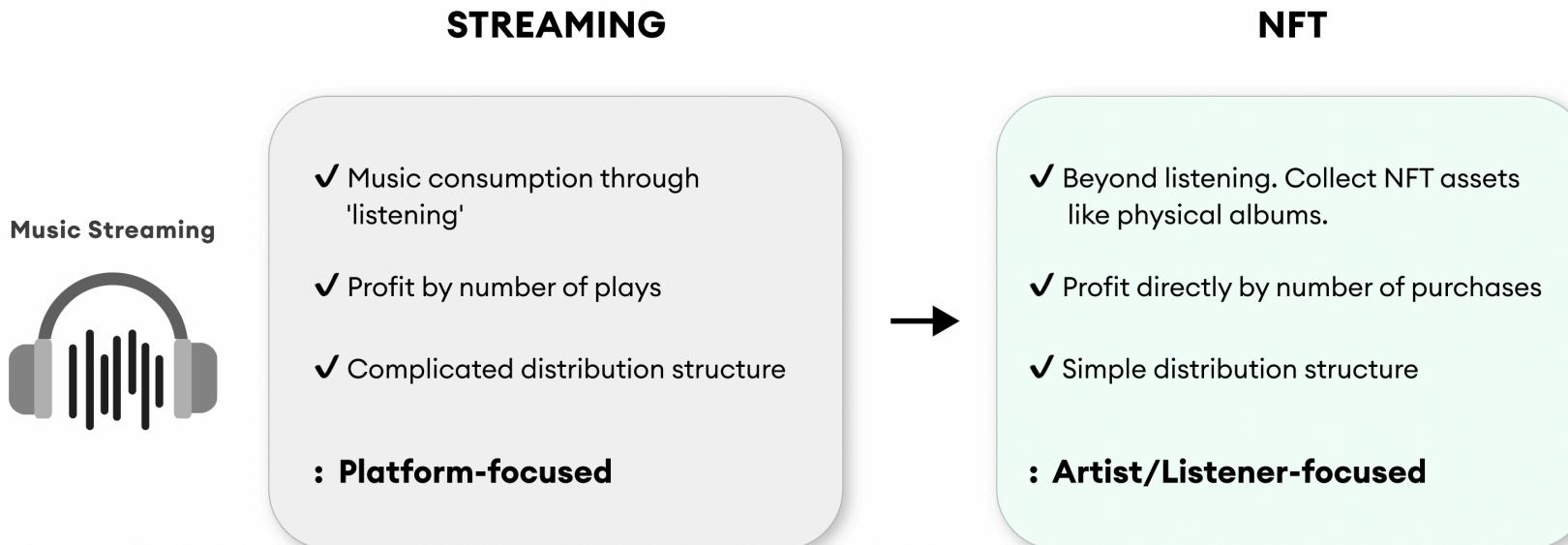
0.1ETH*/ Pack

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.



1. General Status

2. Overview of Item

Community is your power

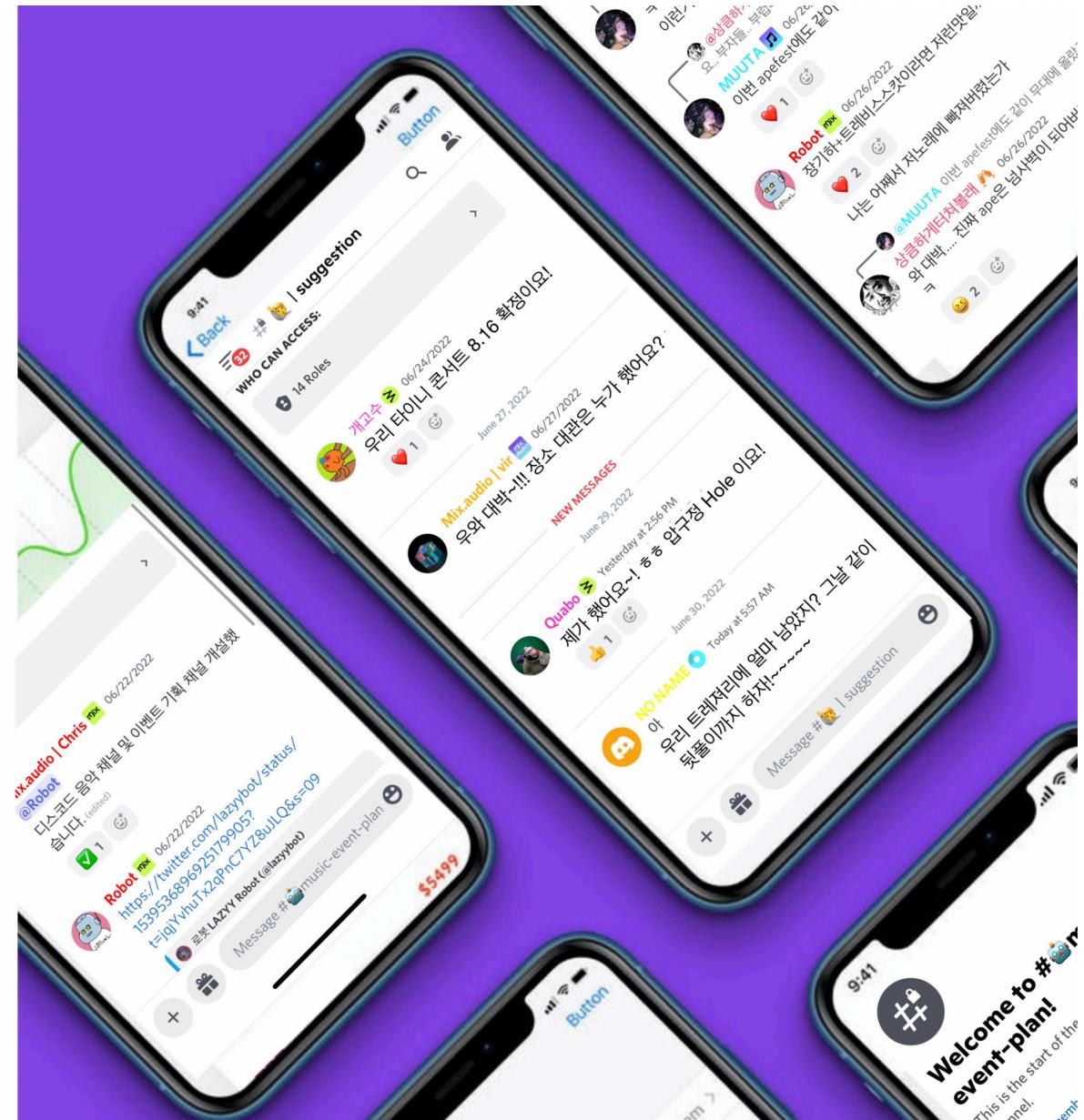
Mix.audio music pack's collaborative experience will grow further, through a community of real artists actively contributing.

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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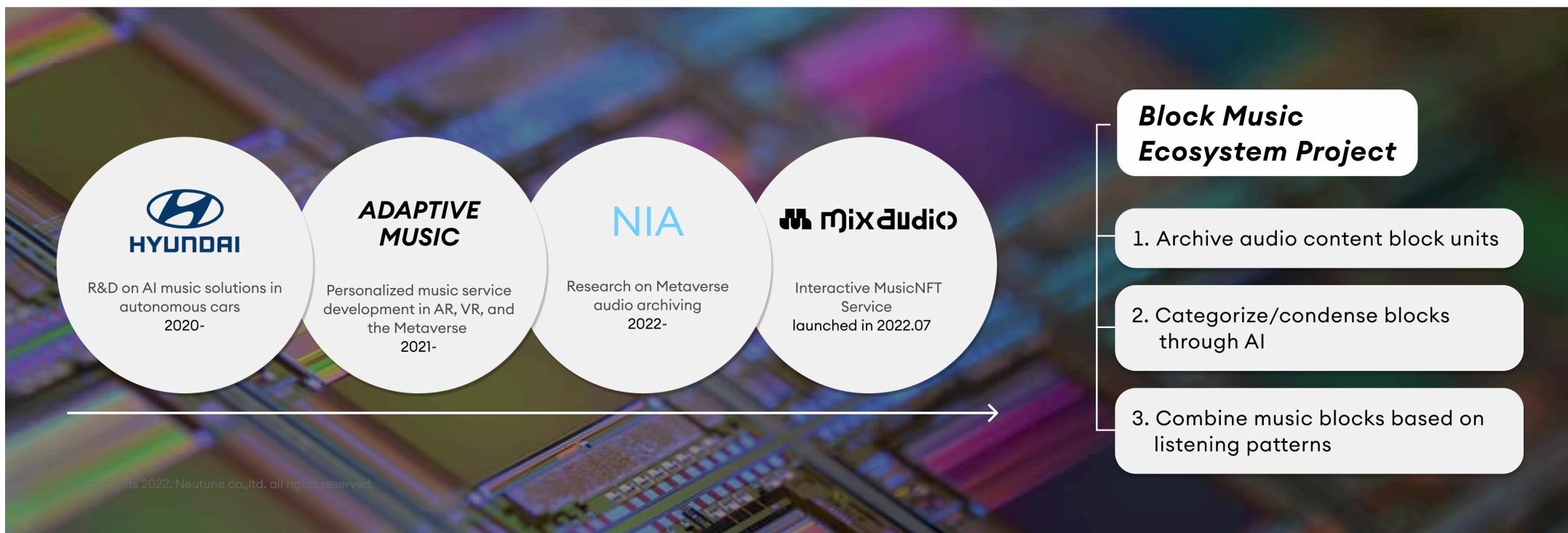


1. General Status

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

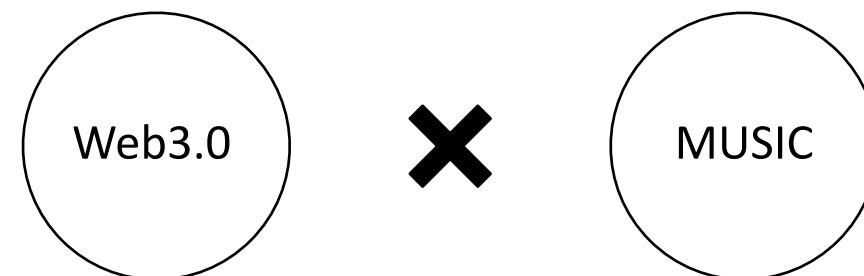
Emere of Global (US) Music x Web3.0 Industry (Since 2022)

CATEGORY	MARKET	TREND
<ul style="list-style-type: none">➡ 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	<ul style="list-style-type: none">➡ 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	<ul style="list-style-type: none">➡ 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



Resolving cross-country
copyright issues

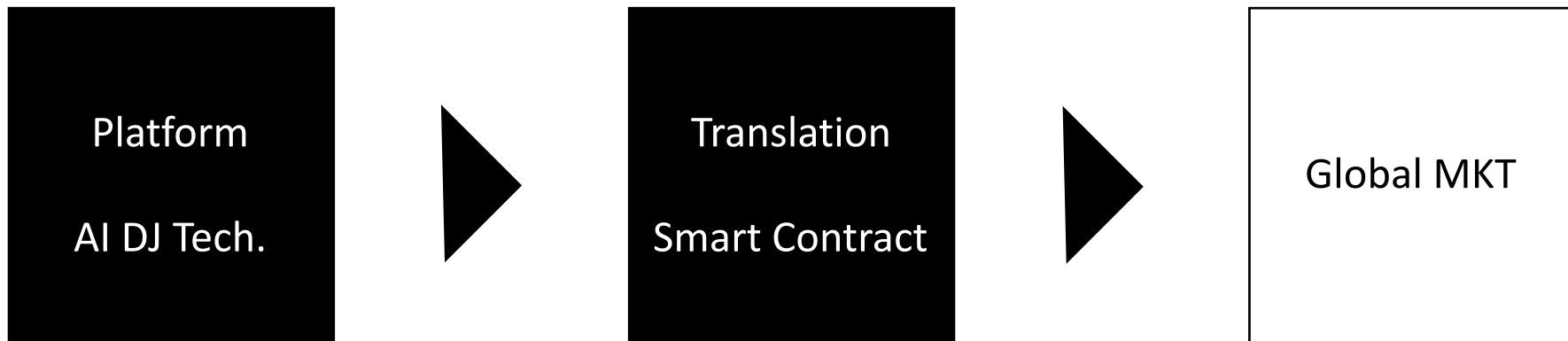
Block music distribution

Interactive music service

3. Reality

1. Item localization plan

Mix.audio service development finished - service launch on 2022.07.21



- ✓ 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

VS

Collector

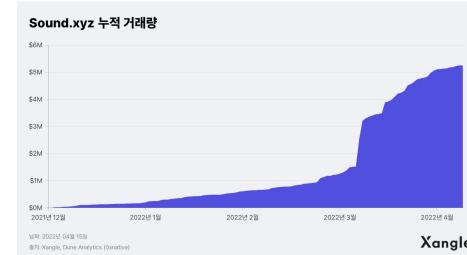
Membership

Music Service

([sound.xyz](#) , [royal.io](#) , catalog ...)

Music service

Distribution



VS

Mix.audio

Membership

Music service

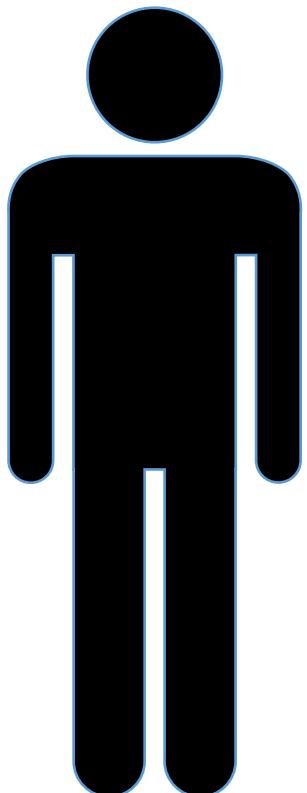
Distribution

**Block Music
Ecosystem**

4. Growth Strategies

1. Commercialization measures

Main target: Web3.0 Ecosystem entrants

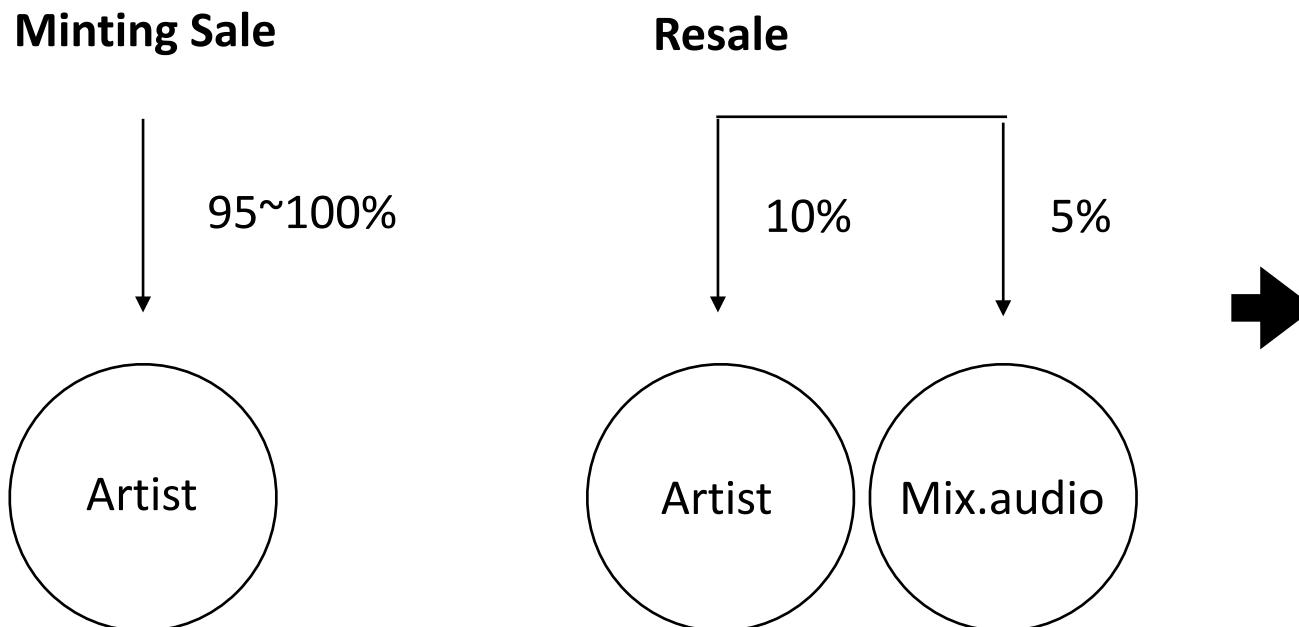


- Large number of people already entered the Web3.0 ecosystem and financial power those members is also high
 - Main target - interested in and in favor of music project
 - Such enthusiasts complain about Web3.0 projects with investment characteristics
- Our service aims to share the true values of Music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

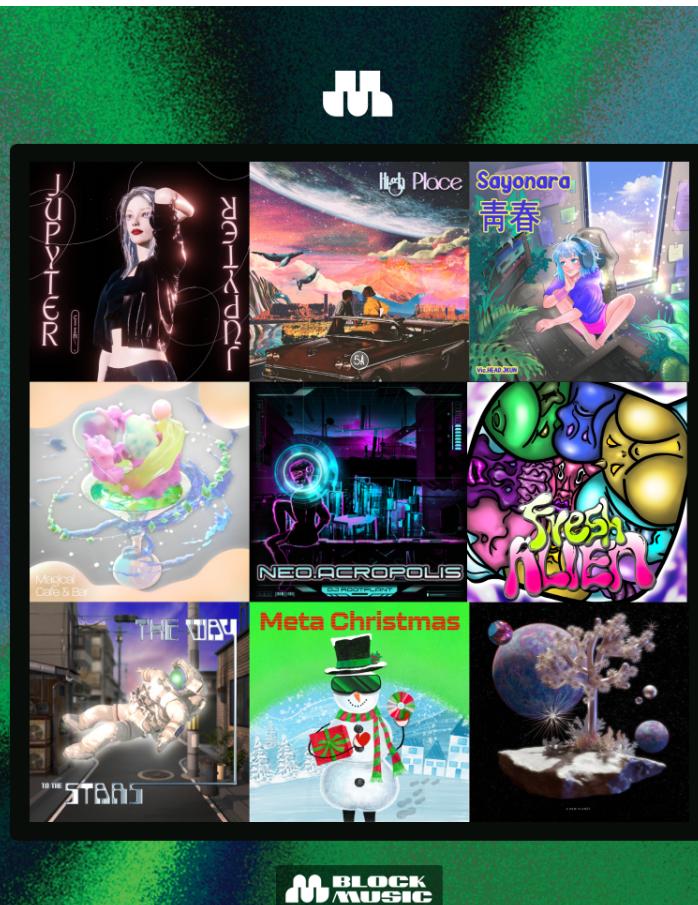


- No complex procedure of subscription-type streaming service and no trust organization for settling music fees (ex. Music Copyright Association)

4. Growth Strategies

1. Commercialization measures

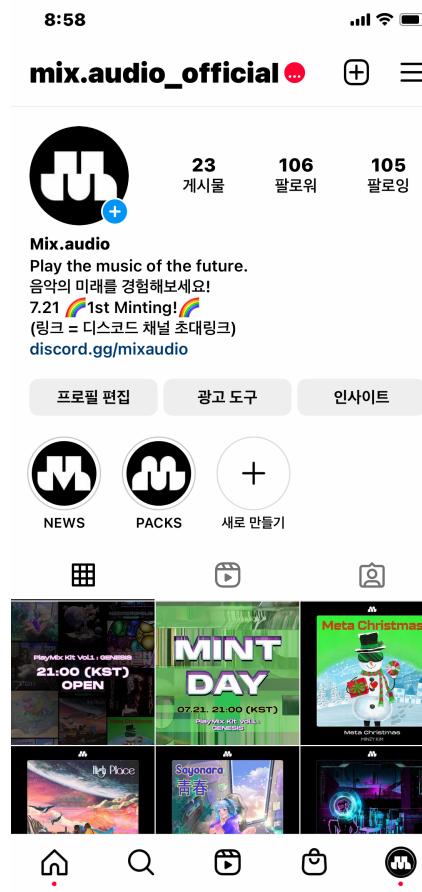
Branding of Block Music



Block Music Release



Block Music Networking & Party



SNS

4. Growth Strategies

2. Timeline

Global market analysis > Global MKT > Artist Sourcing

Step 1

Global Market Analysis

Marketing strategy setup through expert advice

Step 2

Upgraded Version Release

Release of the enhanced version with AI technology during contract period

Step 3

Global Marketing

Marketing channels in Discord, Youtube, Twitter

Step 4

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

Organization & Partners



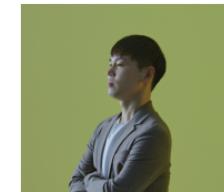
Jongpil Lee
CEO, Co-founder



Seungsoon Park
CCO, Co-founder



Hyeongseok Wi
Strategic planning Director
Research Scientist



Sangeun Keum
Research Scientist
Co-founder



Keunhyoung Kim
Research Scientist
Co-founder



Ian Wonil Kim
Head of Music Production
& Co-founder



Teawan Kim
Design Lead
Co-founder



Taejun Kim
Research Scientist
Co-founder



Dongjoo Moon
Lead Producer



Taehyoung Kim
Machine Learning Engineer



Seo Kangyoun
Marketing
& Artist Management



Gaetan Guerrero
Software Engineer



Julie Po
Software Engineer



Hyeun Kim
Management Support



Juhun Nam
Advisor, Co-founder

kakaoventures

S 신한캐피탈

S P T KOREA
TECH INNOVATOR PROGRAM FOR STARTUP