

NiftyTunes

Revolutionizing the music NFT economy.

The next-generation ecosystem for
interactive NFT experiences.

Pre-Seed Pitch Deck 2022



Problems Nowadays

The NFT creator economy suffers from a lack of strong community building, creator-centricity, and facilitation of repeated fan engagements.



How to facilitate repeated engagements and increase value of digital assets?



1

Buyer interaction with purchased NFTs is extremely limited

2

Limited confidence in decentralized music platforms and high take rates

3

Difficulty with automation for artists to generate interest and cultivate a community.

4

Lack of multifaceted products and toolsets for content generation.



Introducing...

NFTYTUNES



Platform & Ecosystem

A novel NFT co-creation platform and marketplace for mixing audio loops with animations. NftyTunes allows artists and buyers alike to personalize their NFTs and display them in a live environment.



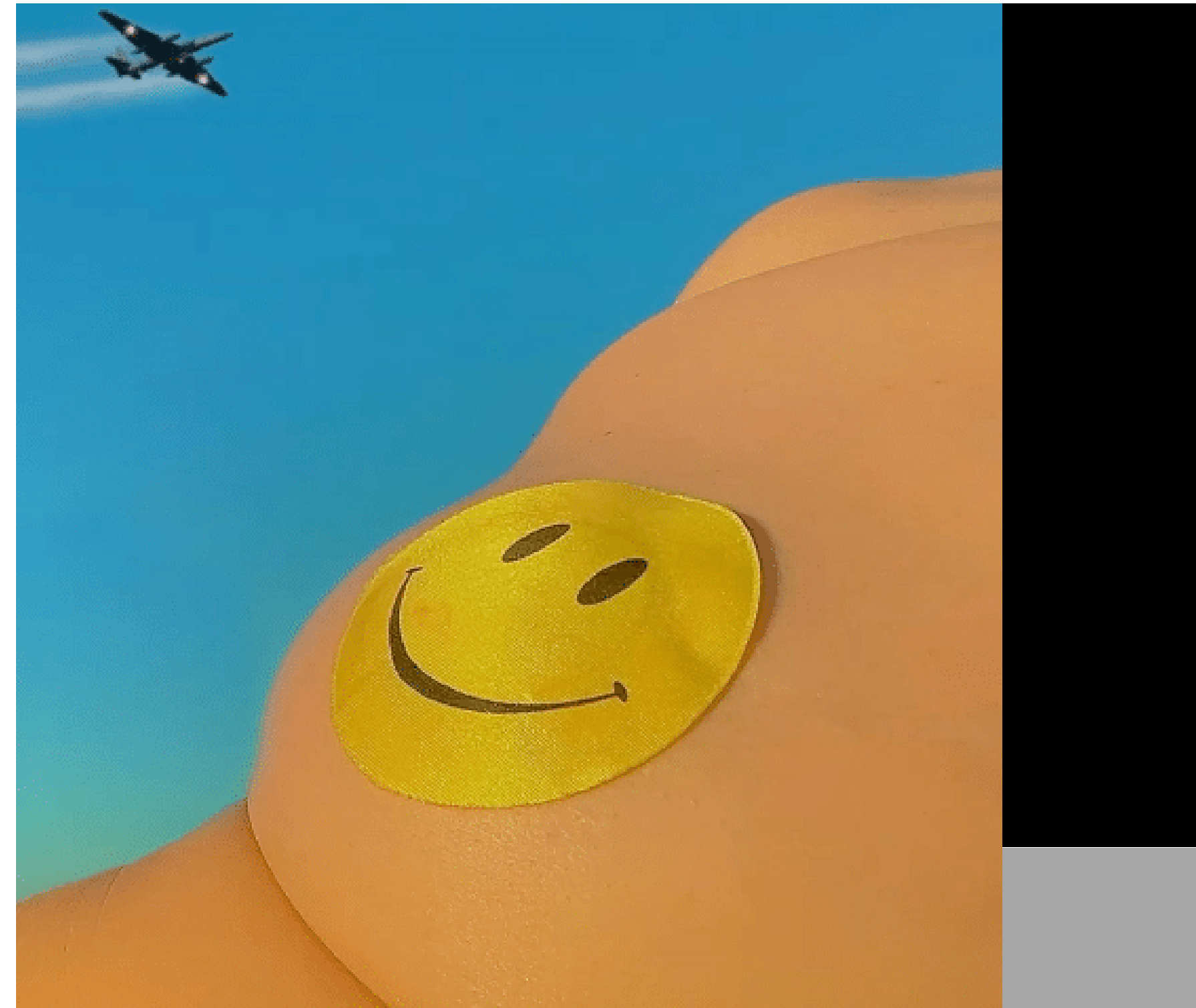
Token

The NFTYTUNES token ("TUNES") is the utility and governance token for the NFTYTUNES ecosystem. It is an ERC-20 token deployed on the Ethereum blockchain.



DAO

The NftyTunes DAO is a community platform built for artists whereby artists make the decisions on how the NftyTunes marketplace is structured and built.



The NftyTunes Ecosystem

Our community-driven and artist-centric platform aims to provide a suite of tools for artists and fans to directly engage with one another, both online and off.



tuneFactory

Build unique and personalized NFT musical GIFs using the NFTs you already own, all with our interactive toolset.

Our streamlined building and minting functionality makes it easy and intuitive for users to simply select their digital assets, combine them, and list them for sale.



tuneAuction

The NFTYTUNES marketplace connects buyers and sellers of coveted digital videos, images, audio, and musical GIFs, all with alleviated gas fees through default lazy minting.

No matter how many changes are made to an artists' original creation, they will always get a cut of the sale.



tuneShip

Artists can directly engage with their fans through our community-building platform.

Automate alerts to your Discord channels when new drops occur. Provide rewards to owners of your tokens in the form of merch, early access to drops, exclusive concert tickets, staking rewards, and more



tuneStage

Generate new content for your fans through NFTYTUNES live minting, where performances are captured in real-time and made available for purchase to the audience as an NFT.

Nftyloops will live somewhere that is not just in a wallet, giving artists the opportunity to market and engage directly with their audience.



Market Fit

NFTYTUNES differentiates itself by increasing the ability of an artist to generate fan engagement through a fully integrated platform that prioritizes automations through connected toolsets.



NFT Interactivity

Audio and visual NFT
merging.
Multi-use benefits.
Cross platform NFT usage
and integration.
Development of 3D audio
and video



Community Engagement

Twitter/Discord
connections and
automations.
Chat rooms and
conversations.
Push notifications and
alerts.
Educational content
building.
Fan reward integration.



Artist Centricity

High royalty
percentages.
Downstream royalties for
the artists of merged
NFTs.
Staking rewards of
earned ERC-20 tokens in
the form of \$TUNES.



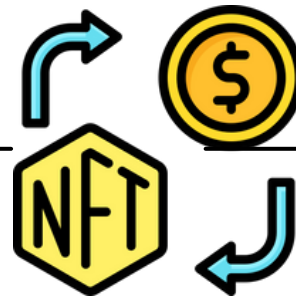
Company Roadmap

NFTYTunes aims to tackle building a marketplace, releasing a token and providing exclusive rewards in 1,2,3 phases



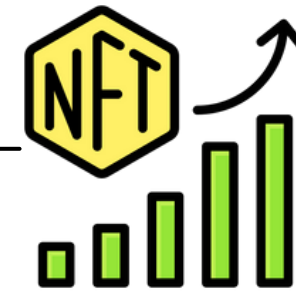
Phase 1

- Looper curation engine and functionality
- Marketplace
- Smart contracts.



Phase 2

- \$TUNES Token
- Level 2 metrics
- Community building
- Rewards (staking)



Phase 3

- Enhance connections
- Ownership rewards (ticket access, merch, automated discord/twitter alerts...)
- Metaverse development of 3D audio and video



Economics and Business Model

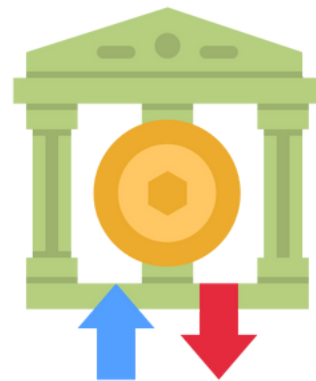
The marketplace charges fees on both **trading fees** and **platform fees**.

On **trading fees**, the marketplace charges 7% on primary transactions and 5% on secondary transactions. 65% of these revenues are returned to liquidity providers, and the remaining 35% are used to supplement the DAO .



Tokens

\$TUNES.
Governance.
Share of revenues (35%).
Trading Fees.



\$TUNES LP

Share of revenues (65%).
Uniswap LP (ETH).



Platform Fees

Platform fees will be distributed
to liquidity providers and DAO
token holders/members.



The \$TUNES Token breakdown

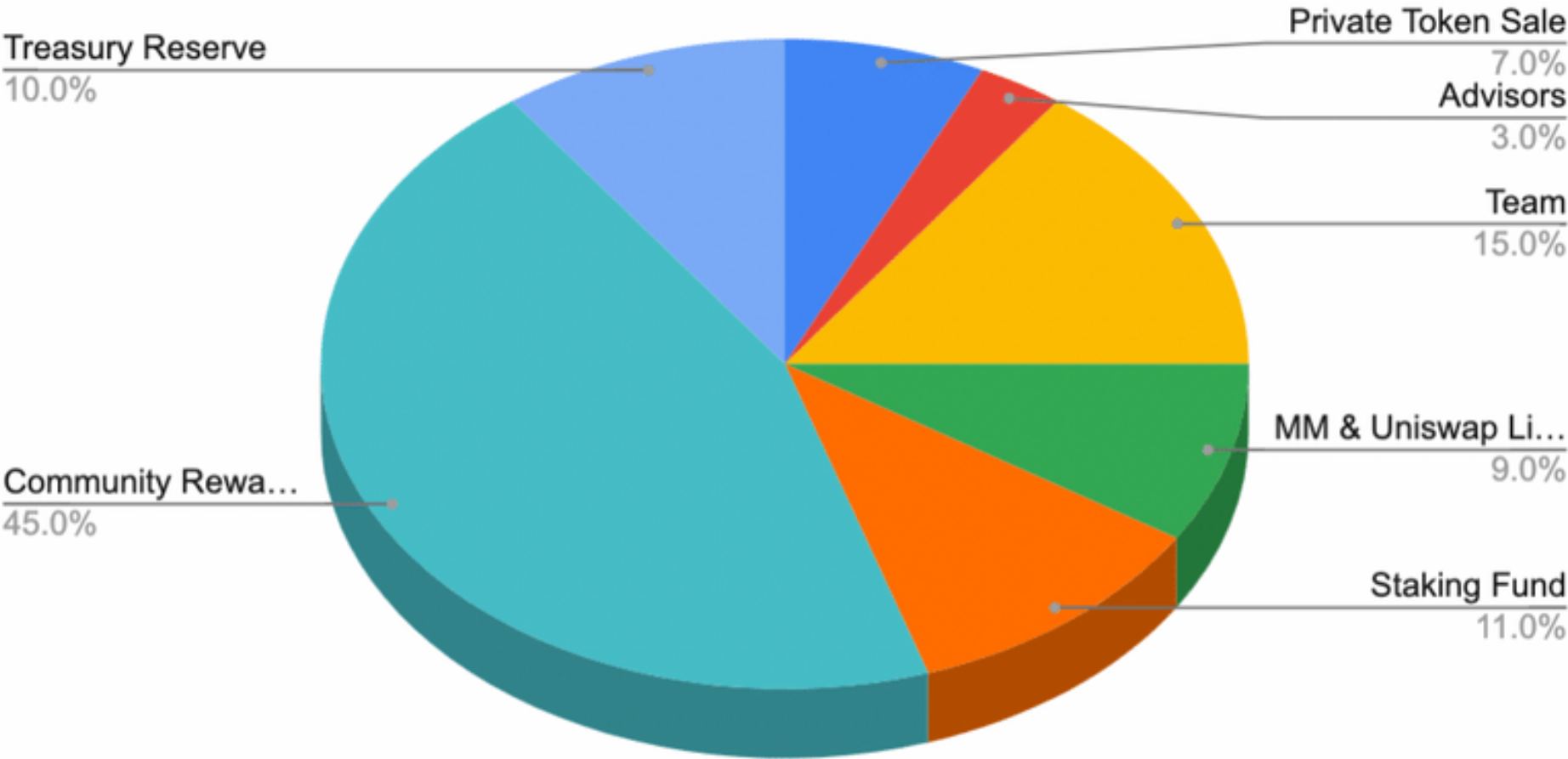
Total Token Supply
1,000,000,000

Funding Target
\$2,000,000

\$TUNES Utility

\$TUNES is a utility and governance token

- **Network Fees:** \$TUNES is the core protocol token for paying transaction charges and purchasing NFTs on the platform.
- **Payment:** The Primary exchangeable token is \$TUNES for all trades on the Marketplace.
- **Fees:** All fees for the NFT Marketplace applications, including listing fees are paid with \$TUNES.
- **Rewards:** Rewards distributed and contributed to all uses will be given in \$TUNES.
- **Governance:** \$TUNES is used to vote on policy-making iterations on the platform. \$NFTY token holders can participate in the NFTY ecosystem proposal process by voting with \$NFTY. The more \$TUNES, a holder has, the more powerful their vote is.
- **Membership:** In addition to engaging in governance, \$TUNES token holders will enjoy other rights and protections within the ecosystem, which non-holders will not have access to. For example: \$TUNES holders will pay reduced service charges, increased listing exposure, exclusive tickets to NftyTunes events, and exclusive drops to merchandise.



Raise - \$2M

These funds will be used for:



\$1.5M for Product Development and Hiring Engineers



\$500k for Marketing/Artist and Partnership Relations

18-24 months runway

Roadmap

- Key Hires and Team Expansion
- Distribution and integrations with strategic partners
- On-boarding 10,000+ person waitlist
- Genesis Artist NFT Releases
- Curated Live-Events and in-show minting
- DAO Infrastructure and Token Genesis Event
- and more...



Team

Our super has decades of experience within the music industry as well as building valuable tech products.



'Bassy' Bob Brockmann

CEO

Grammy winning, and Oscar nominated, multi platinum record producer and songwriter.

Has produced over 3000 records and is an avid Web3 and NFT advocate.



Kush Dave

COO

Operations manager and smart-contract/data developer.

Experience optimizing processes within company operations flow.



Sunjeev Guru

CTO

Product manager with extensive data science and programming expertise.

Several years of experience at growth-stage businesses building and shipping AI/ML solutions and products.



Vanya Pestana

CMO

Account/Project Manager with substantial marketing expertise. Founder/Community Manager of BonBunnies NFT.





Thank you

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We look forward to hearing from you.

