

Playrh

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FiAT

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Who Are We?

a **Mexico City Web3 Collective** of artists, mktrs, publicists, musicians that have been active creating projects to onboard our country and LATAM in dfferents ways.

OUR STRENGTHS

- Good relations with the music industry in México.
- Experiencie in NFT markets, onboardings, DAOs and advertising.
- Active groupe in Mexico web3 community.



Integrations

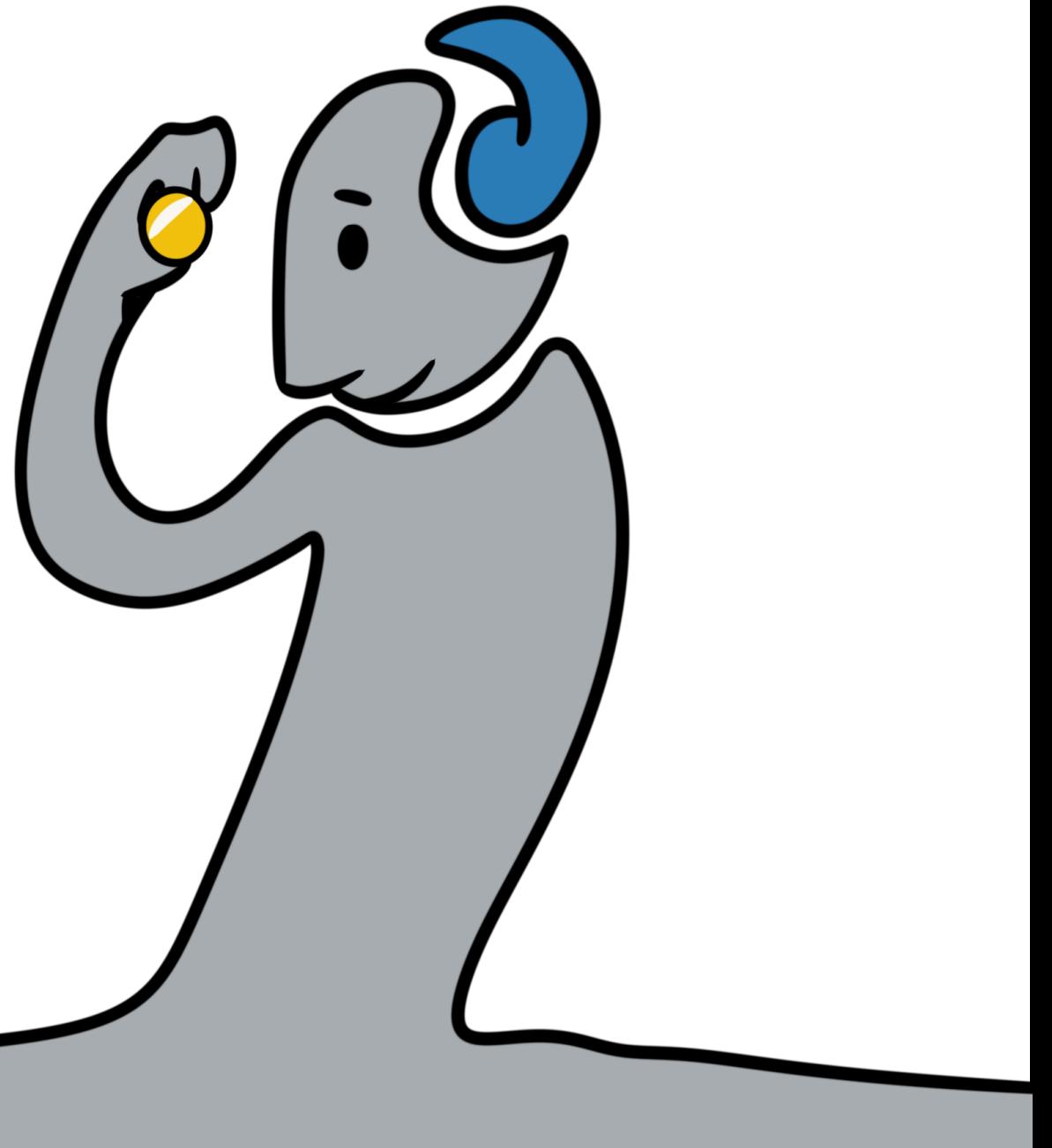
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PLAYRN

Every play counts.

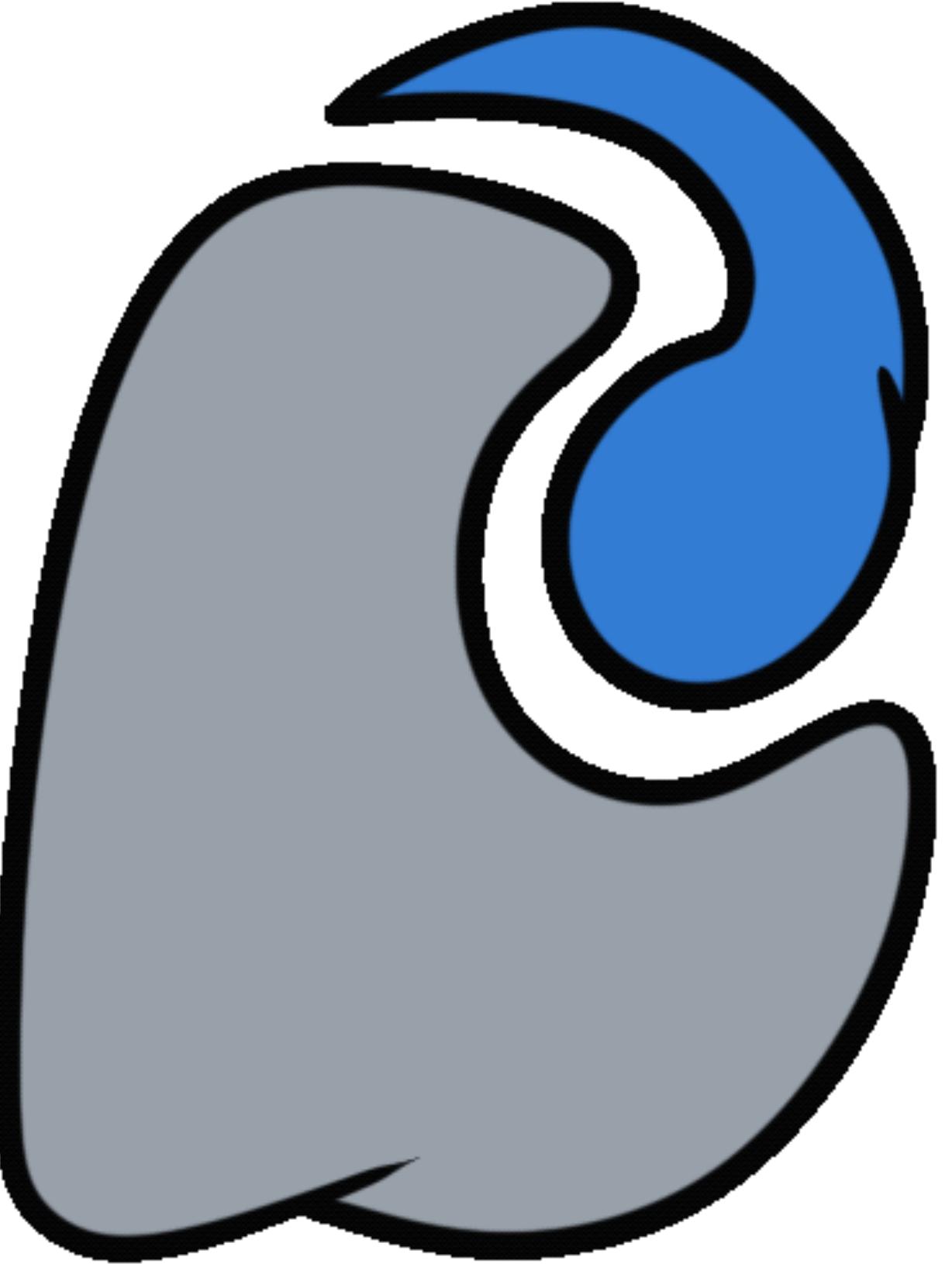
It's a platform where musicians can drop their music and reward fans for listening with \$PLY tokens that they can use to buy NFTs in our marketplace.

Reward fans with valuable utility tokens for listening, curating & sharing music they love.



INSIGHT

Every young generation explores new musical experiences.



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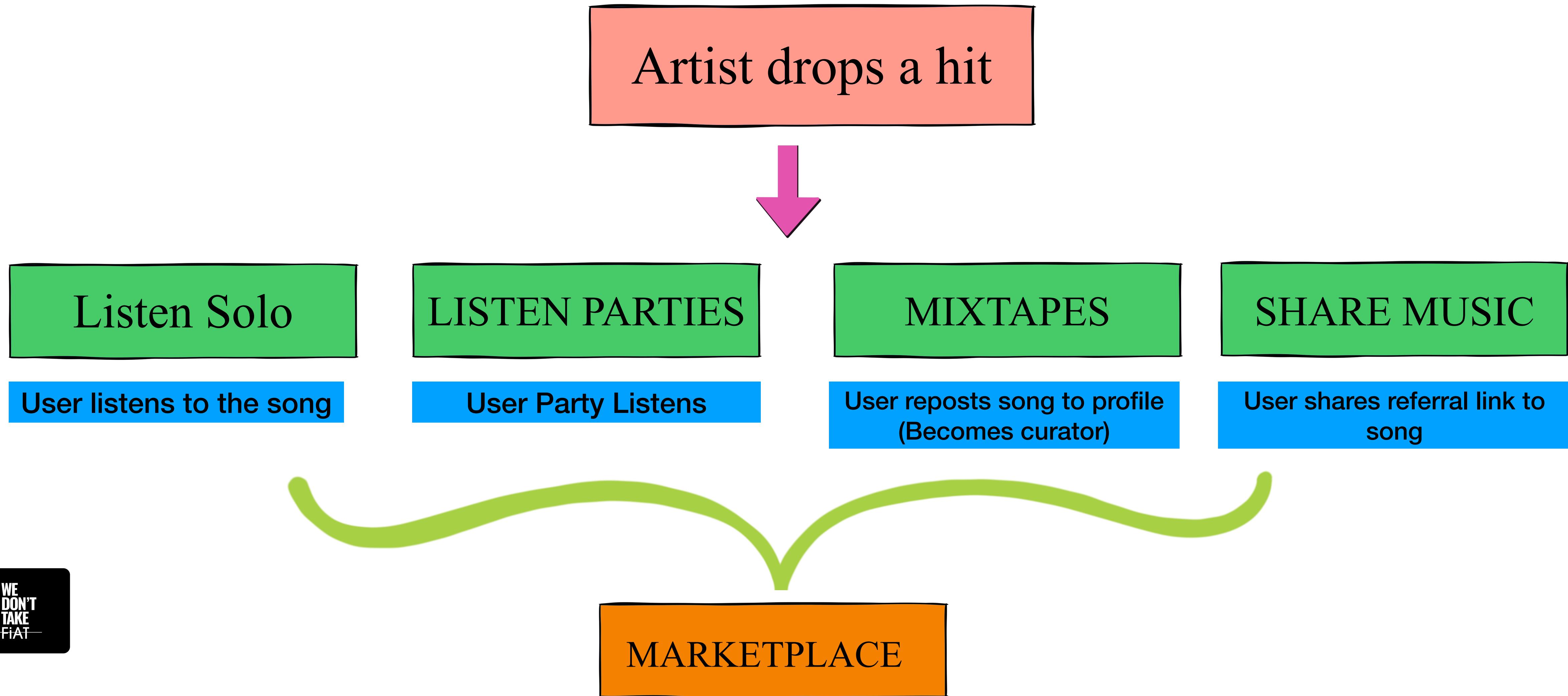
USP



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Platform Overview

User Interactions



User listens solo

Earns \$PLY supertoken while music is being played.



Listening Parties

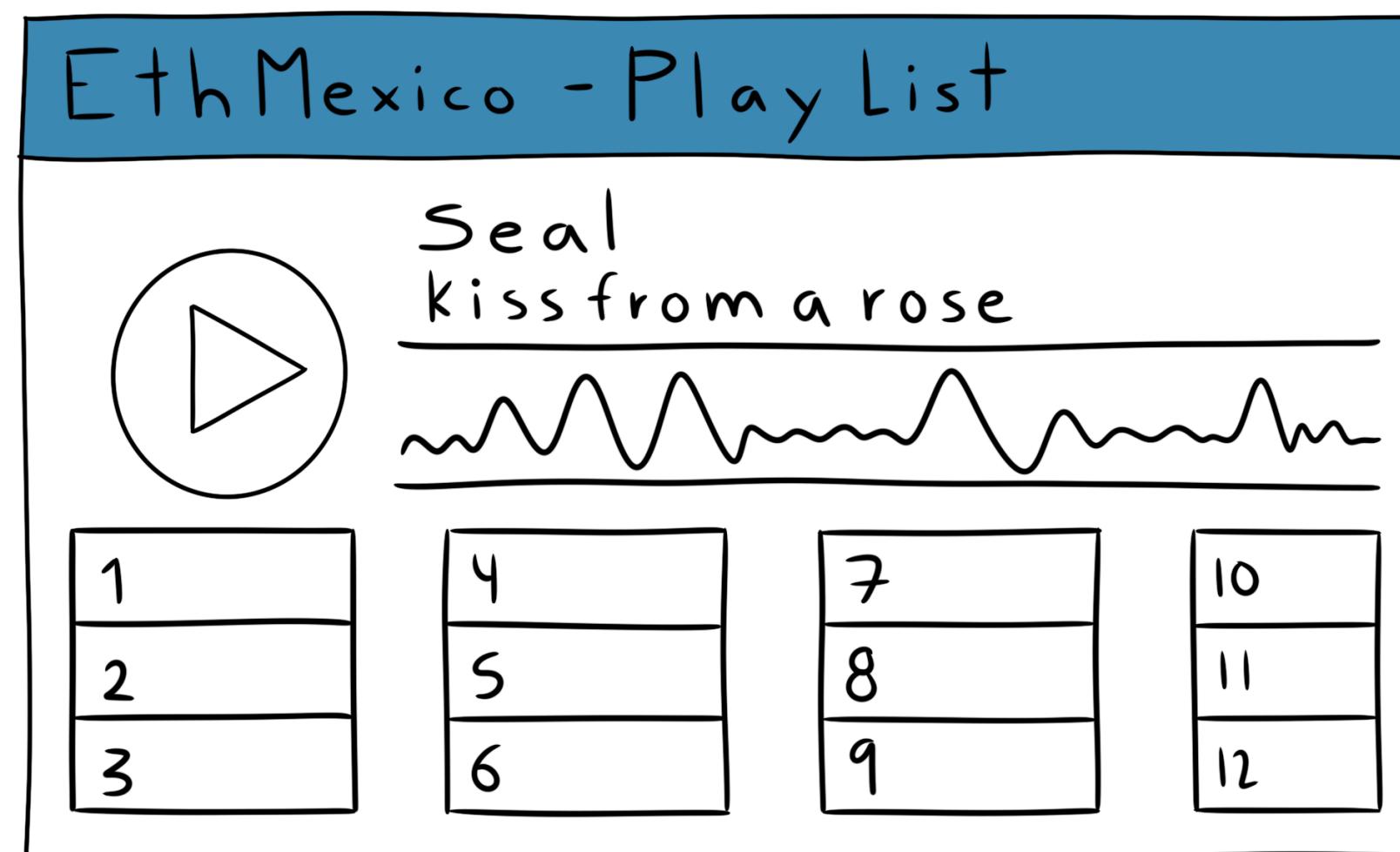
Earn \$PLY tokens for every play. As the group grows so do the earnings.



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Become a Curator

Earn \$PLY tokens every time people listen to the songs posted on your profile.



Repost NFT #1

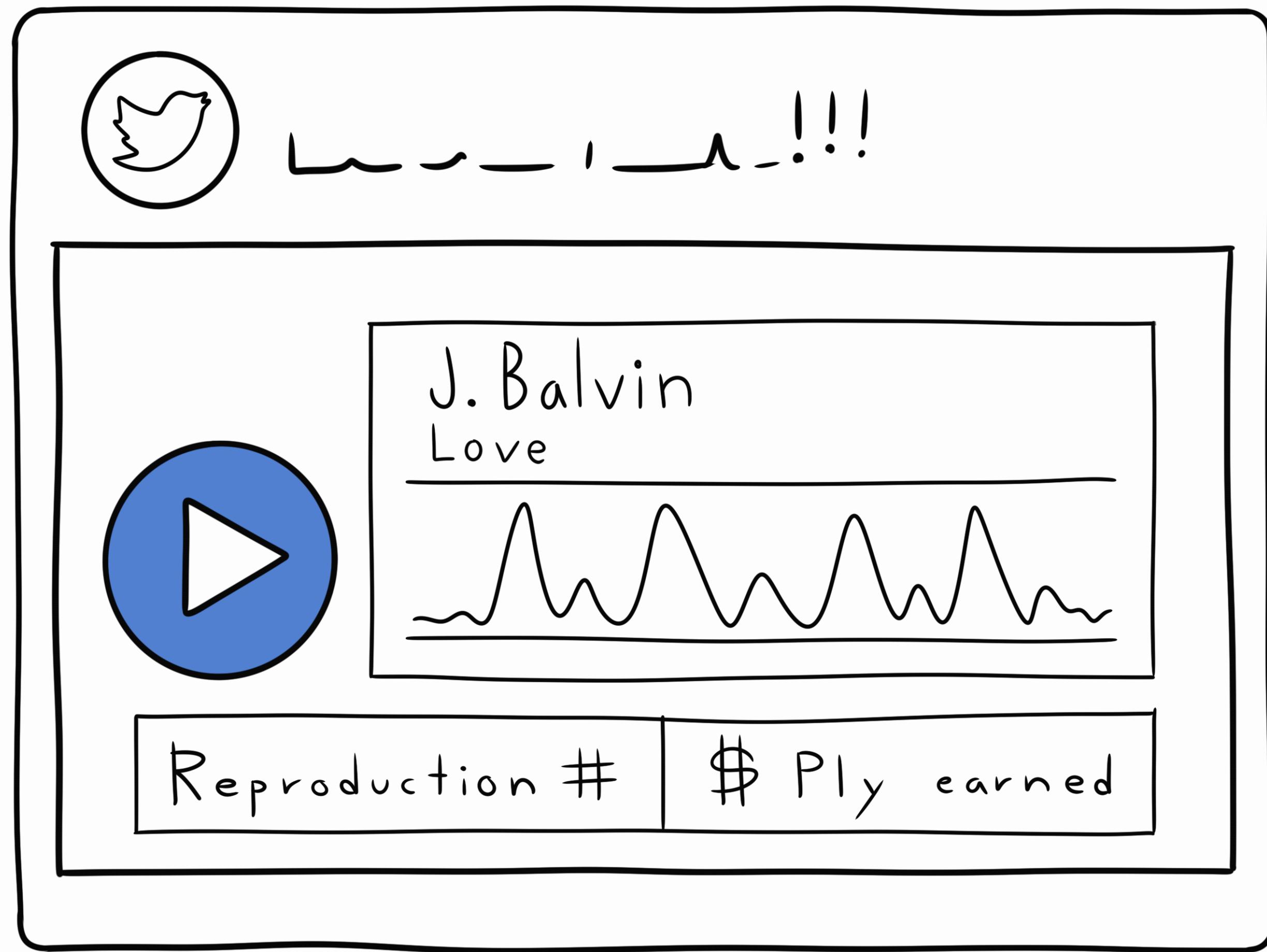
Repost NFT #2

Repost NFT #3

Repost NFT #4

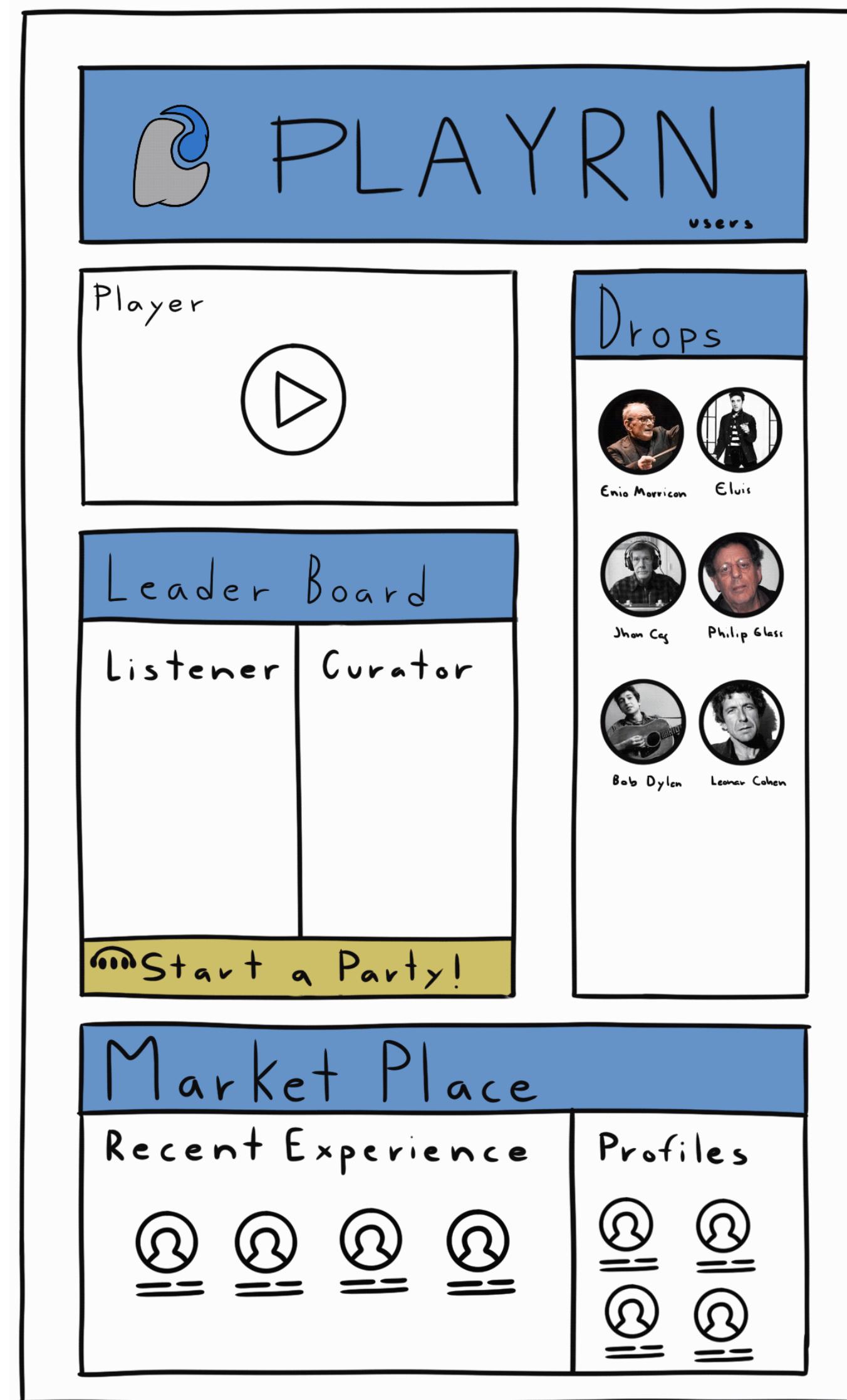
User shares referral link to song

User earns \$PLY every time someone listens to the song through their referral link.



Landing Page

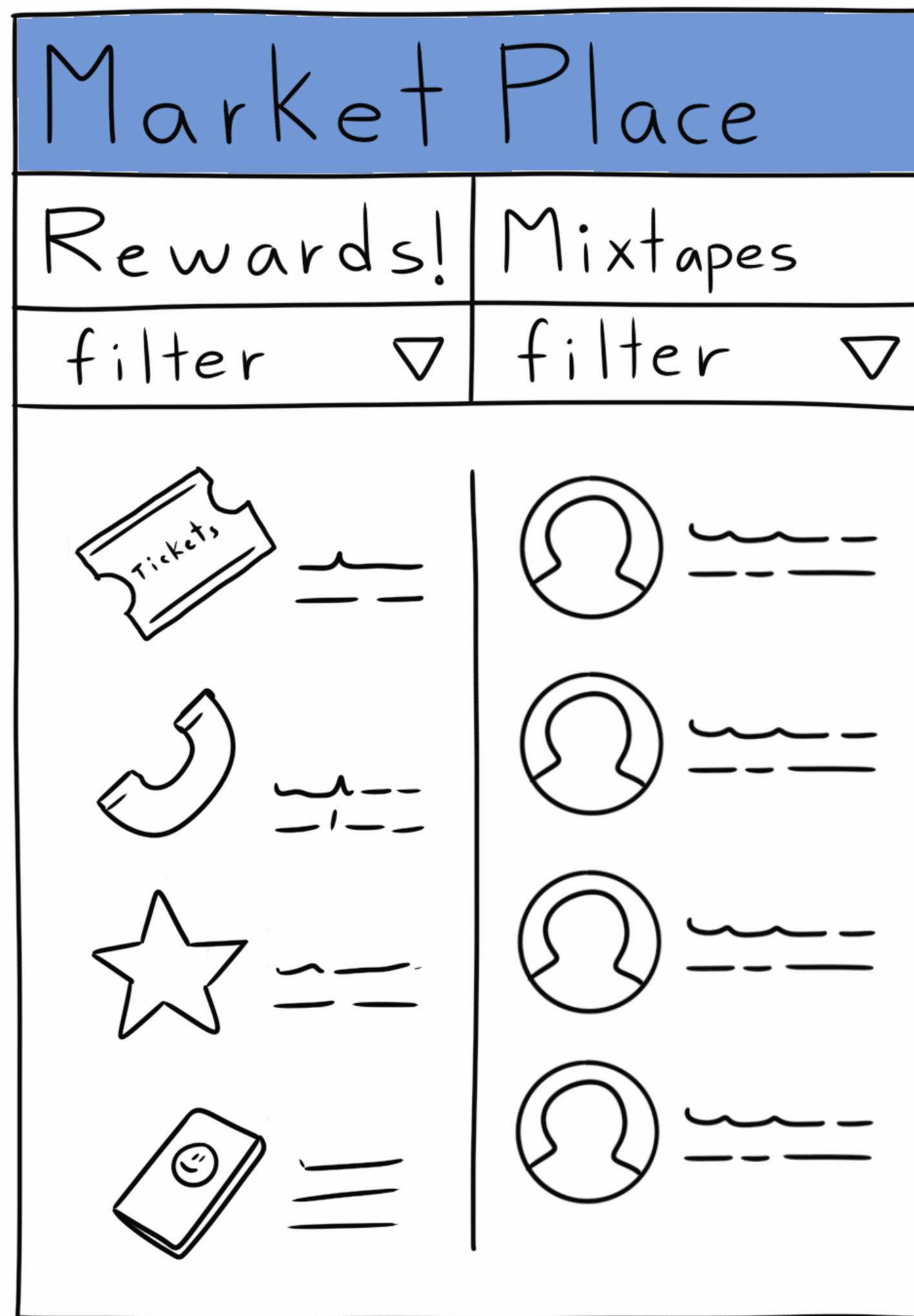
Sell Curator's profile NFTs using \$MATIC.



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Sell Curator's profile NFTs using
\$MATICBuy NFTs of tickets, merch,
experiences, etc... using \$PLY tokens.

Marketplace



If you're a listener you can spend your happily earned \$PLY buying experiences and other cool stuff that will bring you closer to your artist.

If you're a curator you can also sell your mixtape and start a new one & repeat.

PLAYRN

What makes us different



ARTISTS

Drop your new music and get crypto while you provide your fans with perks.

Random player selections allow new artists to be discovered by users.

Receive \$MATIC from users for allowing reposts.

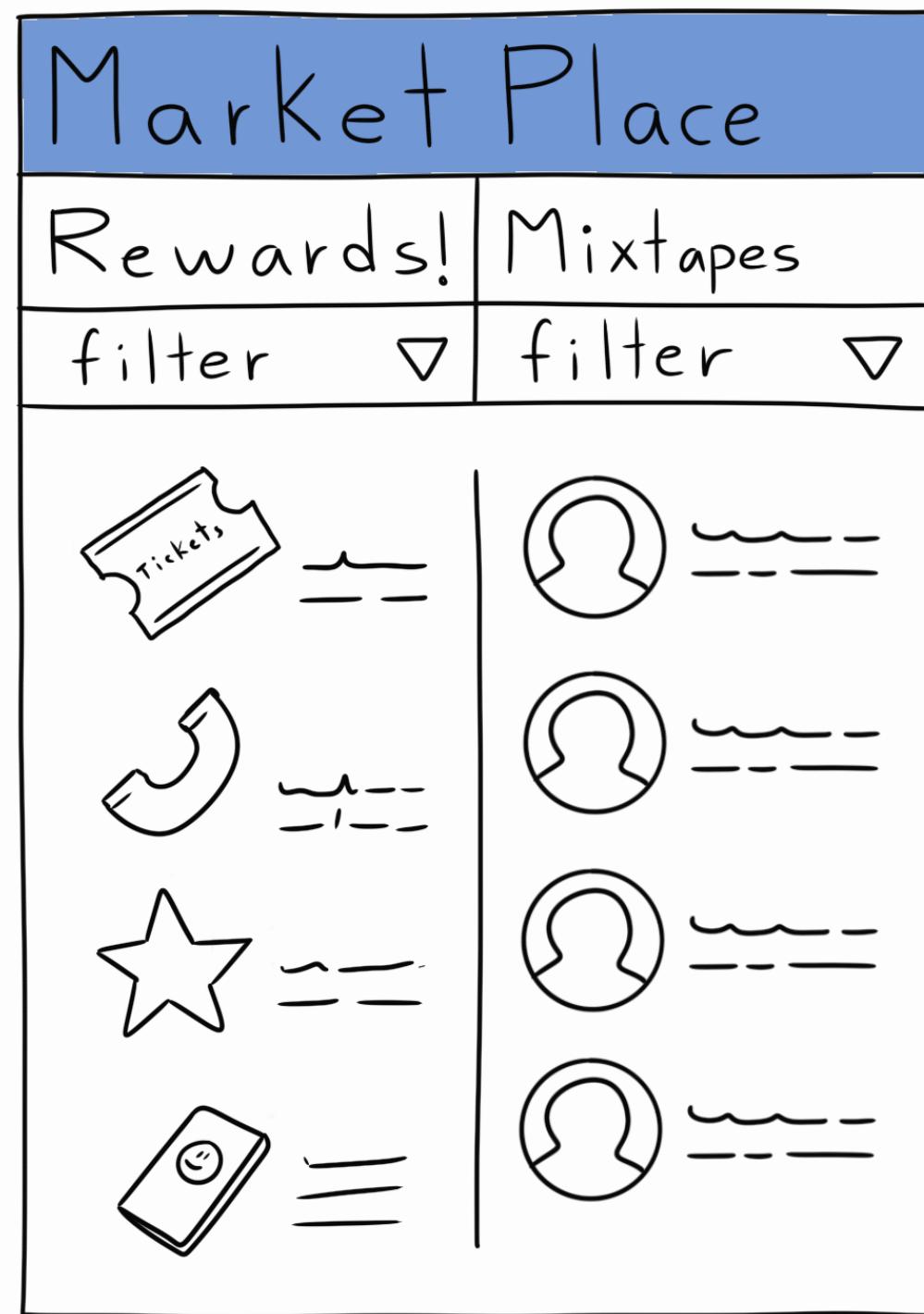
Create listening Parties to boost rewards, the larger the group the bigger the reward.

People can also become curators by paying artists to repost their songs on their personal profiles and if other users listen to the tracks from their profile they also earn play tokens.

Users can tweet their referral link to a particular song and get more \$PLY tokens everytime someone else listens to the song using their link.

ARTIST revenue streams

If your listeners earn, you earn.



Artists get royalties for each NFT sale in the secondary market.

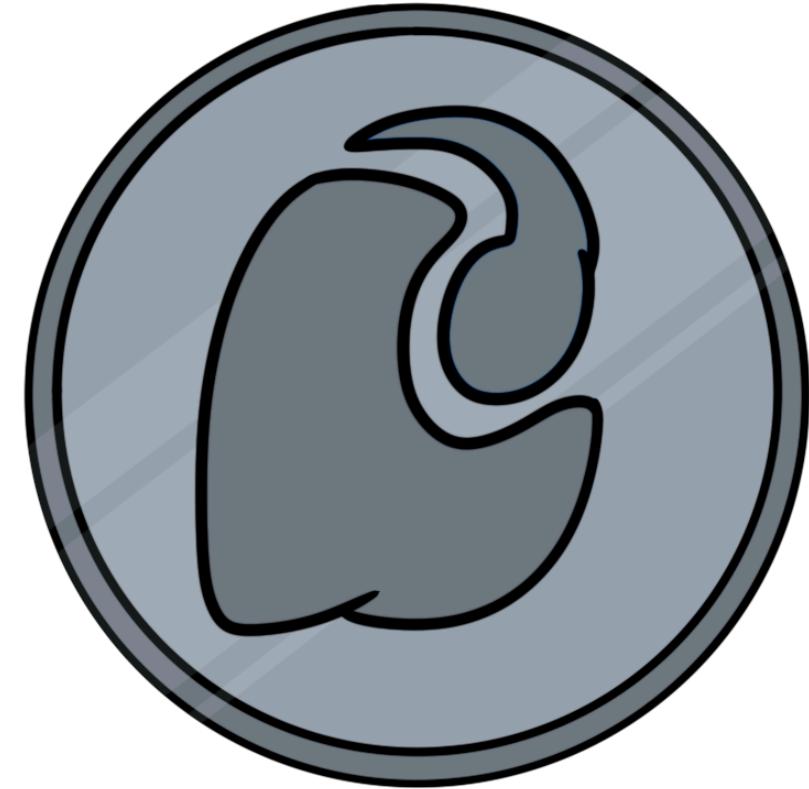
Artist Upload

Title :	<input type="text"/>
Album :	<input type="text"/>
Repost Price :	<input type="text"/>
Collab Splitt :	<input type="text"/>

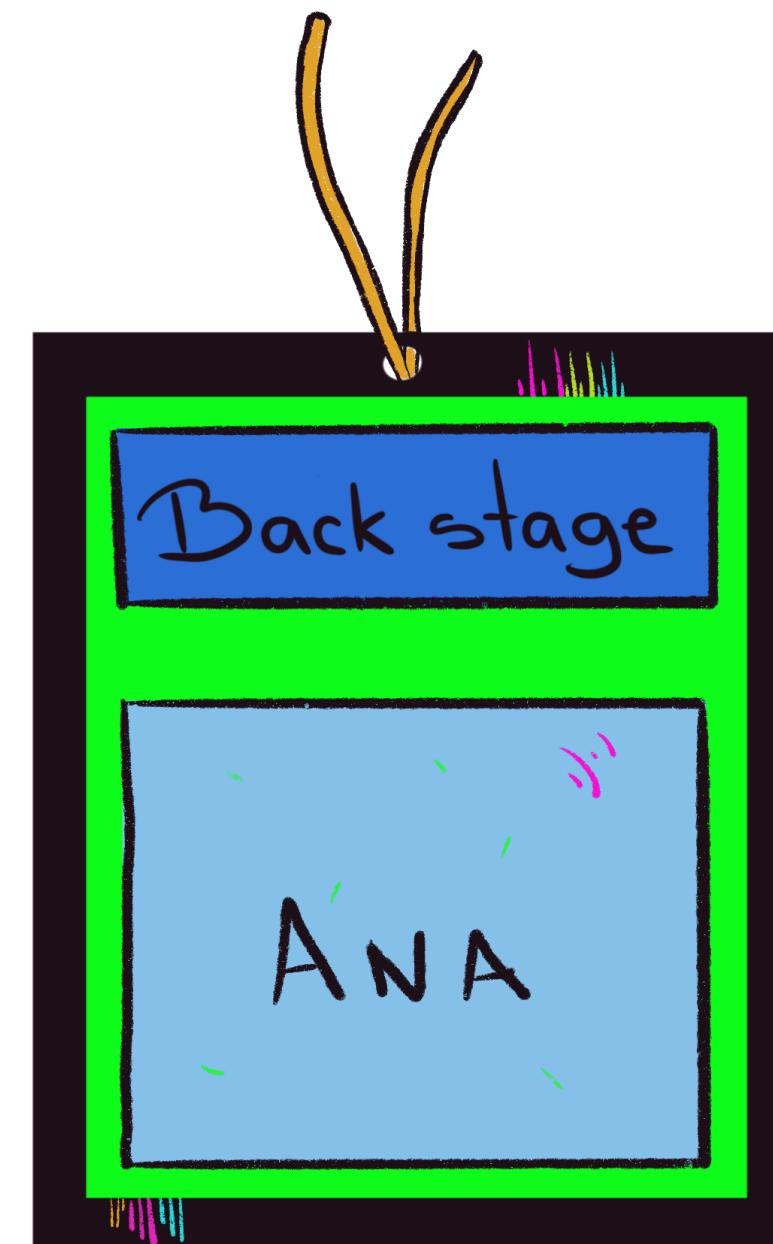
Payments in \$MATIC for reposted songs.

USER revenue streams

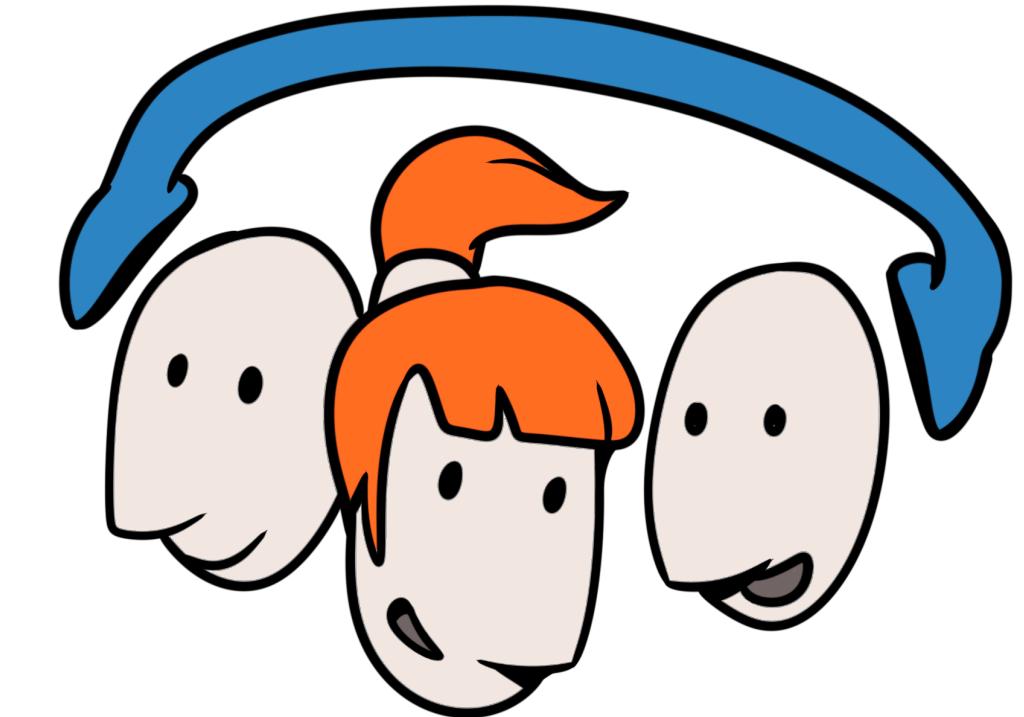
If you love the song, you get paid.



Listening to songs (earn \$PLY).



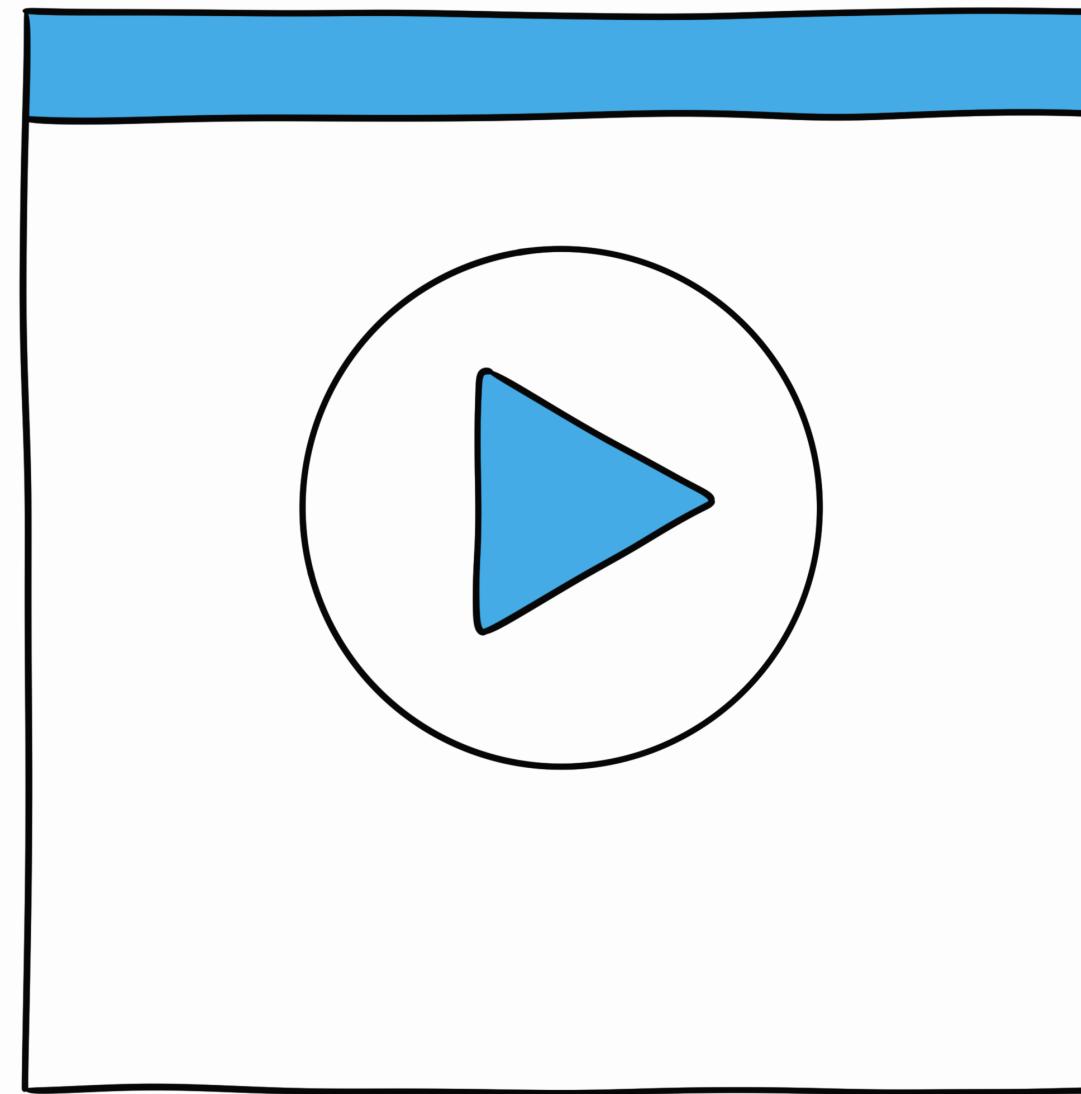
Selling Experience NFTs on the secondary market (Earn \$MATIC).



Organizing listening parties.

USER revenue streams

If you love the song, you get paid.



Referring



Selling your mixtape



Becoming a curator and reposting
you get boosted rewards.

How it's gonna be built?

Integrations



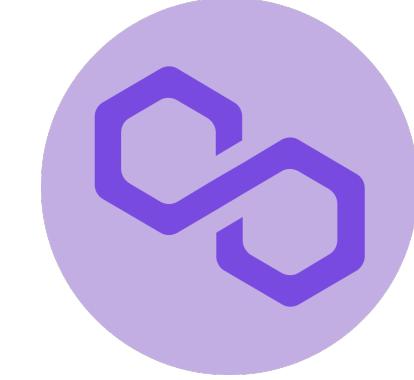
PLAYRN will be built using Lens to create the user NFT profiles, create the song referral links, and reward the users for their plays.



To offer easy onboarding and secure wallet connectio we will integrate wallet connect to our platform.



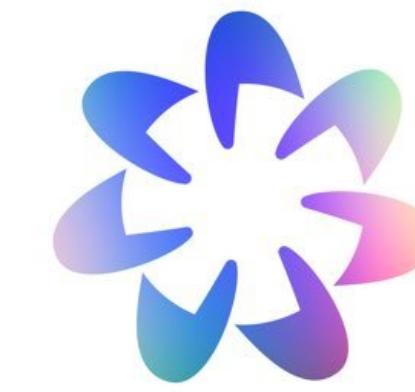
Used to stream \$PLY tokens only while the song is being played



We'll use \$MATIC to pay the artists for reposts. Also we'll use Biconomy to make the experience gasless and transactionless for the user.



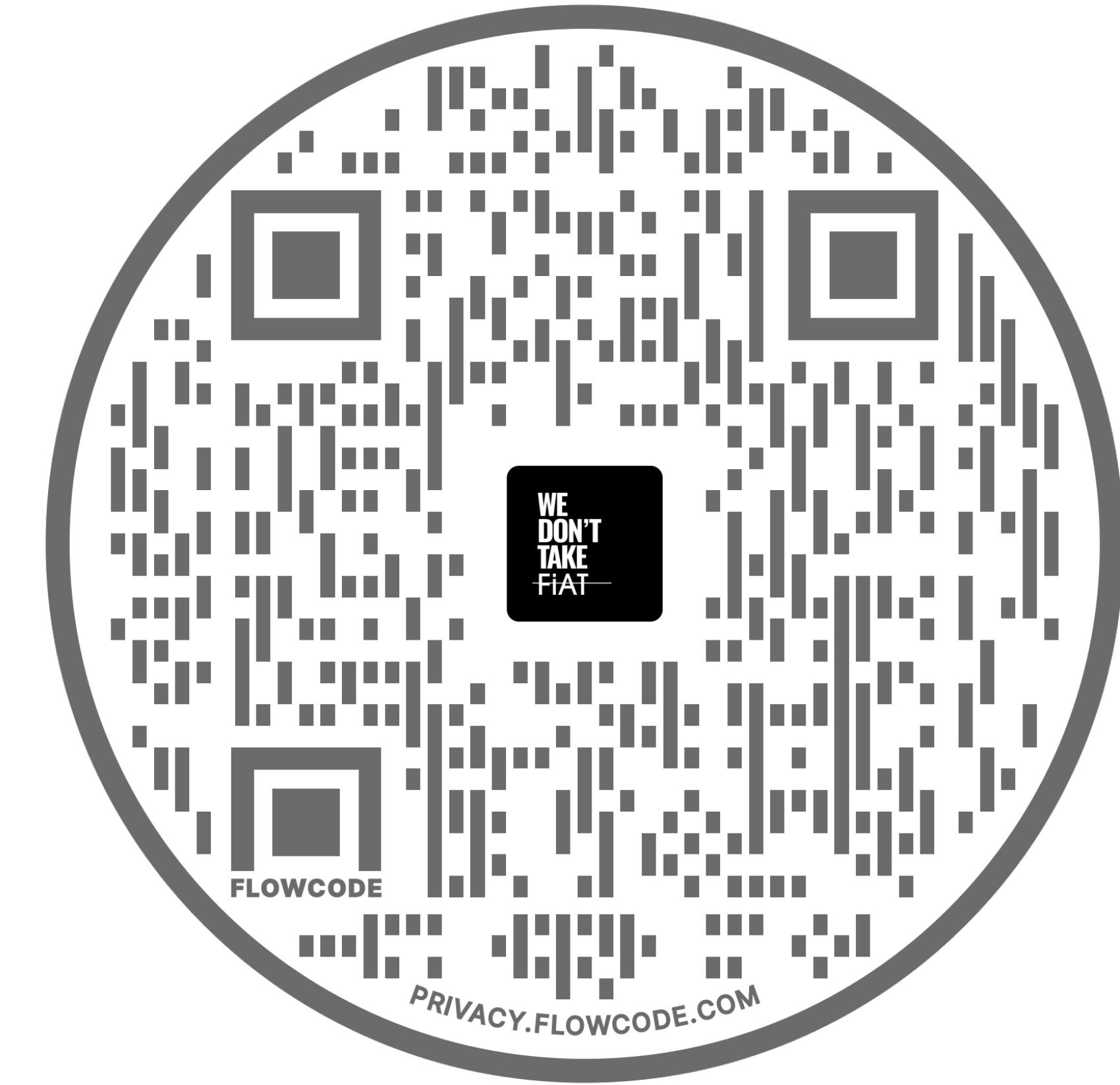
The songs will be indexed on the graph so we can randomize the user's first daily play and gather information about listening activity.



To confirm that users are real people. Avoid bots generating false rewards for listenings we will use as a seecurity system worldcoin.



Every song dropped will be stored in IPFS.



**BRING BACK HOME
A TASTE OF MÉXICO**