

DEMUSIFY

LICENSING & MONETIZATION

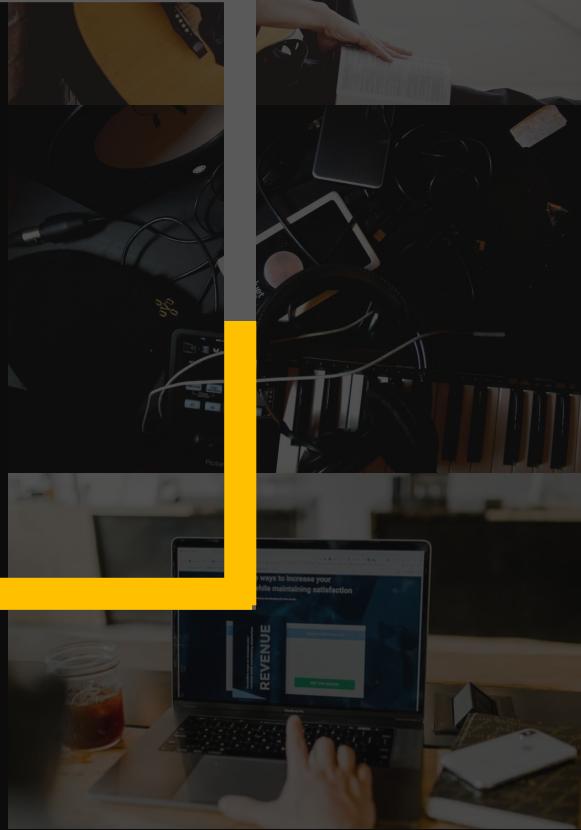
Decentralized Music Marketplace
for Independent Music Creators

DEMUSIFY's MISSION



**Explore Monetization Opportunities
for Independent Music Creators**

PROBLEMS



Lack copyright protection
and face unfair royalty
distribution.

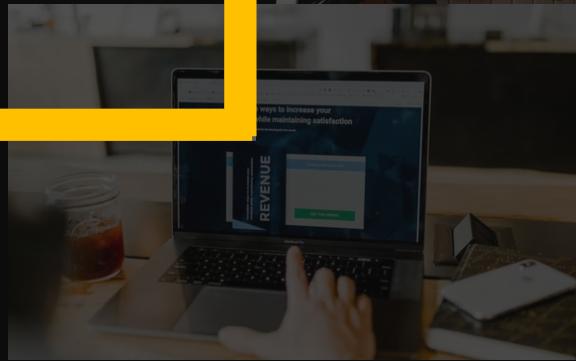


No free and open markets to
monetize music easily.



No efficient tools for fairly
revenue sharing & tracking.

SOLUTIONS



An NFT marketplace that optimizes music monetization.



Dynamic NFTs as a decentralized solution for music licensing and streaming services.

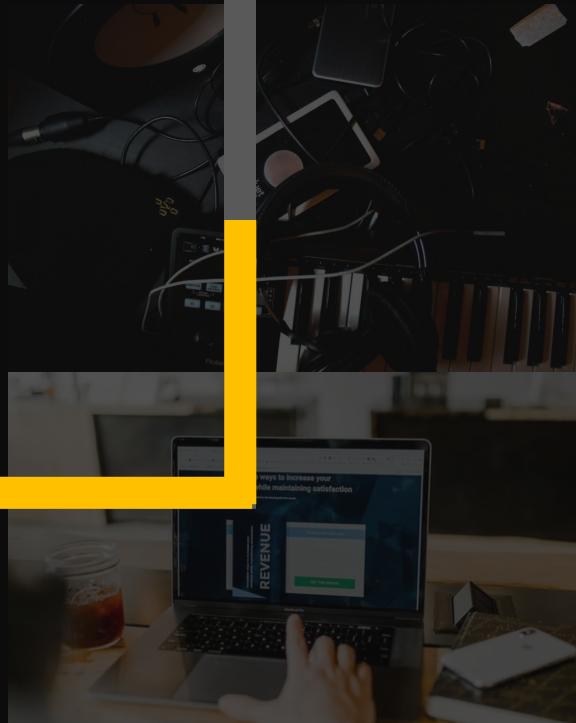


Blockchain to make streaming revenue sharing transparent.

BUSINESS MODEL

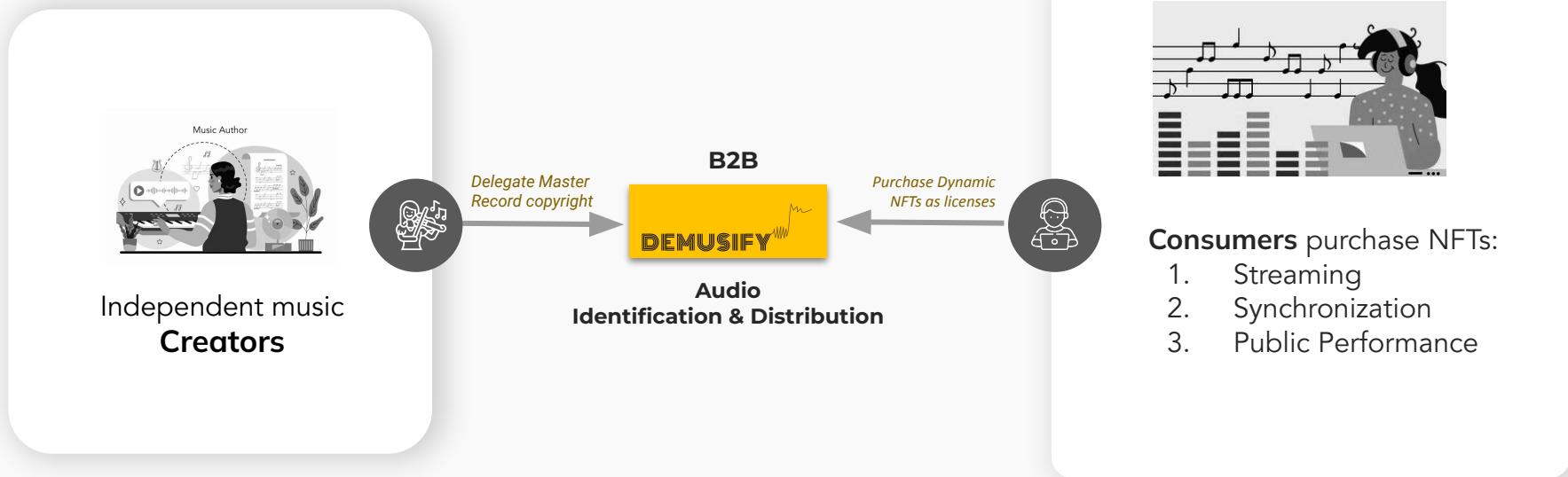
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LICENSING & MONETIZATION



Web 3.0 Audio Content
Identification Services

DEMUSIFY's MODEL



HOW IT WORKS

STEP 1

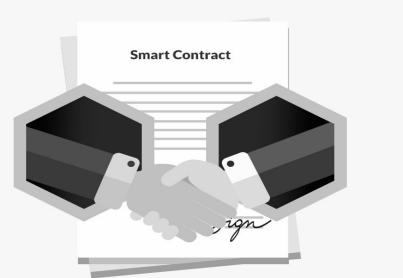
A creator uploads master record and sign contract. **Fingerprints** are generated to prove their creatorship.



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STEP 2

Music record is automatically available for consumers to purchase through license for utilizations, as **Dynamic NFTs**.



STEP 3

Creator receives licensing revenue & royalties in crypto currencies transparently on **blockchain**.



TYPES OF DYNAMIC NFTs

STREAMING

Consumer can stream music directly from Demusify's server (ie. Rhythm games, digital sales, social media).



SYNCHRONIZATION

Consumer is authorized to use the music in their works (ie. films, games, commercial, advertisements).

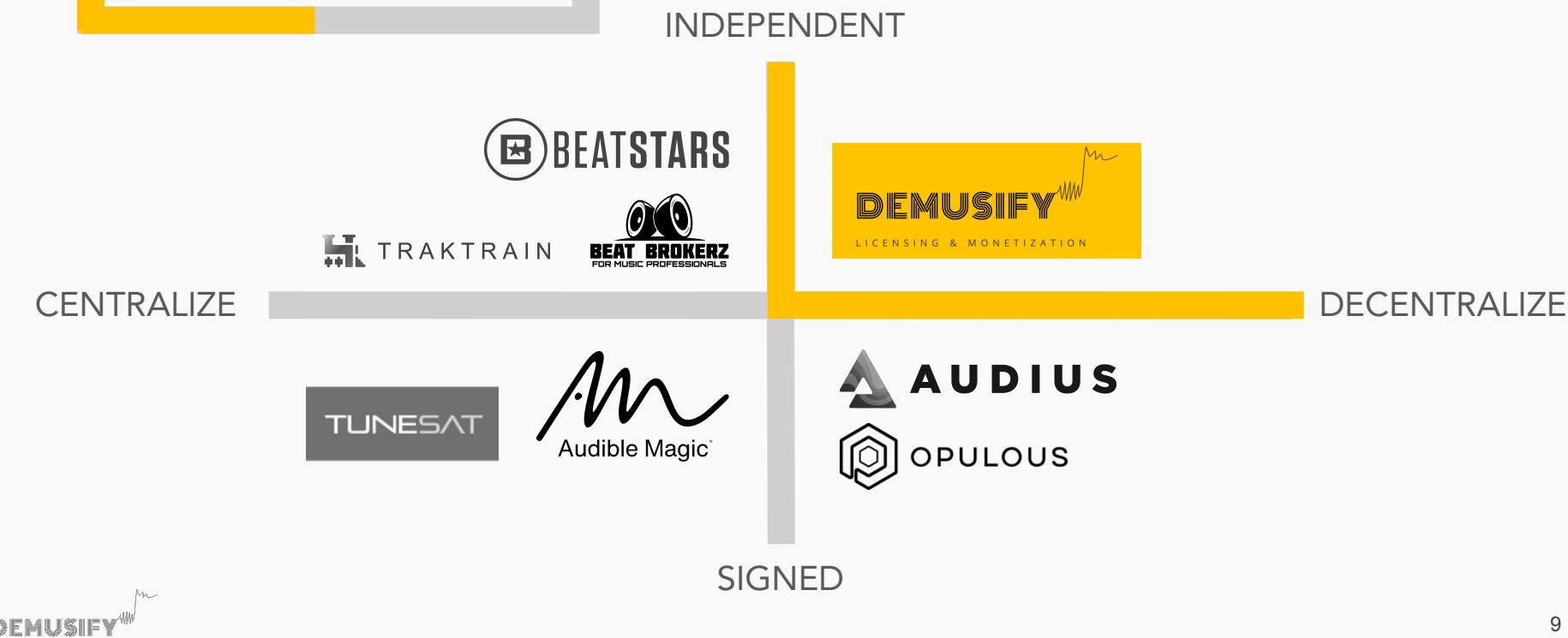


PUBLIC PERFORMANCE

Consumer is authorized to broadcast the music in public spaces (ie. bars, clubs, coffee, concerts, malls).



COMPETITORS



TECHNOLOGY

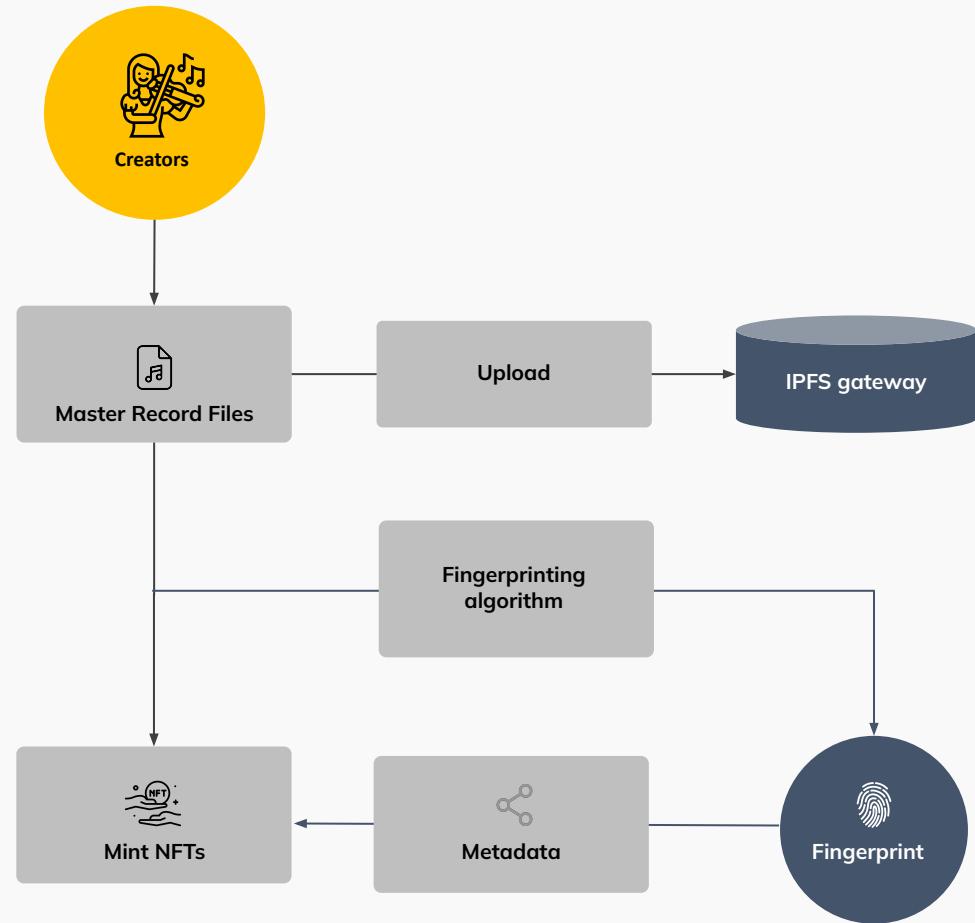
Blockchain
Dynamic NFTs
AI



Blockchain

Demusify establishes creator's ownership of digital master records by allowing them to mint fingerprinted NFTs.

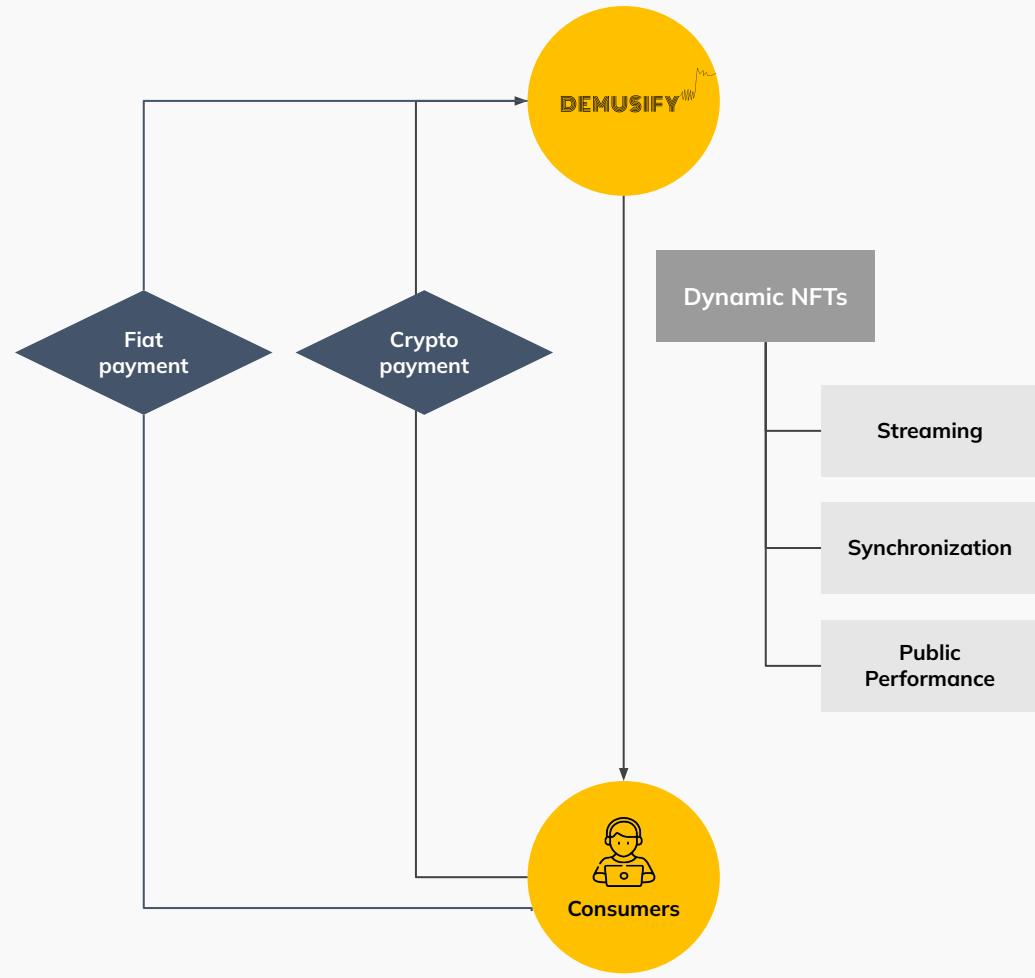
This process involves upload musical files into IPFS and generate an unique fingerprint, which is then recorded on the blockchain. The fingerprint cannot be modified, providing an immutable record of the creator's ownership.



Dynamic NFTs

Each NFT represents a license to use the music which is dynamic of utilities:

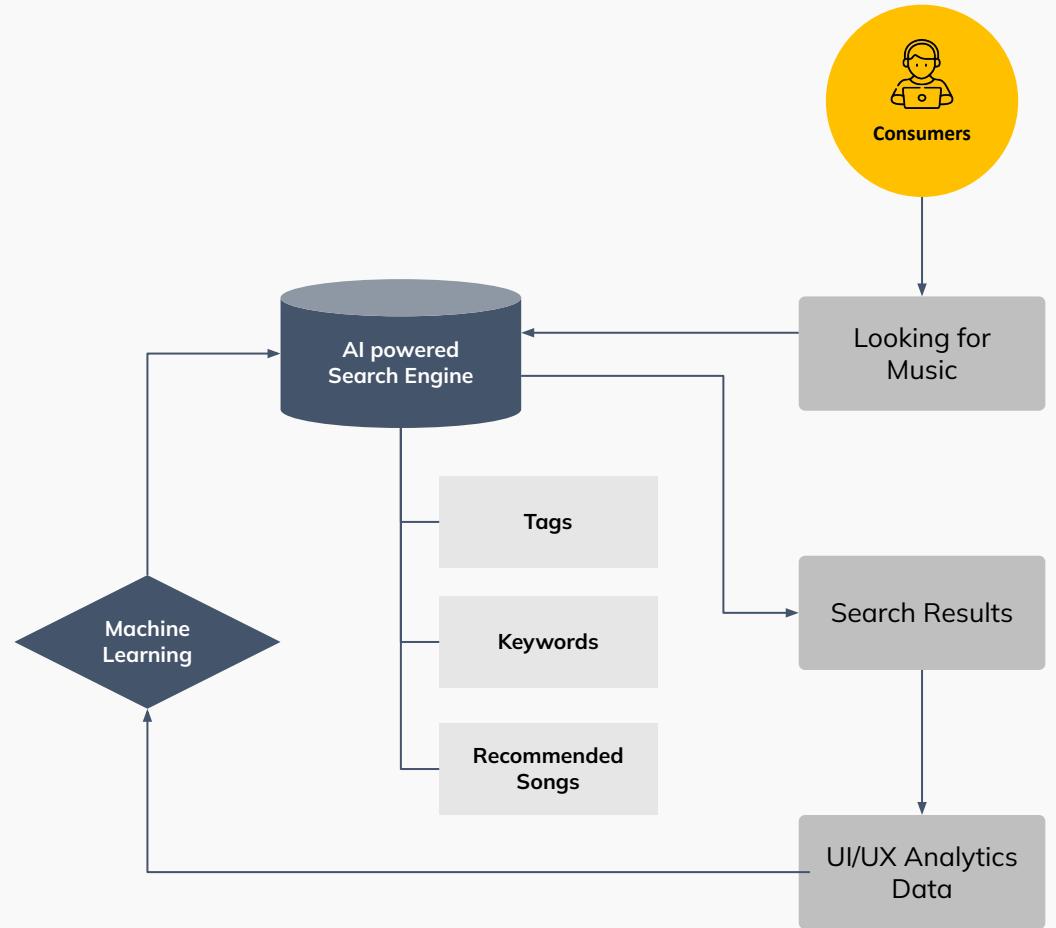
- Digital Sales
- Synchronization
- Streaming / Public Performance



AI

AI technology improves Consumers experience. It makes it easy to find the exact content Consumers are looking for, discover new music and rediscover old favorites by:

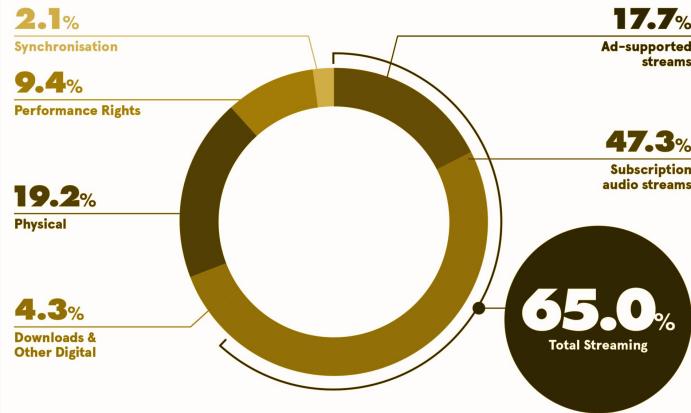
- Tagging musics
- Search Engine
- Recommended Songs
- Keywords cleaning



GO TO MARKET FINANCIAL FORECAST

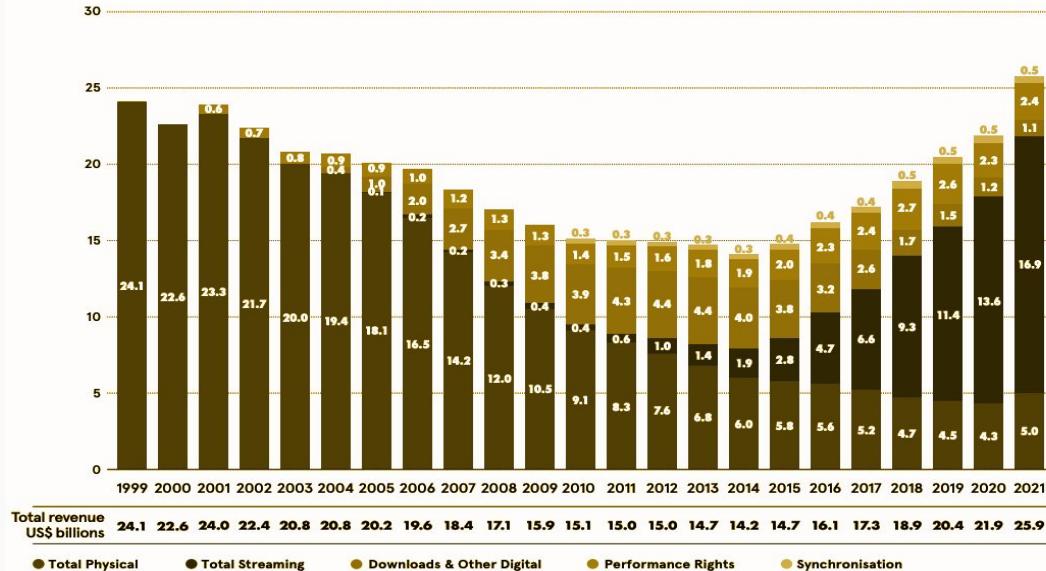


MARKET POTENTIAL



Based on historical performance, we believe total global music market revenue can reach to **USD USD 30 billion** by 2028

GLOBAL RECORDED MUSIC INDUSTRY REVENUES 1999 – 2021 (US\$ BILLIONS)



GO TO MARKET PLAN



STAGE 1: Conquer local market (2023 - 2024)

- Focus on rapid development in Vietnam market to attract creators, users and build trust for Demusify platform.



STAGE 2: Go global (from 2024)

- Streamline and minimize workload of legal and technical for creators to focus on their main work of creation.
- Prepare contracts for each type of NFT license in advance, based on the US laws



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REVENUE SCHEME

| Licenses | Pricing policy | Sharing policy | |
|---------------------------------------|--|--------------------|----------|
| | | Music creators | Demusify |
| Mechanical / End-user Streaming | Pay per Copy / Price set by Creators | 90% | 10% |
| Synchronization | Pay per Product / Price set by Creators | 90% | 10% |
| Public Performance / In-app Streaming | Monthly Subscription to Demusify / \$10 per client | \$0.004 per stream | |

DEMUSIFY revenue breakdown

Streaming

65%

Synchronization

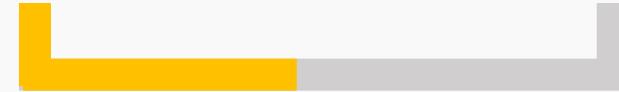
20%

Public performance

15%

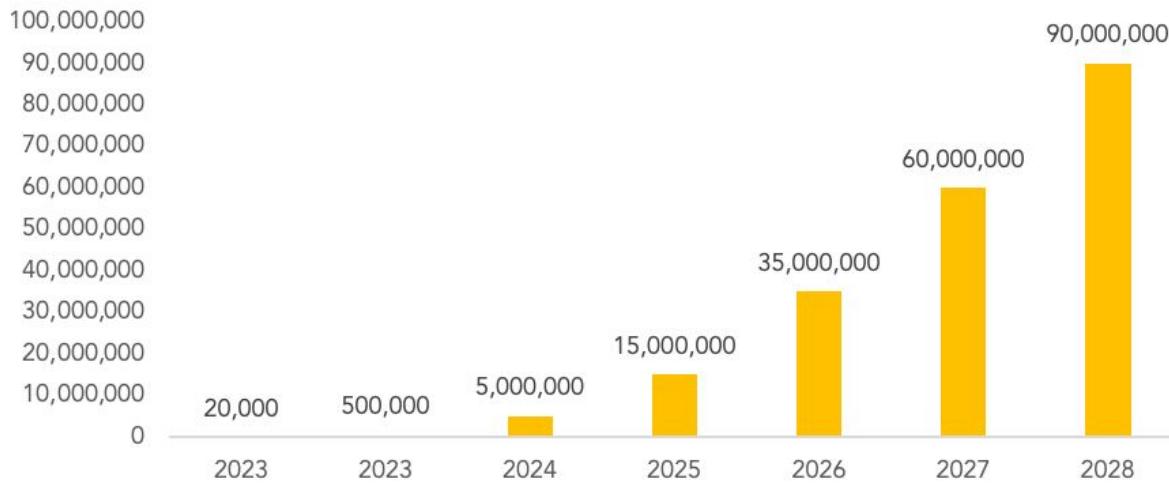
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REVENUE FORECAST



Unit: \$US

DEMUSIFY REVENUE 2023 - 2028



DEMUSIFY GOALS:

Serve

6.0%

of total independent creators over the world by 2028

Acquire

0.3%

market share of global music market by 2028

THE TEAM

We know what creators need



Nhan Tran
CEO

Mr. CEO takes care of business development and partnership. The pioneer who included Vietnam among the top 100 nightclubs in the world in DJ MAG 2015. He graduated from Technical University of Ostrava in Czech Republic with degree in computing security.



Chung Nguyen
CTO

Mr. CTO takes care of business ideas and technology. Chung has 18 years of experience in Software Engineering and Project Management. He graduated from UNITEC Institute of Technology in New Zealand.



Hong Luu
CFO

Ms. CFO takes care of business finance and strategy. Hong has 15 years of experience in M&A services and fund raising. She graduated from University of San Francisco with a Master's degree in Financial analysis.



Truyen Nguyen
Senior Advisor

Mr. Senior Advisor take cares of business government relation. A member of the Vietnam Association of Digital Economy and Digital Society. Founder of Thien Thanh Law Firm, specializing in copyright law.



THANK YOU

Contact: hong.luu@metain.io