

# ANIMAL CONCERTS

PRIVATE ROUND DECK

[animalconcerts.com](https://animalconcerts.com)



# EXECUTIVE SUMMARY

## WORLDWIDE CONCERT STREAMING

Animal Concerts is creating the next generation entertainment experience. We provide intimate and truly unique venues for top artists to perform and leverage cutting edge VR technology to stream to audiences globally in the metaverse. Our cryptocurrency, marketplace and NFT platform will change the shape of the music industry enabling new revenues and markets, rewarding artists and fans.

## EXPERIENCED TEAM

We are a team of passionate, seasoned executive leaders with a wealth of experience in blockchain technology, building successful ventures for crypto markets. We are delivery specialists with expertise in music, sales, marketing, technology, product, finance and platform development supported by a number of high value industry specialists and advisors.

We have teamed up with A list celebrities to help promote our events leveraging their 20m+ fans and social presence.

## THE OPPORTUNITY

There’s unprecedented levels of interest in crypto and blockchain technology amongst GenZ and millennials. Fans are looking for new and better living room and live immersive experiences with opportunities to interact with their favourite artists and bands through streaming, augmented and virtual reality, games and metaverses. Millions of tech and crypto GenZ’s spend a significant proportion (c.65%) of their disposable income on NFTs, unique digital content and coins including online world currencies.

## TOKEN PURCHASE

Token Sale (Private Rounds)	
Private A	\$0.0025 (2.00%)
Private B	\$0.0035 (4.00%)
Public Sale (Launchpad)	\$0.0045 (2.00%)
Market Cap at TGE	\$510,813
Vesting	18 mo Private / 4 mo Public

# VISION

Animal Concerts will be THE household name for live, streamed events and immersive experiences. Creating a marketplace for concerts, events and experiences targeting both mainstream audiences and crypto communities.

- Benefits to artists: enhancing fan loyalty, more effective and continuous exposure to grow their base, we are positively impacting their direct compensation and reward
- Real value to fans and users: we are the best experiences marketplace available, better quality, innovative events at lower prices. THE marketplace for collectables, limited edition merchandise, artists content, releases and other unique materials and digital goods



# WHAT WE DO & WHY

Animal Concerts is creating the next generation entertainment experience. We provide intimate and truly unique venues for top artists to perform and leverage cutting edge VR technology to stream to audiences globally.





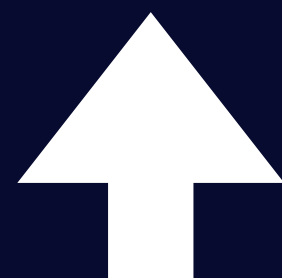
# THE METAVERSE EXPERIENCE

## BANDS CURATE UNIQUE EXPERIENCES

- We are now in the second ERA of concerts that's all about interactivity and participation, pulling in all of these other worlds across the platform
- The most success artists and bands spans their entire career figuring out how to reach the most people possible
- The most popular live performers make sure their experience aligns with what people want and expect from a show
- This speaks to our deliberate strategy to link the band's virtual and physical presences into one cohesive narrative while giving fans who are unable to attend the physical tour another way to participate
- Lil Nas X's merchandise generated 8 figures from Roblox

LEADING TO OUR OWN NFT-FOCUSED

MUSIC AND ART MARKETPLACE



TOKEN EXCHANGE AND HIGHER VALUE

## DELIVERING THAT EXPERIENCE

- Viewers will get to choose the order of songs in real-time, encouraging replay, and each song will have its own imaginative, virtual setting inspired by the lyrics
- Visit the band's pre-concert venue
- Engage and unlock virtual merchandise and collectibles
- Watch behind-the-scenes footage
- Long term users can create their own games
- Promoting deeper engagement and extending the concert's lifespan
- Generating avatars, use of motion capture suits on pre records as they perform live. That pre-taped performance is then placed in the virtual environment
- With 3D Live we will capture artists in a way to create an experience that felt real and authentic
- We will produce for example 30 exclusive virtual merchandise items, like a branded flag, bandana, ski mask and beanie. Players exchange real money to purchase virtual merchandise with Animal Token



# MASSIVE OPPORTUNITY

Fans craving interaction with favourite bands and artists  
Fans no longer miss out on that live ticket, with on demand streaming  
VR on stage with the band from the comfort of their own home

1M TICKETS  
\$14.7 MILLION

TOMORROWLAND

PER EVENT C. 200 ARTISTS

33 MILLION

LIL NAS

ROBLOX VIEWERS  
IN VIRTUAL CONCERT  
ROBLOX 42MN DAILY PLAYERS

78 MILLION

ARIANA GRANDE

FORNITE PLAYERS  
IN VIRTUAL CONCERT  
FORNITE 12MN DAILY PLAYERS

VIRTUAL  
CONCERT

ABBA

RECENT ANNOUNCEMENT  
ROLLING STONE SEPT 2021

\$ 2 MILLION

KINGS OF LEON

NME - FIRST BAND  
RELEASE AN ALBUM AS AN NFT

GenZ especially, choosing the online experience from games, virtual worlds and metaverses over the physical  
Millions of crypto natives, music fans and gamers inhabit top metaverses daily  
We will host the biggest events in the metaverse



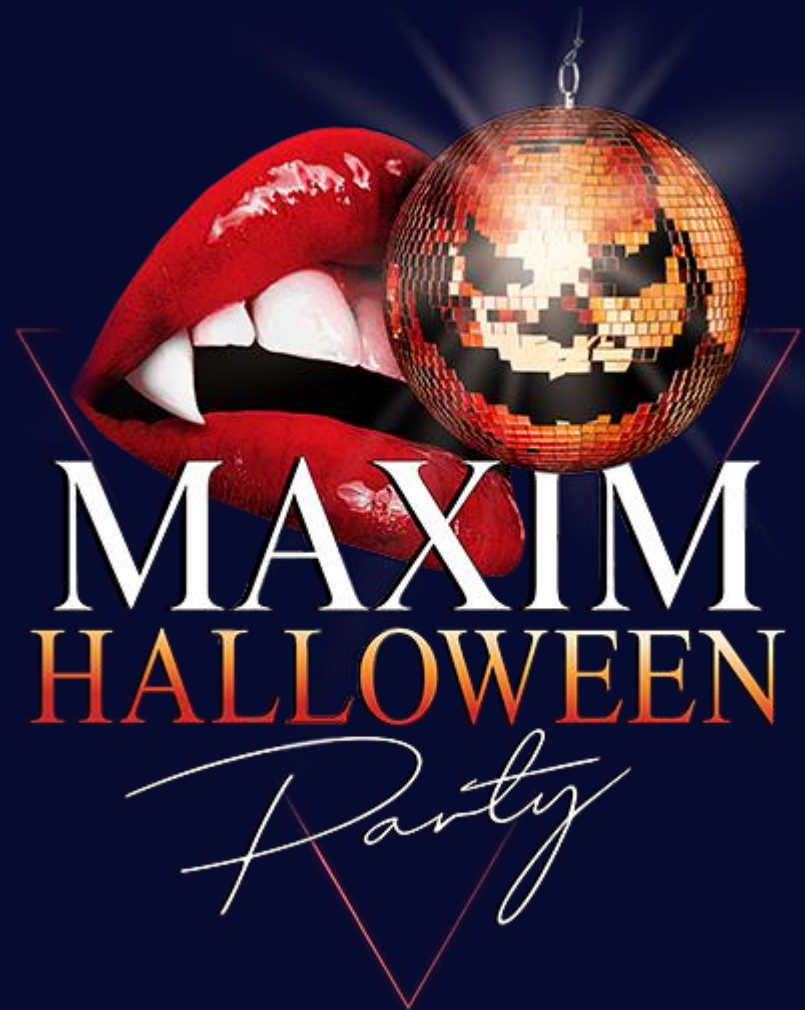
# OUR APPROACH

Our innovative approach leverages our top tier relationships within all aspects of these events. We have already secured partnerships with many of the top talent agents, event organizers/venues and technology companies.

TALENT	VENUES	EVENTS	STREAMING /VR	NFT	PROMOTION
PARADIGM WME UNITED TALENT	FONTAINEBLEAU MIAMI WESTFIELD CC SOFI STADIUM ADJACENT	CAPTURE STUDIOS	3D LIVE	OPENSEA.IO ANIMAL NFT MARKET	BANDS/ARTISTS COINTELEGRAPH
OUR TEAM ALREADY POSSESSES RELATIONSHIPS WITH 3 OF THE TOP TALENT AGENCIES IN THE WORLD	OUR TEAM INCLUDES OWNERS OF EVENT VENUES THROUGHOUT THE US AND WE HAVE ALREADY SECURED VENUES FOR FUTURE EVENTS	SECURED PARTNERSHIP WITH CAPTURE STUDIOS FOR EVENT PRODUCTIONS	SECURED PARTNERSHIP WITH 3D LIVE (WWW.3DLIVE.TECH)	SECURED PARTNERSHIP WITH OPENSEA FOR INITIAL RELEASES WITH SUBSEQUENT DEVELOPMENT OF OUR OWN MARKETPLACE	THE CONTRACTS WITH ARTISTS INCLUDE SOCIAL MEDIA PROMOTION IN ADDITION TO THEIR CONTRACTED NFT DROPS



UPCOMING EVENTS



SATURDAY, OCT 30 '21

FONTAINEBLEAU MIAMI

HEADLINE: FUTURE  
CURRENT BILLBOARD TOP (WITH DRAKE) +  
ADDITIONAL ACTS

[Future's Awards & Nominations](#)



SATURDAY, FEB 12 '22

WESTFIELD CENTURY CITY

TOP 20 ARTIST TO BE CONFIRMED  
+ ADDITIONAL ACTS



# TOKEN UTILITY

## REAL TOKEN UTILITY

### Near Term Use Cases:

- Fiat and retail user on-ramp
- Introduction of new audience to metaverse experiences
- Fan Interaction (event governance) - artist set list, act order, location of next event, etc.
- Purchase of tickets (NFTs) - discounts when using ANIMAL token
- Raffles, Giveaways, Perks, Rewards programs
- Staking/Yield Generation

### Medium/Long Term Use Cases:

- Governance of NFT marketplace
- Stakers share in Protocol revenue from NFT and Ticket sales
- Medium of exchange for all NFTs on marketplace, offering discounts for use of ANIMAL token for purchases
- Partners and Sponsors interaction with Animal via our token – they must hold ANIMAL to be able to use our platform to advertise
- Venues can bid on our concerts through Animal token staking
- Reward token for streaming providers

## REAL WORLD IMPACT

Fans, artists and ecosystem collaborators alike benefit from the Animal Token and its extensive use:

- Bringing next wave of users to the Metaverse through concerts and immersive experiences
- Connecting the real world to the digital world in a meaningful way
- Helping non-crypto businesses become crypto-native

Users will be able to easily and freely convert FIAT currency and stablecoins to Animal Tokens as well as the reverse.



# TEAM

We have assembled a strong team of executives with diverse backgrounds to transform our vision into a reality  
Leaders across banking, Hedge Funds, Technology, Music, Media, Retail and Blockchain  
We have a highly successful and ambitious team bringing innovation and blockchain to the music & entertainment industry



COLIN FITZPATRICK  
FOUNDER AND CHIEF EXECUTIVE OFFICER

Colin is a 20 year veteran of the tech industry having a distinguished career with companies such as Oracle, Salesforce, HubSpot and Dell, spanning Sales, Marketing, Programs & Management. He has a real passion for people, leading teams and working with high growth businesses.



MITCH HAMILTON  
FOUNDER AND CHIEF PRODUCT OFFICER

Mitch has almost a decade of research in crypto and relationships in blockchain to establish our product suite and vision. Two time winner of Australian Long Tan Leadership Award, Mitch started a successful crypto coaching and consulting business and is plugged in to all aspects of the Crypto markets.



JOE DEOBALD  
DIRECTOR OF BLOCKCHAIN SOLUTIONS

Winner of the "40 under 40 " prize from Business in Vancouver, regular Forbes Contributor, and Blockchain veteran, Joe is an experienced entrepreneur with two successful exit's under his belt and has also worked with TedX . Joe has consulted for dozens of successful blockchain projects and has been running his own very successful creative agency.



NEIL BATCHELOR  
CHIEF OPERATING OFFICER

Neil is a unique talent, a strategic, self-aware and commercially oriented leader and technology pioneer. During his 20 year career in capital markets (Ex COO Commerzbank Capital Markets EMEA) Neil was responsible for over \$1B revenue in growth and additional \$1B in innovation over the last decade. Neil has built and led numerous startups within large global financial institutions managing over 100B in AUM. Leveraging 7 years experience designing and launching complex products within the digital asset and blockchain space.



KEVIN HUGH DONNELLY  
DIRECTOR OF PLATFORM AND PARTNERSHIPS

Kevin has over 20 years experience in the financial sector starting with JP Morgan before working as a trader in London for various banks. More recently he has been working with Blockchain and Crypto start ups ranging from exchanges to payment companies.



GEORGE VARGHESE  
CHIEF COMPLIANCE OFFICER

George brings years of experience in Compliance, Risk Management, Process Mining, Data Analytics, Blockchain and machine learning. He has led multi-million dollar deals with government agencies, large financial, insurance companies and telcos world-wide.



# TEAM



**BRIAN MASSIE**  
EQUITY SHAREHOLDER AND OWNER MASSIE CAPITAL MANAGEMENT  
MANAGING PARTNER AT CAPTURE STUDIO GROUP

Brian Massie brings more than 25 years of commercial real estate investment, acquisition, management, development and construction experience to Hilldale Group, Massie Capital Management and Reliance Capital Partners. Mr. Massie is also a managing partner in Capture Studio Group, a full-service entertainment and production company based in Los Angeles.

As a managing partner of Reliance Capital Partners (RCP), Brian has been directly responsible for the acquisition and asset management of more than 3,000 apartments and 3 hotels in 10 states within the US, many of which he still currently owns and manages. In 2015 Mr. Massie decided to begin focusing on new deals outside of RCP and formed Massie Capital Management (MCM) to perform services for his investors and use as a platform to acquire income-producing properties.

Some of MCM’s recent projects are newly renovated properties located throughout the Los Angeles area, including 172 units in Hollywood, 189 units in Westlake, a 10,000 SF luxury warehouse in N. Hollywood and a 4,000 SF production studio in Studio City.



**JEFF LOMBARDI**  
EQUITY SHAREHOLDER AND INVESTOR RELATIONS

Ex-global head of private wealth for Citibank, Jeff has built and led numerous startups within large global financial institutions. He has a broad range of investment experience in both asset and wealth management. He has built a venture program at Alex. Brown, A global discretionary platform for Citibank’s Private Bank raising and managing over 9B in AUM and built Itau’s International Asset Management for offshore investing for Brazilian clients. Jeff has advised and managed assets for some of the largest private bank clients throughout the globe. Currently he is partner in at Silk Bridge Partners a private equity firm investing in SouthEast Asia focused primarily on Media and Fintech.



**MATTHEW GAVIN**  
FOUNDER - CAPTURE STUDIO GROUP

Matthew Gavin is a corporate branding and creative marketing specialist with a focused expertise on large scale special events and experiential marketing campaigns. Gavin has conceived and managed a myriad of experiential initiatives for a variety of clients that have included, but are not limited to AT&T, T-Mobile, Dolce Gabanna, Turner Broadcasting, Marriott Hotels, 7-Eleven Inc, Universal Music Group, and Visa.

With an eye on major brand expansion, Matthew has founded Capture Studios which is a series of premium studio production facilities located in Southern California. Capture Studios was delicately designed to execute everything from photo shoots, video shoots for film & television, and commercials as well as be a turn key solution to host exclusive affairs from 25 up to 900 guests. Capture Studios will begin with four locations in the Los Angeles area with future expansion plans into the New York, Miami, and San Francisco markets. Forging solid long term working relationships with some of the largest companies and artists in the world.



**KURT UHLER**  
MANAGING DIRECTOR AND INVESTOR RELATIONS

Kurt Uhler is a Managing Director in the Los Angeles office and part of the Real Estate Advisory Group at Duff & Phelps. Kurt performs valuation and consulting assignments for REITs (publicly traded, public non-traded and private), private real estate companies, corporate clients, pension funds, private equity firms and hedge funds.

Kurt has over 13 years of experience and has been with Duff & Phelps since 2007. He is an industry leader in performing valuations for financial reporting purposes such as purchase price allocations (ASC 805), net asset value (NAV) calculations, goodwill impairment testing and above/below-market leasehold analysis. He also routinely completes due diligence appraisals, market feasibility studies, fairness opinions, debt valuation, appraisal review and consulting assignments.





# TOKEN GENERATION EVENT SCHEDULE

Animal Token is the primary means of exchange for data, content or services utilised and purchased

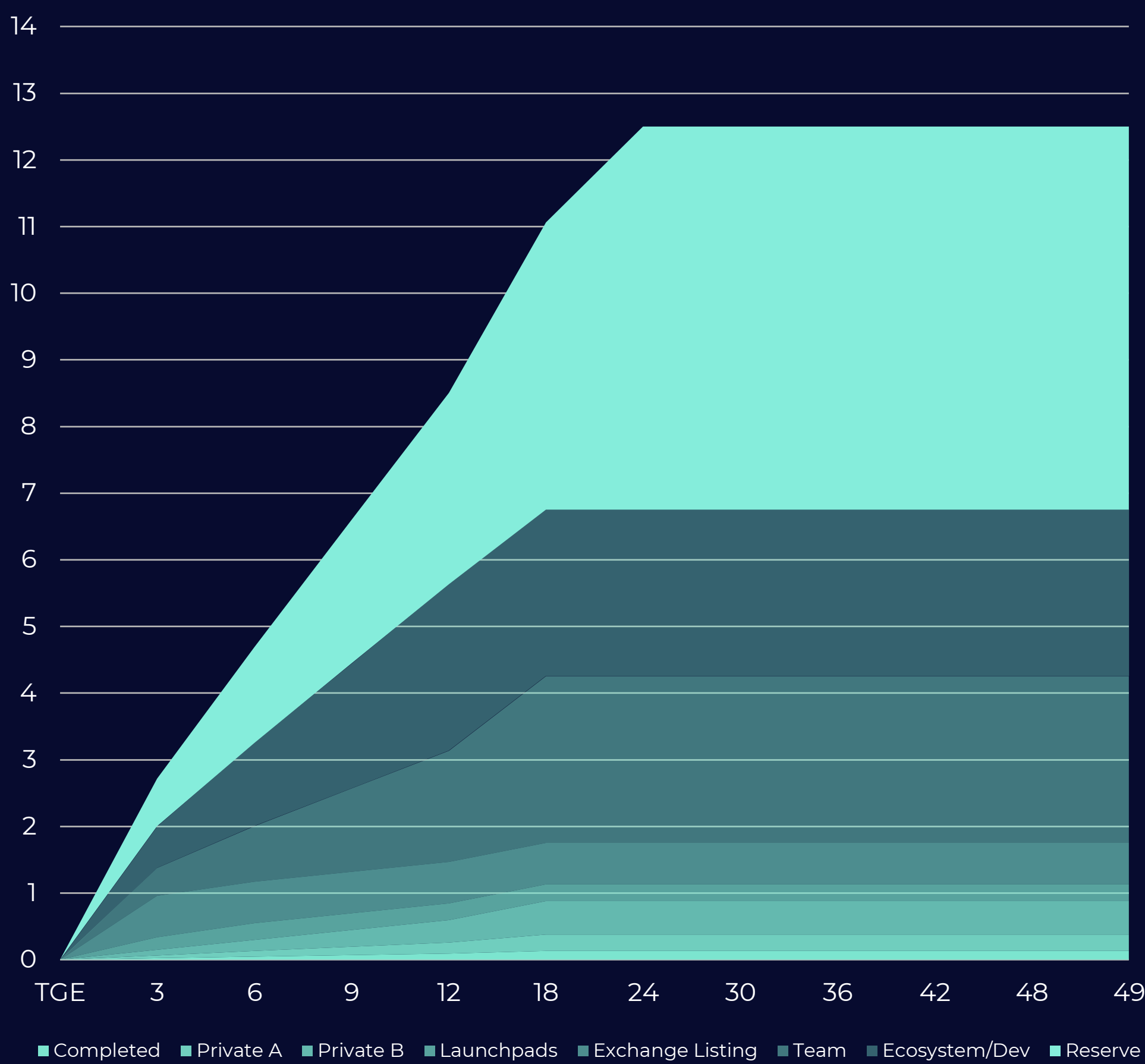
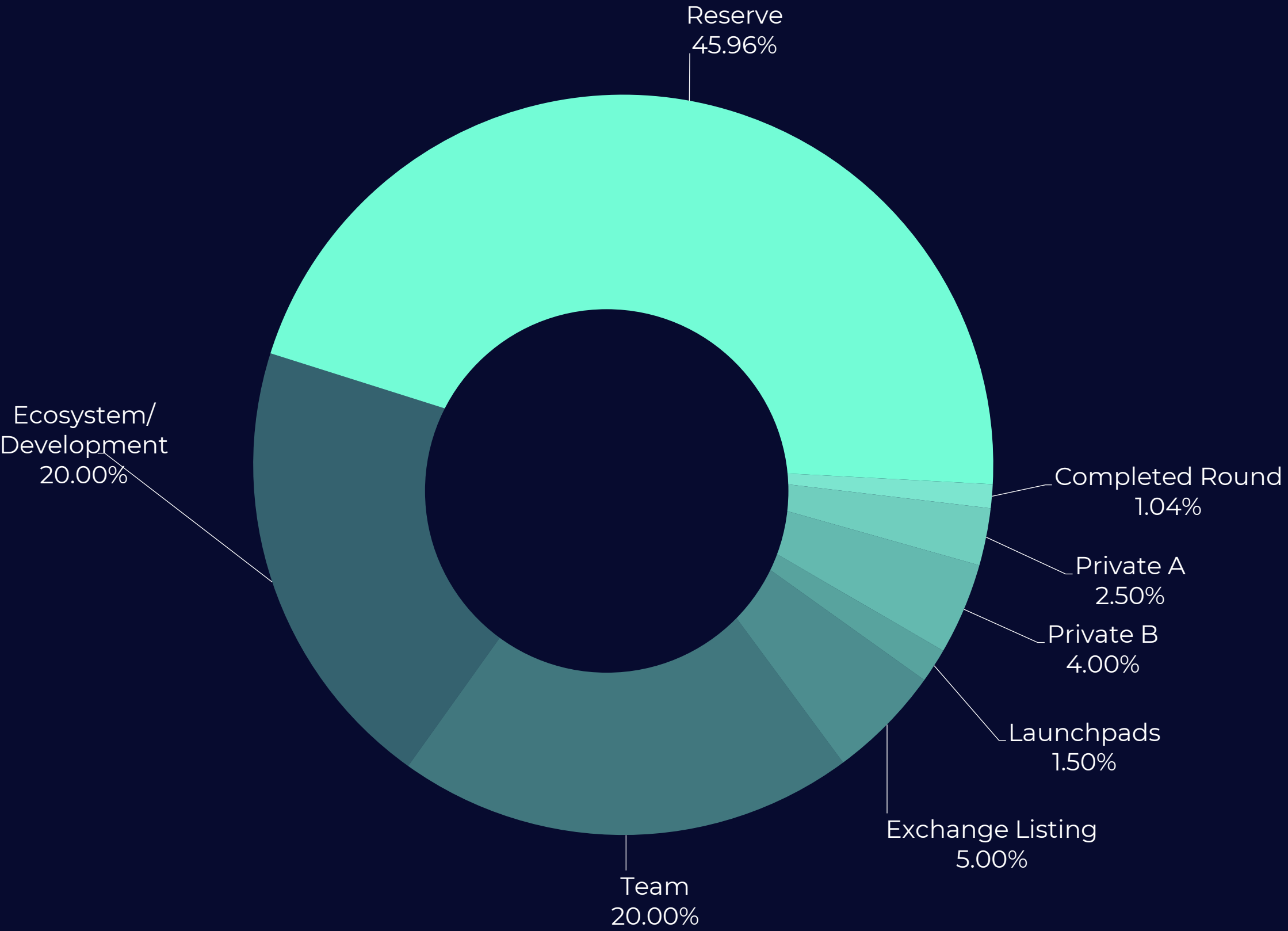
Animal Token is a governance token, whereby token holders vote on proposals to change the network and service features

	COMPLETED RAISE (WEIGHTED AVG)	PRIVATE ROUND A	PRIVATE ROUND B	LAUNCHPADS	LIQUIDITY/ EXCHANGE LISTING	TEAM	ECOSYSTEM/ DEVELOPMENT	RESERVE	TOTAL
Token Allocation	130,000,000	250,000,000	500,000,000	250,000,000	625,000,000	2,500,000,000	2,500,000,000	5,745,000,000	12,500,000,000
% Total Supply	1.04%	2.00%	4.00%	2.00%	5.00%	20.00%	20.00%	45.96%	100%
Token Price (\$)	0.003	0.0025	0.0035	0.0045	-	-	-	-	-
Amount Raised (\$)	390,000	625,000	1,750,000	1,125,000	-	-	-	-	3,890,000
Fully Diluted Valuation (\$)	37,500,000	31,250,000	43,750,000	56,250,000	-	-	-	-	-
Est. Market Cap at TGE - 0.908% (\$)	-	-	-	510,813	-	-	-	-	-
Cliff (Lock Period)	-	3 months	-	1 month	-	3 months	1 month	-	-
Vesting	16.6	18 months	18 months	4 months	None	18 months	12 months	24 months	-
Minimum Ticket (\$)	-	25,000	100,000	300,000 / Pad	-	-	-	-	-
Terms	Vesting per block from TGE	Vesting per block from TGE	Vesting per block from TGE	Vesting per block from TGE	Remains in Treasury until requested	Vesting per block from TGE	Vesting per block from TGE	Remains in Treasury until requested	-

\*Subject to Change



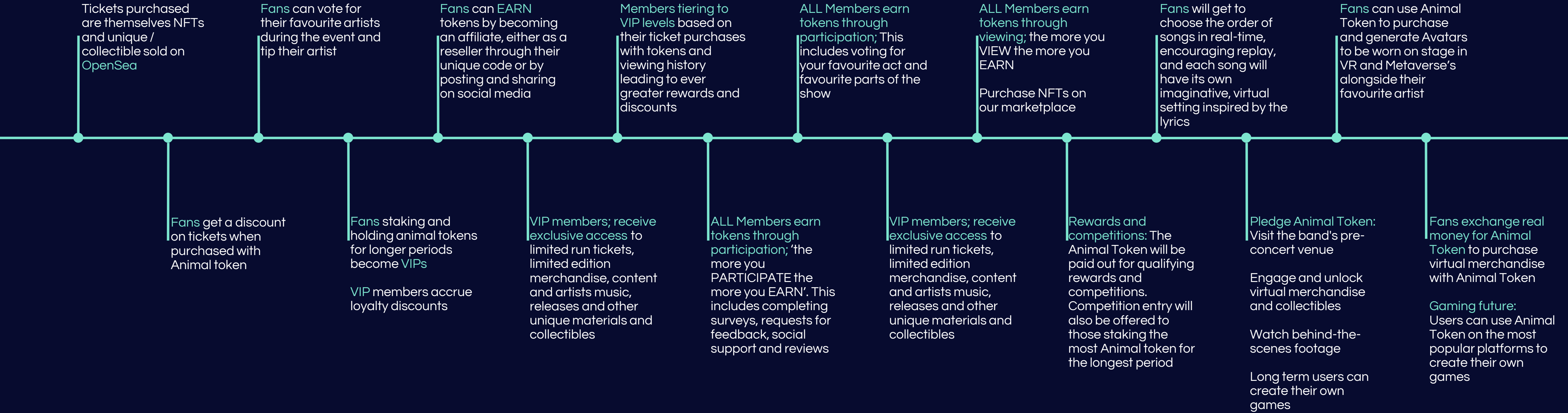
# TOKEN GENERATION RELEASE SCHEDULE





# TOKEN UTILITY ROADMAP

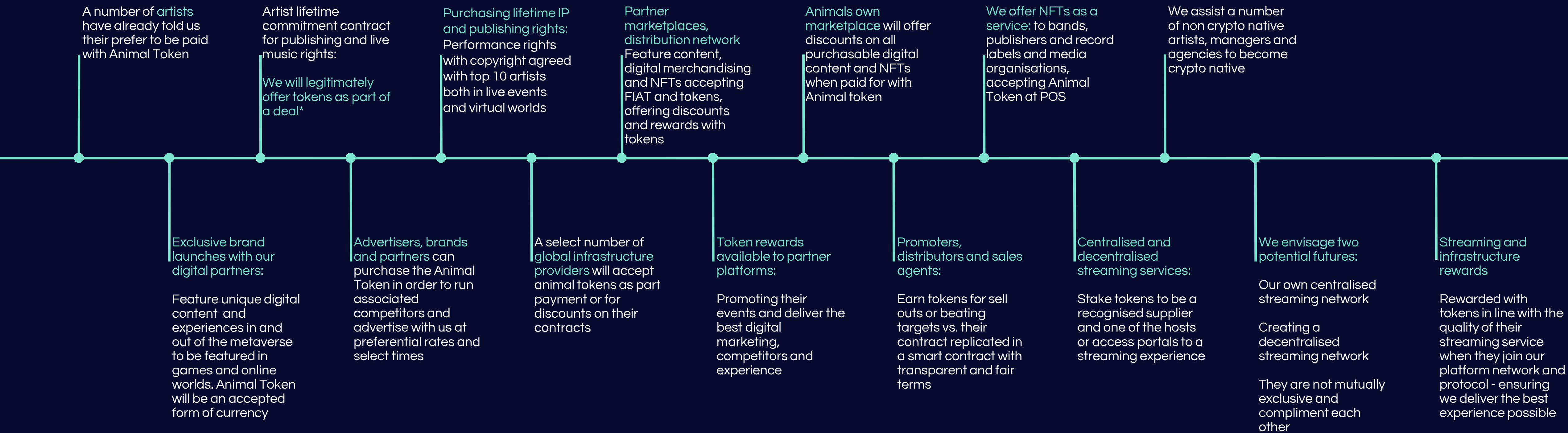
## ITS ALL ABOUT THE FANS



Promoting deeper engagement and extending the concert's lifespan

# TOKEN UTILITY ROADMAP

## FOR ARTISTS, PARTNERS, BRANDS, SERVICE AND INFRASTRUCTURE PROVIDERS



Helping to grow our token ecosystem and value, incentivising and when appropriate transacting with:  
Artists, partners, brands, service providers using Animal Token



# PROTOCOL ROADMAP

Core principles: *i)* We leverage some of the best platforms and technology available, *ii)* we are integrating with established metaverses, platforms and marketplaces, leveraging their audience and popularity, *iii)* we will connect everything everywhere, achieving interoperability into multi wallets, apps, services and blockchains, *iv)* we will deliver the best customer experience possible, with the simplicity and familiarity of Netflix

