OpenJam

A blockchain-based collaborative ecosystem
for amateur and independent musicians

WHITEPAPER

Written and prepared by
Philippe MATRAY
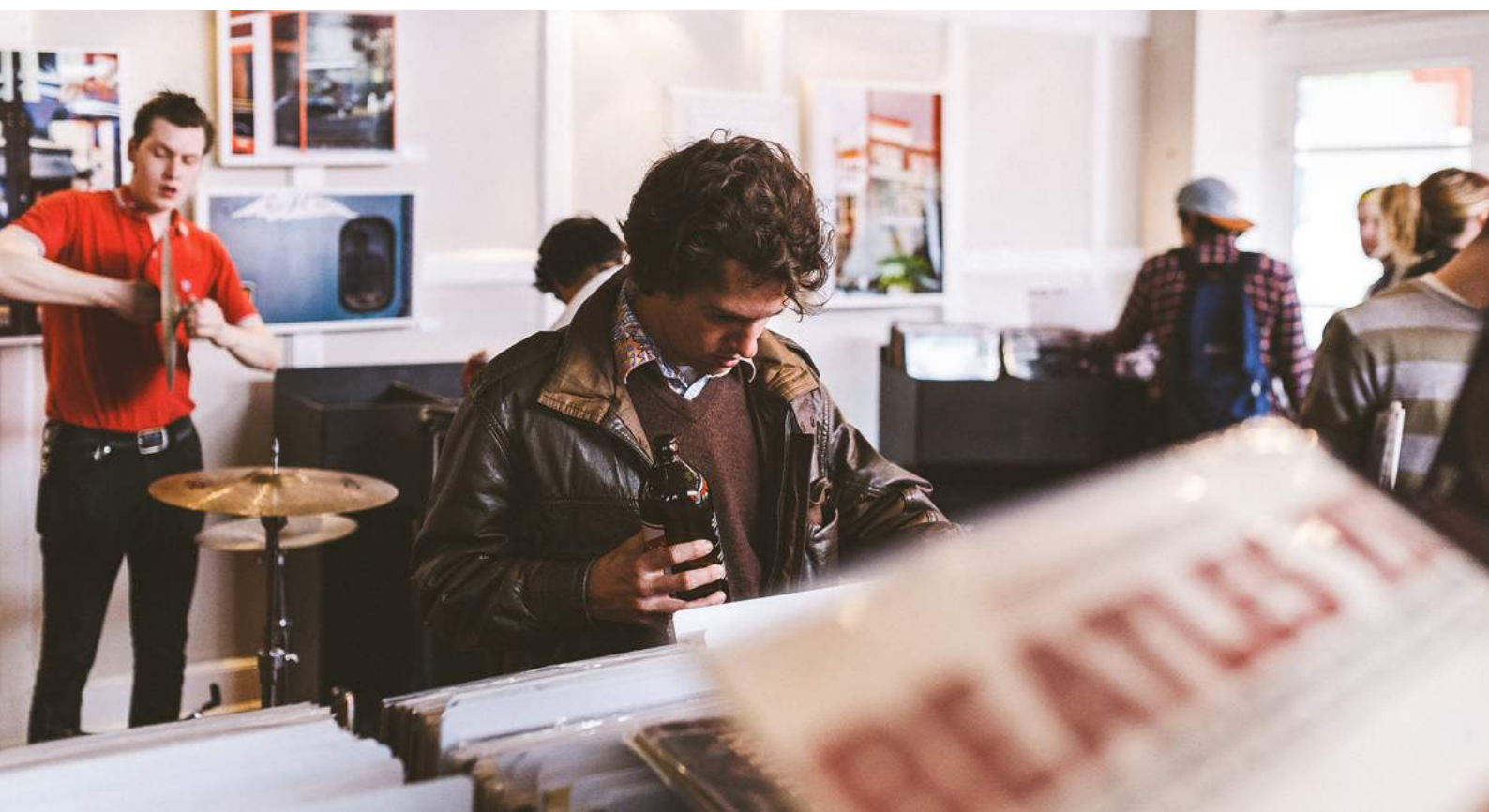Stanislas POINDRELLE

Introduction

Description

OpenJam is a blockchain-powered music collaborative ecosystem. It offers amateur musicians the Jam-Coin cryptocurrency as a reward for their music composition activities, selling merchandise or helping their peers.

We believe that recognizing and fairly rewarding the work of amateur musicians is the key to creating the most active and fastest growing independent music community in the world.
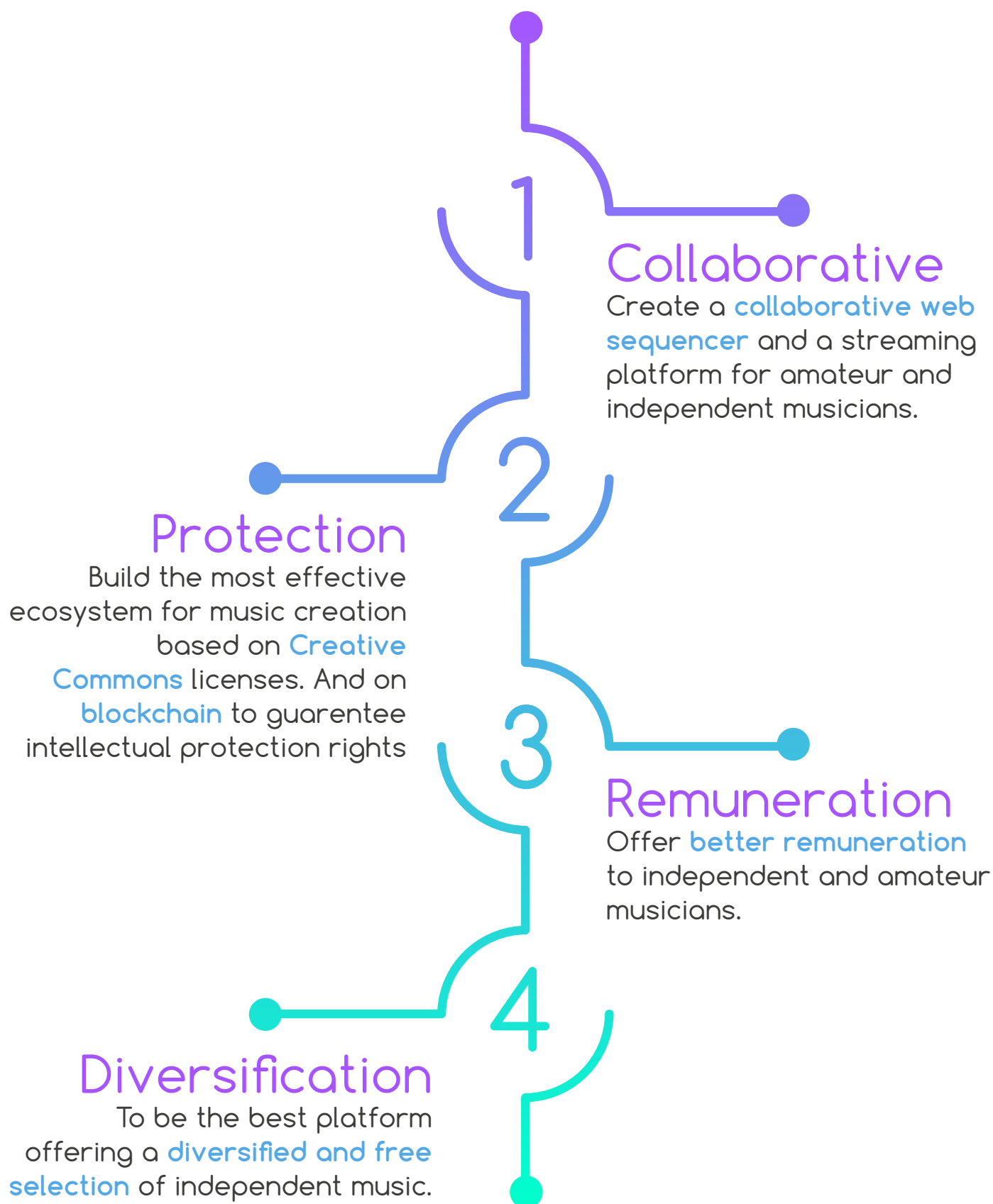
Through our collaborative music sequencer, musicians are able to demonstrate and promote their work.

Enabling everyone to create a masterpiece and to manage their bands, licenses, skills, shops, publicity and revenues.

So that each musician can collaborate, develop his talents and earn a living from them.

Goals

1 Collaborative

Create a **collaborative web sequencer** and a streaming platform for amateur and independent musicians.

2 Protection

Build the most effective ecosystem for music creation based on **Creative Commons** licenses. And on **blockchain** to guarentee intellectual protection rights

3 Remuneration

Offer **better remuneration** to independent and amateur musicians.

4 Diversification

To be the best platform offering a **diversified and free selection** of independent music.

Summary

State of the industry

In brief

- **The streaming platforms** Google Play Music, Tidal, Napster, Apple Music, Spotify, Deezer, YouTube, Pandora Premium are used to listen to music or watch video versions of songs have a total of 1.273 billion users.

- If you remove the billion YouTube users alone you'll reach 273 million for the seven pure audio streaming services.

- Of the 1.273 billion users, 93 million have chosen the paid version of these services.

- Some users are making the choice between a free version and a subscription, like Spotify or Deezer, other platforms only have a paid version (Napster and Apple Music).

- Spotify alone captures more than half of the 93 million paid market with 50 million paying subscribers.

- Google and Apple do not make their figures public. The other six streaming services all lose money every year: from $27 million for Deezer to $250 million for Pandora.

- YouTube pays independent artists only $0.0006 per listen. The most generous is Napster with $0.016 in pay per wiretap.

- The number of times a song must be played over a month for an artist to earn the equivalent of the American minimum wage ($1,472) ranges from 77,474 times for Napster to 2,133,333 times for YouTube. These are obviously unattainable figures for the vast majority of artists.

- Of the €10 monthly subscription fee paid to Spotify only €0.46 goes to artists... to be distributed among all those you've listened to in a month!

Money Too Tight to Mention ?
Signed Artists Major music streaming services compared

Artist revenue per play	Total users (millions)	% free users	Plays needed to earn min. wage ($1,472)		total annual loss	annual loss per user
NAPSTER $0.0190	5	0%		80k	$35m	$7.78
TIDAL $0.0125	4	72%		120k	$28m	$6.67
APPLE MUSIC $0.0073	27	0%		200k	no data	no data
GOOGLE PLAY $0.0068	10	50%		220k	no data	no data
DEEZER $0.0064	16	57%		230k	$27m	$1.69
SPOTIFY $0.0044	140	57%		340k	$194m	$1.94
PANDORA $0.0013	81	95%		1.1m	$250m	$3.20
YOUTUBE $0.0007	1,000	99,9%		2.1m	$174m	$0.17

Audio streaming with or without subscription is saving the music industry.

Most artists are present on all platforms and hope that the combined income will support them. However even with this considered only the biggest names in music can hope to make a living through streaming.

For most artists, whether independent or not, this study confirms that live music through concerts and festivals is the only viable option in 2017.

The sale of CDs is in decline, vinyl sales are anecdotal. From the consumer's point of view, the audio streaming + live music equation now seems to be ideal!

By offering a more direct stream of remuneration to the musician and rewarding the work of all those active in the independent musical ecosystem OpenJam proposes a more effective approach to the remuneration of artists.

In 2018, OpenJam will offer amateur and/or independent musicians a new source of income.

Market analysis

According to research conducted by CISAC and UNESCO the music industry has an annual turnover of $250 billion USD.

96% of the world's Internet users listen to licensed music, whether through audio or video streaming, physical or digital purchase or radio (on-line broadcasting). 98% of 16-24 year olds listen to music in this way.

45% of the world's Internet users consume music via a paid audio streaming service, up 8% this year from 2016.

Music market: digital music and record music

In 2016, global recorded music revenues totaled US $15,7 billion, improving significantly on the previous year. This represents an increase of 3%

▲ 5,9%

Global
revenu growth

▲ 60,4%

Digital
share of global
revenues

▲ 50%

Growth in
streaming
revenues

▲ 17,7%

Digital revenue
growth

-20,5% ▼

Download
revenue

-7,6% ▼

Physical
revenue
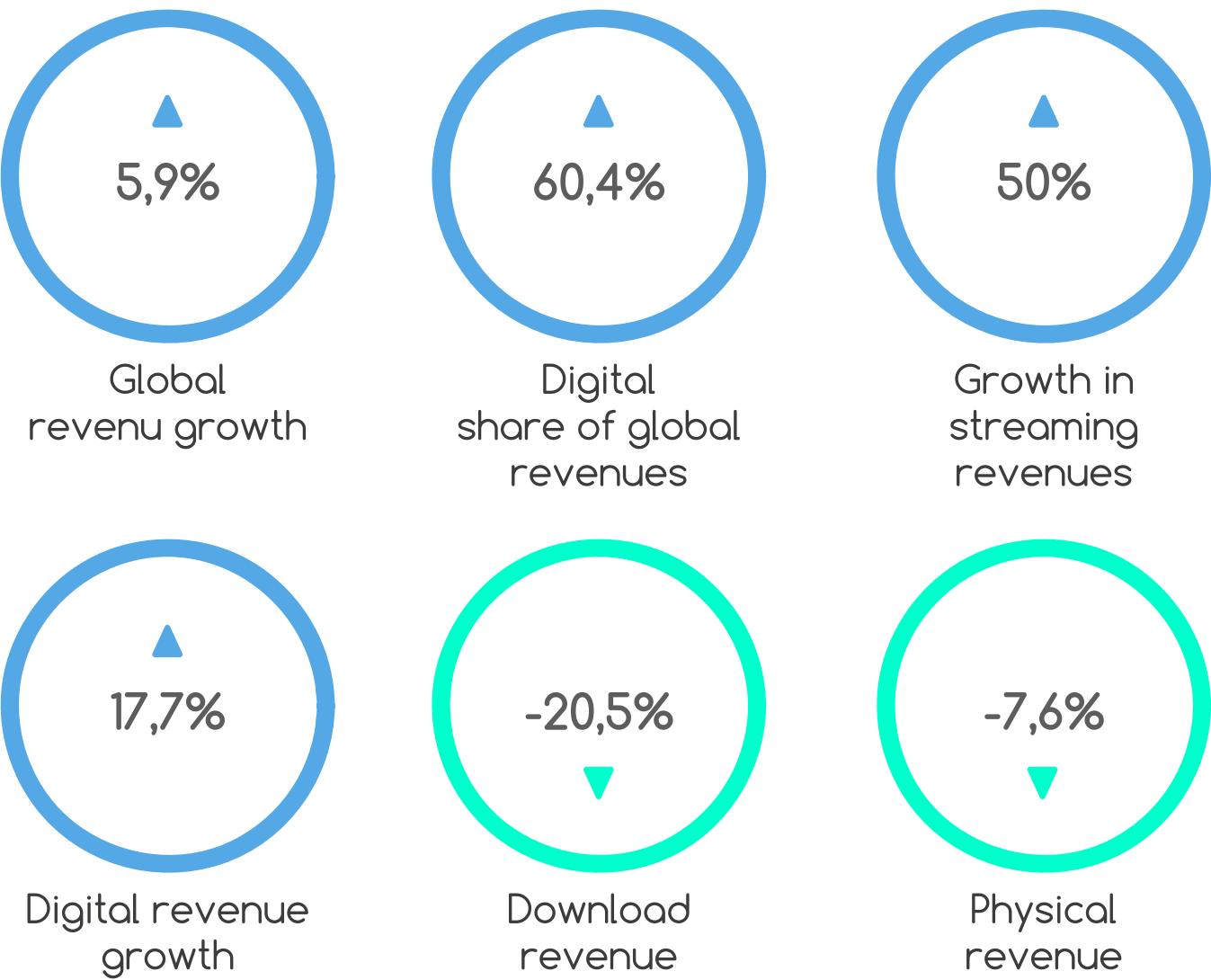
Source : IFPI GLOBAL MUSIC REPORT 2017

A sustainable market over the long term

13-15 year olds have a high level of musical commitment. 85% of teens use a streaming platform to access music, 79% use a video service and 67% use an audio platform. Of the 67% using an audio platform 37% use a paid service and 62% use a free service with advertising.

Of the 37% who use a paid service 33% have subscriptions on their own and 36% are part of a family subscription.

53% of 13-15 year olds also purchased physical and digital music, with a preference for paid downloading.

15-25 year olds represent 11% of the French population, for 73% of them music is the first cultural activity they pursue. The Internet is becoming increasingly important but radio and television remain the major channels of discovery.

Generations Y (25-45 year olds) and X (15-25 year olds) consume music in the same way; it is the era of the success of streaming.
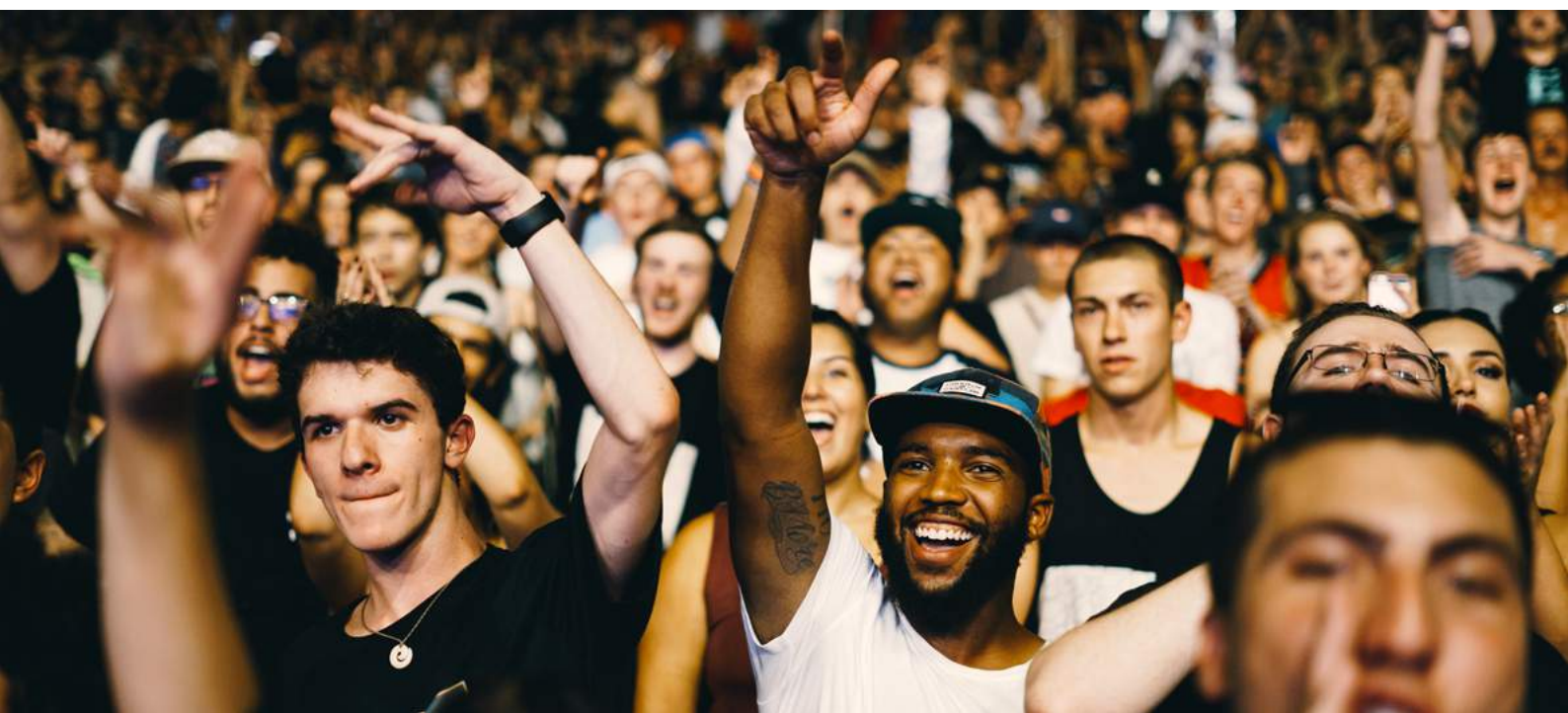
Digital music and emerging countries

For many emerging countries the digital market and thus the assisted musical creation market can be a real vector of future development. For example the Nigerian distributor of African digital music, iRocking, has 75,000 listeners and 35,000 indigenous titles. It is aiming to have 10 million listeners by 2018.

We can also think of India, Mexico or Brazil which are dynamic countries with a large number of inhabitants. In these countries there are large bases of young people and a sense of expectation that everything is yet to come.

> This should be great news for music creators, investors and consumers. But there is good reason why the celebrations are muted; it is simply that the revenues, vital in funding future investment, are not being fairly returned to rights holders. The message is clear and it comes from a united music community; the value gap is the biggest constraint to revenue growth for artists, record labels and all music rights holders. Change is needed - and it is to policy makers that the music sector looks to effect change.

Frances Moore,
CEO, IFPI - 12 avril 2016

Independent market

Both historically and today independent labels have functioned as a channel for «alternative» content to the rest of the industry. In part this is because they target specific genres of music, niche markets and/or distinctive individual artists. Independent labels cultivate cultural difference. Conversely major labels and media organisations seek economies of scale by reducing cultural difference and promoting «global» superstars to a global market.

Global recorded music revenue share for major and independent labels by ownership

Legend: ■ Major Record Labels   ■ Independent Labels

Y-axis: Global Streaming Music Revenue

Country	Major Record Labels	Independent Labels
Finland	84%	16%
Spain	82%	18%
Denmark	80%	20%
Canada	79%	21%
UK	77%	23%
Sweden	76%	24%
Belgium	75%	25%
Italy	74%	26%
Netherlands	71%	29%
Switzerland	70%	30%
France	69%	31%
Germany	68%	32%
Brazil	66%	34%
Australia	65%	35%
US	64%	36%
Japan	36%	64%
South Korea	12%	88%
Global	62,4%	37,6%

> I can upload my video to YouTube to be watched in 50 countries before breakfast. Why can't I just get paid by one person? 'YouTube, just pay me.' I don't need 50 people in 50 different countries to come and collect money from me... That's one of the advantages of an automated, digital, blockchain type of system.

Phil barry,
Founder of Ujo Music - 29 janvier 2016

Problems
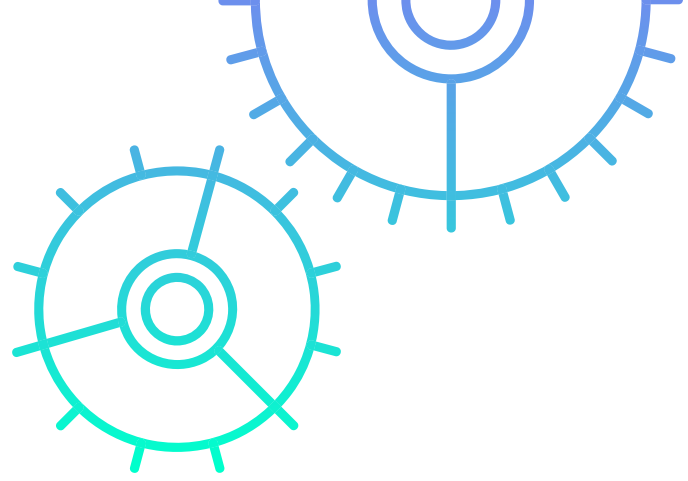
For music as a whole

Globally speaking we can see a general impoverishment of musical culture linked to the phenomenon of superstars and pushing us towards the average tastes that we are familiar with. In other words, the music industry is on the way to becoming a source of capital accumulation and losing its primary raison d'être; an artistic hobby that allows the population to leave the infernal Metro Boulot Dodo spiral for a while.

We can take as an example the aggressive development of Live-Nation in France and Lollapalooza in Paris. In Belgium a company bought the shares of several Belgian turners (Sound & Visions, Make It Happen, Minerva, On The Rox). A number of Belgian festivals are also a good example of this phenomenon: Rock Werchter, TW Classic, I Love Techno and Pukkelpop.

For the listeners

- No streaming platform is free without advertising.
- There is no streaming platform directly linked to a single piece of music production software, thus giving all users a semblance of equality.
- There is no music streaming platform to bring listeners and composers together.
- These platforms do not offer a sufficiently attractive listening quality for music lovers.
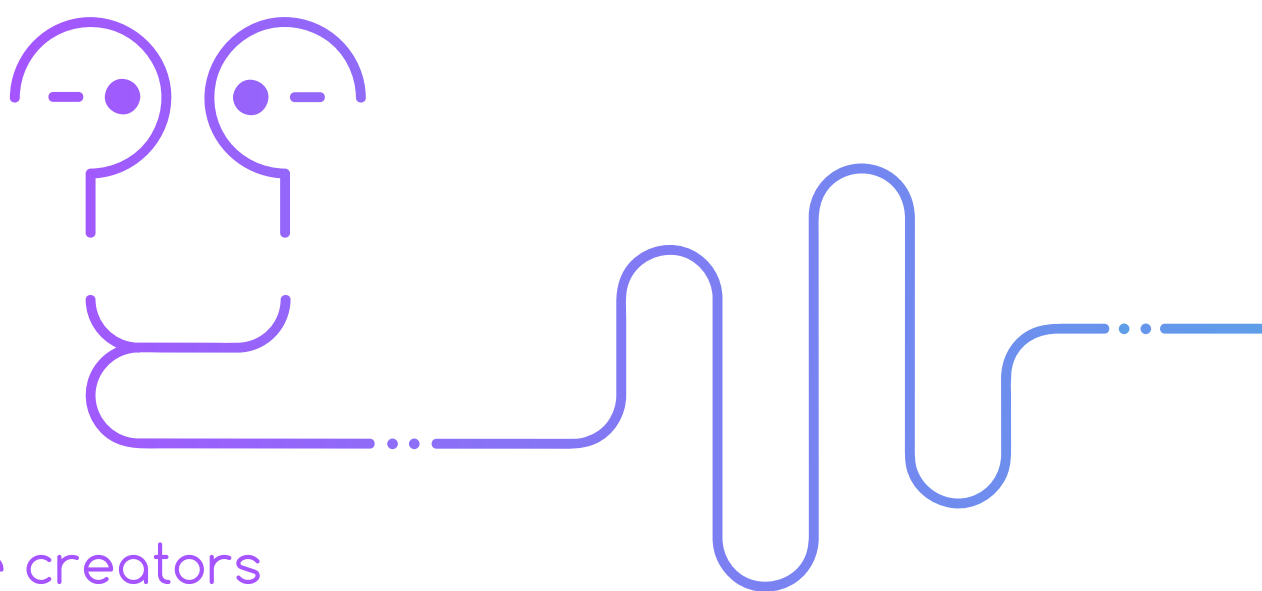
For the creators

- Small incomes
- Recognition
- Problems of access
- Difficulties of use
- Connections for B2B

- Professionalizing a difficult path
- Remote co-production
- Fear of the white score and strangers

The problems for amateur and freelance creators today are many. After the fall in the physical sales of their albums, streaming is still not an alternative today, as the share of revenues allocated to creators is even lower.

For many, it is difficult to create the conditions necessary to practice their art, whether this is due to a lack of financial resources or know how. In fact, the existing softwares are very complicated, especially for occasional or random use.

Although talented many creators, due to lack of trust, organization or time... miss opportunities to see their work adopted by a company or an individual.

For promising artists, the path to professionalization of their musical career is long and difficult; they are often alone or they use agents who do not represent the essence of their work, only the name.

Another problem is that a music group often ends when one of the members moves away from their home, for example.

Finally, the phenomenon known as « fear of the blank page » applies to musicians as well as to authors. Indeed, how many musicians can complain about lacking inspiration, going in circles or always co-producing with the same people?
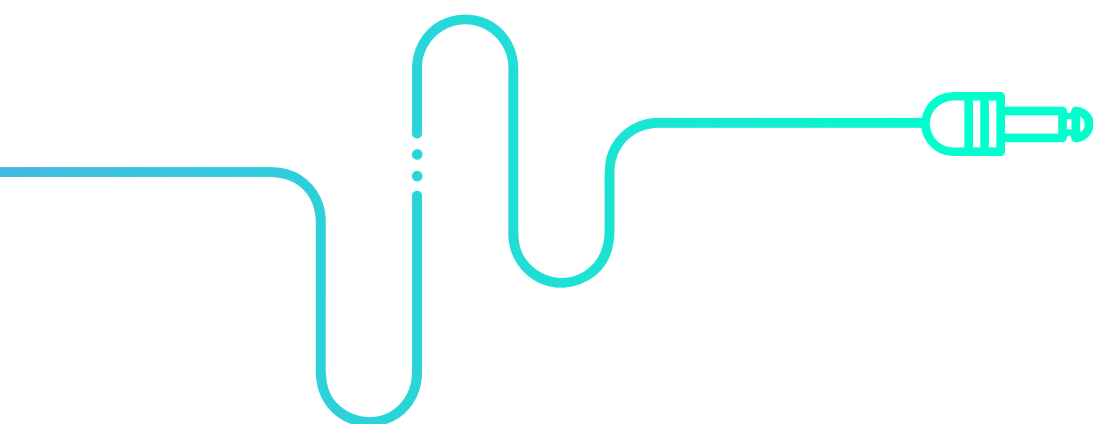
Solutions

For music as a whole

Creation of a web platform accessible to all, allowing free access to many original, amateur and/or independent works. These diverse and CC-licensed works encourage the creation of covers, remixes, international and intercultural collaborations.

For the listeners

Music fans love to share their latest favorites with others. Via this platform they will be able to share with others the must-haves of tomorrow, on an exclusive basis all while supporting the creators thanks to tipping.

No streaming platform is free without advertising and none will offer such a diverse international offering.

This is an uncompromising offer for true music lovers. An offer resulting from a new type of creation that crosses cultures. Thanks to blockchain technology an auditor can pay a creator without any intermediary. Thanks to OpenJam Studio a creator can compose without constraints linked to a lack of knowledge.

(solfèges, etc.), a lack of financial means (instruments, courses, etc.) or difficult conditions (geographical, political, economic or social).

The recordings offered for listening will of course be available in .wav format and, for some, as downloads. It is important for us to offer the best possible listening experience, as desired by the creators.

For the creators

We will allow users to tip the artists they listen to. This short circuit compensation will be the largest in the music industry as it exists today. We will allow each creator to become anchored in an ecosystem attentive to the recognition of their work by their peers. We will promote a community vision of music.

This web platform will only require a computer and an Internet connection to access it. It will be ultra playful so that everyone can compose without the constraints of technical knowledge (solfeggio, arrangements...).

This platform will also make it easy to connect companies and music composers.

This platform will allow artists to professionalize themselves by having privileged access to many external services (mastering, graphics, merchandising, etc.). OpenJam will allow remote, live or deferred music co-production.

Finally, through its community vision, creators in need of inspiration will be able to call upon a friend, colleague or total stranger to make a cover song or rearrange their productions.

3.5 Years Roadmap

1

Q2 to Q4 / 2017
IDSprint, startup weekend, business model, team creation...

2

Q1 to Q2 / 2018
Pré-ICO and ICO
Creation of the legal structure
Release of OpenJam Tip

3

Q3 to Q4 / 2018
Listing token on exchanges
OpenJam loop library Release of OpenJam Player beta

4

Q1 to Q2 / 2019
Release of OpenJam player
Shop integration
Release of OpenJam studio beta

5

Q3 to Q4 / 2019
Web radio
WebVST standardization
B2B partnerships

6

Q1 to Q2 / 2020
Release of OpenJam studio
Customization

7

Q3 to Q4 / 2020
Fusion of player & studio
Public API to our services
Community leaded development

8

2021 to ...
Global expansion
Products improvement

Roadmap by product

Player

Studio

Pré ICO

OpenJam Tip (Minimal Viable Product)

ICO

OpenJam Player alpha

Communication between artists

OpenJam Loop Library

IoT instrument

Sending crowdfunding counterparts

OpenJam Player beta

OpenJam Studio alpha

Social network

Integration of music shop advertising

OpenJam Player v1

OpenJam Studio beta

Radio

Standardisation of WebVST

Customization

OpenJam Studio v1

Fusion of OpenJam Player and OpenJam Studio

B2B for product improvements

Global expansion

Products

Phase 1: OpenJam Tip

OpenJam Tip is our Minimum Viable Product (MVP).

Its purpose is to give an overview of our ecosystem by implementing the basic functionalities to ensure that our business is economically viable.

The development of this first product will be initiated between the pre-ICO and the ICO by a partner company and will evolve thereafter to become OpenJam Player.

Features:

- Allows amateur musicians to create their own personal page, follow others, upload their compositions and be tipped by listeners who appreciate their work. They can choose the license adapted to their works from among Creative Commons licenses in order to protect the authorship of their pieces and to ensure the precedence of their works...

- Allows independent labels to create their own page and manage groups of musicians. The tipping is then managed by the labels who then redistribute it to the artists according to their respective economic models. A dashboard will allow the labels to follow their business. OpenJam is a springboard for the development of these labels that are an integral part of our ecosystem.

- Allows listeners to create play-lists and be tipped by other jammers for their music selection.

- Allows all OpenJam users to post ads to:

    - Ensure their own promotion or that of another jammer, whether a musician, listener or label. This could include productions, playlists, products or services...)

    - Seek help from other Jammers and propose collaborations.

    - Obtain direct access to content creators (for audiovisual professionals)

Phase 2: OpenJam Player

OpenJam Player is a music streaming platform in the form of an open-source software, a website and a mobile application. This software allows you to listen to music files from a largely exclusive catalogue of independent labels and amateur musicians.
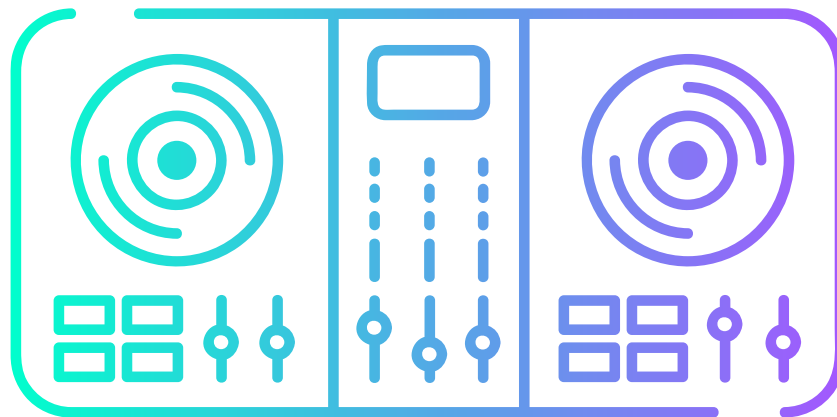
Some key features:

- Pay the artists you love by tipping them. This process is the digital counterpart of the tip in the hat (payment method after a performance, where the customer gives what he feels he owes to the supplier) that amateur musicians practice for example in our streets, terraces, bars etc.

- Access a powerful search engine to filter results by geographic region, musical styles and sub-styles, instruments used in musical compositions, etc. For example, a listener can search for rockabilly songs within a 20-mile radius including contrabass. The artists of tomorrow are on OpenJam and they may be near you.

- Define smart play-lists based on your search criteria. These lists will automatically grow with the songs published on OpenJam.

- Recommend the songs you love to your friends and other OpenJam users by becoming an artist's ambassador. This tokenization of an artist's popularity will allow you to obtain merchandising, concert tickets or access to a rehearsal session. In other words, if an artist's popularity explodes as a result of public promotion the artist's first ambassadors will be rewarded.

- Discover new songs and emerging styles with different radios that offer structured and easy-to-access information.

- Share your best play-lists and win JamCoins from other listeners who appreciate your selection.

- View your listening statistics on a dedicated page and easily find a track you've listened to in the past. Easily track the progress of an entire personalized panel of artists on OpenJam.

- Follow the news of the artists you love and be notified of their upcoming concerts. You will also be able to discover some demo tracks, covers and exclusive rearrangements if you are an ambassador.

- Meet other Jammers who have the same tastes and follow their activity and musical favorites.

- The recordings offered for listening will of course be available in .Wav format and, for some, as downloads. It is important for us to offer the best possible listening experience, as desired by the creators.

- Finally, audio-visual content creators can find the perfect piece under Creative Commons license to dress up their video creations.

For professionals in the sector

Discover OpenJam Market: a set of tools integrated with OpenJam Player for audio-visual professionals looking for compositions or new talents.

With OpenJam Market you will be able to:

- Find the perfect song under a Creative Commons license to dress your video creations for cinema or web.

- Discover the talents of tomorrow and propose them a management of their musical career.

But also for platform users

- Listeners can support their favorite artist by purchasing merchandise and they can use their JamCoins to access discounted services such as mastering, graphics, etc...

- The Jammers will also be able to launch calls for tenders to music producers for coproductions, covers, arrangements, etc...

Phase 3: OpenJam Studio

OpenJam Studio is a collaborative web sequencer for everyone allowing computer-assisted music creation without any restrictions of any kind that can be related to knowledge, financial or spatiotemporal factors.

Indeed OpenJam Studio is...

- ... accessible to everyone ! All you need is an internet connection and a computer, tablet or phone to start creating, meeting, learning...

- ... community-based! Imagine that you are a guitarist and that you are composing a guitar riff that you like. Once shared on OpenJam, other Jammers with their specialisation (drums, synthesizer, bass...) will be able to collaborate with you to develop your piece until it becomes a masterpiece. It will also protect producers from the fear of the blank page since they will be able to co-produce, share and develop their creativity.

- ... economically interesting! It becomes possible to compose music without having to buy an instrument (often considered too expensive by the parents of future young musicians), or without having to resort to expensive lessons. Do you have a computer and an internet connection? Welcome to OpenJam.

- ... so much fun to use that a person without theoretical knowledge of music can create. If you are new to music composition only the basic features will be displayed in a simplified interface. Unlock additional features as you progress, such as a library of loops from songs already published on OpenJam or powerful virtual instruments (WebVST) that will allow your imagination to run wild.

- ... composed of a set of new technologies enabling collaborative and creative musical co-production at a distance. How many bands give up when one member leaves?

- ... the source of original and diverse musical creations that break the current codes of the music industry with a customizable Creative Commons licensing system.

- ... open source! If you are a developer you can create your own plugins or virtual instruments and make them available to the community.

OpenJam Studio will allow the emergence of new musicians, new bands and new musical styles. Whether you're a studio professional or a beginner musician you'll have access to the best tools to create tomorrow's music by yourself or with others.

Traction

The success of our product is directly linked to the number of users. The more listeners, creators and music tracks there are on the platform, the more valuable the JamCoin will be. To quickly attract users and build a community, we will work in the following way:

- Studio with 1000 possibilities: Loop library, samples, drum kit
- Possibility to play remotely and for free
- Ability to listen to music for free
- Derivatives for amateur musicians
- Uberisation of graphic designers, sound engineers, music teachers and video artists (through professionalization paths)
- Creation of a musical monetary ecosystem
- Contest with known artists

Imagine yourself as a musician: Do you have a logo for your band ? Then you have a shop. Your listeners are able to buy T-shirts, lighters, badges and other goodies directly in OpenJam. As an artist you receive a commission on every sale without having to manage your shop. We take care of the printing, shipping and after-sales service.

Technologies used

- Web assembly
- WebAudio API
- ReactJS
- Redux
- Electron
- RethinkDB: The open-source database for the realtime web
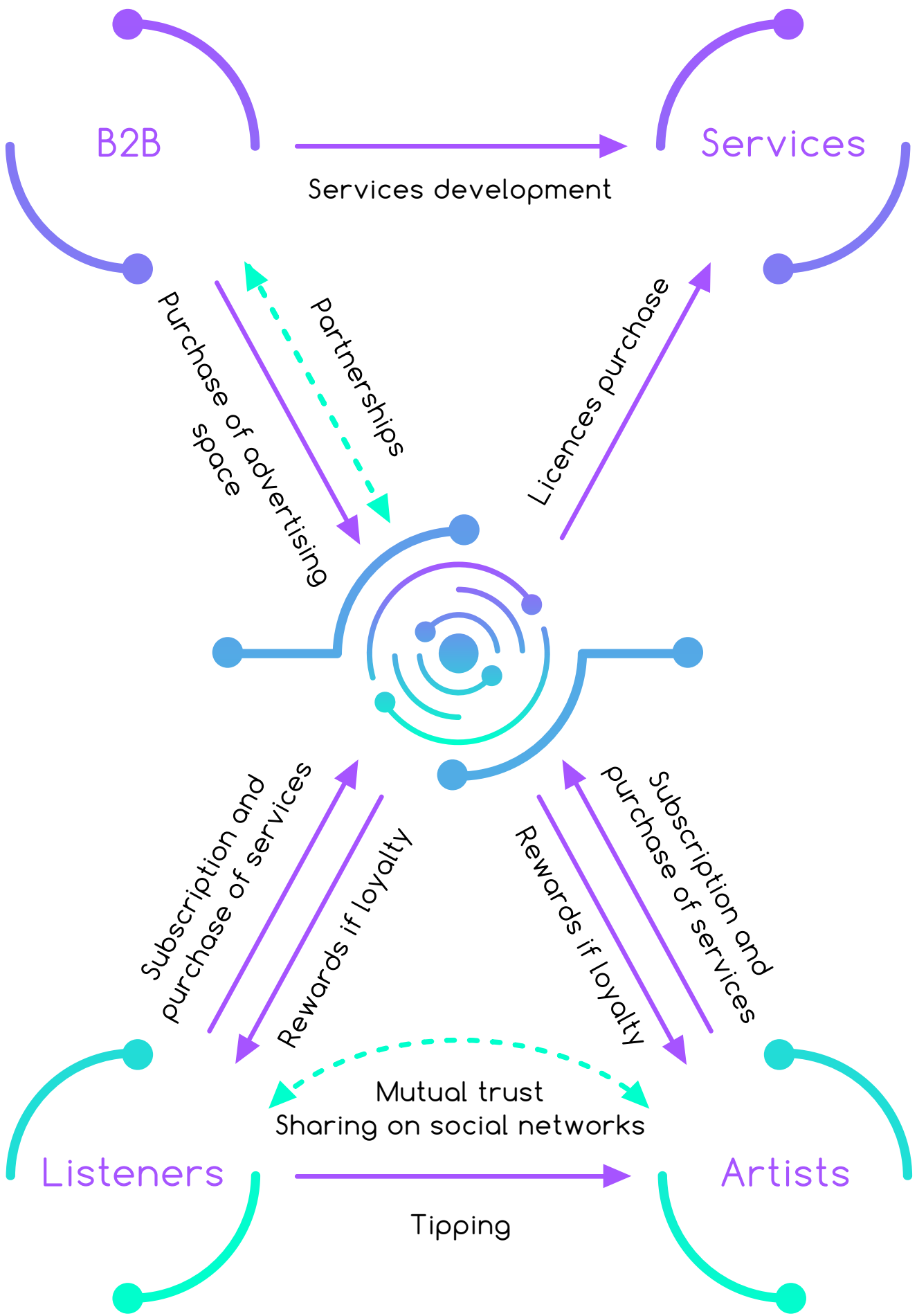- .NET Core 2 WebAPI
- Microsoft Azure

Architecture of musical projects

OpenJam Studio offers management of music projects based on the proven architecture of Git. Each song is a Git repository. This is a JSON file describing the structure of a piece. There are also MIDI files and references to audio clips used in the project. The audio clips are stored in a secure BLOB. The following table compares Git commands and their OpenJam Studio equivalents.

Git	OpenJam Studio
Create a new repository	Create a new song
Add & Commit	Save current work on local
Pushing changes	Save current work on OpenJam
Branching	Create a remix
Pull	Pull automatically when you open a song for modification
Merge	You can merge only if you are the creator of the song
Pull Request	Submit modifications to the creator of the song
Tagging	Tagging (demo, pre-mastering, post-mastering …)
Log	Get the history of a song

Relation between artists, listeners, and OpenJam

B2B

Services

Services development

Purchase of advertising space

Partnerships

Licences purchase

Subscription and purchase of services

Rewards if loyalty

Rewards if loyalty

Subscription and purchase of services

Listeners

Artists

Mutual trust
Sharing on social networks

Tipping

Token value

	Earning JAMs	Spending JAMs
Listeners	Refer your friends Promote OpenJam on social media Be an artist or a label's ambassador Get tipped for your music selection Listen to commercials Reach levels Buy JamCoins	Tips to artist Early access (demos, rearrangements,...) Buy merchandizing Promote an artist or a label Buy services Create a public play-list
Musicians	Get tipped for your musical activity Sharing songs and loops Get a bonus If you have a good reputation Free gifts	Buy services Early access (songs, WebVSTs, loops...) Buy exclusive instruments Buy WebVSTs Promote your music Do FIAT transfer
Independant labels	Get tipped for your musical activity Be an OpenJam ambassador	Buy professional services
Github users + pro press + other Openjam friends	Bounty rewards	Do FIAT transfer

How will the value of JamCoin grow?

▼ Decreasing supply

— JamCoins will be always limited to 450 000 000 tokens.

— Musicians who have established a good reputation on OpenJam will receive an extra bonus each time they are tipped or when they win a contest. The higher your reputation, the higher the bonus offered will be.

— JamCoins will be used by music lovers and amateur musicians to purchase a monthly premium subscription. If they don't have enough JamCoins, they can still get a large discount.

— Musicians will have to exchange JamCoins for promotion, exclusive IoT musical instruments, WebVST and services. Music lovers will be able to tip the artists they enjoy with JamCoins.

— With the growing scale of the OpenJam company it will also increase the value of our currency.

OpenJam users will not only be music lovers or amateur musicians. There will also be music teachers, graphic desi-gners, sound engineers, video-graphers, music stores and adverti-sers... All these entities that provide services to musicians will increase the demand for JamCoins, which should see its price increase over time.

The growing number of music lovers and amateur musicians will drive the value of JamCoin as the primary settlement measure of our success.

Purchase price of JamCoins through OpenJam will always be based on market value and also, according to the market value will be transferred to the amateur musicians for their work. Therefore, regardless of the exchange rate, JamCoins will be purchased and transferred according to market value.

OpenJam will charge music stores and advertisers in fiat currencies in order to acquire JamCoins from the market. Thereafter, music lovers and amateur musicians who do not have a premium subscription will be paid with these JamCoins for each advertisement seen. This will fuel the steady demand for JamCoins.

Increasing demand ▲

Open source vision

Benefits of open source

Over three-quarters of companies today use open source software somewhere in their business. According to a survey by the National Council of Free Software the pure players of open source are resolutely optimistic for 2017: +25% increase in the projected workforce and a turnover that would increase six times faster than in the entire digital sector. (cf CNLL Annual Survey Results).

The benefits of open source for community software are numerous:

- Free access speeds up dissemination.
- Transparency is reassuring.
- The egalitarian spirit of most projects means that end users have more direct access to developers than registered users generally have to proprietary developers.
- Open source projects can develop for minority languages whose potential users are too few for them ever to be a profitable market.
- A developer is someone who creates and takes pride in a job well done.
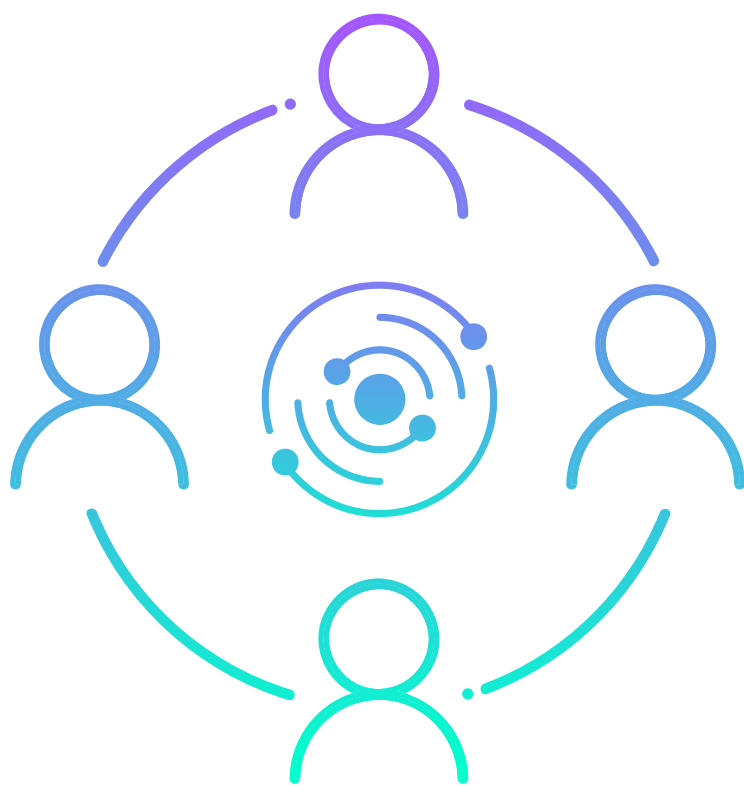
Legal entities

OpenJam is a project built with the will to respect its users. We deeply believe that with the support of a community it is possible to realize big projects that change the world like Wikipedia, Firefox or the Apache HTTP Server that runs 46% of the world's web.

These different projects have a technological and social impact. Remember the world of Encarta's time and the tiny amount of information you could find in relation to Wikipedia.

In 20 years the world could be a very different place from what it is now. Will there be more music on our streets? Will musical collaborations cross borders and cultures? Will musicians be able to live decently from their art? OpenJam provides solutions to these problems and believes in a culturally richer world.

In practical terms, we want to create two legal entities described below.

OpenJam Software Foundation

A non-profit organization that will develop open source Tip, Player and Studio software. It will take the form of a decentralized community of developers working on its open source projects.

OpenJam projects will be characterized by consensus-based collaborative development and an open, pragmatic software license.

Later, we will create a new standard: WebVST. A standardized VST format for the web based on WebAssembly and WebAudio APIs. It will be compatible with all web sequencers, OpenJam Studio being the first one.

OpenJam

A private limited company and main sponsor of OpenJam Foundation projects. Its employees will work on the foundation's projects as well as commercial projects.

OpenJam will set up incentives to accelerate the development of the features most expected by the community. UserVoice will be used to collect feedback.

For OpenJam open source is a strategic foundation of our company and a lever for accelerating the development of our products. We will regularly participate in technical conferences abroad as speakers to share our experience of open source and promote our products.
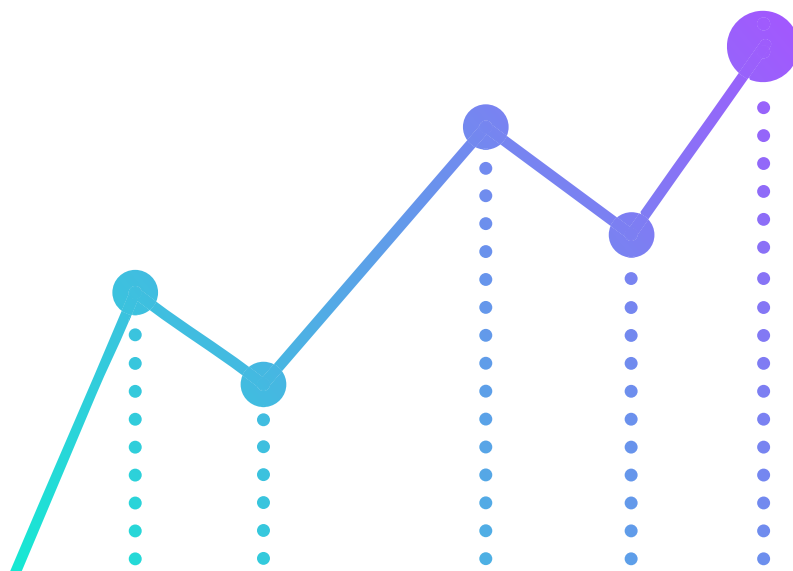
Why Waves Platform ?

Performances

Waves-NG will be (as of mid-December 2017) the platform handling the largest number of transactions per minute. OpenJam is thus guaranteed to carry out its most demanding projects on one of the best infrastructures.

Transactions per second

|		
₿	• • •	7 t/sec
◆	• • • • •	14 t/sec
NG	•••••••••••••••••• (grid of dots)	10 000 t/sec

Oceanlab

Oceanlab is acting as the missing link between transactions and people. You are able to read the block-chain as if you were reading a newspaper, accessing information related to trading, new uses of the block-chain, new technologies and projects without browsing through an enormous amount of data.

We are surrounded by a team who brings us their technical skills, training, and expertise on this project. OceanLab is located in the area where we work. This allows us to regularly discuss our respective progress.

We share the desire to work on block-chain projects and the passion for a job well done. OpenJam is quoted in the Oceanlab white-paper roadmap.

And more...

- One more user on DEX is equal to one less user supporting centralized exchanges thus becoming part of the evolution.
- Possibility to invest in Bitcoin or in Ethereum in the form of wBTC or wETH.
- FIAT gateways USD + Euro (deposit/withdraw) are accessible on Lite client.
- It is easy to lease them.
- PoS4all will allow every token created on Waves to have the ability to be leased to earn rewards.
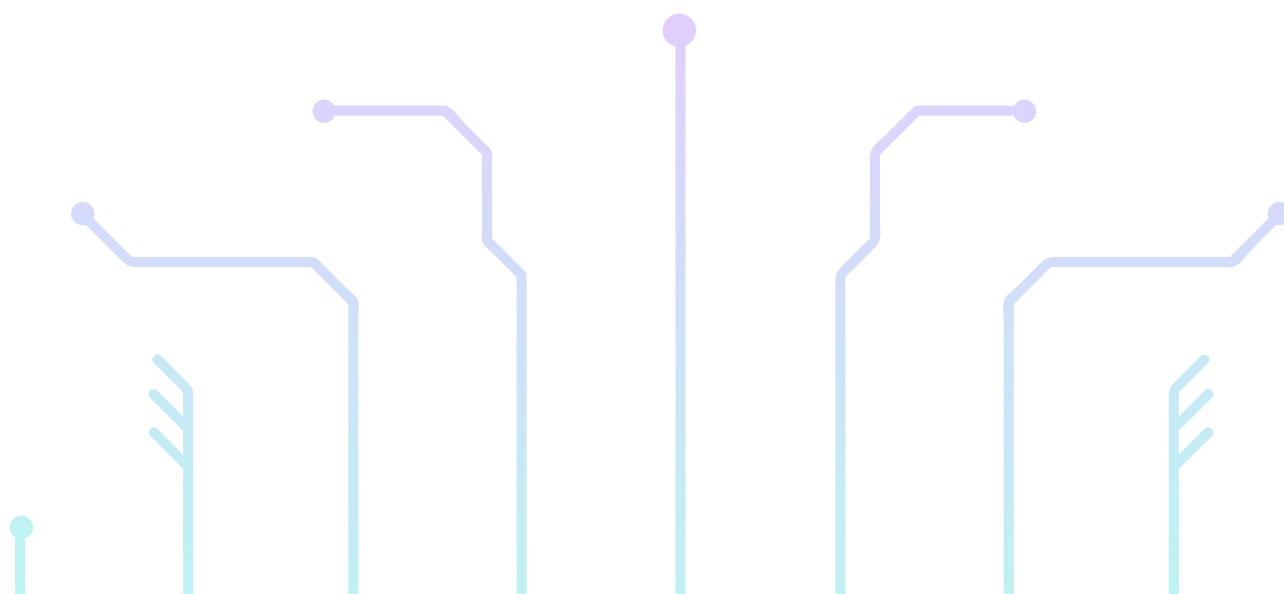
Our team

Core team
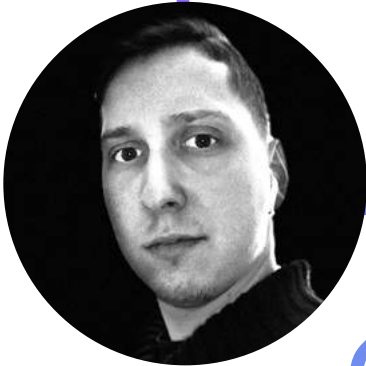
Philippe MATRAY

Founder - CEO - CTO
Guitarist and music composer

Stanislas POINDRELLE

Co-Founder - COO
Creator of music events

Johan VANOPDENBOSCH

CFO and PR
Team management and legal advisor.
Trader, advisor and
member at Oceanlab.

Ilse THEUNISSEN

Graphic Designer

Elisa PIRONDEAU

UX and UI Designer

Advisors

Samuel Cardillo
Serial entrepreneur - Block-chain enthousiast

Fabrice Distefano
Founder of Oceanlab - Blockchain project manager

Loïc Bar
Serial entrepreneur
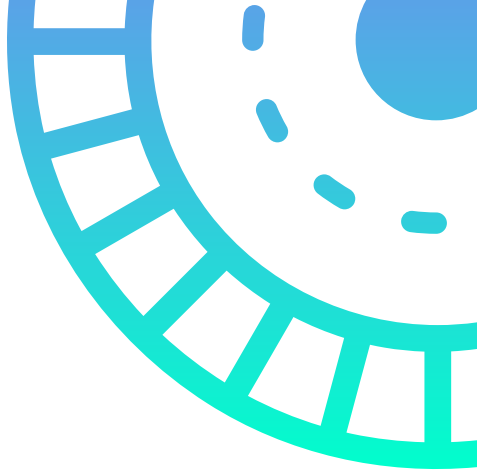
Renaud Hoyoux
CEO / lead developer at Cytomine - openSource developer

Partner companies

OceanLab

La Forge

Token sale

In brief

Token details

Role of token:	Community rewarding, platform payments
Token supply:	450 million
Distributed in the crowdsale:	337,5 million (75%)
Token symbol/Ticker:	JAM
Number of decimals:	8
Blockchain:	Waves Platform
Emission rate:	No new coins will ever be created
Origin:	Belgium and France

Crowdsale details

Minimum viable product:	OpenJam Tip
Minimum goal:	$2 000 000
Accepted currencies:	All cryptocurrencies available via the WAVES platform
Minimum transaction about:	2 WAVES
Pre-ICO distribution period:	From: XXX TBA To: XXX TBA
Main ICO distribution period:	From: XXX TBA To: XXX TBA
Token distribution:	Tokens will be distributed in proportion to the investment after the ICO.
How funds are held:	Multi-sig wallet held by team council

Pre-ICO LAUNCH
XXX TBA

Ending on XXX TBA

Our pre-ICO will begin on the XXX TBA and will run for 10 days until the XXX TBA. 75% of all JamCoins will be available during the pre-ICO and ICO. Only registered users will be able to participate in pre-ICO.

You'll be able to invest in OpenJam with any verified token on the Waves platform having a market valuation; you'll be able to invest in Dollar, Euro, BitCoin, Ethereum or Waves Community Tokens for example. You will do this by sending them to a Waves wallet address which will be revealed when the ICO starts.

Bonus schedule

The base price of the JamCoin will be determined at the end of the ICO. The following bonuses are available depending on when you invest.

15%
BONUS

PRE ICO

15% bonus during
the pré ICO

ICO LAUNCH
XXX TBA

XXX TBA

OpenJam plans to attract investments via the Initial Coin Offering (ICO) method, by issuing its own tokens (JAM) with a limited emission. After the ICO no coins will be issued, so any inflation is ruled out.

Total supply is 450 000 000 JAM tokens, 337 500 000 JAM are being offered for sale.

Early buyers will receive special bonuses connected to the timing and amount of purchase. The JAM distributed and remaining can be tracked at https://openjam.be.

For further queries related to token sale processes refer to FAQ.

Fund releasing will happen gradually to enable the development of our business:

20%	After token distribution
10%	After the release of OpenJam Tip
15%	After the release of OpenJam Player
35%	After the beta release of OpenJam Studio
20%	After the global release of OpenJam Studio

The contributions will be used for product and technical development, management, operations, marketing, sales and PR and international expansion. If we do not reach the envisioned amount, we'll rely on operating profits and scale down our operations to remain fully functional for the next two years.

9%*
BONUS

6%
BONUS

3%
BONUS

2%
BONUS

ICO week 1

9% bonus during the first week.

*additional 3% bonus during the first 48 hours

ICO week 2

6% bonus during the second week.

ICO week 3

3% bonus during the third week.

ICO week 4

*2% bonus during the last week to people who have invested in our project using WAVES.

TOKEN RELEASE
## XXX TBA

Contributing rules

There are strict rules and precautions to follow while participating within the OpenJam ICO:

- Send WAVES from your personal WAVES wallet.
- Do not send WAVES from exchanges like Bittrex, Kraken, Coinbase, etc...
- Do not send WAVES before the Pre-ICO/ICO has begun.

Are you new to the Waves Platform?

Here is a step by step guide on how to buy & store the Waves (WAVES) crypto-currency. You can buy JamCoin with Waves or any other crypto-currencies supported by the Waves client.

https://buyingwaves.com
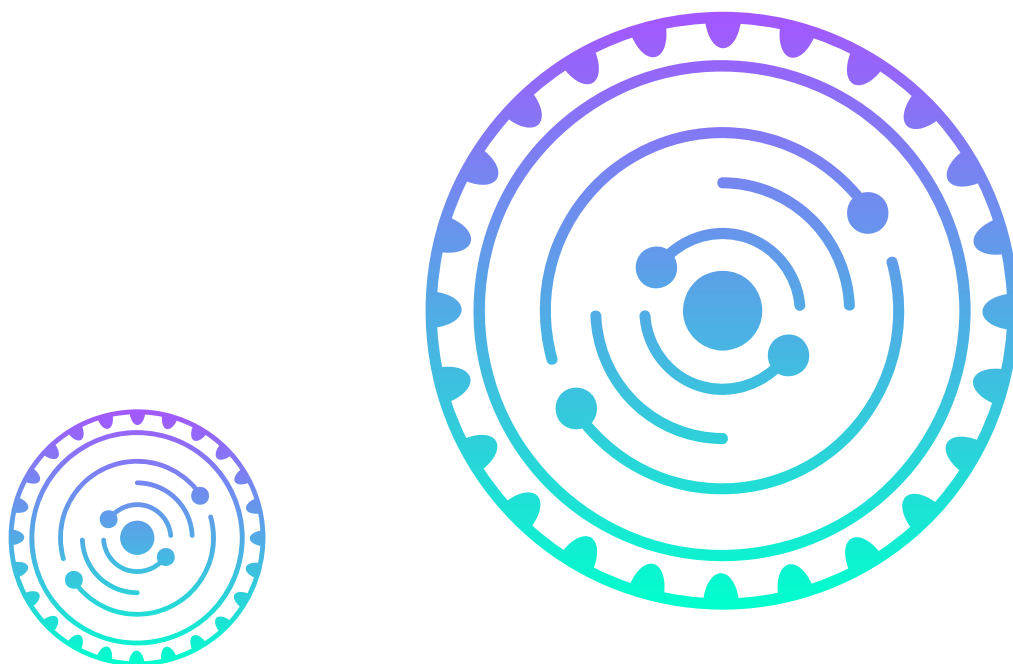
Token sale and use of proceeds repartition

Token Sale

75% of the tokens will be sold to ICO participants. 12%w of the tokens will be used to establish future partnerships and a bounty program on our GitHub. The remaining 13% will be distributed to our seed investors, advi-sors and team.

Future (lock up) 7 %
Bounty 5 %
Advisors 3 %
Team (lock up) 7 %
Seed Investors 3 %
Token sale 75 %
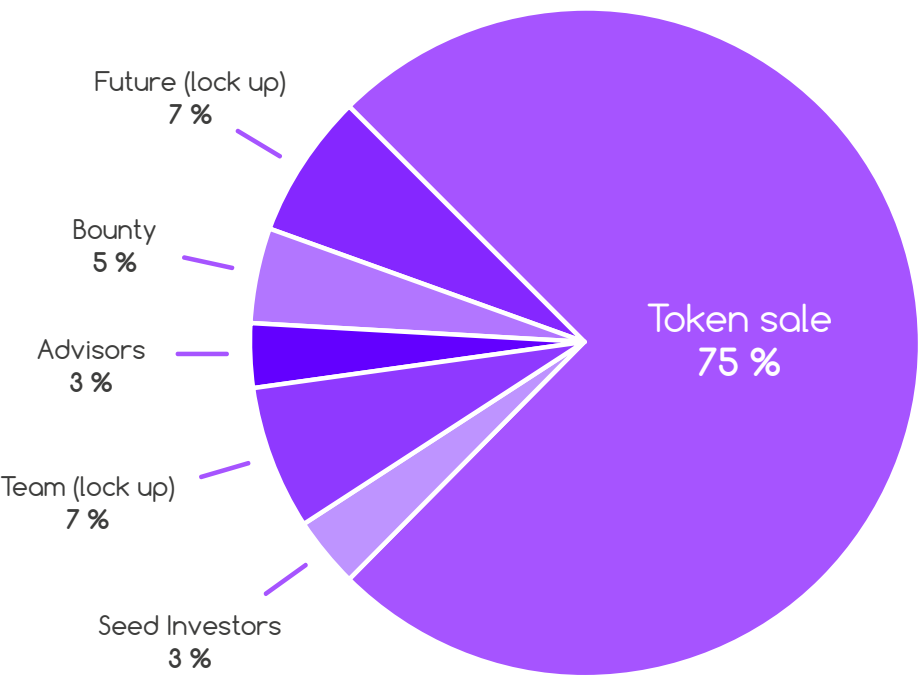
Use of Proceeds

The money raised during the ICO will be distributed as follows. Funds will be released as we progress through the project.

Integration 15 %
Music market 10 %
Development 50 %
Expansion 25 %
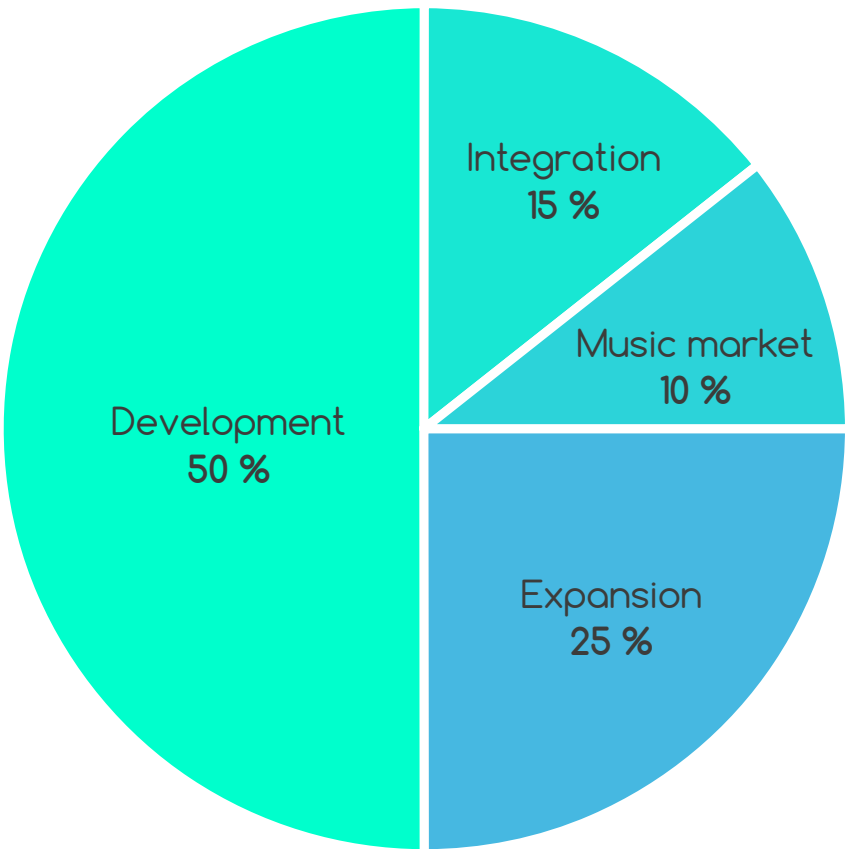
Bibliography

17	Oct.	2017	OceanLab white paper
19	Oct.	2017	La blockchain, une séduisante promesse pour la musique en ligne
20	Oct.	2017	La blockchain sauvera-t-elle l'industrie musicale ?
20	Oct.	2017	Git - the simple guide
20	Oct.	2017	Streaming de musique: tricher plus pour gagner plus ?
20	Oct.	2017	Combien gagne un musicien avec le streaming ?
20	Oct.	2017	Comment vendre sa musique en 2017 ?
21	Oct.	2017	IndaHash white paper
04	Nov.	2017	ICO Guides
15	Nov.	2017	Waves-NG stress test
15	Nov.	2017	Why should cryptoasset investors consider waves?
16	Nov.	2017	Deploy a RethinkDB server on Azure in 15 minutes, or less
16	Nov.	2017	7 reasons why open source code is better than proprietary
17	Nov.	2017	L'open source, une stratégie payante ?
17	Nov.	2017	Petit guide sur les logiciels libres à l'intention des professionnels et des juristes
21	Nov.	2017	Economics of Initial Coin Offerings
21	Nov.	2017	How to: Judge if the token will rise in value after ICO
21	Nov.	2017	How to run an ICO
13	Jan.	2018	The new open-source economics
14	Jan.	2018	Quelle est la rémunération des artistes par les services de streaming en 2017 ?
16	Jan.	2018	Wikipédia: Apache HTTP Server

One of the advantages of a blockchain ledger is that it can establish a more direct relationship between creators and consumers. Composers and artists can get directly compensated every time their songs areplayed. This can be a boon.

Techcrunch

OpenJam

" With the community,
for the community "