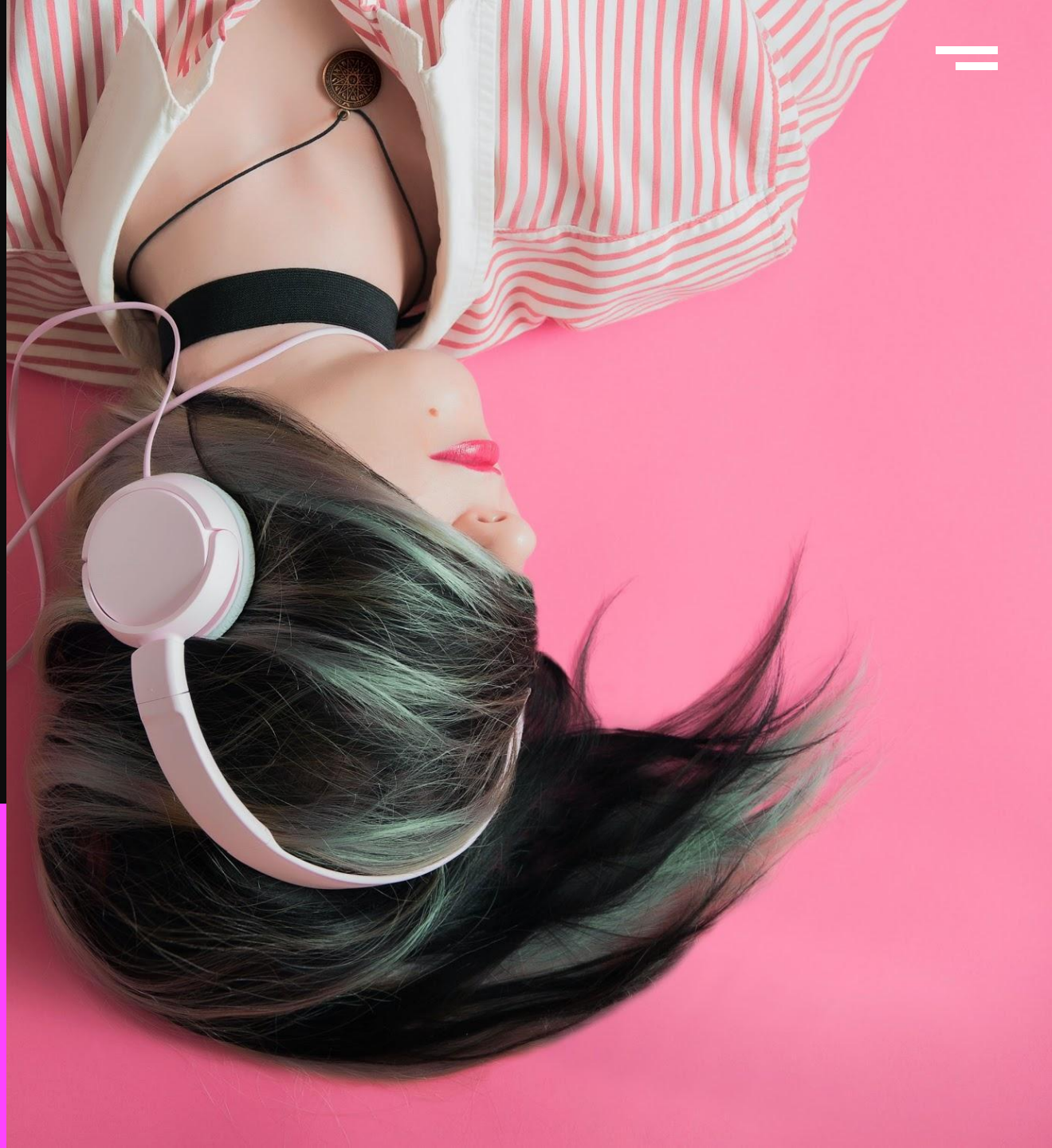


MUSIC

THE EVOLUTION OF
MUSIC BUSINESS





THE PROBLEM

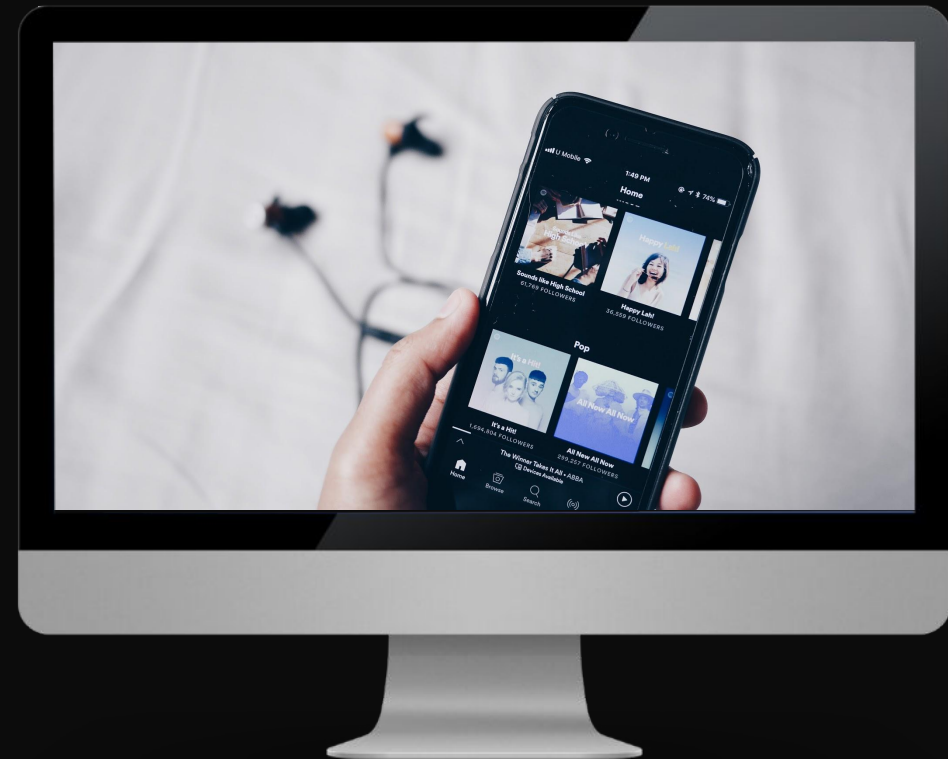
- Lack of funds and resources for creatives.
- The public doesn't invest in the artist(s) they care about.
- Revenue streams for artists have decreased drastically due to the current music business model.



WE OFFER A CHANGE

THE EVOLUTION

- A cooperative and collaborative token based music economy
- Fans and supporters invest financially into the artists and projects they care about, integrating themselves into their success.
- The creation of a new music business model where artists and fans are empowered to blaze their own trail





MUSIC TOKEN

Pioneering a collaborative token driven music economy where ownership is distributed amongst everyone and people are more mutually supportive in projects and beliefs.

2021 COMBINED MARKET VALUES

\$21.6B - Global Music
Revenue

Source:

<https://www.ifpi.org/ifpi-issues-annual-global-music-report-2021/>

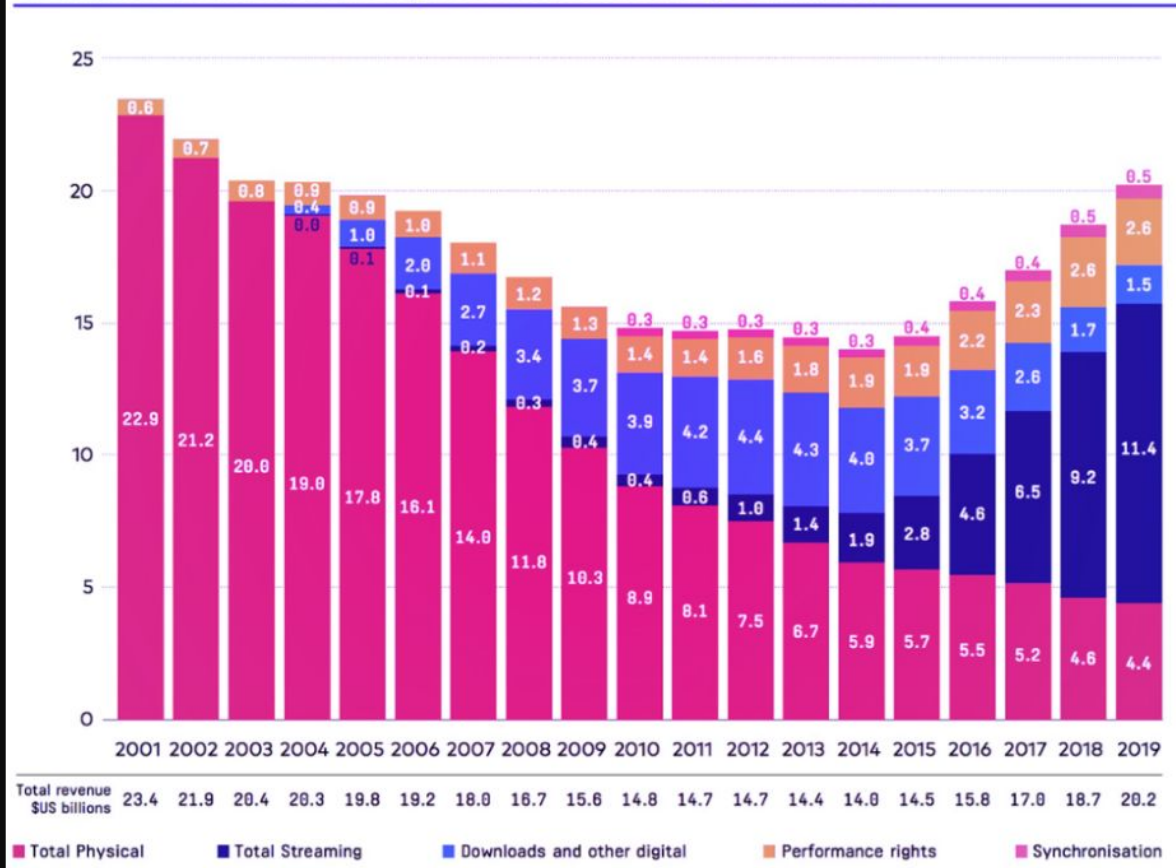
\$2.06T - Global Crypto
Market Cap

Source: <https://coinmarketcap.com/>



MUSIC + CRYPTO REVENUE

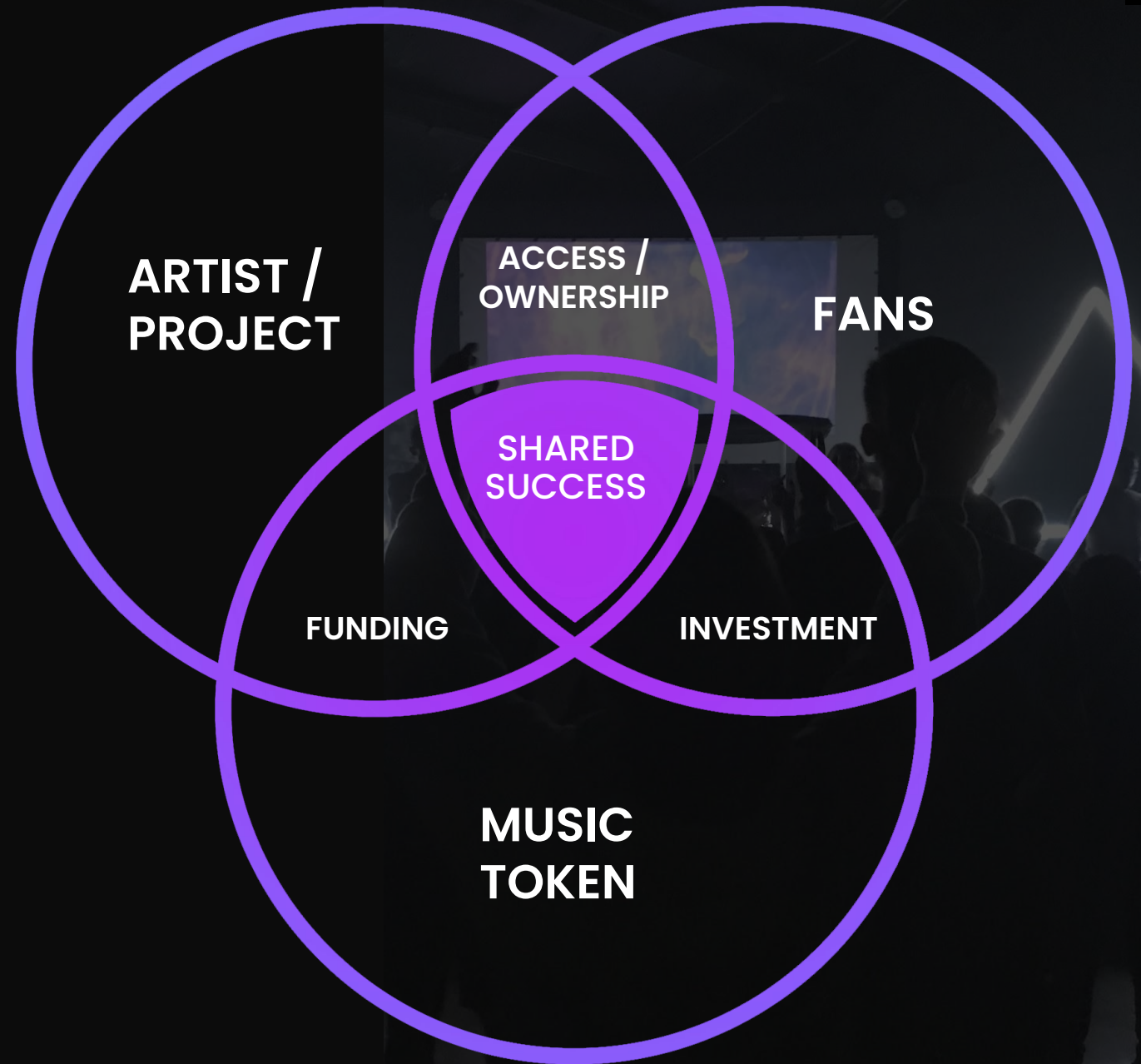
Global Recorded Music Industry Revenues 2001-2019 (US\$ Billions)



On the Rise

The music industry previously regressed due to the advent of digital technology but is now back on the rise along with Cryptocurrency which is now reaching historic heights.

SYNERGY THROUGH A TOKEN DRIVEN MUSIC ECONOMY





THE FUTURE OF MUSIC IS NOW

EMPOWERING ARTISTS AND SUPPORT COMMUNITIES

Nowadays, artists are measured in the industry by metrics more than talent. It's all a numbers game, and through the Music token we can work the numbers that truly matter in our favor.

THE CRYPTOCURRENCY WAVE

The popularity and investments into cryptocurrency have become synonymous with revolutionizing industries however beyond NFT's the applications to creatives have been non-existent.

POLKADOT BLOCKCHAIN

Polkadot gives us the ability to connect all the different blockchains together. We believe that this is going to form the building blocks of the future and we are excited to be a leader and pioneer.

MUSIC TOKEN MODEL

- Artist gets funding from music token economy.
- Artist uses funding to create and provide products and services to customers through the music token economy.
- Everyone benefits from being a stakeholder within the music token economy.

Issuing tokens for:

- Artist's name
- Albums
- Songs



NEXT STEPS

Music Token Launch
July 2021

World Music Forum
July 2021

Music Masters
July 2021

**Music Token Sale
Round 1**
August 2021



By July this year we will launch the MUSIC Token and hold a series of events to build community and an ecosystem.



Meet our teams & advisors

MUSIC TEAM

KNOWA LAZARUS

JAY R

T-NO

BENNO WAIBEL

CARLO WAIBEL (CRO)

REMI JOURDAN

BLOND:ISH

Wael MECHRI YVER

KRIS LAWRENCE

SATYA HINDUJA

DEMETRIUS SUBBAIAH

LARRY DVOSKIN

MOSE CAGEN

GUILLAUME GEE DE MAQUILLÉ

DANIEL HARRIS

MARCUS ENG

ROB FRABONI

RALF MADI

HUBERT AMEME

ZACH ARCHER

BAPTISTE SEJOURNE

& OTHERS

UNIT TEAM

MICHAEL HEALY

PAUL HEALY

KAT MIROSHNIKOVA

THY-DIEP (YIP) TA

STELIOS KARASMANAKIS

TOM KOHLER

JOE ROTONDI

& OTHERS



Powered by Unit

Transparent, Secure, Fair

Like Wordpress or Wix for webpages, Unit empowers token economy via easy-to-use tools to seamlessly create and manage a token value ecosystem that digitally represents value captured by an industry, city, business, brand, personal identity, idea, or anything else one can imagine.

Built on top of Polkadot, Unit Network is a parachain that (1) provides tools that make it easy to build and grow a token, (2) enables decentral (free-market) banking, and (3) is fundamentally designed to catalyze the token economy – widespread adoption of tokens for use (not just investment) throughout the global economy.



THANK YOU

JOIN THE MUSIC
EVOLUTION



To get involved – please reach out to
our Music & Unit Core team