

EchoWE

Creating musical
granularity in licensing music

Team Fruit Basket
Megan • Luís • Soma • Yi • Xueqi

A marketplace which enables copyright holders of music to set where and how their music gets used in order to help and inspire derivative work creators to easily license music.



NOW

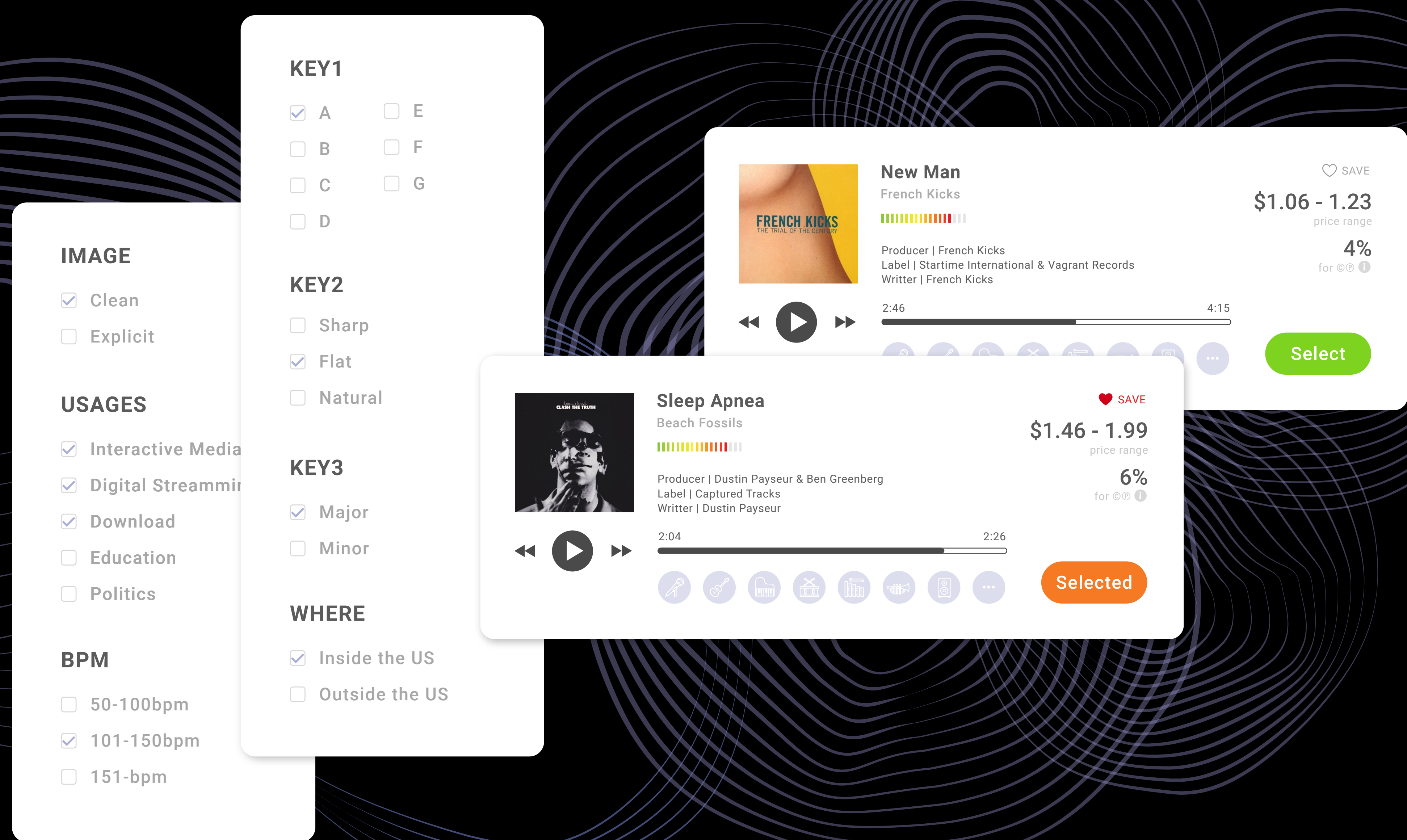
In order to put a sample of a song in a derivative work, the licensee must contact the copyright holders directly to gain permission to use their song. For the licensee, this process involves cold-calling and many lost backlogged emails. Negotiations take months and can cause creators to be pitted against each other.

WHAT IF?

Imagine a simpler music licensing process through the lense of distributed ledgers and smart contracts. Copyright holders could set the intention of their music to act on its own as if alive. Derivative work creators could be matched samples and songs based on their own needs. Copyright holders would receive attribution.

Set the intention for your music

WHERE DO YOU WANT IT USED AND HOW?



We will match the licensee to your samples based on your and their needs. The licensee will have the option to license the stems or the entire work.

The licensee creates and uploads the derivative work to EchoWE. Our acoustic finger-printing assigns a percentage of revenue owed to the copyright holder based on the value of the sample used in the derivative work.

The licensee signs the smart contract and agrees. The licensee sets new intentions for their derivative work. We distribute to all intended uses such as streaming and downloading services, movies, documentaries, ect.

Tracking software will track how much revenue is generated from the derivative work, and a percentage will be given to the copyright holder.



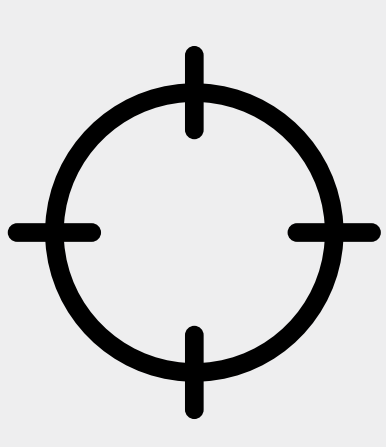
What Are We Proposing?

A multilevel market where the licensing process is just as enjoyable for the copyright holder and the licensee as the creation of the derivative work itself.



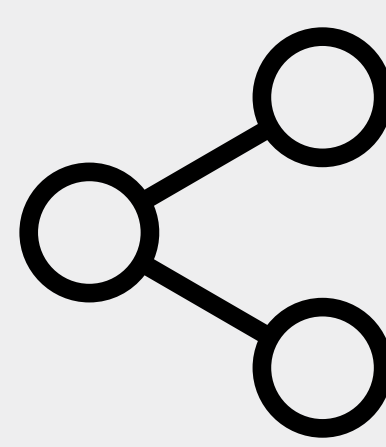
How Can We Determine Value?

The value of a sample is determined by the popularity of a sample or a song and the amount of times the sample is repeated throughout the song.



What Is Our Target Market?

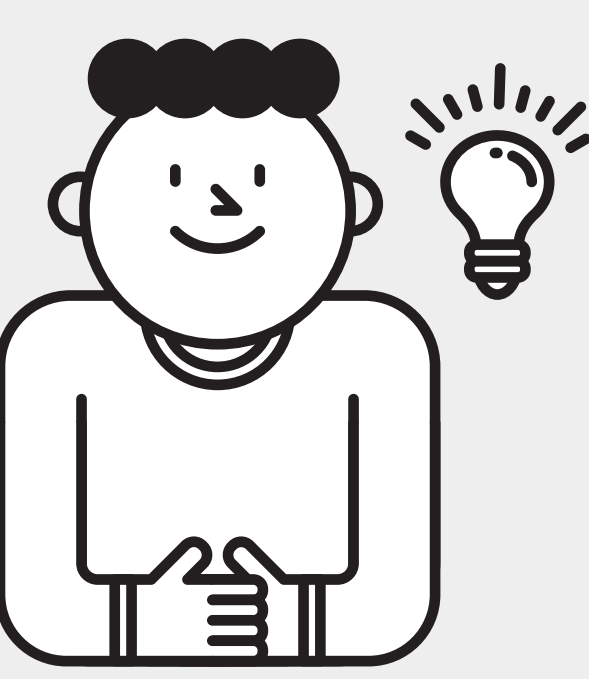
Independent artists through the OMI API first, and taking a percentage of generated revenue from the derivative works created.



How Do We Expand Our Market?

To labels and larger artists, acquire larger music catalogs, and develop new partnerships through the OMI for all creators to have an easy licensing process.

STAKEHOLDERS



Licensees

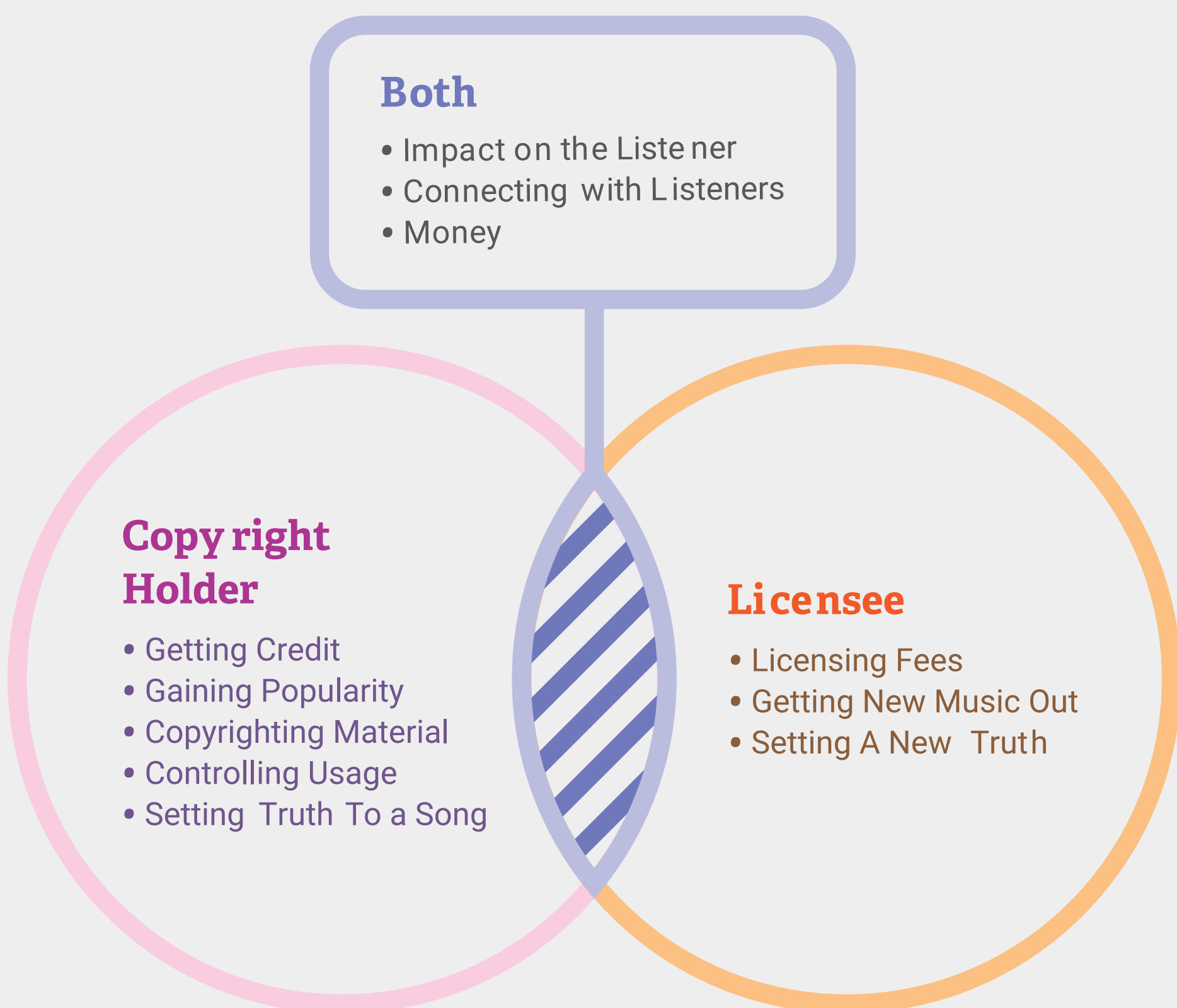
The licensees can easily license music and be inspired through the creation of derivative works.



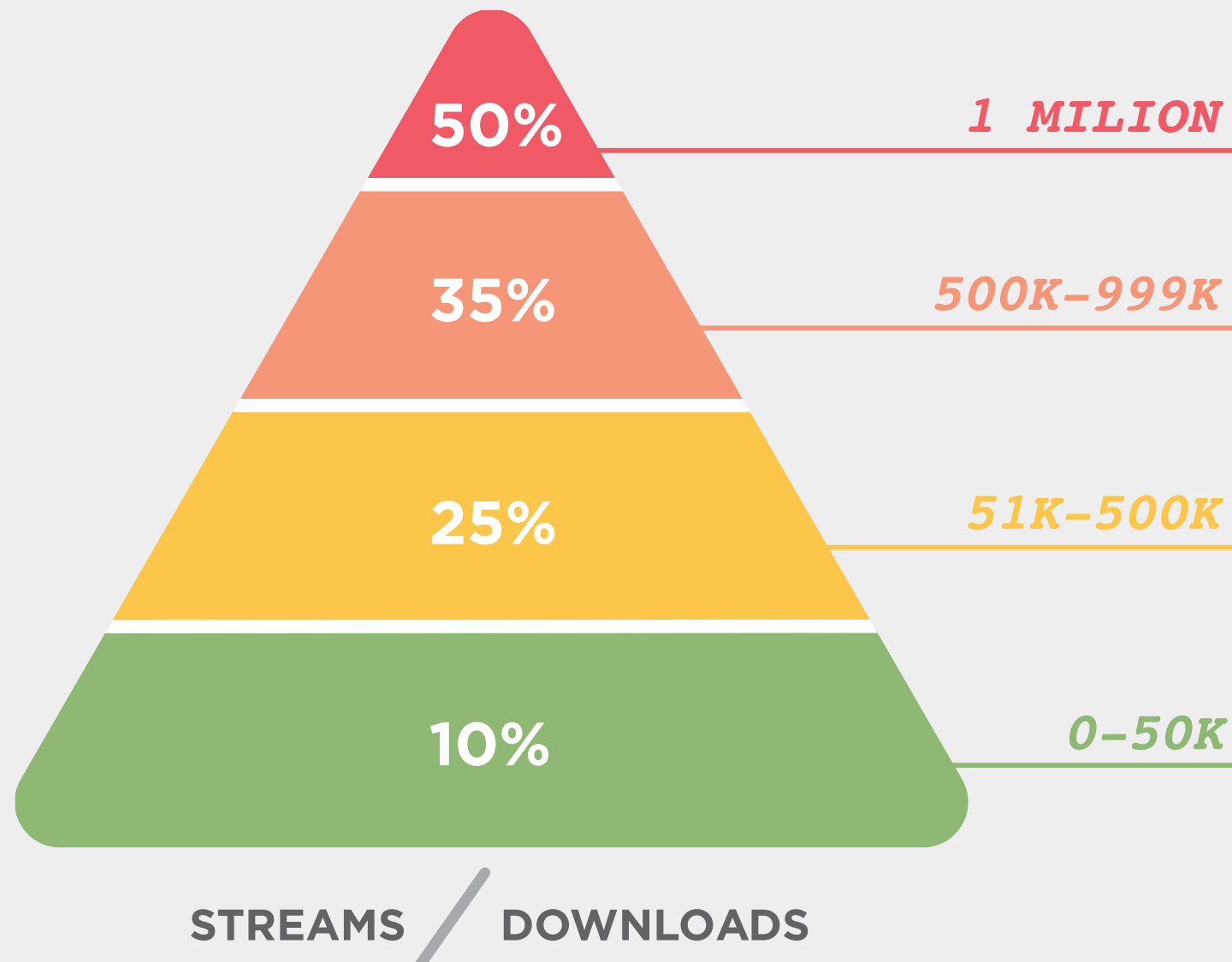
Copyright Holders

The copyright holders can control where and how their music gets used and receive attribution for their work.

NEEDS



POPULARITY TIERED SYSTEM



When the streams and downloads of a song goes up, the percentage owed to the original copyright holder goes up.