ME»ODY

Music Industry Powered By Blockchain.

ME»ODY   Search for your favourite artist!   NFT Marketplace   Contests   Connect Wallet

Ready to discover the future of music?

Discover Contests   Explore Marketplace

Top Contests

Best Hip Hop Album   Best Portuguese 90's   Best Live Performance 2022
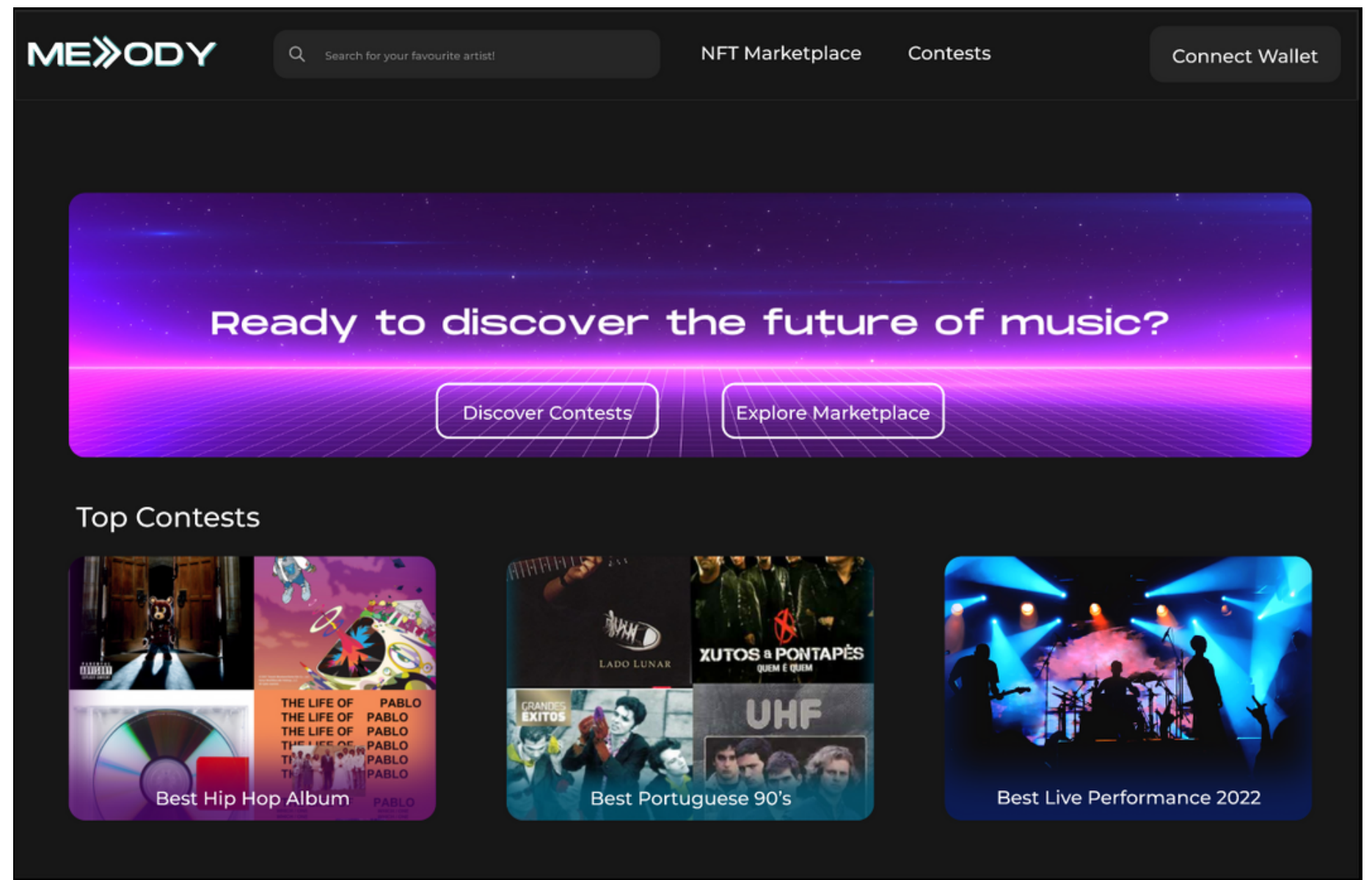
What is Mellody?

Mellody is a decentralized platform where all the agents of the music industry, from <u>artists and fans</u> to <u>music labels and promoters</u>, can extract value and interact with their community.

Artists pre-selected by us will participate in various contests, and music fans will then vote, with our token, for their favorite artist.

Fans will be able to listen to 15-second audio of the song on our platform to make a deliberate choice. After the contest ends, the artist will receive a % of the tokens, and the users who voted will receive NFTs of the Artist they voted in.

We plan on giving intrinsic value to NFTs by linking them with real-life items or experiences, so when you get an NFT reward, you can transfer it to the real world.
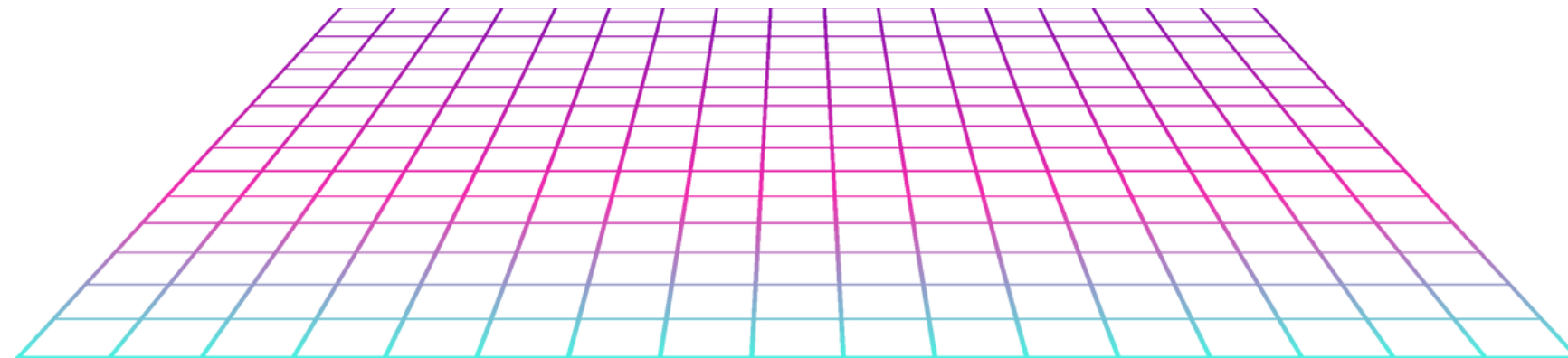
We also provide the structure and tools that anyone, even without having prior knowledge of Web3 can easily use.
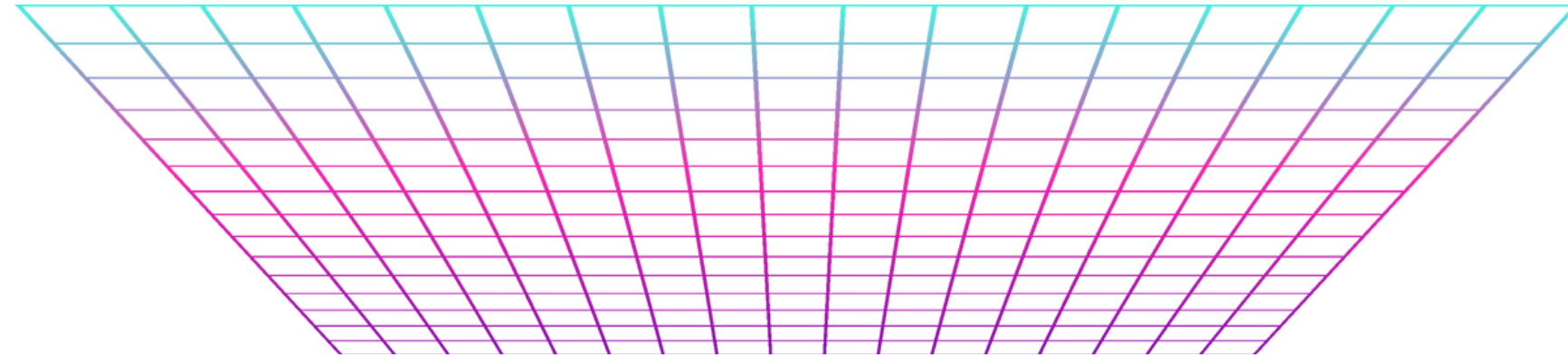
Music Industry needs a new platform to extract value from their community

Problem

Music Streaming Low Payout

- Spotify only gives 0.0004 cents per stream

- Hard for Artists to gather a lot of streams

- Musicians say that money is poorly distributed

Lack of Artist-Fan Connection

- Music Fans aren't being rewarded for listening to their artists

- There isn't a lot for fans to connect with their artists, besides listening to them.

- Lack of Innovative ways for Artists to promote their projects

Music Industry needs to innovate

- Lack of Structure to enter web3

- It's hard for artists, labels, music promoters, and fans to interact with the current blockchain tools

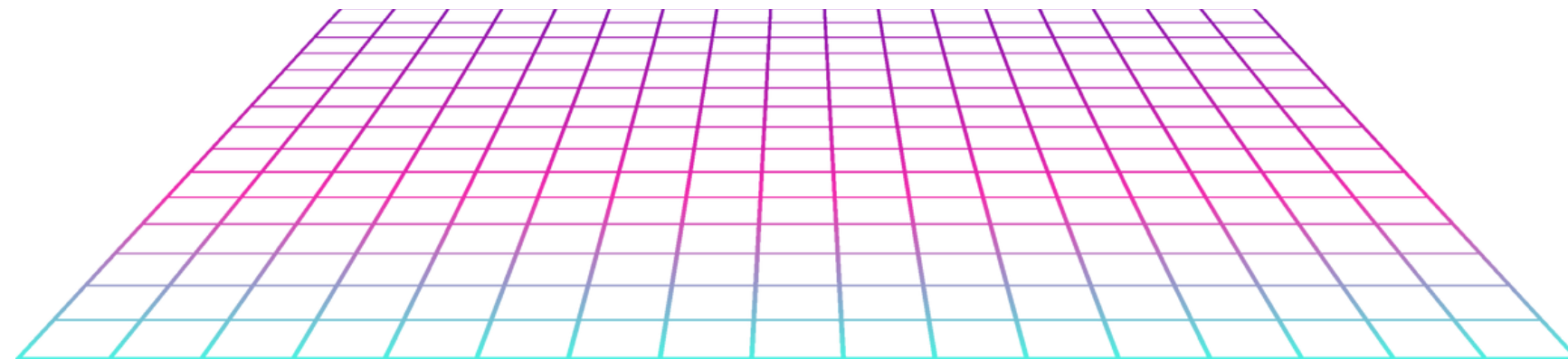- As Steve Aoki said, there is a lack of gamified community building.

Solution
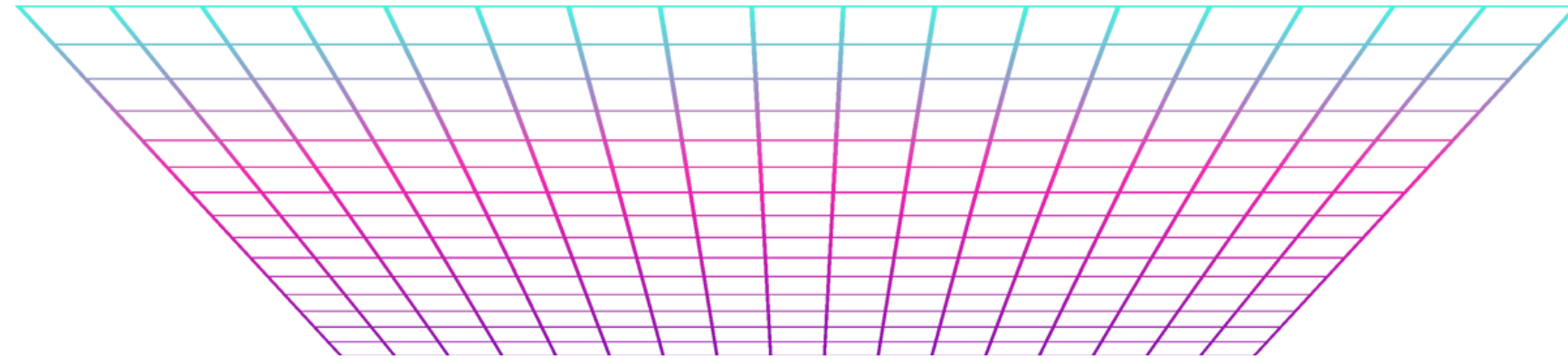
Gamified Decentralized Voting platform with NFT Marketplace and e-ticketing solutions.

Gamification based and Listen-to-Earn Platform

Solution

Artists Rewards

- Artists will participate in gamified activities which will generate revenue for them

- Participating in contests and other activities will make them more well-known in the community

- Artists will be able to sell exclusive NFTs on our platform

Music Fans Incentives

- Music Fans that support artists by participating in contests or holding NFT's will be rewarded

- Music Fans will be able to buy and win exclusive NFT's that can give them token yields.

- Access to many gamification features that allow music fans to enjoy their time while supporting artists

NFT Gamification and Infrastructure

- We will directly provide the structure and tools for every agent of the music industry wandering into web3

- We will design rewards and help artists manage their community

- NFT Marketplace with many types of NFT options

Business Model Canvas

Key Partners

- Artists
- Music Labels
- Music Event Promoters
- Media Influencers
- Spotify
- Event Organizers

Key Activities

- Blockchain and Token Development
- Gamification and Collection Management
- NFT Marketplace
- e-Ticketing Solutions
- Web3 Tools and Infrastructure Provider
- Partnership and Marketing Management
- Platform development and maintenance

Key Resources

- Digital Marketing Tools
- Team Know-how
- Polygon Blockchain
- Website and WebApp
- Token
- NFT Tools and Infrastructure

Value Propositions

Innovative Platform that uses Blockchain and NFT's to empower and provide an added value to the music industry.

Intuitive and Clear UX/UI, no need to have previous knowledge of blockchain or web3.

Music and Artists Exclusive NFT Collections and Merchandise

NFT Ticket passes and ticket solutions for music and entertainment

Utility Tokens and NFT's

Claimable NFT's with physical world rewards

Social and Environmental Responsability

Platform easily scalable to other areas of interest. (Sports, e-sports...)

Customer Relationships

24h Support for the User

Artist and Fan Community Management

Contests with Community Votes

Community DAO to empower their favorite musicians.

Channels

Blockchain and Music News Websites and Socials

Twitter, Instagram, Telegram, Reddit, Discord, Sina Weibo, Douban, Facebook, Tiktok, Youtube, Twitch

Ads on Spotify, Google, Social Media

Influencer Channels

Customer Segments

Music Artists that want to expand their community to web3 and increase the fanbase interaction

Music Fans that want to support their favorite artists, get their exclusive merch, listen to their new songs.

Artists that want to improve and add a new revenue stream to their portfolio

Blockchain and NFT Fans

Music and Web 3.0 Collectors

Music Labels that want to promote their artists on our gamification tools, and gain a new source of revenue

Music Event Promoters that want to sell their e-tickets on our marketplace, and extract the KPI's regarding their events.

Cost Structure

- Platform Maintenance Costs
- Marketing and Communication
- Blockchain and Platform fees
- Artist Design Fees
- Company running costs
- Business Fees
- Events

Revenue Streams

- NFT Marketplace Commissions
- Voting Fees
- E-ticketing Commissions
- Infrastructure Renting (API)
- Events
- Mellody Merchandising
- NFT Sales

Business Areas

Gamification

- Contests between artists (with many algorithms to promote interaction with fans) will be done every day.

- Access to many gamification features that allow music fans to enjoy their time while supporting artists.

- Music Event Promoters can use our contests real time to check which artist the crowd likes the most.

NFT Marketplace

- Artists will be able to sell exclusive NFT's on our platform

- Users and Artists can trade, rent, auction or exchange their Mellody NFT's

- NFT's will be associated with a real life reward to build the bridge between digital and tangible.

NFT e-Tickets

- Music Event Promoters will be able to create special NFT tickets that give access to real life events on our marketplace

- Users can trade, rent, or auction these special passes to their friends.

Application Example
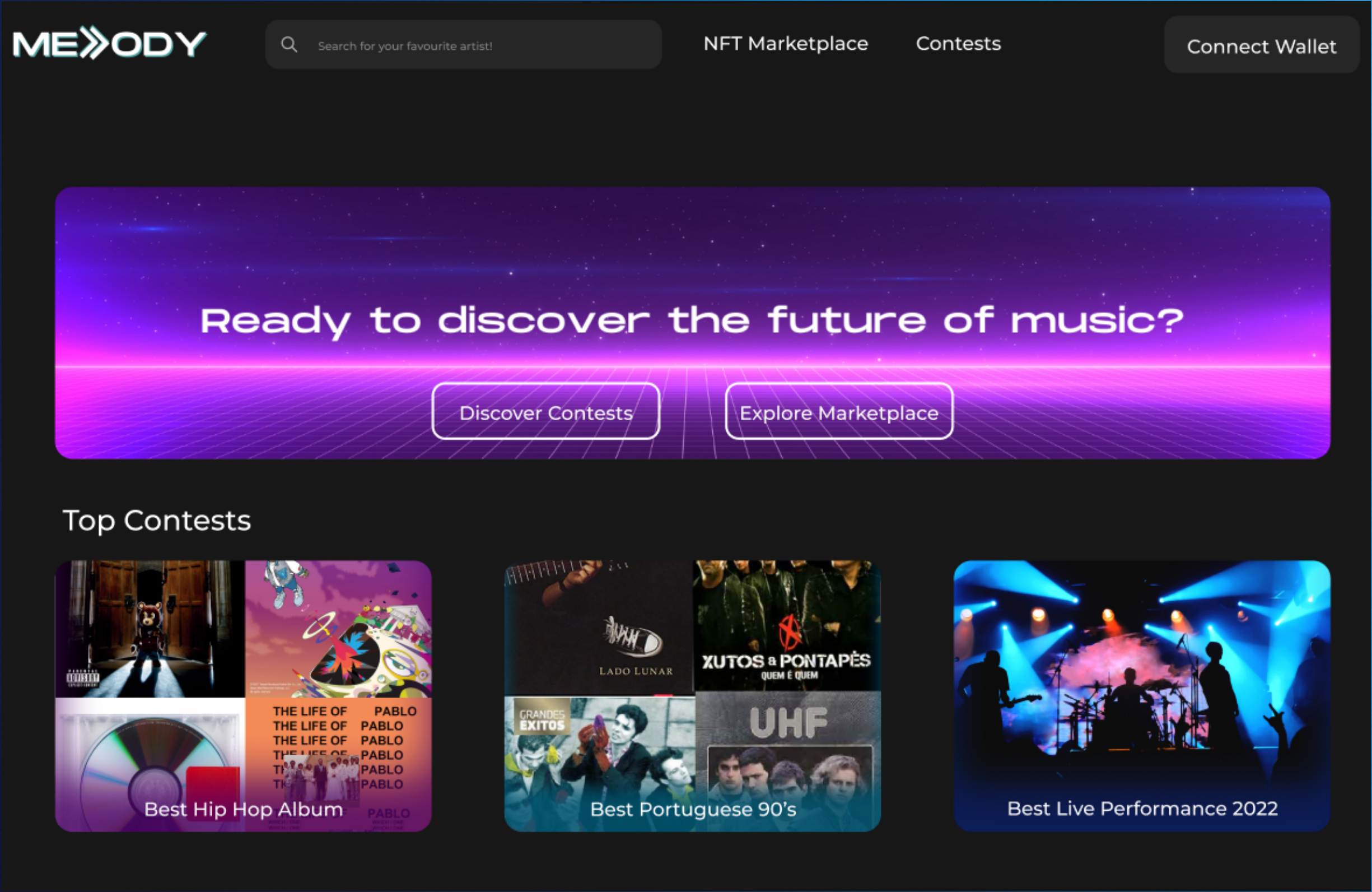
Competition Analysis

Keypoints

- While there are some platforms that have some kind of marketplace for digital art, there is still not a platform that makes the bridge between the digital and tangible.

- Patreon supports artists via a subscription model, but it lacks music industry support in other areas.

- The Voice has a fun gamification model, but it brings almost no value to already established artists.

	MELLODY	PATREON	AIRNFT	OPENSEA	THE VOICE
Blockchain Decentralized	✓	✗	✓	✓	✗
Community Rewards	✓	✓	✗	✓	✗
Web 3.0 Rewards	✓	✗	✗	✗	✗
DeFi	✓	✗	✓	✗	✗
NFT MarketPlace	✓	✗	✓	✓	✗
Supports Artists	✓	✓	✗	✗	✓✗
Gamification	✓	✗	✗	✗	✓
NFT-Tickets	✓	✗	✗	✗	✗

Financials Plan

Running Costs

Costs	Value	Frequency	Burning Rate	Values for 12 months
Marketing Costs	165.500,00 €	8 months	20.687,50 €	248.250,00 €
Developing Costs	102.406,00 €	8 months	12.800,75 €	153.609,00 €
Management Costs	41.766,00 €	8 months	5.220,75 €	62.649,00 €
FSE	46.928,00 €	8 months	5.866,00 €	70.392,00 €
Platform Costs:	63.400,00 €	8 months	7.925,00 €	95.100,00 €
Total Costs	420.000,00 €		52.500,00 €	630.000,00 €

CashFlow

Year	0	1	2	3
Sales|Revenues	-	678 750	1 357 500	4 072 500
ESF	(153 419)	(483 269)	(553 008)	(620 436)
Personnel Expenses	(121 184)	(1 342 678)	(1 613 663)	(2 523 411)
EBITDA ((Earnings before Interest, Taxes, Depreciation and Amortization)	(274 603)	(1 147 196)	(809 171)	928 864
Expenses/Reversals of Depreciation and Amortization	-442	(3 325)	(5 725)	(8 150)
EBIT (Earnings before Interest and Taxes)	(275 044)	(1 150 521)	(814 896)	920 714
Juros e Rendimentos Similares Obtidos				
Interest and similiar expenses	-	-	-	-
EBT (Earnings before taxes)	(275 044)	(1 150 521)	(814 896)	920 714
Taxes	-	-	-	(58 419)
IRC	-	-	-	(58 005)
Parish Tax	-	-	-	-414
Net Income	(275 044)	(1 150 521)	(814 896)	862 295

Year 0

- Establish a Local Market with strong artists and influencers.
- Close deals with local music labels to get more artists.
- Build a strong social media with organic and paid ads
- Google Ads and Social Media
- Develop Merchandise and Exclusive Mellody Content

Year 1

- Enter Brazilian Market with a deal with a Brazilian Funk Label as well as West Europe and UAE
- Promote gamification on Music and Crypto Websites
- Keep growing all social media with influencer and Artist help
- Establish Ambassador Programm with Refferal for Artists and Community

Year 2

- Enter US and Asian Market
- Partnership with a big label to get well-known artists, mainly hip-hop and pop music
- Partnership with more music streaming services (Apple Music, Tidal)
- Create the needed social media for each local market and promote them with the artists

Year 3

- Stregthen the connections with US and Asian Market
- Close deals with K-pop, J-Pop and C-Pop artists for specialized and exclusive content.
- Make Physical and Metaverse events with Mellody Artists.
- Mellody Exclusive Youtube channels for diverse markets

Traction
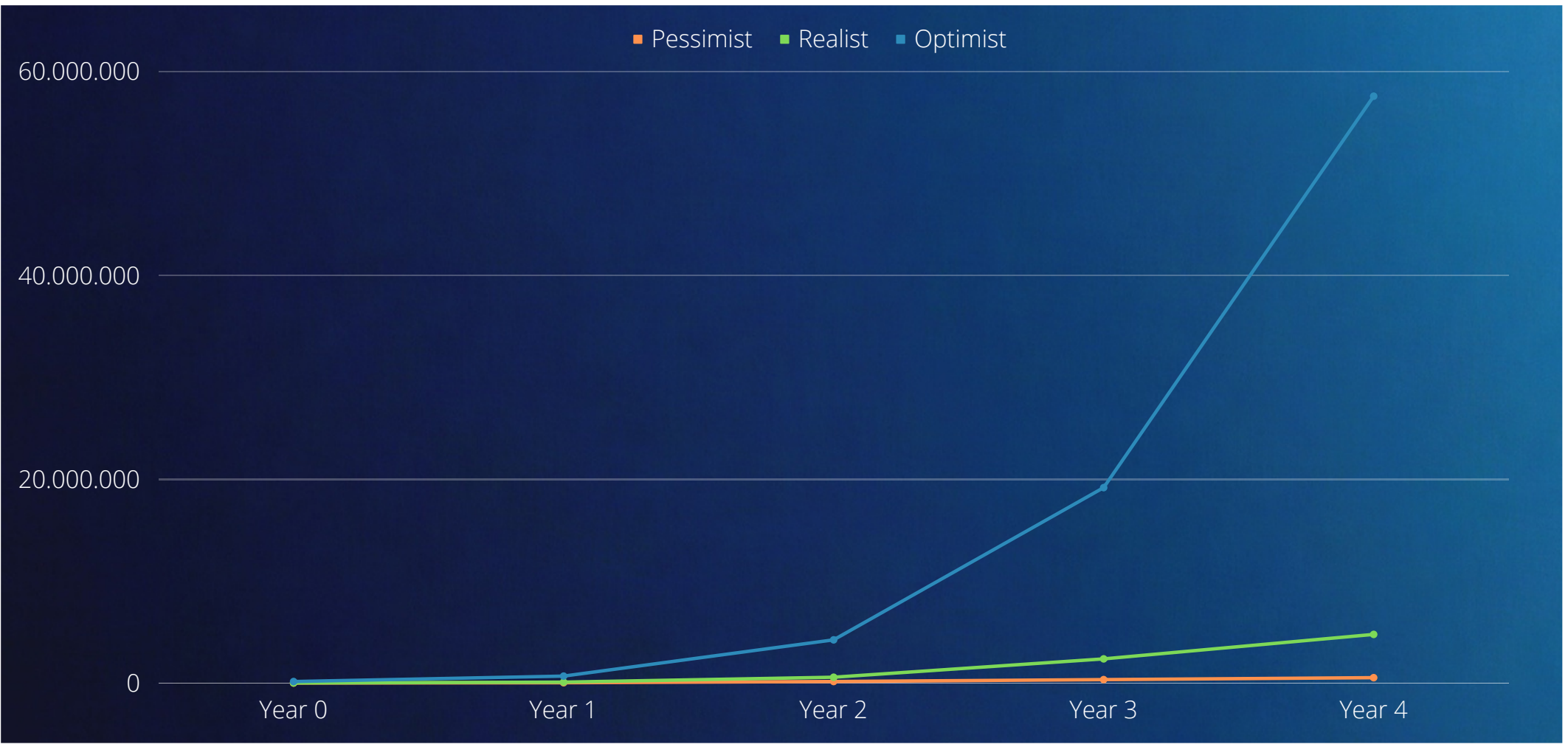
The optimist scenario assumes entering into the Asian market successfully with a penetration rate of 0,5% (India, Japan, Korea, and China)

The realist scenario assumes entering into the Europe Market and US, but leaving the Asian Market for a later stage

The pessimist scenario assumes only local market, west europe and middle east

Year	Pessimist			Realist			Optimist		
	Yearly Revenue	Monthly Revenue	Users	Yearly Revenue	Monthly Revenue	Users	Yearly Revenue	Monthly Revenue	Users
0	€ 678.750,00	€ 56.562,50	30.000	€ 905.000,00	€ 75.416,67	40.000	€ 1.131.250,00	€ 94.270,83	50.000
1	€ 1.357.500,00	€ 113.125,00	60.000	€ 2.715.000,00	€ 226.250,00	120.000	€ 4.525.000,00	€ 377.083,33	200.000
2	€ 4.072.500,00	€ 339.375,00	180.000	€ 13.575.000,00	€ 1.131.250,00	600.000	€ 27.150.000,00	€ 2.262.500,00	1.200.000
3	€ 8.267.175,00	€ 688.931,25	365.400	€ 54.300.000,00	€ 4.525.000,00	2.400.000	€ 217.200.000,00	€ 18.100.000,00	9.600.000
4	€ 12.586.774,00	€ 1.048.897,83	556.322	€ 108.600.000,00	€ 9.050.000,00	4.800.000	€ 651.600.000,00	€ 54.300.000,00	28.800.000

Traction by scenarios (1st Year)

Mellody (benchmark 1st year, pessimist)	Number of Users	Average vote per user	Average value per vote €	Average buy per NFT	Average NFT price €	Average Music Festivals NFT	Average Price Music Festivals NFT €	Total Revenue Month	Total Revenue Year	Total Revenue Year with 1 NFT Festival	Total Revenue Month + NFT Festival	Mellody Fund	ARPU (Monthly)	Paying User Avg Paid
Active ones (Spotify	9375	1	10	1	20	1	100	€ 48.750,00	€	€ 678.750,00	€ 56.562,50	€	€ 1,89	€ 6,03
Registered	30000													

Mellody (benchmark 1st year, realist)	Number of Users	Average vote per user	Average value per vote €	Average buy per NFT	Average NFT price €	Average Music Festivals NFT	Average Price Music Festivals NFT €	Total Revenue Month	Total Revenue Year	Total Revenue Year with 1 NFT Festival	Total Revenue Month + NFT Festival	Mellody Fund	ARPU (Monthly)	Paying User Avg Paid
Active ones (Spotify	12500	1	10	1	20	1	100	€ 62.812,50	€	€ 878.750,00	€ 73.229,17	€	€ 1,83	€ 5,86
Registered	40000													

Mellody (benchmark 1st year, optimist)	Number of Users	Average vote per user	Average value per vote €	Average buy per NFT	Average NFT price €	Average Music Festivals NFT	Average Price Music Festivals NFT €	Total Revenue Month	Total Revenue Year	Total Revenue Year with 1 NFT Festival	Total Revenue Month + NFT Festival	Mellody Fund	ARPU (Monthly)	Paying User Avg Paid
Active ones (Spotify	15625	1	10	1	20	1	100	€ 76.875,00	€	€	€ 89.895,83	€	€ 1,80	€ 5,75
Registered	50000													

- Pessimist
- Realist
- Optimist

Token Price and Distribuiton

Contact us for Equity Options

	Seed	**Private**	**Public**
	10%	10%	20%
	0,0096€	0,0216	0,0376
Tokens:	88.800.000	88.800.000	177.600.000
Euros:	852.480€	1.918.080€	6.677.760€
How Buy:	Token Purchase Agreement	Token Purchase Agreement	IDO

Liquidity 5%
Team 10%
Advisors 3%
Partnerships 7%
Marketing 35%
Seed 10%
Private 10%
Public 20%
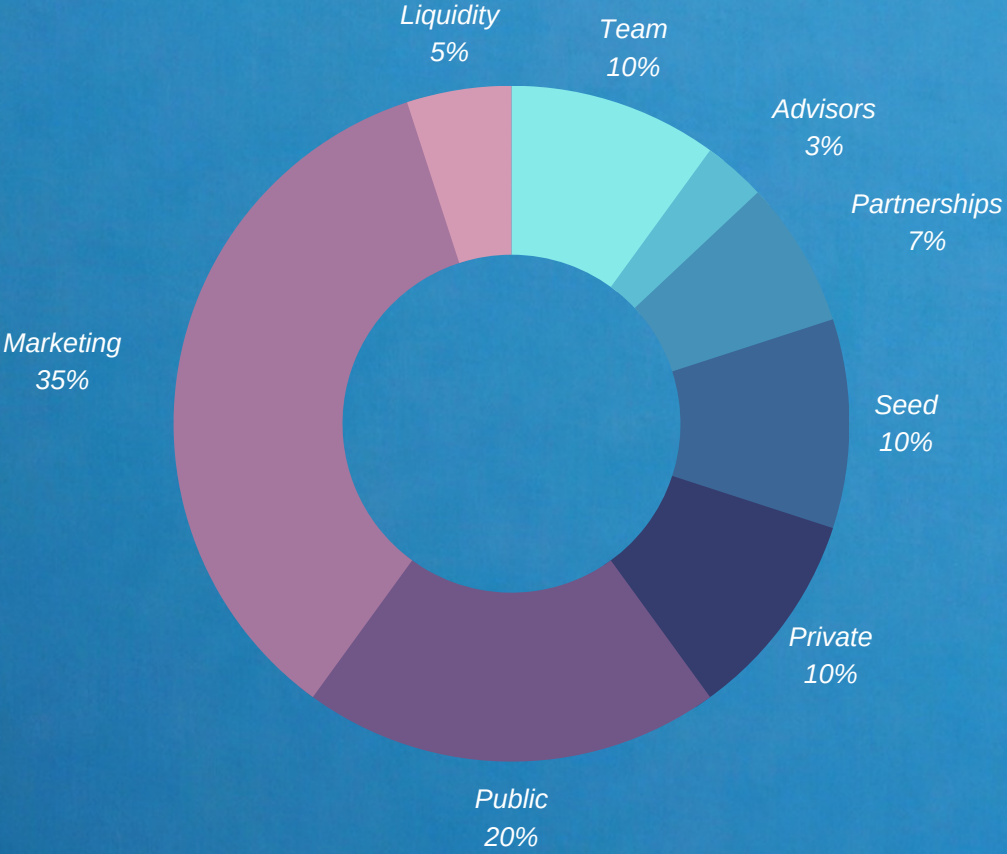
Mellody Team

Founders

Filipe Ferreira
Chief Strategy Officer

Gualdim Ramos
Chief Operations Officer

Team

Marco Carola
Chief Tech Officer

Daniel Ribeiro
Back-End Dev

Pedro Bingre
Front-End Dev

João Frade
Front-End Dev

Mikkel Solnado
Creative Director

Sofia Mendonça
Content Developer

Partners

Jacinta Pestana
Relationship Manager

Paulo Carmona
Investment Advisor

Advisors

Diogo Costa
Web3 Advisor

Rita Vilas-Boas
Investment Advisor

Tiago Pratas
Crypto Advisor

Partnerships & Awards

Artists

Tomás Adrião

Nayr Faquirá

Mikkel Solnado

Clara

Gabriel De Rose

D'Alva

SograNora

+15 Artists

120k
Instagram Followers

21K
Spotify Listens per Month

4.5M
Youtube Views

Music Labels and Publishers

GREAT DANE

Great Dane Studios

Awards

NOVA Impact
UNIVERSIDADE NOVA DE LISBOA

Impact Challenges

COLLISION
JUNE 20-23, 2022

Road to Collision 2022

web Summit
LISBON | NOVEMBER 1-4, 2021

WebSummit 2022

STARTUP PORTUGAL

Startup Portugal

MADE OF LISBOA

Made of Lisboa

OW

Olisipo Way

CuatreCasas

THANK YOU