# SoundRig WhitePaper V1.0

A music ecosystem redefining what is achievable for independent musicians globally. Purchase, listen, and interact with musicians from around the world in ways not possible before.

# Table of Contents

# Vision

We are at the dawn of a new horizon; a paradigm shift for the creative industry in which audio and visual content can be purchased, accessed, and most importantly: enjoyed. Future leaders in the creation and distribution of creative content such as Music will most certainly excel by leveraging emerging Web3 technologies; Blockchain and NFTs.

Our mission is to enable self-determination, with fair and transparent compensation for artists and musicians. In addition, our objective is to champion and support emerging global talent to have a fairer share of the available market by utilising blockchain technology.

# The Problem

Currently, the music industry is valued at $28.8B[1], however, most musicians struggle to earn a living as they are not the ones making the majority of money from their craft[2]. At present musicians are limited in their options; either they turn to a record label or go independent, and then distribute their music on platforms such as iTunes, Spotify, Youtube, Google Music.

The problem with these current methods is that even with all of these options it is very difficult for musicians to earn enough money to survive! For example, an artist in 2022 will earn per stream; $0.0067 on iTunes; $0.0034 on Spotify; $0.0012 on Youtube Music, and $0.0054 on Google Play Music, respectively[3]. If an artist is not already famous or established, they're not able to earn what they deserve in order to keep doing what they love. Musicians shouldn't have to have two jobs in order to pursue their passion.

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[1] https://www.statista.com/statistics/272305/global-revenue-of-the-music-industry/
[2] https://www.nytimes.com/2021/05/07/arts/music/streaming-music-payments.html
[3]https://www.nme.com/news/music/new-figures-show-how-many-streams-artists-need-to-earn-minimum-wage-2649715

# The Solution

We envisage a globally accessible platform where fans and followers are offered a rich variety of musically inspired content. SoundRig grants access to exclusive benefits, social connections and highly personalised merchandise like never before.

The service will also provide a complete set of tools and features to enable individual music professionals and creatives (visual artists, producers, etc.) to connect and collaborate on unique NFT projects. This allows us to deliver their NFTs to current and potential fans.

We see ourselves as a serious player in helping to define new standards and values in the music industry. The aim is to change the game in favour of the creators by providing a stage upon which they can thrive.

# Team Members

### Sunny Basra (CEO & Co-founder)

Partnerships Manager at LE4F.Agency
Previously Artist & Client Relations Manager at NMKR. He has a BA (Hons) Hotel Management with considerable experience in Luxury Concierge and Client Relations with international Royalty, VIPs and C-Suite Executives.

### Quintin Bray-Stone (Co-founder)

Founder of DaBand.io and Project lead on "Cardano for Ukraine", a charity concert which raised 1200$ to feed 37 families for a week. Bachelor of Science in Nursing (2017), 8 years of training as a classically trained violinist, entrepreneur and crypto enthusiast.

### Theo Scape (CMO, Head of PoEM)

Founder and Managing Director at Two Internationally Multi-Awarded Tourism Companies. A Successful entrepreneur and Proud Owner of Bars & Clubs. Experience As a Radio DJ For 17 Years. Long History as Electronic Music Producer & Engineer For 15 Years (Progressive & Trance). Cardano Musicians Community Manager & Space Host.

### Paul Figueroa (Web Dev & NFT Maestro)

Web Developer at LE4F.Agency. Independently Studied Backend/Full Stack Web Development (PHP/Laravel/Vue.js). Former Internationally Touring Drummer & Former Backline Technician/Stage Manager for Todd Rundgren (Grammy Nominated and Rock & Roll Hall of Fame Inducted Artist). Studied Communications at William Paterson University.

**Timothy Vang (Head of Entertainment)**
Aka. Vicc is the Founder of @TheHiddenOrder, CNFT-Festival Japan meets the West. Former International relations ambassador at the US Embassy in Japan. He has coordinated many international events involving the US government and was key in coordinating the travel of the 45th President of the United States through Japan at the the United States Hanoi Summit (2019). Timothy is able to mobilise multi-level events and bring the Cardano Community together through music, community, and people.
Twitter: https://twitter.com/TheHiddenOrder

**Nhan Nguyen (Backend + SoundRig Architect)**
Based in Vietnam. Currently Founder of NFTJam & lead backend engineer at The University Admissions Centre, Australia (working on Verifiable Credential Projects). Previously founder of M1Studio, designed and built more than 30 websites. 7 years experience as a full stack developer working with a variety of technologies and solutions.

**Rodney Prescott (Advisor and Project Mentor)**
Currently Senior Relationship Manager at Cardano Foundation. Former positions include Chief Technology Officer at GlobalBlock, Advisor at MannBenham Advocates Limited and Strategy Consultant at Input Output (IOHK). Graduate of the Swiss School of Business and Management.

# On-boarding

We have established a system to facilitate the on-boarding of musicians and fans from around the globe to SoundRig and Web3. There's three steps in the system: SoundRig Reps, Agent/Managers, and Country Ambassadors.

SoundRig Reps are people who are able to help spread our message to communities either via social media or through their real life circles. They aid in facilitating new collaborations with other companies/projects, as well as gaining the attention of any musicians they know. They might also be Agent/Managers.

Agent/Managers are in each community or city to scout out potential talent they can help on-board to SoundRig and Web3. Their role once they've started the on-boarding process, is to work with the musicians to facilitate a smooth integration to our ecosystem. They will help to organise material for the musicians' TUN3Z, as well as perform quality control to make sure the material is up to our standards.

Country Ambassadors are the regional managers in each country responsible to make sure that any issues are resolved quickly and effectively. They also ensure that the Agent/Managers have all the tools/training necessary and are doing a good job taking care of the musicians they have on-boarded.

# Roadmap

1. Music Player
    1.1 Connect Cardano wallets ✔️
    1.2 Connect metadata from IPFS
    1.3 Connect wallets from other blockchains
    1.4 Create playlists
2. Website
    2.1 Primary Sales
    2.2 Artist Collab Zone (on Discord)
    2.3 Artist Collab Zone (on Website)
3. Social Media
    3.1 Twitter Spaces
    3.2 Youtube videos/Podcasts
    3.3 Instagram
    3.4 Pro social media/PR campaign
4. Marketplace
    4.1 Launch pad
    4.2 Secondary sales
5. Cross-chain compatibility
    5.1 Connect wallets from multiple chains
    5.2 Connect wallets from multiple chains simultaneously
    5.3 Multi-chain minting of TUN3Z
6. Stream to earn service
7. Concerts/Events
    7.1 Virtual Events
    7.2 real Life Music Concerts/Festivals
8. SoundRig Creative Foundation

✔️ = Accomplished

**<u>Budget</u>**

## Costs - One-Time Costs

| | |
|---|---|
| Media Player | - $7,500 (150hrs) |
| Marketplace Backend | - $15,000 (300hrs) |
| Marketplace Frontend | - $40,000 (500hrs) |
| Minting Service | - $16,500 (330hrs) |
| SoundRig Radio dev. | - $200,000 |
| | |
| Marketing | -$300,000 |
| Legal | -$100,000 |
| Team Growth | -$300,000 |
| | |
| 10% Contingency Budget | -$103,618 |

## Costs - Recurring Annual Operational Costs

| | |
|---|---|
| Marketplace Backend | -$24,000/year |
| Custom Bots | -$4800/year |
| AWS | -$2400/year (will increase with traffic) |
| Elastic Search | -$1200/year |
| Blockfrost | -$780/year |
| SoundRig Radio Server | -$24,000/year |

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| | |
|---|---|
| Total | -$1,139,798 |

# Revenue[4]

- Launchpad fee 20% Sales Revenue
- Marketplace fee 2.5% Sale Revenue
- Add revenue
  - Sponsorships
  - Banners
  - Commercials (Streaming)
  - Branding deals
- Events
  - Ticket sales
  - Merchandise
- Facilitator fee
  - Contracts with other projects/companies to find musicians
- Metaverse
  - Item sales
  - Concerts
  - Venue rental
  - Storefront rental
- Promotion
  - Promoted artist
  - Featured artist (Interview/Medium post)
- Inclusion fee
  - Pay to have non-SoundRig musical NFT's policy id included in our repertoire
  - Pay to include your non-SoundRig musical NFT's song for ISRC and streaming on stream-to-earn platform
- Licensing
  - Licence out part(s) of our IP to companies/projects
- Subscription
  - Stake to subscribe - No ads, additional perks

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[4] Please note at this time it is too early for our project and web3 music to accurately project revenue values. All %'s are subject to change in order to preserve financial sustainability of the project while continuing to maximise return to the community.

# Revenue and Remunerations

**Agent/Manager:** Earn a % of sales revenue whenever they onboard a local artist to our platform. They're responsible for make the onboarding experience as easy as possible and for doing quality control of their musicians.

**Maker Fee:** When launching through SoundRig we will provide publicity, marketing, branding, and business help among other things. We also include the cost of minting in this fee.

**Artist:** The majority of revenue will be going directly to the musicians and/or any parties they've included in the contract. All payments are instantaneous and done at the point of sale. If a musician joins on their own, they earn 80% as there is no Agent/Manager.

20% Maker Fee

80% Artist

10% Agent/Manager

20% Maker Fee
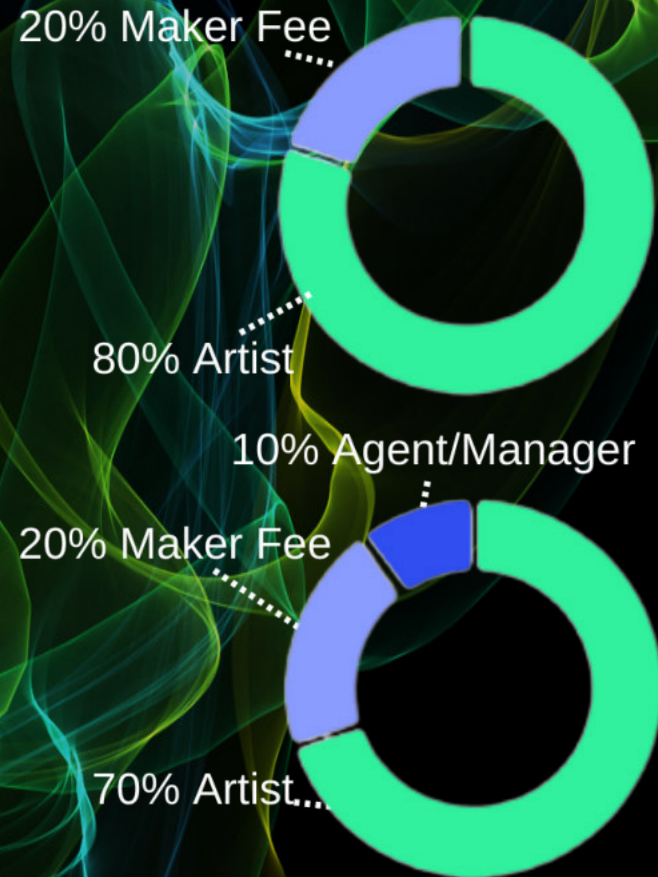
70% Artist...

1. Record labels/Artist Management companies are limited to earning 10% commissions for each of their artists creating and selling TUN3Z on SoundRig. Our artists will always earn a minimum of 70% earning the greatest share for their music.
2. Anyone who refers a new artist is eligible for 3% of revenue (if no management is required, and the musician uses their code), earning the artist 77%.

# Key Performance Indicators (KPI)

The following metrics are some that we will be monitoring to assess how our platform is developing and performing.

## Tech:
- Number of Crashes
- Number of bus reported / fixes needed
- Number of Security issues identified / fixed
- Number of outages
- Number of support requests
- Number of support requests resolved

## Sales:
- Number of TUN3Z launched
- Number of TUN3Z minted
- Total value of sales
- Number of tickets sold for events
- Value of ticket sales for events

## Marketing
- Volume of traffic to social media content promoting musicians
- Number of Social media followers
- Number of Discord members
- Event attendance

## Popularity/Adoption
- Number of Metaverse integrations for Radio
- Number of University partnerships
- Number of Web2 Fans onboarded
- Number of Web2 Musicians onboarded
- Number of musicians on SoundRig
- Number of musicians agreeing/planning to launch with SoundRIg
- Number of artists on platform
- Number of Students on platform
- Number of individual Cardano wallets, and the difference after we launch
- Number of active community members
- Number of wallets connected to media player
- Number of listens/plays on the media player
- Number of daily users of the media player
- Number of daily website visitors
- Total user count

# TUN3Z™

We have chosen to coin the term "TUN3Z" to describe the music NFTs which SoundRig will be selling. When someone buys TUN3Z they are buying more than just artwork and a song, they are buying a package which includes exclusive content only available to holders of those TUN3Z. The data in each TUN3 is encrypted to only allow the owner of the NFT to view the contents on our media player. This will allow for things like the addition of concert ticket sales, discount coupons, access to Metaverse events etc.

All TUN3Z will contain at a minimum 1 song, 1 piece of cover art, and 1 additional content created by the musicians. We will be selling singles, EPs, Albums, and the additional content can include anything the musician wishes such as: behind the scenes footage, bloopers, alternative tracks, the stems for the track (and reproduction rights), etc. We will work hard to make all TUN3Z unique and stand out!

# Integrating Into the Music Industry

We have the goal of being compliant with the current music industry so that the musicians launching with us will be able to enjoy the benefits of both web2 and web3. The first step is to get ISRCs for each track, these are unique identifiers for specific sound/video records that are widely used by music services as a means to allow for automatic identification of records to pay royalties.

The process for getting ISRC associated with musicians' songs and videos is entirely optional but encouraged. This is the first step to having Web3 music compliant so that we may one day see our TUN3Z on the music charts!

# Services

**Media Player**

The most frustrating problem facing the music NFT community currently is the lack of a tool to play their music, not just on Cardano but on all chains. The problem is amplified when you are the owner of multiple music NFTs across multiple chains.

Our media player is able to link up with Cardano wallets as well as in the future being able to connect with wallets from other blockchains. We seek to expand to all major blockchains so that all music NFTs will be accessible and playable in one location. You can see the artwork from your NFTs, if they contain a video you will be able to play it. In addition, we will also be implementing a feature to create playlists and eventually, go mobile!!

Initially all our services will only be available on the web, but the goal is to be able to launch on IOS and Android so you can bring your Music NFTs anywhere you go!

## Launch Pad

We help artists get started by offering a launchpad for carefully selected musicians which will feature exclusive artwork and allow them to feature rich content such as behind the scenes footage, lyrics, music videos, and anything else the imagination can think up!

## Marketplace

Our marketplace will be a rallying point for the web3 music community; no more competing with other non-music projects! Musicians and their audiences will be able to list Music NFTs for sale, and purchase them from other users or from Musician's launches via their personalised pages.

## Minting Service

One of the driving factors for this marketplace is to provide musicians all around the world a viable alternative to the current music industry which takes advantage of new musicians. One of the main barriers to entry for musicians who are curious about web3 is how to get started. What is metadata? What is IFPS?

We are developing a simplified minting service which compliments NMKR's services. This removes any need for prior knowledge of web3 or crypto. Musicians will simply upload their music and the artwork files and write what they would like to have as the metadata and our service will do the rest. Musicians can set the price of their mint, the quantity they would like to sell and also split the profits any number of ways between multiple wallets. An example of this would be if a song has profits sent equally between the producer, musician, and writer.

## Creator's Lounge

Another barrier to entry is that musicians are generally not also artists, so we want to create a space for musicians and artists to connect and collaborate in a secure manner. This way musicians will have an easier time finding trusted artists to give their TUN3Z quality aesthetics. This will be a service we aim to provide for free, to allow our musicians/artists to flourish.

## Virtual & Live Concerts

To add extra value to our musicians we aim to reward the highest performing musicians with opportunities to perform in virtual as well as real life concerts which we aim to organise in the future. Our recent partnership with REACH Metaverse will allow us to develop an elaborate music venue to host our own concerts and shows!

## Ticket Sales & Merch Sales

Using our TUN3Z encryption technology we intend to use this to allow us to sell event ticket NFTs. Each of our artists will also have the opportunity to add merchandise E-Commerce displays on their personal profile on SoundRig.

## Physical Records

We've partnered with On-Chain Records to allow our artists and their fans to have the opportunity to purchase extremely exclusive Physical records of the albums and EPs which will come with ETH versions of the Album/EP on an NFC chip embedded into the record.

## Cross-Chain Compatibility

Our team strongly believes the future doesn't have borders, therefore we aim to spread to as many chains as we can in order to help provide our services to everyone. We aim to provide a finished product which the end user will not even realise they are interacting with different chains, except for connecting the various wallets from each blockchain.

We strive to first become the go-to music marketplace on the Cardano blockchain; As we grow, we fully intend to expand our music NFT library and services by developing cross-chain capabilities to ensure the community is provided the widest selection of music achievable in the crypto universe.

## Fiat Gateway for Purchase of NFTs

Using NMKR's payment gateway will allow us to offer the option for our customers to purchase NFTs using their credit card option, reducing the barrier to entry for new consumers.

## Stream to Earn

We want to bring the benefits of blockchain technology to the streaming world, in a way that a lot of people have forgotten… RADIO! We are creating a radio service which will reward active users and of course the musicians! Tracks which have been launched by SoundRig will get selected to air on our radio and broadcast to users worldwide!

## User Experience

The diagram below shows how users will interact with SoundRig's platform and enjoy their music.

**1** **Buy**
TUN3Z are available from our launchpad or other Music NFTs are available from our Music Marketplace

**2** **Connect**
Connect a wallet from an integrated chain or the "paper" wallet from NMKR

**3** **Listen**
Any NFT with music or media files from your wallet will automatically be displayed on our media player. Create playlists to fit your style.

**4** **Discover**
Learn about the musician and enjoy the additional content from your TUN3Z!!

# Musicians

## Profiles

Each artist will have their own personalised page to host their drops and their music. This will be a place for them to develop and promote their brand through social interaction with their audience. They'll be able to live stream demos, jam sessions, and performances/concerts to exhibit their talent and attract new followers/fans.

## Minting Options

Musicians will be provided with several options when converting their audio files to NFTs. The musician will decide how to represent their music in the marketplace by selecting criteria for NFT metadata (e.g., genre, artist, album, series, etc.) which is ultimately used by the audience to catalogue, sort, and filter their NFTs in the marketplace.

The next step will be to decide the quantity, pricing, rarities (if applicable), and/or duration of mint (time) for their mint. We plan on offering multiple styles of mints such as:

- **Option 1: Common Mint** - This will be the most affordable option available and will allow the artist to simply mint an indefinite number of NFTs from a single audio file. Simple/common visual art will be available for this minting option. (Price well below market competitors, more focused on owning the music than an NFT)

- **Option 2: Tiered Visual Art Mint** - This is an option that will likely appeal to collectors as it adds variety and rarity to the minted collection of a single audio NFT. The artist will be able to attach visual art that ranges from common to ultra rare in a tiered approach where market price of the NFT increases with rarity. The artist will have full control over the list price for each tier and how many of each rarity tier they mint for distribution on the marketplace.

- **Option 3: Tiered Rarity Public Mint** - This option is similar to option 2, but provides the artist the ability to mint a collection in a random way, along with rarity charts for both the visual and audio files included in the collection. The mint is a fixed price mint (eg. 1k NFT's @ 40ADA). The customer rolls the dice on which song and art they mint each time they buy from this collection, with the possibility of landing that ultra rare matching audio visual combination.

### Royalties/Distribution

Musicians will have the ability to add a royalty percentage to each of their TUN3Z. This royalty would be credited to the musician every time TUN3Z are resold on the secondary market.

Musicians are also able to add multiple payout addresses to each of their TUN3Z in order to ensure that revenue is distributed IMMEDIATELY at the point of sale to all parties involved in the creation of their TUN3Z.



### Market Analytics

Musicians will be able to generate analytics based on the registered profiles of the community that holds their NFTs in the marketplace such as music taste, age, gender, etc. This would be used for instance to help musicians decide where they should prioritise stops on their next tour for instance.

## Audience

### Profiles

Profiles will be created when new audience members register and link their wallets to the music marketplace. The profiles serve two purposes. First, they provide an idea of the musical tastes of the consumer, thus allowing the system to filter to highlight music they may be of most interest to that audience member. Secondly, it provides valuable feedback to musicians about the demographics that their NFTs are appealing to. Each profile will provide *optional* fields for the audience member to fill out in order to better connect them with the music that is most likely to appeal to them:

1. Bio
2. Age
3. Gender
4. Ethnicity
5. Favourite Music Genre(s)
6. Preferred blockchain(s)

This information will be kept safely on our platform and used to help musicians decide where to have their concerts and get to know who their main audience is.

### User Interface

The user interface will be designed to be as intuitive and simple as possible. We plan to implement algorithms to provide suggested music based on the user profile and purchase history. The marketplace will allow users to manually filter by metadata, such as artist, songs, music genre, or any other element captured by the metadata in the NFTs. The user will also be able to sample NFTs to determine if they are interested in a particular artist or song.

### Accessibility

The music marketplace will be built on a Web based platform that is designed to be accessible both by mobile and desktop devices. Additionally, to make the marketplace accessible to all, the blockchain framework will be designed to be

compatible with most major blockchain wallets starting on the Cardano blockchain.

### Affordability

The marketplace will likely have a range of music choices and pricing such that there is something for everyone. Connecting the musicians and audience directly via the marketplace will cut out a lot of the typical third party costs to both the musicians and audience, allowing market prices to truly reflect supply and demand for each unique NFT collection minted on the marketplace.

## "Adopt A Country" Charity

We plan to establish a not-for-profit arm of our company (SoundRig Creative Foundation) which will be tasked with receiving donations from individuals from around the world. The funds raised would be used to "adopt" a country, for instance Nigeria. This would provide us funds to be used specifically in Nigeria to help establish at least one recording studio which will be free to use by local musicians which have been identified by our Ambassadors and their Agent/Managers. This will provide the opportunity for all new talent we onboard to create high quality recordings of which they'd retain 100% ownership of the music rights.

Funds would also be used to create bursaries for musicians and creative artists to achieve advanced education at the university level. The goal with this would be to get the next generation of visual and musical artists exposed and interested in Web3.

## Institutional Partnerships

**University of Bedfordshire**
The Media Studies program will be working closely with us to collaborate with musicians in creating high quality and unique content such as NFTs, videos, graphics, etc.

## Project Partnerships

**Reach Metaverse**: A Metaverse project seeking to build tools to facilitate the community to build their own virtual projects and spaces as well as a platform for which other metaverses can integrate and build on.

**On-Chain Records:** Aims to set the standard for digi-physical media and provide artists with the tools, resources and support to experiment and push the limits of music. Each record is individually crafted on our antique lathe cutting equipment from the 1940s - providing a unique, vintage sound. With the incorporation of blockchain technology via an NFC Kong Chip, each record is transformed into a crypto asset - making it a true collector's item and time capsule of human creativity that spans generations.

**The Hidden Order:** Successfully hosted two large concert events based on NFT ticket sales and is planning many more, including helping to organise and run CNFTcon's main stage, as well as performing at the KickOff Party.

**The Listening Room:** The largest community of web3 musicians on Cardano, where they connect, collaborate and help inform newcomers.

**Cardano Proxies:** A large community based project on Cardano featuring sub communities focusing on subjects such as Tech development, financial sustainability, environment, mental health and art.

**Bad Fox Motorcycle Club:** A large collective of NFT fans who are working to innovate on what is possible with a PFP project, currently planning diverse forms of fund redistribution to the community and integrations into various metaverse projects such as Cornucopias.