

TunedCoin
The Native Token of Tunedly
Whitepaper June 12, 2022



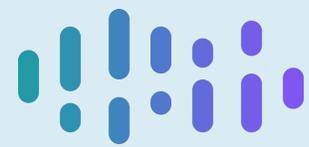


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INTRODUCTION

Many individuals are still unaware of blockchain, cryptocurrencies, and NFTs as well as the potential they represent. The music industry has long been associated with the glitz and glamor of large production budgets and high barriers to entry. However, the world is rapidly changing, and technological advances are currently growing faster than ever, especially in the music industry. Blockchain technology is a perfect match for this data heavy industry.

To bring the music industry one step forward, a highly experienced team developed one of the most intriguing ecosystems that will forever change how we see music publishing, audience engagement, and A&R – **Tunedly**.

Tunedly was originally built as a platform for music artists to access a one-stop-shop where they can access an online music recording studio, yet, it quickly expanded into music publishing, music discovery, and music A&R over the years. TunedCoin will be the native token of the ecosystem. TunedCoin (TUC) is a Polygon token built on the ERC-20 Smart Chain.

The Tunedly ecosystem is an example of how blockchain technology, non-fungible tokens, and decentralized finance could revolutionize the music industry.

Our mission is to transform the way the music industry selects new music by involving listeners in the A&R process, making the process fair to all artists — regardless of their marketing budget or name recognition — and empowering fans to decide the hits of tomorrow.

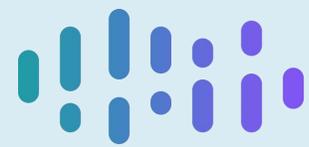
Anyone and everyone with a burning desire for entertainment and a love for music can participate in this project.

ABOUT Tunedly

Tunedly was originally built as a virtual music production company that enables musicians, artists, and songwriters to access a world-class online recording studio and some of the world's top session musicians. With a global community of songwriters and music creators, Tunedly makes music-making and collaboration seamless by providing its users with world-class session musicians for professional music production.

Started by musicians and music managers, the idea for a live collaboration music production solution came out of a need to remove the financial barriers faced by those who want to succeed at music.

Tunedly was founded in 2016. As the company grew, Tunedly evolved into a music publishing entity in partnership with Spirit Music Group, the largest independent music publisher in the United States, with songs by artists such as Ed Sheeran, Garth Brooks, and Beyonce to name a few currently under contract.



At the beginning of 2021, Tunedly announced the new partnership with Spirit Music Group and was overwhelmed with submissions by up-and-coming musicians who wanted their songs to get signed by Tunedly. The traditional solution would have been to hire a dedicated A&R team that would sift through thousands of songs and decide which ones have the most potential to become hits. But how fair is that? People are biased by name recognition and imagery — both of which an artist can “buy” to influence the decision of so-called industry experts. Additionally, musical taste varies widely across the population. Why should one random person have the power to decide which songs get signed to publishing deals and potentially become a hit that millions of people will hear on the radio, on TV, and in ads?

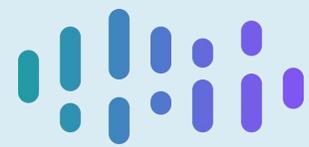
Tunedly found a more innovative way to revolutionize the A&R process. Emerging artists can upload their music on the Tunedly platform, and their songs will be streamed randomly among other up-and-coming artists as well as established artists. The twist is that no identifying information is made publicly available - no artist names, number of likes, number of streams, images, or anything else that could provide a clue who the artist behind the song could be. Therefore, listeners have no clue if the song they are currently listening to is from a big star or from a new artist they have never heard of.

If they like the song, they like it purely for the music and could even hit the “star button,” which is akin to giving the song a “like”. Based on the stars deployed to songs and other metrics such as skip rate and average listening duration of the songs, Tunedly can identify the most promising songs by unsigned artists and sign these songs to exclusive publishing deals. This process is all based on public sentiment instead of one person’s opinion.

Market Research and Industry Trends

After many years of decline after the CD era, the music industry is finally on a growth trajectory again. This can be attributed to how strong the streaming market is with major players such as Spotify, Apple Music, and Tidal among many others. The streaming market alone was valued at over \$9B in 2021, growing at a rate of 13.3% annually until 2030. The music publishing industry is also growing, having been valued at nearly \$6B in 2021, and estimated to grow to over \$9B by 2028. Licensing music for events, ads, movies, and TV shows is a very stable industry without major threats by technology.

On the flip side though, the music industry is also lopsided. It favors established artists with a large marketing budget and the support of a major label or corporation. Several studies have shown that the top 1% of music artists earn 77% of all recorded music income. When considering only streamed music, the top 1% of music artists earn as much as 90% of all streaming income. Even though the music of the other 99% is often much better than the music of the top 1%, the other 99% still cannot break through. This is mainly because the top 1% of artists have major budgets and can buy access to playlists, airtime, and fan followings — which automatically elevates them in the algorithms on most music streaming platforms.



Tunedly, and to a greater extent TunedCoin, is addressing exactly this problem. Other companies in the music industry are also already working on solutions different from Tunedly's solution — although not less important or potentially viable. Audius created one of the first music streaming platforms entirely on the blockchain. VOISE is another music industry blockchain project that created a peer-to-peer marketplace between musicians.

Tunedly ECOSYSTEM

Challenge

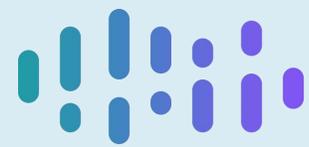
The A&R process in the music industry is outdated and not fair to music listeners or independent artists. A select few label and publishing executives sift through a large number of songs to decide which ones are worth spending marketing dollars on. These select few songs are then artificially pushed on streaming platforms to gain popularity. Music streaming services' algorithms will always favor already popular music to suggest to listeners over independent artists' music, even if the music of an independent artist might be a better fit for a specific listener. As songs that are being pushed with big marketing dollars gain popularity, they are also more likely to spark interest from film supervisors, advertising agencies, and other synchronization opportunities. Overall, this means listeners end up hearing the same songs, chosen by a few "industry experts" repeatedly, from streaming services to radio stations to our favorite TV shows, movies, TV ads, and beyond.

Our Solution

Tunedly is transforming how the industry selects new music through a fair process for artists — regardless of their marketing budget — and listeners alike by involving them in the A&R process.

Tunedly created a music discovery platform with a unique twist. Independent and unknown songwriters, singers, and other musicians can upload their music on the Tunedly music discovery platform. We will stream the uploaded music among some of today's biggest stars, including Bruno Mars, Lady Gaga, Ed Sheeran, and many more. The twist is that we do not display any identifying information on the songs being streamed. Each song simply plays with a generic image in the background and no artist names, streaming or like numbers, or any other identifying information to highlight the popularity to the music listener. Essentially, the music listener has no idea if he or she is listening to a song by a popular artist or a completely new artist that nobody has ever heard of.

Every listener who signs up for a Tunedly account can give one "star" per day to his or her favorite song. Listeners have the opportunity to earn money while listening to music by deploying these stars. Read more on how below. The Tunedly music discovery platform tracks star deployments as well as other listener behavior metrics such as skip rates and timing, average listening duration of each song, among others. Based on these listening behaviors, the Tunedly system identifies the most promising songs on Tunedly, by unknown artists. We then sign these songs to exclusive publishing deals and



place them in film, TV shows, and ads. This way, A&R heavily involves the music listeners to identify future hits instead of so-called “industry experts.”

Ecosystem Core Elements

Tunedly and its partners, the songwriters, singers, and musicians of the signed songs, will benefit financially from placing music in film, TV shows, and ads. Since these songs would have never even come to anyone’s attention without the music listeners on the Tunedly platform, it’s only fair to reward the music listeners for their efforts.

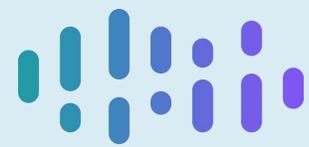
How It Works

Get discovered on Tunedly by uploading your music. After uploading your song, we’ll stream them among songs from today’s biggest stars to level the playing field. After this, music listeners can upvote (give a star to) their favorite songs based only on music without referring to artist names or other identifying information. Top songs get a publishing offer.

Every song we sign to a publishing deal will get 1,250 TunedCoins allocated. As a signing bonus, 250 TunedCoins will be issued to the rights holder of the song. The remaining 1,000 TunedCoins for each song Tunedly signs will be issued to the first 1,000 people who gave that particular song a star. In addition to a TunedCoin, Tunedly will also issue an NFT for every song signed to a publishing deal to everyone (not just the first 1,000) who gave that particular song a star. In summary, while each song we sign to a publishing deal will never issue more than 1,250 TunedCoins (250 to the artists, 1 to every user for the first 1,000 users who gave a star to the song), each song can potentially have an infinite number of NFTs issued. However, no further NFTs will be issued after signing a song to a publishing deal.

Tunedly for Listeners

Every person who signs up for a free Tunedly account will be able to access all songs on the music discovery platform. Users cannot pick songs to listen to; instead, they are fed a random stream of songs. Users can, however, choose the genre they would like to listen to. Additionally, every user receives one (1) star per 24-hour timeframe. They can issue a star to a song they believe could become a hit. If the song gets signed to a publishing deal with Tunedly, then the first 1,000 people who gave the song a star get 1 TunedCoin each. Also, every user who gave the song a star will receive that song’s NFT.



TOKEN ECONOMICS (TOKENOMICS)

TunedCoin (TUC) is the utility token for the Tunedly Ecosystem. It hopes to integrate the fundamental features of the blockchain to give its users access to the ecosystem's unique features.

In total, TunedCoins will be limited to a total number of 21,000,000 (21 million). As our goal is to build up our catalog to 5,000 songs signed. One quarter of the tokens will be issued as rewards to Tunedly music listeners (1,000*5,000).

TunedCoin (TUC)

Max Supply: 21,000,000 (21 million)

The TUC max supply will be created and distributed according to the following chart:

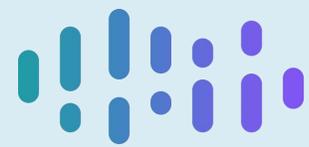
Allocations of TunedCoins are as follows:

Tunedly:	1,200,000 (released annually over five years, no staking possible)
Advisors:	800,000 (released annually over three years)
Team/Contractors:	1,000,000 (released annually over two years)
Reserve:	2,000,000 (released annually over five years)
Liquidity:	550,000
Air Drops for virality (social posting):	300,000
Staking Rewards:	3,000,000
Listener Rewards:	5,000,000
Critique Rewards:	1,000,000
Musician Signing Bonus:	1,250,000
Total:	16,100,000

The remaining 4,900,000 TunedCoins will be used for fundraising and will be used as follows:

- Seed Round: 1,900,000 @ \$0.25 per token
- Pre-Offering (Pre-ICO): 1,000,000 @ \$0.50 per token
- Public Offering (ICO): 2,000,000 @ \$0.75 per token

Whale protection: No wallet can hold more than 10% of all TunedCoins in circulation at any time.



TunedCoin & NFT Use Case

TunedCoin is a versatile currency that prioritizes the users of the Tunedly ecosystem. The use cases of TunedCoin will grow as the platform grows with continuous updates and benefits added.

Royalty share of songs

This serves as the main utility of the ecosystem. Tunedly will share the royalties of songs signed to publishing deals with users of the music discovery platform. Tunedly will set aside 50% of its net royalty income of a particular song and pay out that amount proportionally to holders of that particular song's NFT, proportionally to the NFT holder's TunedCoin holdings. In essence, to make use of the royalty share utility of TunedCoin, a user must own an NFT of a royalty-generating song and TunedCoins. Here is an example:

How it works

Let's assume Tunedly signs a song called "Life Is Magic" (the song). The song received 1,200 stars from users. The first 1,000 users who gave the song a star will receive one (1) TunedCoin each. Every 1,200 users who gave that song a star will receive the "Life Is Magic" NFT. Let's assume that, in May 2023, the song generates \$2,400 in net royalties (including performing royalties and sync license fees, among others) for Tunedly. We will allocate \$1,200 (50%) of these royalties to pay out to holders of the "Life Is Magic" NFT. The proportion of how much each holder receives is based on their TunedCoin holdings. Let's further assume that every one of the "Life Is Magic" NFT holders owns one (1) TunedCoin. Therefore, the total number of TunedCoins of all "Life Is Magic" NFT holders is 1,200. Since every one of the 1,200 NFT holders owns an equal amount of TunedCoins, the royalty share will be split evenly, meaning everyone will receive \$1 in royalty shares in May 2023. Let's further assume that the next month, June 2023, the song once again earns \$2,400 in net royalties, and therefore, \$1,200 are to be distributed to the NFT holders. However, one of the NFT holders, let's call him John, has acquired (bought, earned, or otherwise) 1,199 TunedCoins in the past month (this is an exaggerated example, obviously), which increases his holdings of TunedCoin to 1,200 TunedCoins. The total number of TunedCoins of all "Life Is Magic" NFT holders is now 2,400. Since John owns 50% of the total TunedCoins of all "Life Is Magic" NFT holders, he will receive a royalty share of \$600, while everyone else who still only owns one (1) TunedCoins will receive \$0.50 in that month.

Formula to calculate a qualifying NFT holder's royalty share:

Let's assume the following variables:

- X = Total Net Royalties in USD
- Y = Total TunedCoins among all NFT holders of the particular song
- Z = Individual NFT holder's TunedCoin holdings.

Individual Royalty Payment = $(X/2)*(Z/Y)$



In addition to royalties, NFT holders of a specific song will receive 50% of a possible sale of the royalty-generating music asset in addition to royalties.

TunedCoin as a form of payment

The goal is to implement TunedCoins as a form of payment for music-related services and products. As Tunedly operates a music production studio, this will be the first implementation of TunedCoin as a form of payment. In addition, Tunedly's parent company also operates music as a gift service under the brand Bring My Song To Life which will also accept TunedCoins as a form of payment. Lastly, as the adoption of TunedCoin grows, we will seek out more partners within the music industry to accept TunedCoin as a form of payment for their services and goods.

TunedCoin for event invitations

Tunedly organizes events throughout the year. Events range from music festivals to songwriting or other music-topic educational events. These events are usually based on invites only. However, we will extend invitations to TunedCoin holders of certain amounts.

Royalties of Some Famous Songs

Let's discuss how royalties work in general. Tunedly has helped songwriters produce top-notch music for over six years, and as part of delivering value to our clients, we often inform and educate our client base about music industry topics. One topic we recently addressed in an article is how royalties work. Below is a copy of the article to give you some more context about royalties before diving into how much money some released songs have earned.

"Determining royalty shares is not a straightforward topic. Figuring out who gets what and for which royalty instrument can often seem like a course in rocket science.

What are royalties?

In the music industry, royalties are generally defined as monetary payments made to copyright holders for the right to use their work. These royalties are collected in relation to the two copyrightable parts of a song: the master recording and the composition. Since we are discussing songwriter royalty shares, we will focus on the latter in this article.

Songwriters who create material for other artists, and are not the final performers of their songs, earn royalties on the composition aspect of their works. They can only earn royalties — both performance and mechanical — when these works get published. As such, the collection of royalties for songwriters is handled by two corresponding bodies, namely Performance Rights Organizations (PROs) and Collection Management Organizations (CMOs).



Performance royalties

Whenever there is a public performance of a copyrighted composition, it generates performance royalties. Public performances include airplay on terrestrial radio or TV, live performances on stage such as by an artist at a concert, and on-demand streams on platforms such as Apple Music, etc.

Mechanical royalties

A composition generates mechanical royalties when it is “reproduced.” This includes when physical reproductions of (as in the case of CDs, vinyl records, and cassettes), when a song is downloaded, and the comparative numbers of streams of a song in relation to copies sold.

Now that you know how the two types of royalties are generated, how do collection agencies determine who gets what, and how much? When a music composition gets published, the royalties earned are split into two halves, the “writer’s share” and the “publisher’s share.”

Royalty payout for songwriters

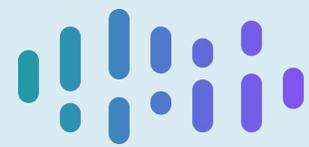
The writer’s share is collected from every public performance of an original composition and equals 50% of the total amount. For example, if total performance royalties in a review period amounted to 500 units, the writer’s share would be 250 units. Those 250 units would then be shared among all the songwriters who contributed to the work. Obviously, if there is only one songwriter, they would receive 100% of the writer’s share for the 250 units. How the royalties are shared when there is more than one depends on the split agreed to by all the co-creators. In many cases, the splits are equal, so if there are two writers, the split would be 50:50. If there are three, the split would be 33:33:33. It would be 25:25:25:25 for four co-creators; and so on and so forth.

It is important to note that PROs allocate royalties to each writer based on how the composition was registered. So, if you registered as a co-creator with one other person on a song, the collecting body will gather your share and pay it out to you separately from the other creator of the project.

Royalty payout for publishers

It should be noted that in the music industry, the term “publisher” can take on different scenarios. As a songwriter, you and the co-creators of a composition assume the role of publisher automatically. And you can collect performance royalties as a “publisher.” Publishers are entitled to 100% of mechanical royalties.

As mentioned, publishers receive a share of 50% of all performance royalties. When a songwriter also collects publishing royalties, the split would be the same as signing with a separate publishing company. If you are entitled to 50% of the writer’s share, in a case where there are two co-creators for instance, you would collect 50% of the publisher’s share as well. If there are five co-creators, who



would likely mean a 20% share of performance royalties, you would be entitled to 20% of the publisher's share of performance royalties.

Now, let's look at some songs and the royalties they have generated.

- Adele's "Someone Like You:" \$882,000 in songwriter royalties. Publishing, sync, and other royalties are undisclosed.
- Lady Gaga "Poker Face:" \$728,000 in songwriter royalties. Publishing, sync, and other royalties are undisclosed.
- Rihanna's "Umbrella:" \$611,000 in songwriter royalties. Publishing, sync, and other royalties are undisclosed.
- Taylor Swift's "Speak Now:" \$399,000 in songwriter royalties for the title track of the singer's third studio album. Publishing, sync, and other royalties are undisclosed.

Granted, these are examples from major hits and total performance royalty amounts for the songwriters of these songs. To give more context, below are some examples of lesser-known songs and their royalty revenue over the last 12 months.

- Tauren Wells's "Famous For (I Believe):" \$28,299 in the last 12 months from songwriter performance royalties.
- Chris Brown's "Fine China:" \$8,665 in the last 12 months from songwriter performance royalties.
- Cardi B's "Up:" \$109,129 in the last 12 months from songwriter performance royalties.

Once again, the examples above only include the songwriter portion of the performance royalties but not the publisher portion or any sync licenses sold.

The publisher portion of the performance royalties is easy to figure out though. Generally speaking, they are the same amount as the songwriter's portion of the performance royalties. Sync license fees, however, are much harder to determine. They can range from as little as a few thousand dollars for a regional ad campaign to hundreds of thousands of dollars for a big Hollywood movie production or national ad campaign.

In addition to music royalties, NFT holders also earn 50% of the total proceeds if Tunedly sells the royalty-generating asset, in proportion to the user's TunedCoins holdings. Catalogs are usually bought up by major music publishers to expand their catalog. For example, our partner Spirit Music Group just recently bought the catalog of Garth Brooks and our advisor Mathew Knowles has purchased several music assets in all genres throughout his career in the music industry. Below are some examples of famous music catalog acquisitions in recent history.

- Bob Dylan's Publishing Catalog: Sold to Universal Music Publishing for \$300M - \$400M
- Bob Dylan's Master Catalog: Sold to Sony for \$200M
- Stevie Nicks' Publishing Catalog: Sold for \$100M



- Imagine Dragons' Publishing Catalog: Sold for \$100M
- Linda Ronstadt's Publishing Catalog: Sold for \$50M
- James Brown's Publishing Catalog: Sold for \$90M

These are major catalogs containing several songs by some of today's and yesterday's most famous singers and bands. For more context, below are examples of catalog or single-song acquisitions of lesser-known songs and artists.

- Rihanna's "Don't Stop the Music" (Single): \$203,000
- Redlight King's previous album (Album): \$39,350

There are many more examples from well-known as well as lesser-known artists here: https://auctions.royaltyexchange.com/auctions_overview/?state=closed&origin=overview&page=1

ROADMAP

We've come a long way in a short amount of time; we've accomplished some significant milestones in our product development, but as our road map shows, there are many more exciting things planned. We will continue to focus on listening to users to understand their changing needs better and use this insight to create new features.

May 2016

Tunedly was launched as a music production platform

March 2019

Harvey Mason jr. and Mathew Knowles joined the advisory board

January 2021

Partnership with Spirit Music Group

February 2021

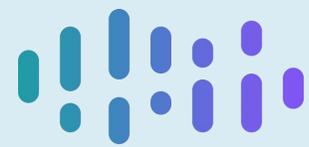
Start work on music discovery platform

August 2021

Prototype of music discovery platform goes live

December 2021

Raise a small SAFT pre-seed round for TunedCoin



April 2022

Signed first songs to publishing deals

June 2022

Complete TunedCoin whitepaper and website

July 2022

Raise another small SAFT pre-seed round for TunedCoin

September 2022

Complete smart contract and integration with Tunedly

October 2022

Raise \$475,000 TunedCoin seed round

January 2023

Raise \$500,000 TunedCoin pre-ICO round

Spring 2023

ICO

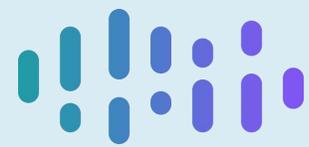
Fall 2030

Sign 5,000th song to publishing

MARKETING STRATEGY

Our marketing plan for TunedCoin includes a mix of social media marketing, PR, tapping into our current user base as well as utilizing our founders' and advisors' professional networks.

For social media marketing, we are creating and engaging on Telegram, Discord, and Reddit accounts as well as creating CPC ad campaigns where possible. Our Twitter account is already active as part of our social media strategy for the Web 2.0 version of Tunedly and currently has over 2,300 followers. This social media account will now be dedicated exclusively to our Web3 project TunedCoin. In addition, our social media accounts on Facebook (3,400+ followers) and Instagram (3,200+ followers) will also promote Tunedly as a music discovery platform and drive traffic.



For our PR campaigns, we have retained Wasabi Publicity to create content and pitch to major and niche print and online media outlets. Eventually, we will add mainstream TV and radio to the mix. Wasabi Publicity has been able to place its clients in outlets like the New York Times, CNN, Business Insider, Forbes, and many more.

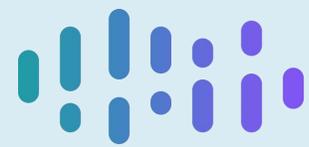
Since Tunedly launched in 2016, we've had over 60,000 signups on the platform from songwriters, musicians, and people generally interested in music and songwriting. We are changing our messaging across the platform and increasingly positioning ourselves as a music discovery platform instead of an online recording studio. Additionally, for those users who still use Tunedly as a music production platform, we will offer incentives in the form of discounts for music production services to those who hold TunedCoins, and eventually, make TunedCoin a form of payment.

Lastly, we can tap into our professional networks. The founders have a vast network of music industry professionals, angel investors, and VCs across the United States and Europe. The two advisors, Harvey Mason jr. and Mathew Knowles have extensive contacts in the music industry and with artists across the globe. Additionally, Simon Chokoisky and Calvin Ram have a large network of people in the crypto and blockchain space from a technical and an investment perspective.

Technical Details

TunedCoin is built on the Polygon Smartchain ERC-20 while the corresponding song NFTs are built on the ERC-1155 protocol. Polygon is a framework for addressing the interoperability of blockchain networks. Polygon solves Ethereum's major limitations—including throughput and poor user experience (high speed and delayed transactions) by its novel sidechain solution. Polygon has emerged as an indisputable favorite network for retail users to transact on. With Meta's recent partnership, a ton of eyes have been brought to Polygon and the world of web3 as a whole, virtually cementing Polygon as the chain of choice.

Since Tunedly NFTs cannot be sold or traded, gas fees are of lesser importance for the NFT protocol. We opted to build the NFTs on the ERC-1155 protocol as it is the most common and widely used protocol for NFTs that have the need to release serial numbered NFTs. Please note, the technical details section was not written by a technical writer. Any information in this paragraph may change as the project is being developed. To obtain a detailed account of the technical stack of TunedCoin as well as Tunedly, both in the 2.0 world as well as in the web3 world, please contact us and we will put you in touch with our developer team. To learn more about Polygon, [click here](#).



Tunedly TEAM

Core Team

Chris Erhardt

Chris Erhardt: <https://www.linkedin.com/in/chriserhardt/> is the CEO and co-founder of Tunedly. He is a former professional musician and songwriter who turned into an entrepreneur. He is also a business advisor to several startups and SMBs across North America. Chris has extensive experience in sales, management, and product development.

Mylene Besancon

Mylene Besancon: <https://www.linkedin.com/in/mylenebesancon/> is the CMO and co-founder of Tunedly. She has an MBA in Marketing as well as a BA in Business Studies and Languages.

Y.J. Tso

Y.J. Tso: <https://www.linkedin.com/in/sepiariver/> is the CTO of Tunedly. He has over 20 years' experience working in IT for large, publicly traded companies as well as for early-stage startups across the globe.

Blockchain Developer

Steven Barra: Steven works as a Smart Contract Security and Information Systems Security Auditor at a 'Accounting Today' U.S. Top 100 Firm. With almost 5 years of Solidity Development concentration alone, Steven is able to handle any level of blockchain projects like Smart contracts, On-chain utility, and decentralized application creation. Bachelor of Science in Information Systems and Cyber Security, Steven brings a security focus to new and emerging technologies.

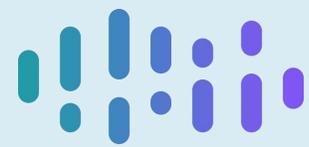
Advisors

Mathew Knowles

Mathew Knowles: <https://www.linkedin.com/in/mathewknowles/> is the founder of Music World Entertainment, father of Beyonce Knowles, and former manager of Destiny's Child.

Harvey Mason Jr.

Harvey Mason Jr.: https://en.wikipedia.org/wiki/Harvey_Mason_Jr. is a Grammy winning songwriter and music producer who now serves as the CEO of the Recording Academy, better known as the Grammys.



Calvin Ram

Calvin Ram: <https://www.linkedin.com/in/calvinram/> is in a leading role at META (formerly Facebook) in their compliance department. He is also an angel investor as well as a crypto early adopter.

Simon Chokoisky

Simon Chokoisky: <https://www.linkedin.com/in/simon-chokoisky-39519b200/> is a crypto investor, trader, and specialist. Additionally, he is a musician and helps with bringing in perspective from both sides.

Underlying Value and Projections

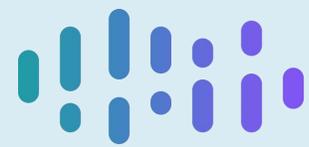
The goal of Tunedly is to constantly increase the price of a TunedCoin so it can become a store of value for years to come. We will achieve this by using some unique features that — to our best knowledge — no other token has attempted in the past.

In the short and medium-term:

- Song NFTs that are earned by giving a star to a song that Tunedly ends up signing to a publishing deal are non-transferable and not sellable.
- This allows for a distinctive situation to develop over time. As it's projected that we will issue far more song NFTs than TunedCoins. (Remember, only the first 1,000 users who gave a qualifying song a star will receive a TunedCoin, while every user who gave a qualifying song a star will receive that song's NFT.) Many users will own a royalty-generating song NFT but no significant TunedCoin holdings, which renders their NFT worthless as the royalty distribution share will depend on TunedCoin holdings. On the other hand, many users will own NFTs of songs that do not generate any significant royalties (it is estimated that only about 10% of all the songs we will sign to a publishing deal will generate meaningful royalties) but hold a larger number of TunedCoins based on the above circumstances. This means that there will always be a demand for TunedCoins on the open market, and as our catalog grows and song placements become increasingly significant, the value of TunedCoins should steadily increase.

In the long term:

- After the last TunedCoins are issued as a reward to music listeners, Tunedly continues to reward music listeners on the Tunedly Music Discovery platform in the form of NFTs when a song is signed. Therefore, more users will inevitably earn potentially royalty-generating NFTs which they would require TunedCoins for in order to receive their royalty share. This will constantly and indefinitely increase the demand of TunedCoins, making it a stable crypto token.



- Additionally, the TunedCoin adoption rate should be high and considered a mainstream crypto token by 2030. The Tunedly team will work hard over the years to increase the network of music industry businesses accepting TunedCoin as a form of payment for their services and products. Once TunedCoin reaches a critical mass, the token value will stabilize even further, because TunedCoin is a legitimate form of payment in the expanded ecosystem of the music industry, an industry valued at over \$63B in 2022 and steadily growing. If the music industry was a country, it would be the 78th largest country in the world, ahead of countries like Costa Rica, Uruguay, Lithuania, Latvia, Estonia, Iceland, and many other countries with a functioning, healthy currency.
- The TunedCoin's anticipated initial ICO price is \$0.75. Our current estimates are that TunedCoin will reach a price of up to \$85 per token by the year 2030.

Staking

Royalty flow in the early days of Tunedly will be minimal. Even songs signed today will take a minimum of six months, up to three years, to start generating royalties. To incentivize TunedCoin holders to hold on to their tokens, we are offering staking rewards in the following amounts.

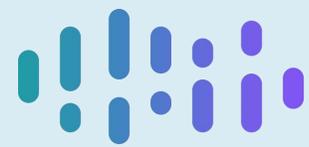
- Year 1 after ICO: 29% APR
- Year 2 after ICO: 19% APR
- Year 3 and beyond after ICO: 9% APR

Staking will be possible until all staking coins (3,000,000) are used up. After all staking rewards have been issued, staking will no longer be an option. However, by that time, royalty flow will be more common. It is also important to note that royalty rewards are calculated based on unstaked TunedCoin holdings.

How to Acquire TunedCoins

TunedCoins can be obtained through different methods outlined below.

- 1) Participating in the music discovery app: This method is already live and can be accessed via tunedly.com. Users can give a star to their favorite songs. If a song a user gave a star to gets signed by Tunedly to a publishing deal, the first 1,000 users who gave that song a star will receive one TunedCoin.
- 2) Working for Tunedly: This method is already live. Contractors, advisors, employees, and other stakeholders of Tunedly may be rewarded with TunedCoins for their contributions.
- 3) Investing in one of the funding rounds: We are raising three TunedCoin dedicated funding rounds. Only the ICO round is available to the general public. The seed round and pre-ICO funding rounds are by invitation only. If you are interested in participating in one of the two private rounds, please contact Chris Erhardt at chris@tunedly.com.



- 4) Staking TunedCoin: This is not yet available. It will launch after the ICO and is described under the header prior to this one.
- 5) Signing a song with Tunedly: This is already live. Artists whose songs receive a publishing offer will receive 250 TunedCoins as a signing bonus.
- 6) Helping Tunedly go viral: This is already live. From time to time, Tunedly releases new challenges people can participate in on social media or offline to promote Tunedly among their peers. When challenges are successfully completed, users can earn TunedCoins.
- 7) Leaving feedback on songs: This is not yet live. Users can leave thoughtful comments on songs they hear and/or answer some survey questions about the song they listen to. Successfully filling out such surveys and/or leaving thoughtful comments may be rewarded with TunedCoins.

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TunedCoin

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Contact Us



(888) 684-8064



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