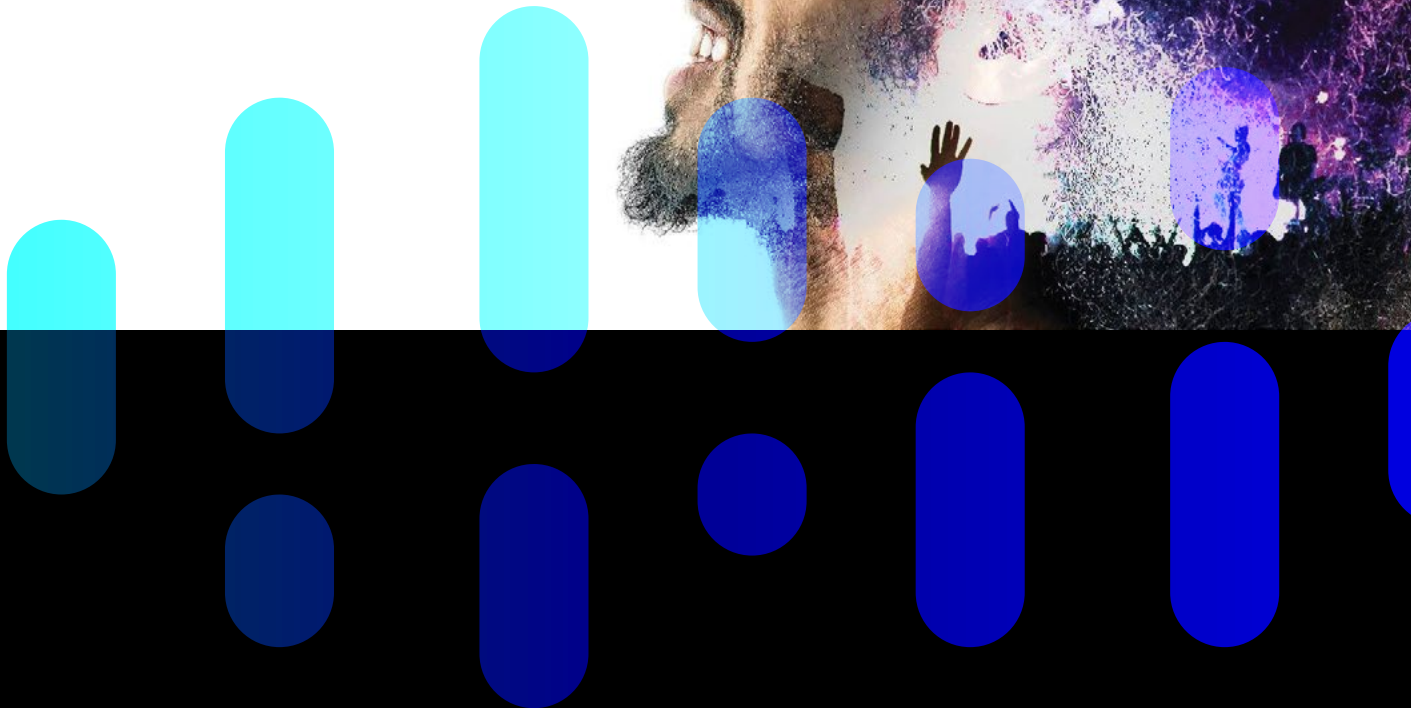




# TunedCoin

The Native Token of Tunedly  
Whitepaper May, 2023



## Table of contents

Introduction	3
About Tunedly	4
A&R Innovation	5
Music Industry Market Research and Trends	6
Music Publishing Trends and Growth	7
Royalty Collection	8
The Tunedly Ecosystem	9
The Tunedly Solution	10
A&R For The People, By The People	10
Ecosystem Core Elements	11
How It Works	11
Tunedly for Listeners	11
TunedCoin & NFT Use Case	12
Royalty share of songs	12
Here is an example	12
TunedCoin as a form of payment	13
TunedCoin for event invitations	13
Royalties of Famous Songs	14
Performance royalties	14
Mechanical royalties	14
Royalty payout for songwriters	15
Royalty payout for publishers	15
Token Economics (Tokenomics)	18
Roadmap	20
Marketing Strategy	21
Technical Details	22
Tunedly Team	23
Summary / Conclusion	25
How to Acquire TunedCoins	26
Disclaimer	27

# Introduction

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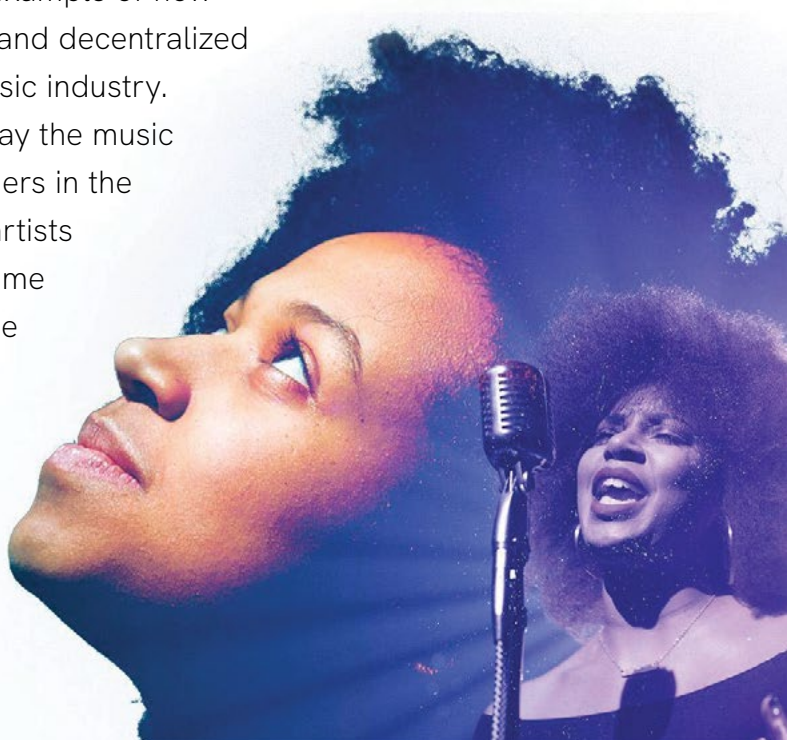
While most people have heard of cryptocurrencies, the vast majority remain unaware of the potential for business disruption brought by blockchain, cryptocurrencies, and NFTs. One sector that is primed for such disruption is the music business.

The music industry has long been associated with the glitz and glamor of large production budgets and high barriers to entry. It also consistently been impacted by technological change – from LPs, to CDs, to downloads and streaming. From AM and FM radio to Apple and Spotify. Technological advances continue to impact the sector in the areas of A&R, remittance and rights management. Blockchain technology is a perfect match for this data heavy industry.

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

Founded in 2016, Tunedly was originally built as a platform for musicians, songwriters and artists to access an online music recording studio one-stop-shop. Over the years the business has expanded into an ecosystem that includes music publishing, music discovery, and music A&R. Underpinning the Tunedly ecosystem is its native token – TunedCoin (TUC) – a Polygon token built on the ERC-20 Token Standard.

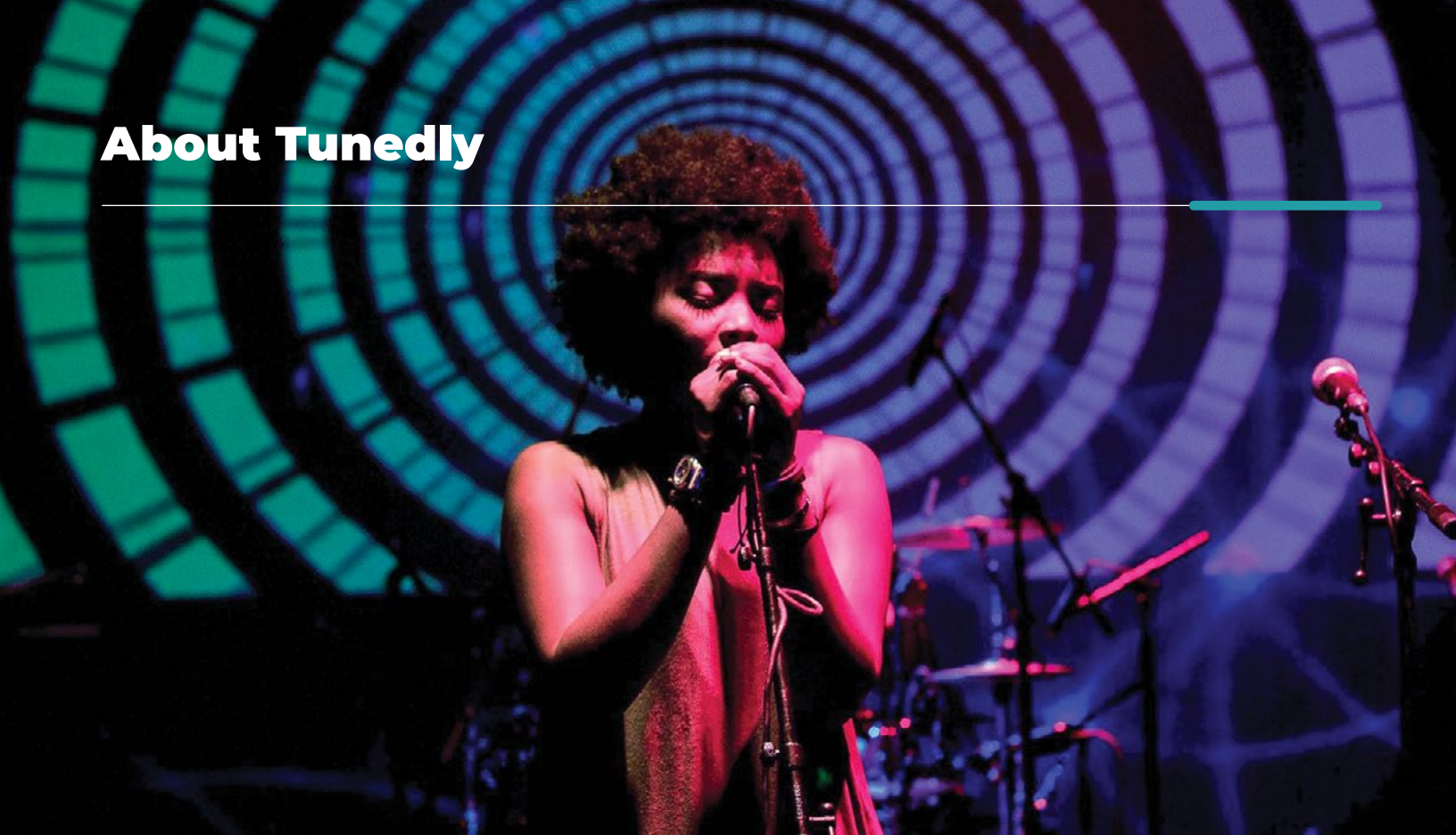
Today, the Tunedly ecosystem is real-world example of how blockchain technology, non-fungible tokens, and decentralized finance are once again revolutionizing the music industry. The company's mission is to transform the way the music industry selects new music by involving listeners in the A&R process, making the process fair to all artists — regardless of their marketing budget or name recognition — and empowering fans to decide on, and own a share in 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

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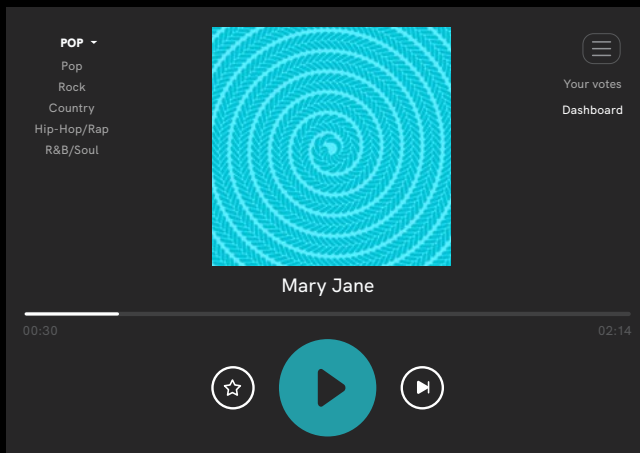


Tunedly was initially built as a virtual music production company to enable musicians, artists, and songwriters to access a world-class online recording studio and some of the world's top session musicians. With a global community of songwriters and music creators, Tunedly makes music-making and collaboration 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 some of the financial barriers faced by those who want to succeed at music.



In the years since its founding Tunedly has evolved into a music publishing entity in partnership with Spirit Music Group, the largest independent music publisher in the United States, with songs recorded by artists such as Ed Sheeran, Garth Brooks, and Beyonce to name a few currently under contract.

When Tunedly announced its partnership with Spirit Music Group at the beginning of 2021 the company was flooded with submissions by up-and-coming musicians who wanted their songs to be 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 had the most potential to become hits.



*The Tunedly Music Discovery Platform  
- Aside from their names, songs are  
anonymous.*

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?

Instead, 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 hint about 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, as opposed to one person’s opinion.

# Music Industry Market Research and Trends

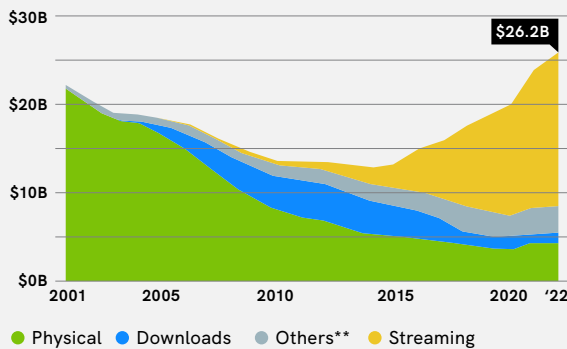
After many years of decline after the CD era, music industry revenue finally bottomed around 2014 and has been on a growth trajectory ever since. This can be attributed to how strong the streaming market is with major players such as Spotify, Apple Music, and Tidal among others. The US streaming market alone was valued at \$13.3 billion in 2022, and is anticipated to grow at a rate of 13.3% annually until 2030.

## Streaming Drives Global Music Industry Resurgence

Global recorded music industry revenues (USD Billion)\*

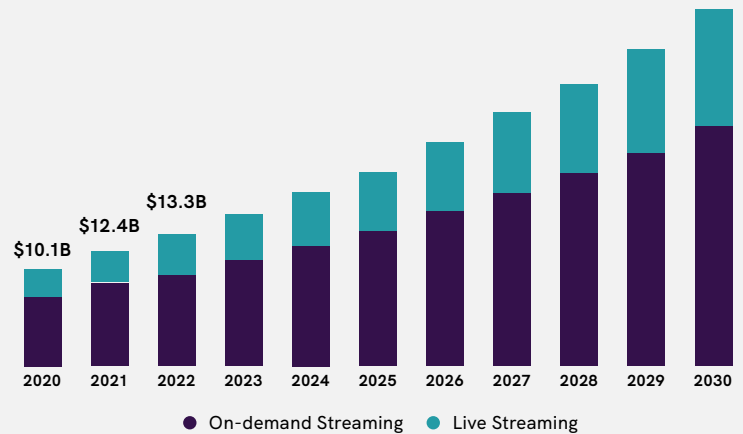
\* not adjusted for inflation

\*\* includes performance rights and synchronization revenues



## U.S. Music Streaming Market

size, by service, 2020-2030 (USD Billion)



Source: Grand View Research, Statista

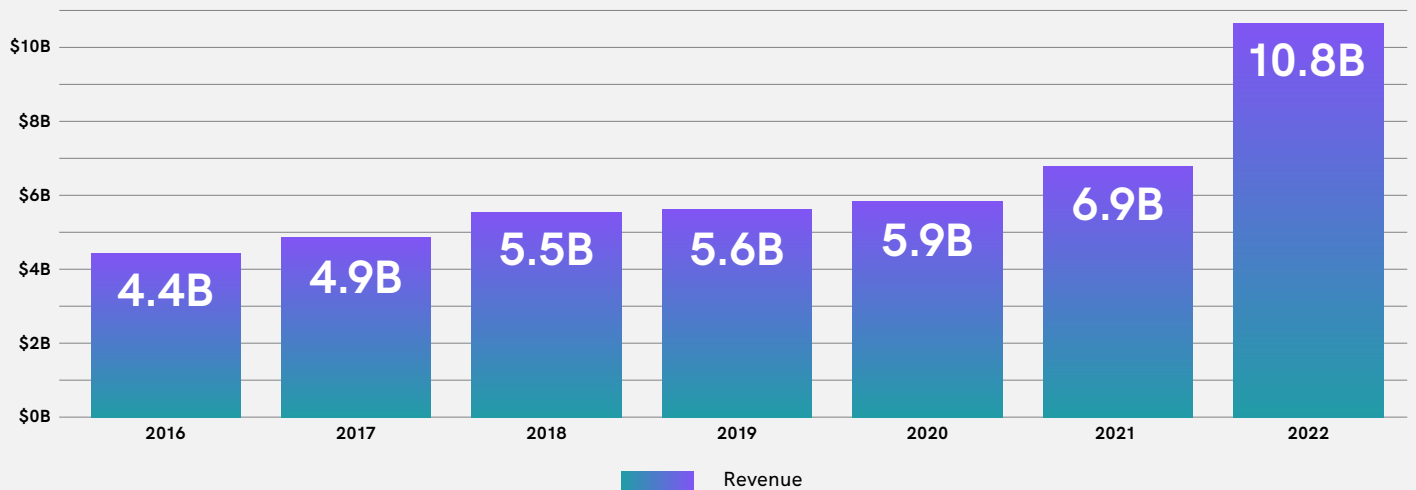
Streaming revenues now account for almost 70% of global recorded music revenues. The figure in the United States is even higher, at 84% in 2022.

# Music Publishing Trends and Growth

The music publishing industry is also growing, having been valued at \$10.8B in 2022, with an expected CAGR of 5.5% through until 2028.

## Worldwide Music Publishing Revenue 2016-2022

(USD Billion)



Source: Grand View Research, Statista

Unlike the 'pop' music market, the Music Publishing business, for the most part, is not impacted by fashion trends, and generates consistent royalty revenue by licensing musical copyrights. All songs carry two copyrights, one for the composition (the melody and lyrics) and the other for the actual sound recording. Music publishers control composition copyrights which generate revenue from live performance, streaming and radio, synchronisation in movies, television, advertising and gaming - and even apps like TikTok and WeChat. Rather than being negatively impacted by the introduction of new technology, every new communications channel or media platform that uses music is required to pay royalties to music publishers.

## Royalty Collection

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This does not mean that Music Publishers must approach every radio station, nightclub or TikTok to collect their revenue. Instead, an international network of non-profit Performing Rights Agencies such as ASCAP and BMI in the US, collect billions in performance royalties every year. This is then distributed to music publishers based on a song's unique International Standard Musical Work Code (ISWC number). Payments to publishers are typically made monthly or quarterly. While not 'real time', this system is thorough, reliable and most importantly, deeply ingrained. Blockchain remittance solutions from Music Publishers to other rights holders can be layered on the top of this system, but for now, the collection itself is best left to the Performing Rights Agencies. For these reasons and more, the Music Publishing business and its associated royalty flow is one of the most stable in the overall Entertainment Industry, and its growth predictions among the most optimistic.





# The Tunedly Ecosystem

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## The Problem

Although it's on a growth trajectory, the music industry's distribution of value remains lopsided. Despite all the technological advances of the last 25 years, it continues to favor established artists with large marketing budgets and the support of major labels or corporations.

Several [studies have shown](#) that the top 1% of music artists earn 77% of all recorded music income. When considering only streamed music, the ratio is even worse, with the top 1% of artists earning as much as 90% of all streaming income. Even though the music of the other 99% is often better than the music of the top 1%, the 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.

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 thousands of songs and decide on a mere handful that they will apply their marketing budgets and resources to. These select 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, ads, and beyond.



Tunedly, and to a greater extent TunedCoin, is addressing exactly this problem.

# The Tunedly Solution

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## A&R For The People, By The People

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 has created a music discovery platform with a unique twist. Today, independent and unknown songwriters, singers, and other musicians can upload their music on the Tunedly music discovery platform.

Tunedly 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 no identifying information on the songs being streamed is displayed. 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 song's popularity to the music listener. The music listener has no idea if they are 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 is allocated one "star" per day that they can assign to their favorite song of the day. Listeners also 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 these star deployments as well as other listener behavior metrics such as skip rates, average listening duration of each song, and others. Based on these listening behaviors, the 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, the music listeners are deeply involved in the A&R process to identify future hits - instead of so-called "industry experts."

## Ecosystem Core Elements

Tunedly and the songwriters, singers, and musicians of the signed songs, will benefit financially from the entire spectrum of music publishing revenue - including streaming, and the placement of music into film, TV shows, advertising and more. Importantly, the music listeners can also share in those rewards. Since these songs would never have come to anyone's attention without the listeners on the Tunedly platform, it's only fair to reward them for their efforts.

## How It Works

Artists and songwriters upload their music to Tunedly. Their songs are streamed along with songs from today's biggest stars, but on a level playing field, with no artist names, imagery or statistics displayed. Music listeners give a star to their favorite songs based only on the music - without referring to artist names or other identifying information. Top songs get a publishing offer.

Every song Tunedly signs to a publishing deal will be allocated 1,250 TunedCoins. Of that 1250, the first 250 TunedCoins will be issued to the rights holder of the song as a signing bonus. The remaining 1,000 TunedCoins for each signed song 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 the song a star.

In summary, while each song signed to a publishing deal will never have more than 1,250 TunedCoins issued (250 to the artists, 1 to every user for the first 1,000 users who gave the song a star), each song can potentially have an infinite number of NFTs issued. However, no further NFTs will be issued after a song has been signed to a publishing deal.

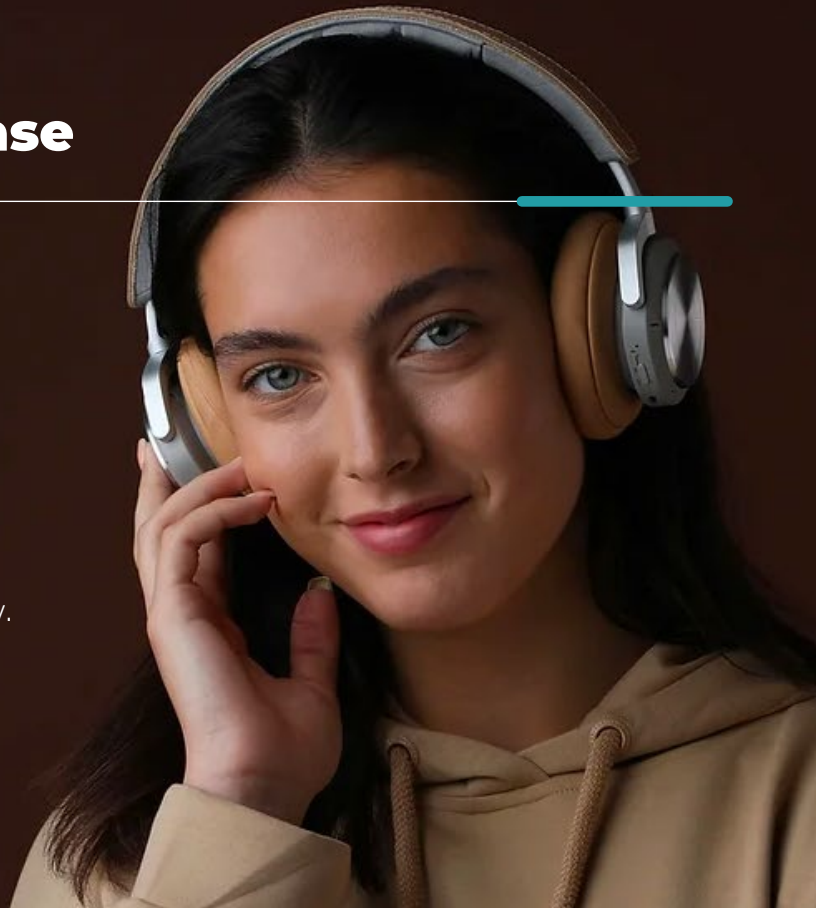
## Tunedly for Listeners

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 delivered a random stream of songs. Users can, however, choose the genre they would like to listen to - Pop, Hip-Hop/Rap, Country, R&B etc. Additionally, every user receives 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 - which incentivises listening. Also, every user who gave the song a star will receive that song's NFT.

# TunedCoin & NFT Use Case

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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. At launch the following use cases will apply.



## Royalty share of songs

This serves as a foundation 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:

Let's assume Tunedly signs a song called "Life Is Magic" (the song) to a music publishing deal. 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,

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-centric educational events. These events are usually based on invites only. However, we will extend invitations to TunedCoin holders of certain amounts.



# Royalties of Famous Songs

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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 more context about royalties before investigating 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, Spotify etc.

## Mechanical royalties

A composition generates mechanical royalties when it is "reproduced." This includes when physical reproductions are made (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. 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 apply in 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, it would likely mean a 20% share of performance royalties, and you would be entitled to 20% of the publisher’s share of performance royalties.

### **Now, let’s look at some famous releases and the royalties they have generated.**

- Released in late 2015, the Adele album “25” had earned over \$13 million in total songwriter royalties by the end of Q1 2016.
- Lady Gaga’s “Poker Face” was released in 2008, by 2012 it has earned \$728,000 in songwriter performance royalties. Publishing, sync, and other royalties are undisclosed.

- Rihanna’s “Umbrella” was released in 2007, by 2012 it had earned \$611,000 in songwriter performance royalties. Publishing, sync, and other royalties are undisclosed.
- Taylor Swift’s “Speak Now” was the title track of her 2010 album, by 2012 it had earned \$399,000 in songwriter performance. Publishing, sync, and other royalties are undisclosed.



Granted, these are examples from major hits,

**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. It’s also worth noting that all the dollar amounts above are just a snapshot in time. The life of copyright - and thus the right to collect royalties - is the writer’s lifetime, plus 70 years. Carl Perkins wrote the Elvis Presley hit Blue Suede Shoes in 1955. Perkins died in 1998. Although it’s a song associated with the very birth of rock ‘n’ roll, Blue Suede Shoes will continue to earn royalties for its rights holders until the year 2068.

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.

The rights to song catalogs are often purchased by major music publishers to grow their revenues. For example, Tunedly partner Spirit Music Group recently bought the catalog of Garth Brooks. In addition, 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.

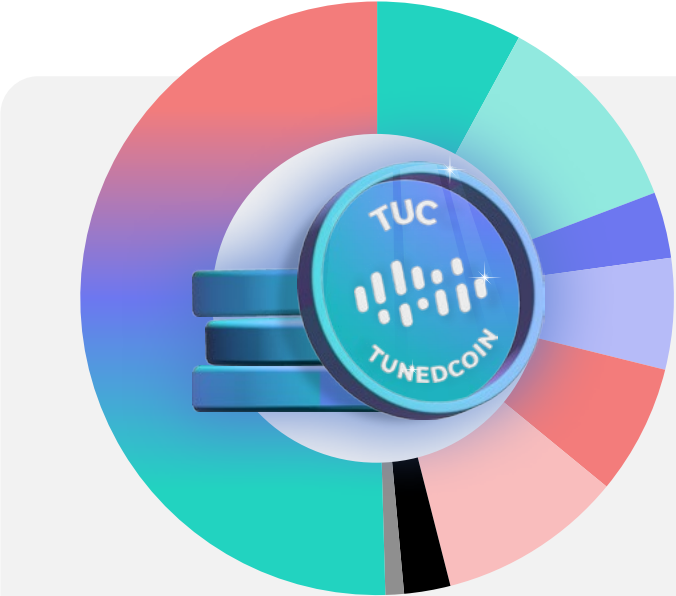
- Rihanna's "Don't Stop the Music" (Single): \$203,000
- Selected songs from Redlight King's first two albums: \$39,350

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](https://auctions.royaltyexchange.com/auctions_overview/?state=closed&origin=overview&page=1)

# Token Economics (Tokenomics)

TunedCoin (TUC) is the utility token for the Tunedly Ecosystem and will 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). Our initial goal is to build up a catalog of 5,000 songs signed to music publishing deals. Roughly 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 table:





**Allocations of TunedCoins are as follows:**

Seed	1,835,000	8.74%	12.5% on TGE, 1 month cliff and 2 year linear
Pre-Offering	2,350,000	11.19%	15% on TGE, 1 month cliff and 2 year linear
Public Offering	750,000	3.57%	17.5% on TGE, 1 month cliff and 2 year linear
Tunedly Company	1,260,000	6.00%	Released quarterly over 5 years
Team/Advisors	1,470,000	7.00%	Released quarterly over 5 years
Reserve	2,100,000	10.00%	Released quarterly over 5 years
Liquidity	525,000	2.50%	Unlocked for Listings / Market Making
Air Drops	210,000	1.00%	Unlocked for Promos/User Acquisition
Platform Rewards	10,500,000	50.00%	5 year incentive model

**Total** **21,000,000** **100%**



## Platform Rewards

Staking Rewards:		3,000,000
Listener Rewards:		5,000,000
Critique Rewards:		1,000,000
Musician Signing Bonus:		1,500,000

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



# Roadmap

## We've come a long way in a short amount of time

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
- 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
- August 2022** — Prototype of music discovery platform goes live
- 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
- Summer 2023** — Initial Digital Offering and Major Exchange Listings for TunedCoin
- Fall 2030** — **Sign 5,000th song to publishing**

# Marketing Strategy

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The marketing plan for Tunedly / TunedCoin includes a mix of media placement, social media marketing, public relations, tapping into our current user and utilizing our founders' and advisors' professional networks. Tunedly has engaged highly experienced consultants Brave New Coin and Techemy Capital to assist with media campaigns and token listings.

For social media marketing, we are creating and engaging on Telegram, Discord, and Reddit accounts. Our Twitter account has over 20,000 followers and is dedicated exclusively to 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.

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 evolving from an online recording studio to a music discovery platform instead.

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 incentivise them to use TunedCoin as a form of payment.

Lastly, we are tapping into our professional networks. The founders have a vast network of music industry professionals, angel investors, and VCs across the United States and Europe. Our two advisors, Harvey Mason jr. and Mathew Knowles have extensive contacts in the music industry and with artists across the globe. Similarly, advisor Fran Strajnar (Brave New Coin and Techemy Capital founder) has a vast network in the blockchain and cryptocurrency sector from a technical and an investment perspective - as do Simon Chokoisky and Calvin Ram.



## Technical Details

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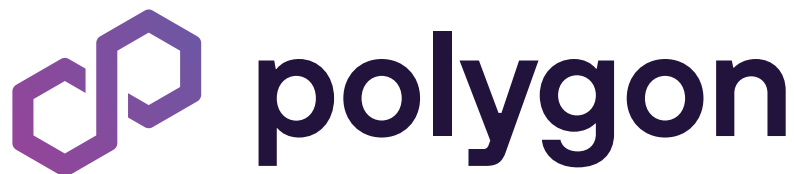
TunedCoin is built on the Polygon Blockchain using the ERC-20 token standard while the corresponding song NFTs are built on the ERC-1155 standard. Polygon is a framework for addressing the interoperability of blockchain networks. Polygon solves Ethereum’s major limitations—including throughput and poor 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, many 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 standard as it is the most common and widely used standard for NFTs that have the need to release a fixed numbered collection of NFTs.

Note: Technical information may change as the project is being developed. To obtain a detailed account of the current technical stack of TunedCoin as well as Tunedly, please contact us and we will connect you with our development team.

To learn more about Polygon, [click here](#).

BUILT ON



# Tunedly Team

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## Core Team

**Chris Erhardt** - <https://www.linkedin.com/in/chriserhardt/>

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** - <https://www.linkedin.com/in/mylenebesancon/>

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** - <https://www.linkedin.com/in/sepiariver/>

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** - <https://www.linkedin.com/in/mathewknowles/>

Founder of Music World Entertainment, father of Beyonce Knowles, and former manager of Destiny's Child.

**Harvey Mason Jr.** - [https://en.wikipedia.org/wiki/Harvey\\_Mason\\_Jr.](https://en.wikipedia.org/wiki/Harvey_Mason_Jr.)

Grammy winning songwriter and music producer who now serves as the CEO of the Recording Academy, better known as the Grammys.

**Calvin Ram** - <https://www.linkedin.com/in/calvinram/>

Lead role at META (formerly Facebook) in their compliance department. He is also an angel investor as well as a crypto early adopter.

**Simon Chokoisky** - <https://www.linkedin.com/in/simon-chokoisky-39519b200/>

A crypto investor, trader, and specialist. Additionally, he is a musician and helps with bringing in perspective from both sides.

**Fran Strajnar** - <https://www.linkedin.com/in/fran-strajnar-5399a640/>

Blockchain entrepreneur, founder of Brave New Coin, Techemy Capital and Techemy Group.

# Summary / Conclusion

The Music Industry is highly profitable but remains monopolized by a small group of legacy players who control almost all artist selection, playlists, promotion and revenue flow. To address this, Tunedly have created an entire music ecosystem which includes music production, music streaming, A&R, fan engagement, music publishing and revenue distribution/sharing. No other blockchain based music project is anywhere near as comprehensive. The Tunedly ecosystem centers around its native currency TunedCoin (TUC) which provides a payment mechanism, utility and incentives for engagement across the project. Tunedly is not 'theoretical' - every component of the ecosystem is live and operating today.

## A new Music Business ecosystem

### Revenue Split

- 50% of all net publishing revenue to artists and fans to encourage ongoing participation & engagement
- 50% of net publishing revenue to Tunedly / Tunedly Investors

### Spirit Music Group & others

Access music industry deal flow for songs published by Tunedly. Performance Rights Organizations and others collect royalty revenue automatically.

### Top songs signed to Music Publishing Deals

Existing license agreement already in place with Spirit Music Group. Tunedly Publishing revenue split 50/50 with NFT rights holding fans.

### Tunedly Music Production

- Ongoing existing business
- 3000 plus clients, over 30,000 tracks produced to date

### Tunedly Music Streaming

- Existing platform
- 5000 listeners, growing organically by 20% per month
- A.I and fan voting identifies top songs for signing
- Listeners and fans rewarded with TunedCoins & NFTs linked to an ownership share in signed songs



# How to Acquire TunedCoins

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**TunedCoins can be obtained through the different methods outlined below.**

1. Participating in the music discovery app: This method is already live and can be accessed via [tunedly.com](https://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](mailto:chris@tunedly.com).
4. Staking TunedCoin: This is not yet available. It will launch after the ICO.
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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# Be a part of the Future of Music with Tunedly



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