

||| soundpickr | DAO



TL;DR

Soundpickr aims to become the largest music database, and home of the largest pool of music NFTs.

NFT holders gain entry to Soundpickr | DAO and have the right to play a role in shaping how the DAO's strategy evolves. The DAO will represent the interests of Soundpickr's NFT holders and will be responsible for developing the Soundpickr brand and managing the DAO treasury wallet.

Following Soundpickr's successful mint, the Soundpickr team will be major NFT shareholders (25%). Their incentives will be aligned with all holders. What is good for SP, is good for holders. As a NFT holder, you'll be part of an exciting DAO which aims to capitalize upon an array of music royalties generated from songs funded by the DAO.

As a Soundpickr NFT holder, you will have a say in what the strategy is. We'll set up on-chain voting as soon as it is practical.

Our vision is for Soundpickr | DAO to grow into an influential music entity. Long-term, sustainable utility is the core of our work, and these plans will evolve with the DAO.

The project's goal is to consistently increase the value of Soundpickr|DAO for the benefit of all holders. Soundpickr will be funded by the mint proceeds (75%), secondary market royalties (25%) and DAO activities.

We are builders. We've proven to deliver on our vision, and we now want to build the community that will **change the music industry for good.**



Summary

Why buy

As a Soundpickr NFT holder, you'll be part of an exciting DAO that's changing the music industry by creating artist-centric tools that benefit both creators and fans

Products

Soundpickr is a product building team. We're here for the long run and are creating Web3 tools that apply to blockchain processes as well as the more traditional music ecosystem

Founders

The founders of Soundpickr are a combination of music, tech, and entertainment industry professionals with a long-term vision to reshape the music industry.

Strategy

The strategy, direction & development of the DAO will reside in Soundpickr NFT holders.

Music Investments

We aim to build a strong portfolio of DAO owned songs where holders can earn passive income from music streaming and secondary market sales.

NFT Roadmap

Foundation

We started building Soundpickr as a product in 2020 and established as a fully registered company in April 2021

Elements Edition

At the start of 2022 we dropped our second special edition of 30 NFTs

Main Collection

Now that we have proven to be product builders, we want to attract a community that wants to be part of the journey.

We'll be minting a large collection of NFTs and build the Soundpickr DAO.



Glass Edition

We dropped our first small collection of 30 NFTs for early supporters.

Product Release

Following up a major release in partnership with Eurovision 2022, we launched our Beta platform with detailed data analytics and marketplace features.

MetaPlayer

This is the next product we're looking to finance with the funds from the mint.

This NFT music player will revolutionise how music is used in games.



NFT Structure

Soundpickr has so far released two small NFT special editions (“Glass” & “Elements”). These drops supported the team and the early community development so those holders will continue having priority roles.

While every holder will have voting rights and receive revenue from the DAO, PickrMastr’s will receive their fair share of an extra 10% revenue than regular holders.

“Glass” & “Elements” Collections	Main Collection
1x Elements or Glass NFT	5x Soundpickr NFTs
10% extra revenue than regular holders	Fair share of 40% DAO revenue
Voting rights	Voting rights
VIP access to Soundpickr meetings, events, artists meet & greets, WL spots...	



soundpickr
DAO Structure

Main collection: Supply and fund distribution

Supply
85% for sale
14% for marketing & giveaways
1% to distribute to existing holders



These percentages are subject to change and while we'll be sharing specific numbers on supply, mint price and WL spots, we want to share a drafted breakdown of how we'll split the total.

Most of the supply will be available for sale. The team will keep a small number of NFTs for partnership and promotional purposes and will airdrop to existing holders.



Revenue from the mint will be split so that a majority of funds are spent to developing our proprietary **MetaPlayer** - the next product for Soundpickr whilst keeping a proportion of funds for the DAO's treasury.

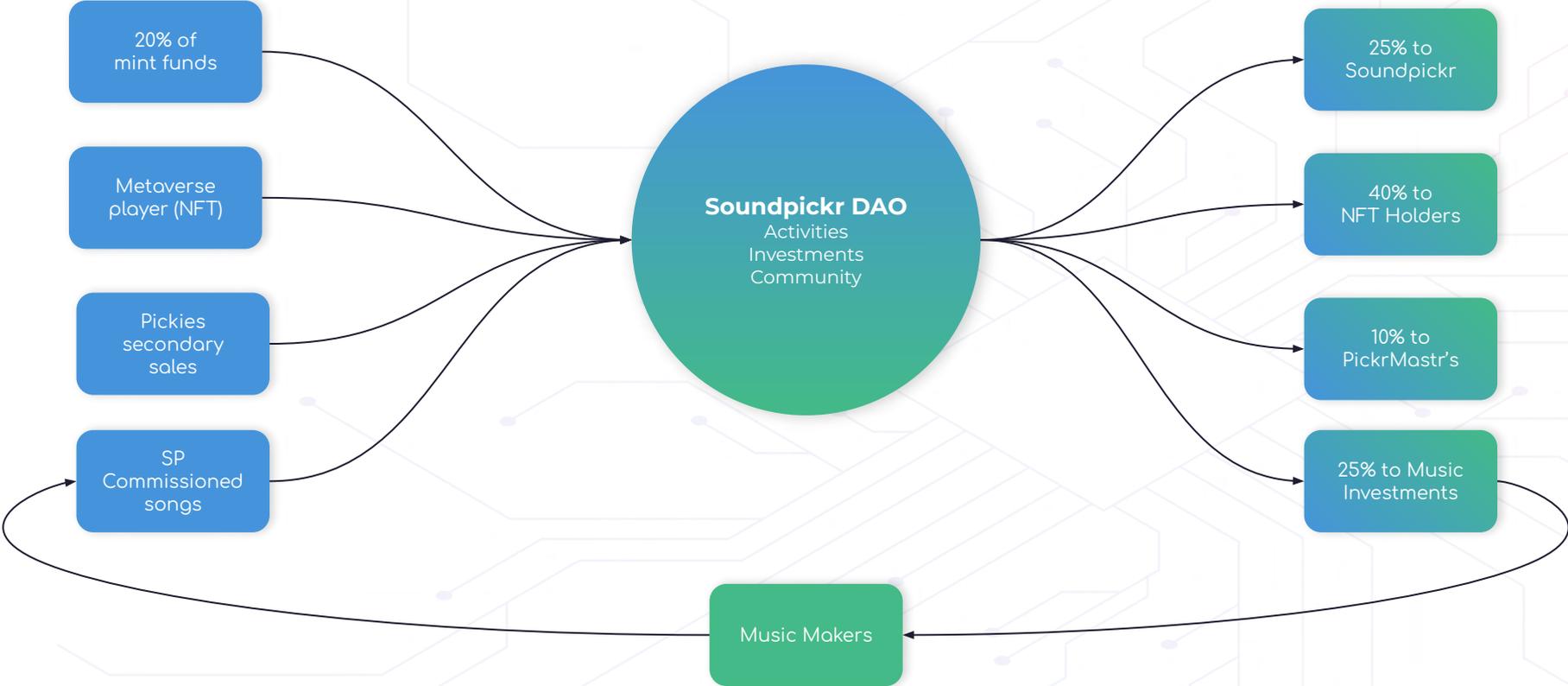
This will be spent on music investments, community events and engagement contests.



Mint funds
80% to Soundpickr
20% to DAO treasury



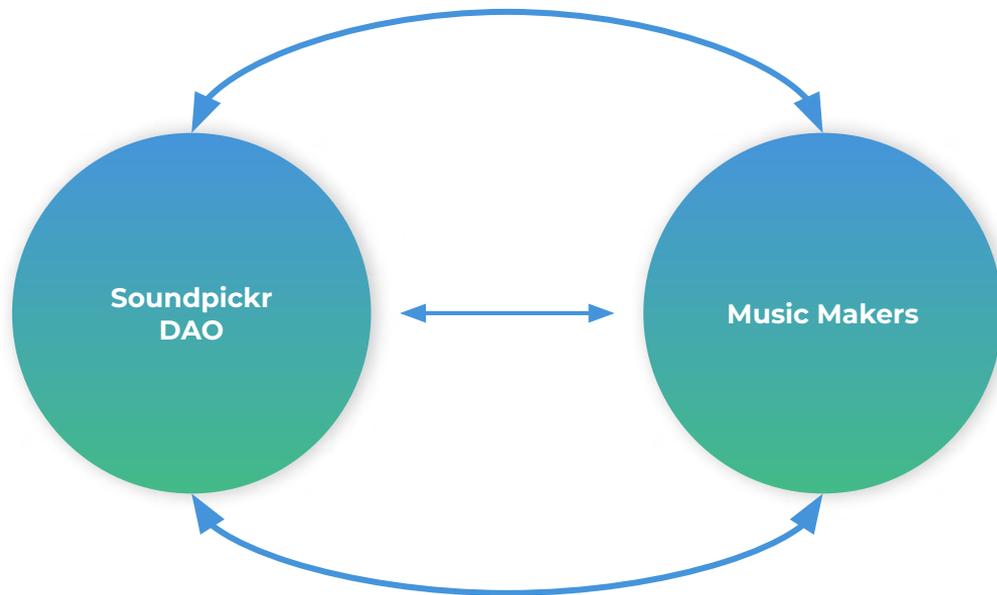
How is the DAO funded?



A consistent feedback loop

We're building an ecosystem that supports musicians while generating revenue for the DAO.

All songs financed by Soundpickr will be subject to a 10% royalty (from streams & secondary sales) to keep funding the DAO and still give full control and ownership of their songs.



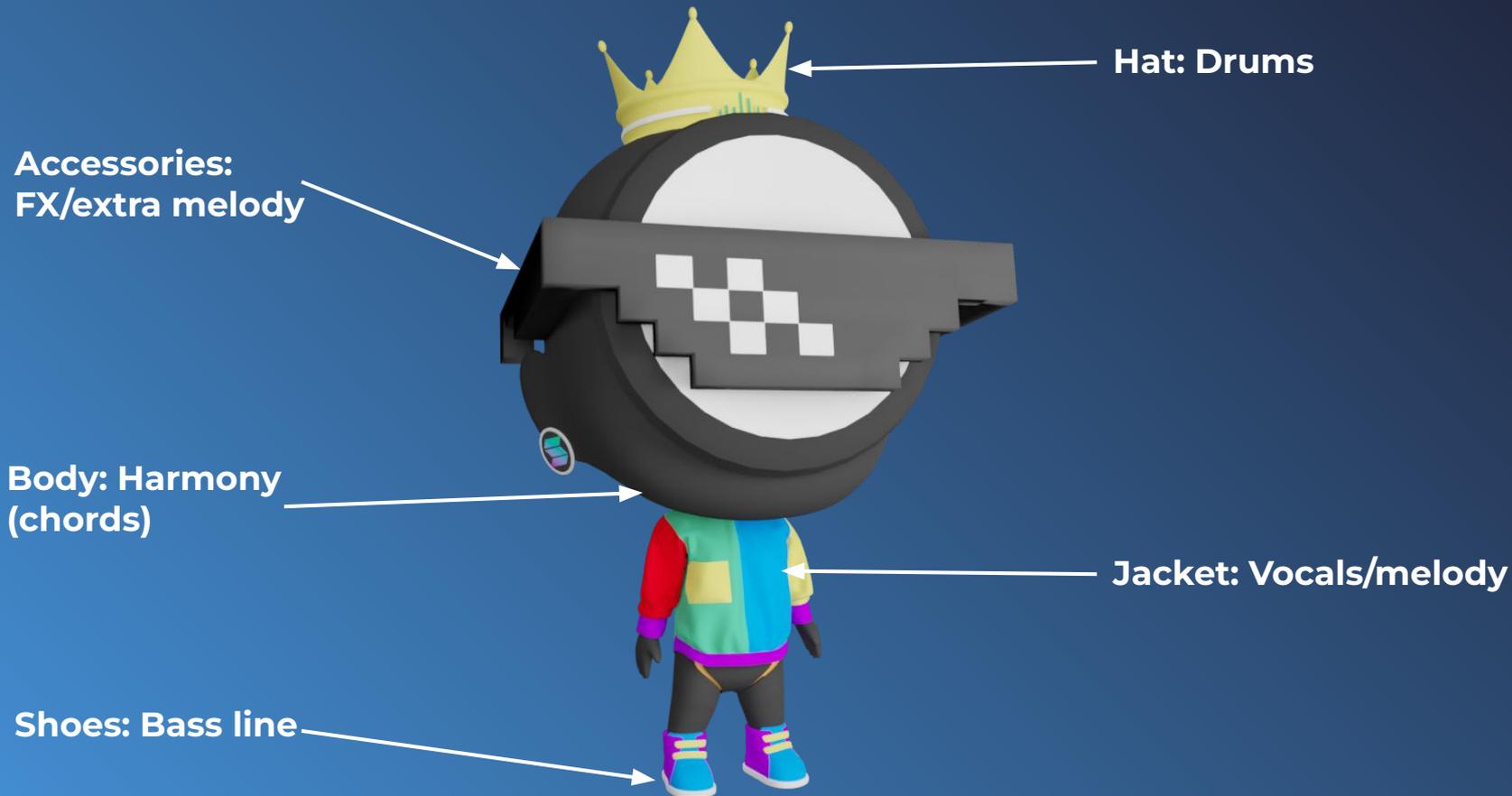


soundpickr
Main Collection

Sneak Peek: Meet the Pickies



Unique avatar with a unique song



Value

The new collection of Soundpickr NFTs is a generative 3D art collection with generative music. Holders will own the visuals and all rights to the music too.

Web3 Royalties

All songs minted will be part of playlist included in our MetaPlayer. This will allow holders earn royalties from their songs being played within the soundtracks we'll customise for our partner Metaverses.

Web2 Royalties

Holders will be able to commercialise their songs in order to add them to our MetaPlayer, release the songs to streaming services to earn royalties (Spotify, Apple, YouTube...).

Holders will have flexibility to release songs either independently or with the support of the Soundpickr team.

Media Licensing rights

Holders will be able to license their songs for multiple media.

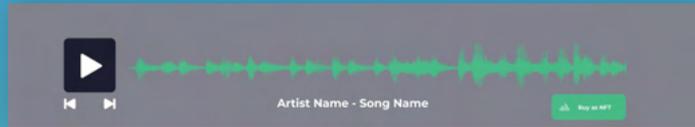
And of course, the most important of all, holders will be part of our Soundpickr DAO.





soundpickr
MetaPlayer

How the player works



Our MetaPlayer is the first product we'll be sharing with Soundpickr | DAO.

This product offers a very easy to implement music reproduction solution for metaverses. The key target user for this tool is metaverse developers that need to soundtrack their games but lack the funding, time or teams to license music the traditional way.

With this tool, music creators get paid for the usage of their music in a filterless process - making it the first ever artist-centric music streaming tool.

We've got a number of options to monetise the MetaPlayer and to add the revenue to the DAO's equation. As this is still a product in testing phase, we'll refine its addition to the revenue formula after PoC.

3 phases

Phase 1

The Soundpickr editorial team will include pre-generated playlists to be reproduced during game play.

These playlists will be arranged by an array of parameters including genre, mood and energy.

Depending on the type of deal, these playlists will be updated on a weekly, monthly or quarterly basis.

Licenses offered will be covered by the metaverse developers. Fees to be confirmed on a case by case basis.

Phase 2

We'll include tracking systems to understand user engagement with each song.

The MetaPlayer will log how long users listen to each song and start building algorithms of taste to tailor the soundtrack that works best for each metaverse.

Phase 3

The MetPlayer will have learnt from players to be able to offer tailor made soundtracks to each player.

During this process, Soundpickr nor the MetaPlayer will be tracking user information. Our processes are secure and only track user interaction with the player itself.

MetaPlayer

Subscription

This option gives control to the metaverse creators. Fee to be paid by metaverse creators. With our subscription option, developers select the type of soundtrack want players to listen to.

Update	Subscription
Quarterly Update	\$150 - \$500 / mo
Monthly Update	\$320 - \$750 / mo
Weekly Update	\$500 - \$1,350 / mo

Prices vary depending on the number of players. Price displayed in \$USD but charged in \$SOL. Soundpickr will curate playlist updates based on your preferred **genre, energy & mood.**

MetaPlayer

P2E commission

This option takes the financial effort from metaverse developers and shares the licensing responsibility with players. P2E games can choose to get their players to cover the costs of music streaming within the metaverse.

If a player wants to listen to music, a small \$0.8 charge will be taken from their wallets per playlist.

Type	Subscription
40 songs (2 - 3 hours of music)	\$0.8

The small charge is taken as soon as the player starts listening to the playlist. Once the playlist finishes playing, the player will need to pay \$0.8 again to listen from the start OR to select a new playlist.

Disclaimer

The information in this document is subject to change or update. It should not be construed as a commitment, promise, or guarantee by Soundpickr or any other individual or organisation mentioned in this document relating to the future availability of services related to the use of a Soundpickr NFT, or their future performance or value.

This document is for information purposes only and may be subject to change without prior notice. Soundpickr does not make or purport to make, and hereby disclaims, any representation, warranty, or undertaking in any form whatsoever to any entity or person, including any representation, warranty, or undertaking in relation to the accuracy and completeness of any of the information set out in this document.

Soundpickr accepts no liability for damages, whether consequential or indirectly, of any kind arising from the use, reference, or reliance on the contents of this document. This document may contain data and value estimations. No warranty is given to the accuracy and completeness of this information.

Neither the information, its inferences, nor its assumptions have been independently verified. Prospective purchasers of a Soundpickr NFT should evaluate all risks and uncertainties associated with purchasing a Soundpickr NFT; all the information set out in this document, and any related terms & conditions prior to any purchase of Soundpickr.

This is not a recommendation to buy or financial advice; it is strictly informational. Do not trade or invest in any NFT project, current or upcoming, based solely upon this information. Any NFT purchase involves substantial risks, including, but not limited to, pricing volatility, inadequate liquidity, and the potential complete loss of principal. Prospective buyers should conduct independent due diligence, with assistance from professional financial, legal, and tax experts, on topics discussed in this document and develop a standalone judgment of the relevant markets prior to making any investment decision.

No Advice or information in this document should be considered to be business, legal, financial, or tax advice regarding to Soundpickr or a Soundpickr NFT. Please consult your own legal, financial, tax, or other professional adviser regarding our project.

