

Introduction

Revelator's platform is about - connecting artists with investors and fans through the *tokenization* of music. *Tokenization* is where the ownership of each piece of digital music is distributed into many parts, which can then be exchanged for monetary investment from a large number of investors. Investors can invest directly in a portion (or tokens) of an artist's music (or a portfolio of music), and get regular dividends in the form of royalty payments.

Potential impact of Revelator network

Summary of Key Challenges and potential [] Field where "Tune Network" helps to overcome the challenges

#	Items	Challenges	Potential of "Tune Network"	Impact per yr (100% share)	Impact per yr (5% share)
1	Discrepancy of IP rights/ Investment	<ul style="list-style-type: none"> Rights are distributed unevenly Rights are not easy to transferable Future cash flow is difficult to capitalize Very hard to invest in music rights 	<ul style="list-style-type: none"> Creating the music market for anyone, which makes possible for the participants to enjoy the upside or minimize the downside 	(Huge/ Difficult to calculate)	
2	Contracts	<ul style="list-style-type: none"> Expensive and time consuming to make contracts and monitor IP rights 	<ul style="list-style-type: none"> Entering into contracts will become easier and inexpensive 	~\$1,573 MN (~\$319 MN as of now)	~\$79 MN (~\$16 MN as of now)
3	Budding artists/ Talent-spot	<ul style="list-style-type: none"> Facing difficulties in financing activities and/or sustaining their livings Scarce budget for talent-spotting 	<ul style="list-style-type: none"> Labels can see the trend and popularity of each music by category Helps monetizing the rights 	~\$450 MN	~\$23 MN
4	Investment in songs/ Promotion	<ul style="list-style-type: none"> Limited budget for both musicians side and labels side Limited upside for other stakeholder producers, managers, etc 	<ul style="list-style-type: none"> Market helps to finance the budget Fans will promote songs more Promoting targeted promotion Extending the life time of music 		
5	Fan Engagement/ After Sales	<ul style="list-style-type: none"> Fan Engagement is limited although fan engagement such as live performances are key source of revenue 	<ul style="list-style-type: none"> Benefit from getting network tokens Special engagement campaigns Fans can invest in the music 		
6	Channel/ ASP	<ul style="list-style-type: none"> Physical channel is diminishing and ASP is declining overtime 			

Total Impact: ~\$2,023MN (per year/100% share) / ~\$102MN (per year/5% share)

Projections

	Year0	Year1	Year2	Year3	PGR
Market Share	0.0%	1.7%	3.3%	5.0%	40.2
Impact per year	-	12.8	25.6	38.5	
Discounted Factor		0.91	0.83	0.75	
Discounted Impact		11.7	21.2	28.9	548.9

Value of "Tune Network" and "Tune Coin"

Total Value of "Tune Coin"	610.6 (USD MN)
One "Tune Coin" Value	0.61 (USD)

Sensitivity Analysis (One "Tune Coin" Value)

	Market share as of Year3							
	2.00%	3.00%	4.00%	5.00%	6.00%	7.00%	8.00%	
Impact per year	169	0.05	0.08	0.11	0.13	0.16	0.19	0.21
	369	0.12	0.18	0.23	0.29	0.35	0.41	0.47
	569	0.18	0.27	0.36	0.45	0.54	0.63	0.72
	769	0.24	0.37	0.49	0.61	0.73	0.85	0.98
	969	0.31	0.46	0.62	0.77	0.92	1.08	1.23
	1,169	0.37	0.56	0.74	0.93	1.11	1.30	1.49
	1,369	0.43	0.65	0.87	1.09	1.30	1.52	1.74

Product

Deep Dive into User Journey & Pain Points



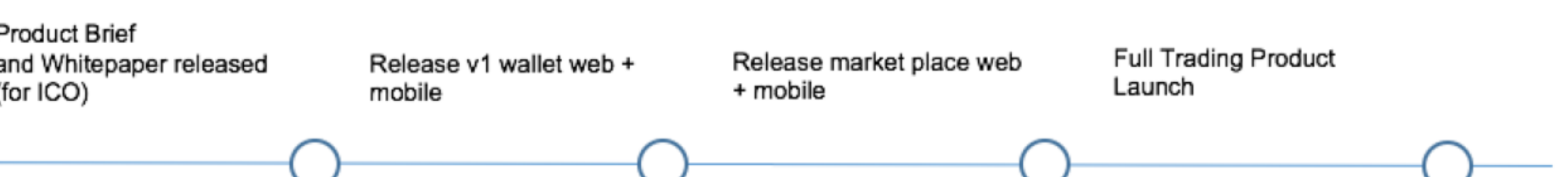
- Solo Artist- compose, record, perform with multiple instruments
- Creative, talented, Eldad started to play music since he was five. started his own music exploration one and a half year ago.

- Started DJ in high school and then went into production. Had a day job to support his music, no crowdfunding needed.
- Made 3 albums over the past 5 years, has his own studio.
- Label owner, all his music release from this label.

Common Pain Points

- When there's a new activity, I need to post on FB, Youtube, Instagram and my website one by one. It's time consuming, and sometimes I miss something
- Too much time spent on promotion leaves me little time for music creation.
- It's unclear which channel works best for promotion, maybe Facebook?
- Accounting is painful. Collection should be easily handled.
- I don't like the fact that my money is hold by someone else. (i.e. label)
- Cash flow matters a lot. Get paid monthly is still too slow.
- Have to trust the system that every time my music is used, I get paid. If not, I just have to live with the fact that this just happens.

May 2018 Q4 2018 May 2019 Q2 2020 Front End

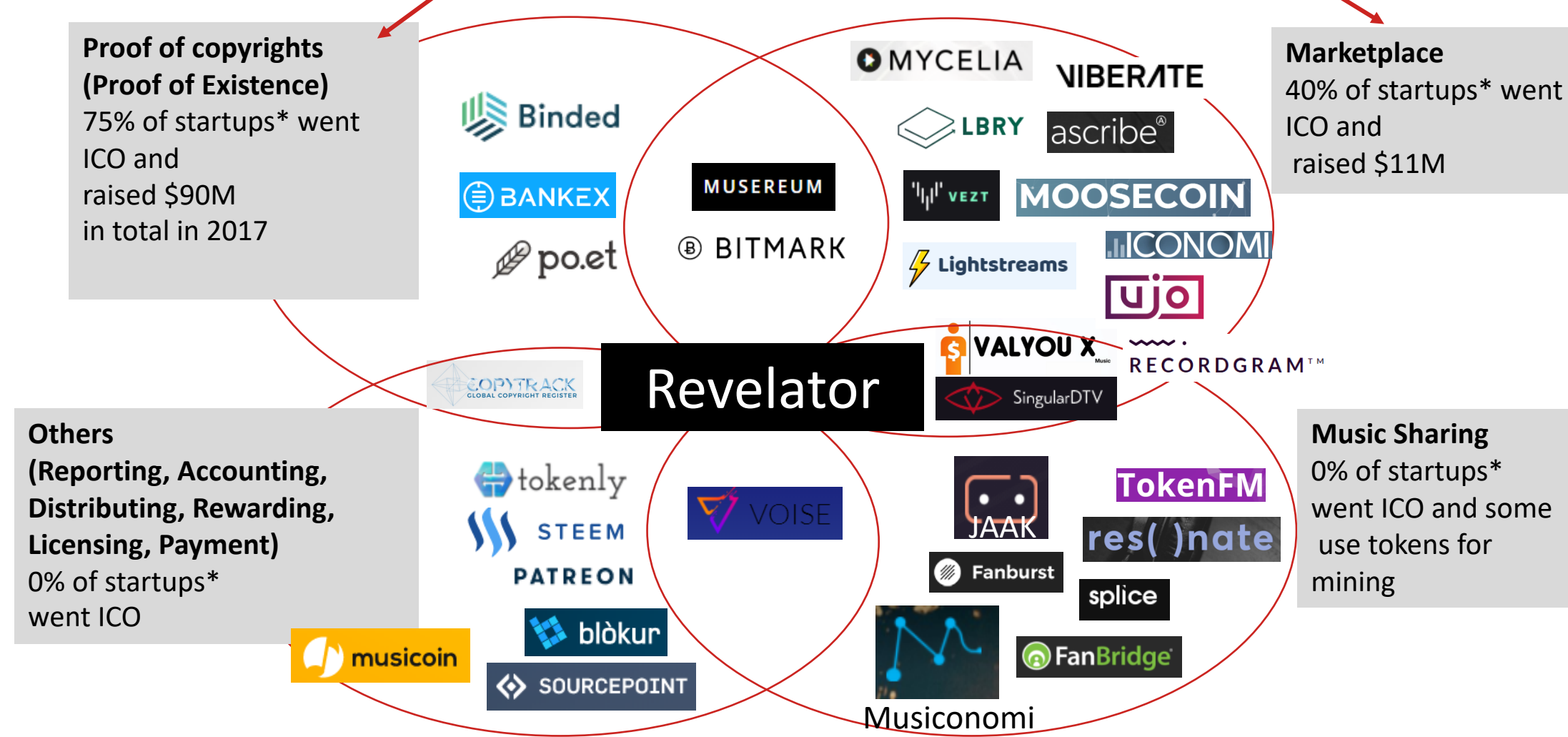


- Product Brief and Whitepaper released (for ICO)
 - Release v1 wallet web + mobile
 - Release market place web + mobile
 - Full Trading Product Launch
- Back End
- MVP (wallet + market place) prototype captured in intro video
 - Define product roadmap
 - Product Vision listed in white paper
 - ICO completed
 - Complete user interview to validate user cases
 - Prototype user testing
 - Early beta version to existing artists client (for testing and adjustment)
 - Infrastructure completed
 - Beta version release to current label + artist for testing
 - Consider having several established artists leading token sell
 - Sourcing artists list
 - Community outreach completed
 - Expand streaming partner lists
 - Iterating & fix bugs
 - Finalize feature with partner (tokenizing/invest option in Spotify)
 - Finalize enterprise version
 - Improve analysis functions with data gathered
 - Internally testing forecasting model
 - Iterating & fix bugs

ICO Strategy

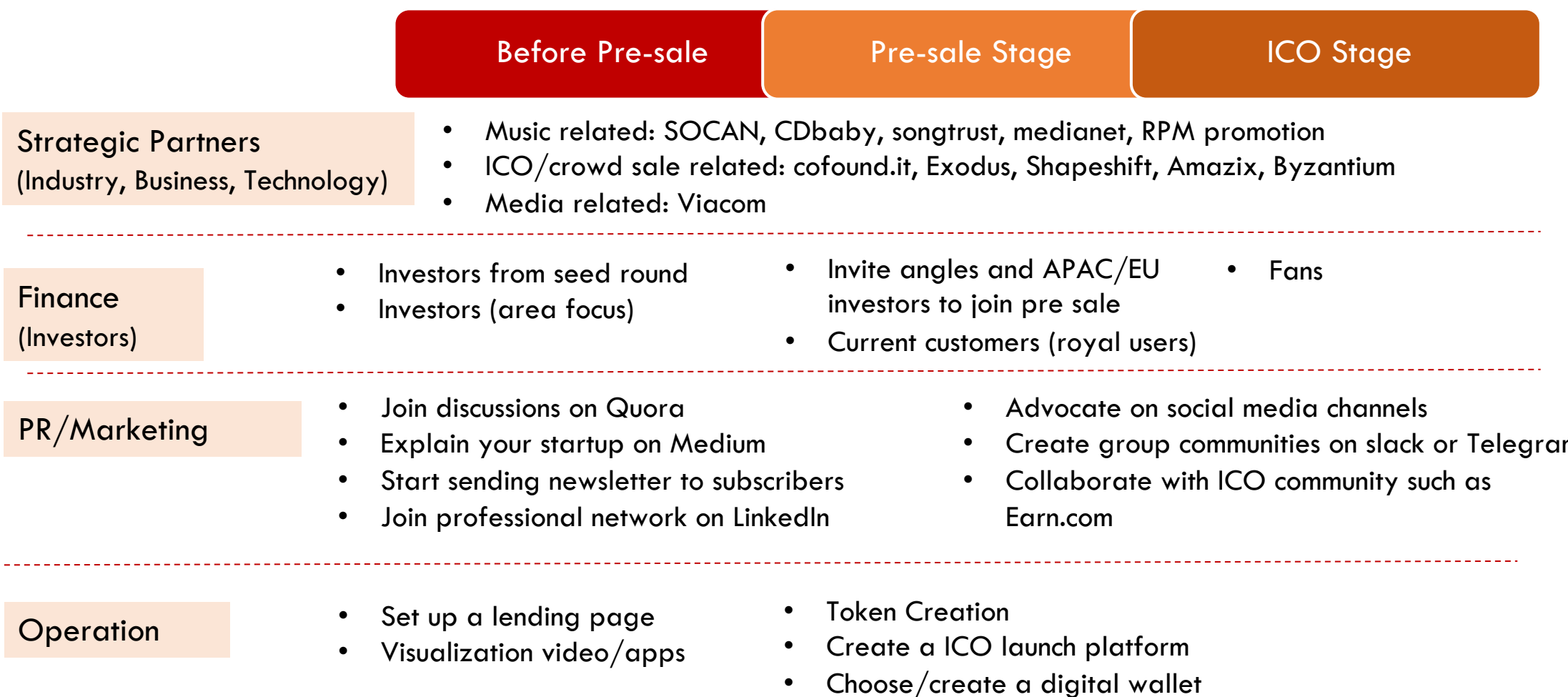
Revelator's Value Proposition

A network token is needed to connect the proof of copyrights to the marketplace.



*Base on the current status (Jan, 2018) of 37 startups for the competitor survey of Revelator

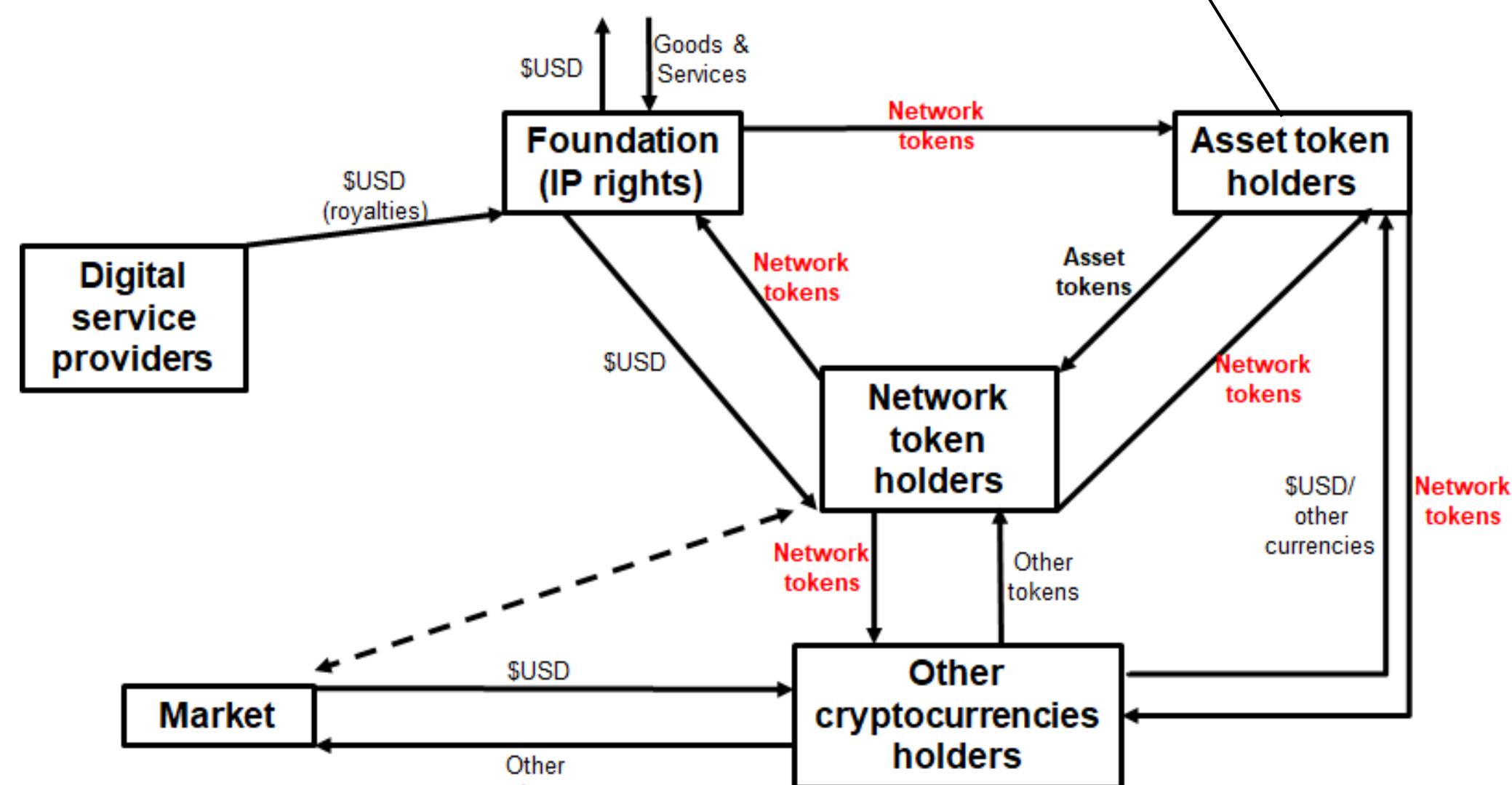
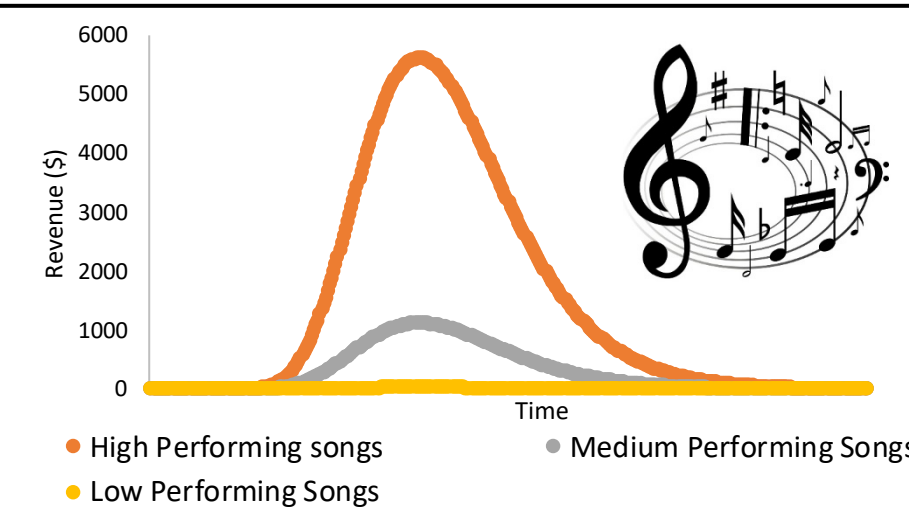
Pre-Sale/ICO Launching Strategy



Token Economy

Any artist would be able to sell their rights to the foundation in return for asset tokens, which can then be sold to investors.

Valuation would depend on the type of song and anticipated royalties



- Revelator's platform utilizes two forms of tokens: asset tokens and network tokens
- The asset tokens enables music to be owned by multiple different investors
- Network tokens allow transfer of royalties to the asset token holders and function as a form of currency within the economy