



**A decentralized stream-to-earn  
Music-fi & NFT Musicverse**

**stream to earn™**

**Grow FINANCIALLY enjoying the MUSIC**



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## SUMMARY

GrooveUP is a decentralized music platform that will power the next chapter of disruption in the music industry! GrooveUP has created a new ecosystem where Music Makers, Content Creators, Service Providers, Tastemakers, Innovators, Influencers and Investors will move in sync, collaborate, set mutual goals, and generate wealth!

GrooveUP is more than a music app,  
GrooveUP is more than a music community.  
GrooveUP is built by music lovers, music creators and music collaborators. Built by those who represent music lovers, who empathise, experience, live and breathe the same music-filled energy. Built by those who know intimately, what is required to create that one single central space where music



people can Consume, Create, Collaborate, Communicate and Co-exist. GrooveUP is building The Musicverse, a place for passionate Gen Y and Gen Z music lovers, a place, where music lives, breaths and evolves. GrooveUP is the Blockchain-powered disruptor built from a white paper that mirrors all that was woven into the quintessential DNA's of Backplane, MySpace, Crypto, and Equity Management. Visualize a world where musicians and their hardcore fan groups join forces, grow and make money together! Influencers and service providers can create content and earn a share of the social media streaming revenues. Innovators, tastemakers and

investors can buy stakes in music projects and have a share in the profits from streaming, merchandise, touring and publishing. In 2022 the hottest topic of conversation at social gatherings and dinner parties will be Music Investment Portfolios! Stakeholders will have GrooveUP profiles that include personal Shareholder Smart Wallets in which they can track the share price of their investments in real-time, withdraw profits, trade assets and manage portfolios. GrooveUP provides musical artists and music streaming platforms with smart contract managed tools to help artists engage, tokenize and monetize their music through the activity of

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## SUMMARY

GennovatorZ (GrooveUP VIP superfan groups). GennovatorZ can share in music profits by way of supporting and growing the artist's brand via our exclusive Deliberate Brand Awareness Campaigns (DBAC's), which are tracked using the AI-generated Fanalytics feature of the platform. GennovatorZ earn Artists Tokens

by strategically completing specified content-based DBAC tasks, transforming the relationship between fans and their favourite artists into a mutually rewarding partnership. GrooveUP is the first DAO/ decentralized music sharing stream-to-earn platform built on the Binance smart chain. The new one-stop home to music



influencers currently scattered across multiple social media platforms like TikTok, Instagram, Triller, Twitter, etc. With the GrooveUP platform, artists' now have that one central point where they can engage with, incentivize and mobilize GennovatorZ to create, stream, and share (across platforms) videos of themselves performing & grooving to songs of their favourite GrooveUP artists. GrooveUP aims to reward GennovatorZ and provide inactive, reactive

& proactive fans with the opportunity to directly promote, buy and own a part of their favourite artists' music, albums, touring, merchandise and fame. This is achieved using Reward Tokens to incentivize fans and provide them with a residual income, as they help artists grow in popularity. The most creative and popular GennovatorZ can become eligible for engagement-based team rewards and recognition.



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## SUMMARY

GrooveUP will integrate the content of Spotify, Apple Music, Tidal, YouTube Music, (and other music streaming platforms) debuting the only fan-rewards platform and artists-fan marketplace serving all of the major global music streaming platforms (collectively boasting over 400 million subscribers). GrooveUP will allow fans to purchase Artist Tokens of some of the world's biggest, most popular recording

artists, (including the likes of Swae-Lee, Tems, Drake, Wizkid and Davido), as well as seed invest in the Artist Tokens of budding and promising undiscovered artists worldwide.

Artists Tokens bought on GrooveUP allow fans to acquire shares in the music projects of their favourite artists and purchase merchandise, NFTs, and event tickets. Each recording artist is tokenized based on his/



her level of popularity and made available to fans who can buy, hold, earn and trade one artist token for the other on the decentralized swap exchange built into the ecosystem. All transactions are recorded via a multi-chain crypto wallet integrated into the app, within which GrooveUP handle all tech-related processes (like token creation, NFT minting, etc) on behalf of all artists and shareholders.

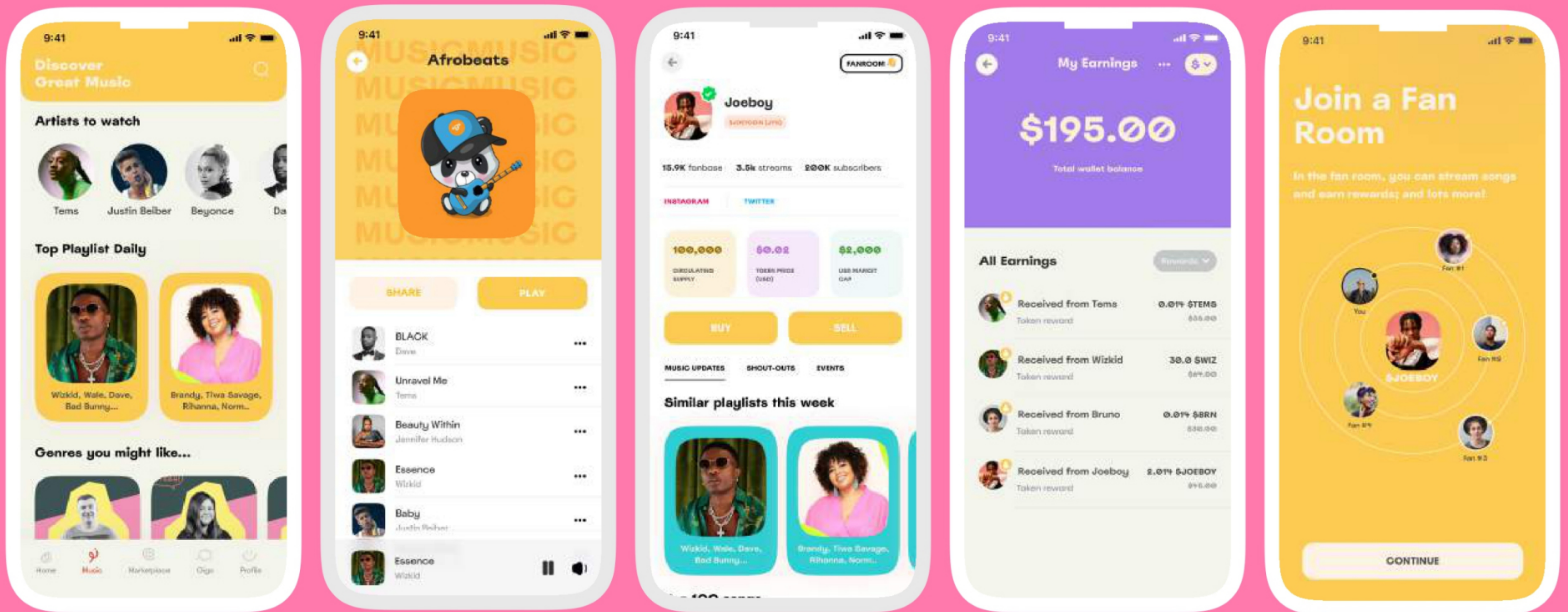
**The Universe and the Metaverse would have no heartbeat without the Musicverse. GrooveUP is the Musicverse!**





# ABOUT GROOVEUP

## APP INTRO



Grooveup is a decentralized blockchain-powered music sharing platform built on the Binance smart chain that helps artists grow active fanbases and finance while rewarding the fans for actively streaming and sharing the music using smart contract administration. Grooveup will serve as a fan-rewards platform and artists-fan marketplace for giant music streaming platforms like Spotify, Apple Music, Audio Mac, etc.



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## HOW DOES IT WORK FOR ARTISTS?



**\$WIZKID**



An artist is tokenized like stocks or NFTs and then offered to fans who can invest in all music-related successes. Stakes in an artist can increase in value, and any stake is resalable.

Fans can buy a lifelong stake in an artist's future streaming revenues for a particular project and get a percentage of whatever the artist earns paid directly to them using Blockchain-powered rights management & distribution. Music Investment Portfolios (MIP's) are transferable to a next of kin like any valuable asset.

Each artist has a personalized fanbase room to enable real-time engagement with their fans worldwide with just a click. They can share personal messages and get

feedback directly from their fan community, even sampling opinions, sharing unreleased songs and getting instant insight for strategic decision making.

In the same way, budding unsigned artists can directly raise money from their fans for their music production and promotion. In exchange, fans earn a share in their streaming earnings on all platforms such as Spotify, Apple Music, YouTube Tidal, etc. Artists can also offer additional rewards to fans, incentivizing them to share their music and grow their fan communities.

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## HOW DOES IT WORK FOR GENNOVATORZ?

- Fans earn tokenized rewards from streaming, grooving and sharing their favourite artist's songs.
- Fans have the opportunity of buying and owning a part of their favourite artist's Music or Album project, Merchandise and Touring.
- Fans connect directly and network with artists and other fans through the fanbase rooms.
- Fans and their loved ones have the opportunity to receive personalized messages from their favourite artists on their special days like birthdays, wedding ceremonies/anniversaries, etc.
- Fans also have the opportunity to exchange and transact their favourite celebrity's tokens and NFTs in the marketplace or DEX.
- Fans/users holding the Groove token can also determine which artist gets featured on the Artist to Watch category where artists' benefit from a double tipping bonus, resulting in their song featuring on prime billboard sites like New York Times square.

## BUSINESS ASPIRATION/MODEL

Grooveup is an application intended to work with existing music streaming platforms such as Spotify, Apple Music, Tidal, etc. Through the GrooveUP app, users have access to all of the major DSP music catalogues, which connects artists directly to their fans to enhance the traditional music streaming platforms experience utilizing the blockchain tokens reward system exclusive to Grooveup subscribers. Grooveup will allow music streamers to

interact with the blockchain as they stream and share their favourite artist's music and earn rewards. Users do not need to learn or be blockchain savvy before using it to earn money.

Grooveup helps to bring artists and their fans together through the fan room created for every artist.

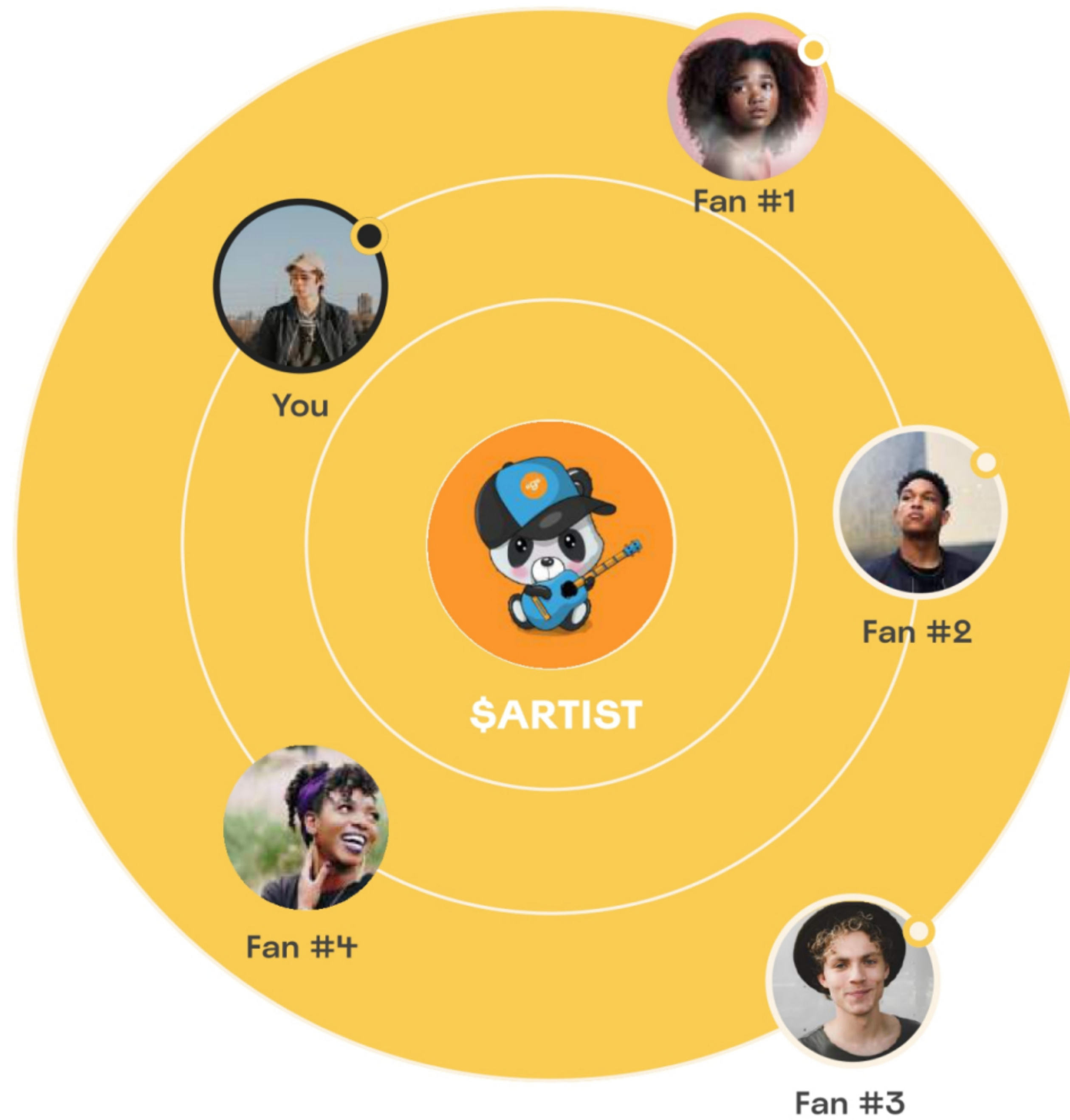
Grooveup helps artists tokenize their talent and manage the rewarding process of fans who stream and share their music.

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## **BUSINESS ASPIRATION/MODEL**



Grooveup acts as the administrator between the artist, the music publisher, the rights holder, and the fans (who have bought a stake in music rights). Thus ensuring that all revenues due to investors are paid seamlessly from external DSP's

The platform is powered by the Groove token, which is the utility token of the ecosystem.

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## TARGET AUDIENCE

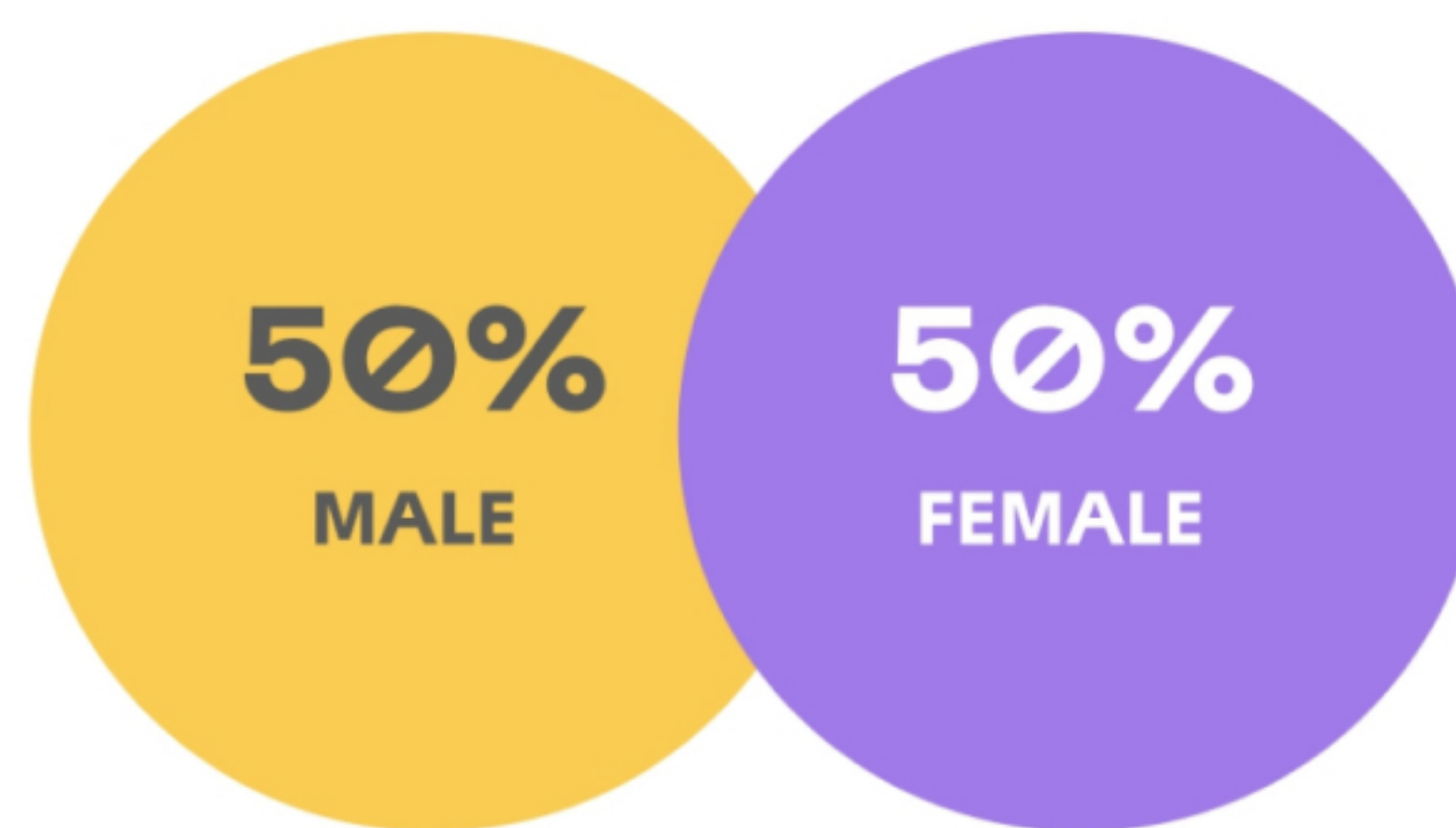
The target audiences are musical artists, fans, music lovers/streamers, sound engineers, instrumentalists, producers, A&R, music publishing companies, music streaming platforms, etc.

### DEMOGRAPHICS

#### AGE



#### GENDER



#### SOCIAL CLASS



Grooveup accommodates  
all social classes.

### GEOGRAPHICAL – BEHAVIOURAL AND PSYCHOGRAPHIC

#### GEOGRAPHY



Worldwide, starting from  
Afro, American rap, Europe  
and then Asia/Arabs.

#### USERS



Artists, fans, producers,  
promoters, etc

#### GENRE/TASTE:



Afro beats, rap, highlife, new  
school, and generation Z kind  
of music.



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## MARKET ANALYSIS

The music industry comprises a variety of firms, companies and individual artists. Over the years, the market has adapted well to the many changes. The primary economy in the music industry has always been profits gained from the individuals who partake in tasks like recording, performing, publication, and distribution of music around the world, but no direct or indirect reward system has been created for fans who stream and share this music. According to the website [statista.com](https://www.statista.com) “In the first quarter of 2020, the number of

music streaming subscribers worldwide amounted to 400 million, up from just under 305 million at the end of the first half of 2019.” Paid music streaming subscriptions have become the norm for many music fans, and the market has seen consistently impressive increases in subscriber numbers over the last few years”. Grooveup intends to become the first Blockchain streaming and music sharing app to reward fans who listen, share and subscribe to this music.

## WHAT MAKES GROOVEUP UNIQUE?

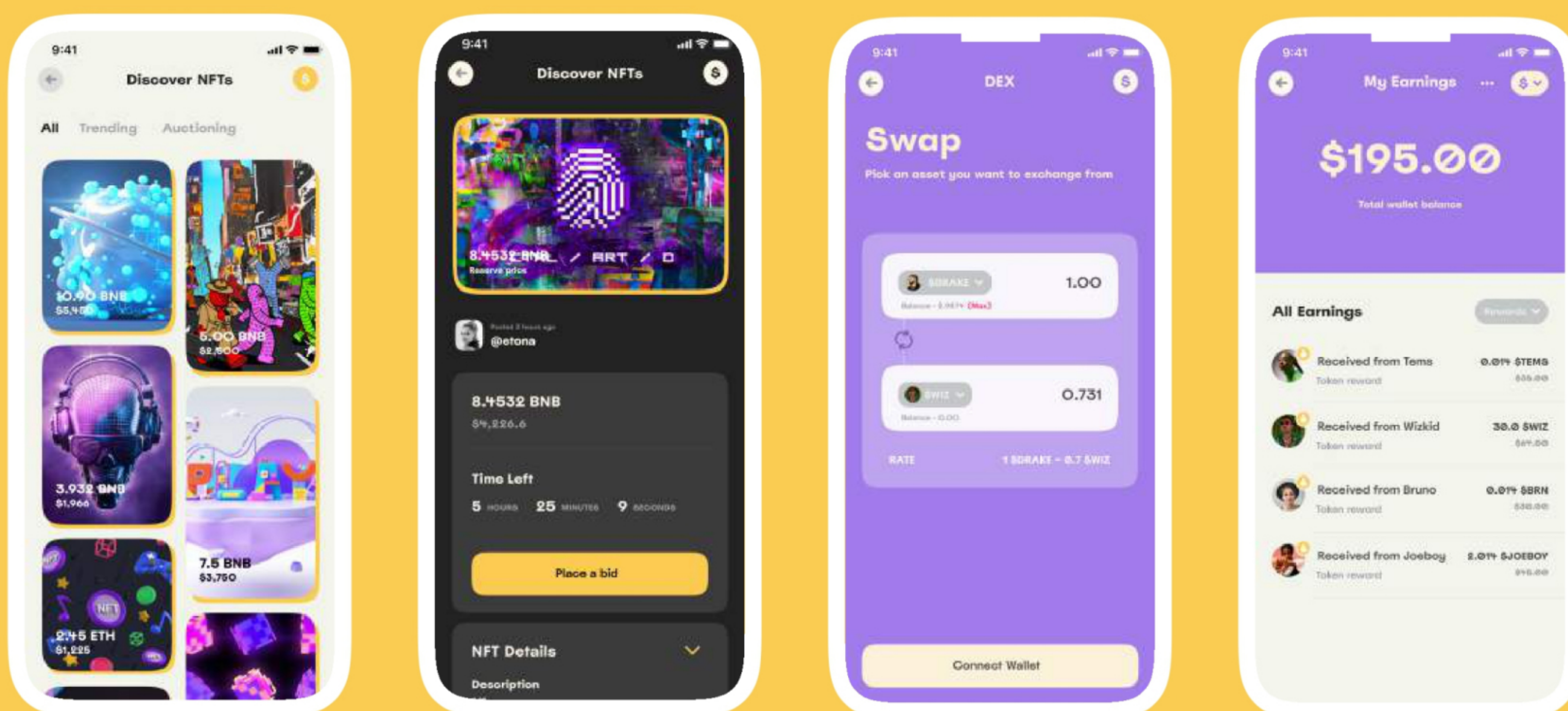
- Fans receive rewards each time they stream and share a song with their crypto wallet plugged in.
  - It is built on the Blockchain.
  - GrooveUP connects artists directly to their fans, and they can send a message, voice note, etc., to all their fans in one place.
  - Independent artists can raise funds directly from their fans by offering the fans a percentage of their streaming earnings for life, or a specified period using Smart contract. Investments values are based on how the data analysis projects the artist will perform in the future
  - Artists are tokenized, and fans can trade and speculate their fame and popularity.
  - GrooveUP works in partnership with existing streaming platforms like Spotify, Apple Music, etc., to reward streamers.
  - Grooveup also serves as a collaborative platform for producers, instrumentalists, artists, etc., to meet and collaborate.
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## WHAT MAKES GROOVEUP UNIQUE?

### NFT MARKETPLACE AND DEX

Grooveup will have a marketplace serving the entertainment world only.



### MUSIC INFLUENCERS HUB

In our market research, we discovered that budding artists' that release a new song sometimes need TikTok, Instagram and Snapchat influencers who will make a video of themselves grooving to this song and sharing it on social media. However, there is no single place to find these influencers grouped or gathered. With the “Grooves”

story feature, fans can post videos of themselves vibing to their favourite artists' music and share it from Grooveup to other social media platforms to earn.



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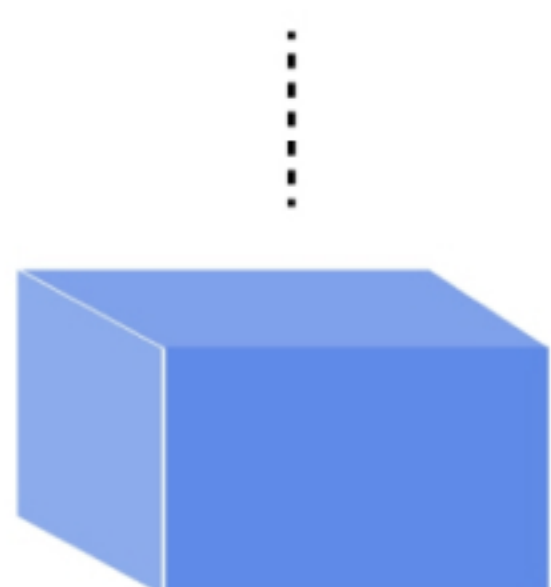
## GOALS

- \* To become the first stream-to-earn platform.
- \* To become the first Artist-Fan tokenization platform.
- \* To become the first Music Influencers Hub where artists can reach out to groups of influencers to share their songs across all social media platforms.
- \* To onboard 1 million streamers in the first 3 months of launch.
- \* Using Defi and Music-fi, we will teach users how to profit from the music ecosystem.
- \* To have the first most viral artist in the world come out of the Grooveup platform in the first 3 months of launch.

## GROOVECOIN

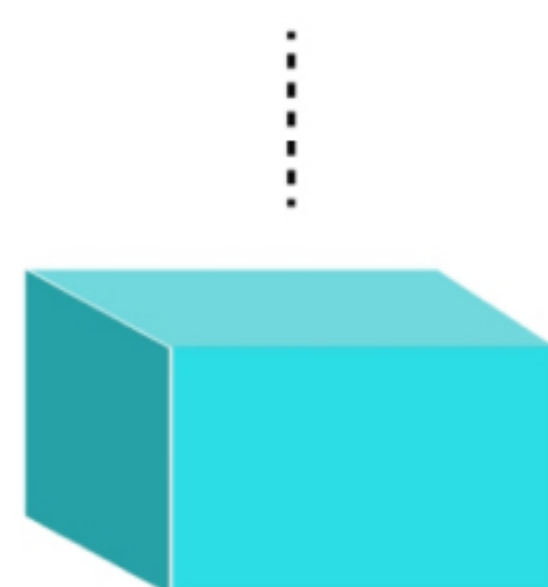
Groove is a utility token that is used in the Grooveup App ecosystem which includes in-Music app currency, staking and streaming/sharing rewards.

### STAKING



Streamers who stake their Groove token will be rewarded with various benefits within the ecosystem like earning staking APR, DAO proposals, random supplies, distribution, etc.

### GOVERNANCE

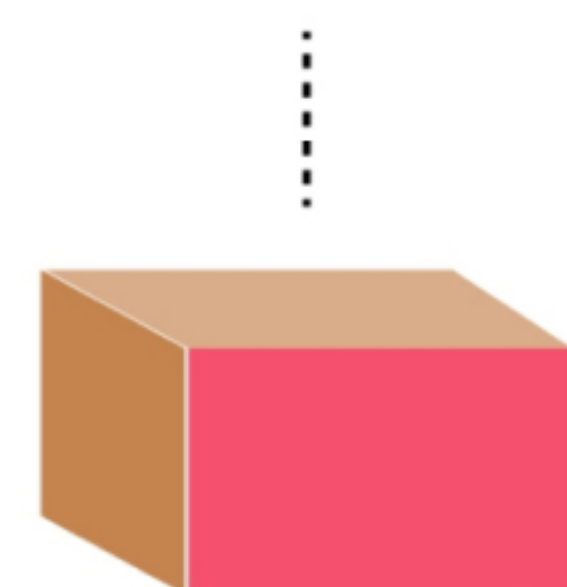


The amount of Groove token a streamer (Groover) holds determines the groover's voice in the decision-making and voting for the project development.

Rewards for active groovers who hold a large number of tokens is higher based on the number of tokens they are holding ranked as HIGH, MEDIUM AND LOW.

The groovers determine which artists appear on the Artist to Watch feature by popular votes.

### CURRENCY



Groove will be the only currency used for transactions within the Grooveup ecosystem like the purchase of NFTs and artist's fan tokens. All artists tokens are paired with Groove.

Buy/sell, NFT and in-app marketplace and future paid ads.



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## **MULTI-CHAIN TOKEN**

Grooveup will launch with Binance smart chain since it has affordable gas fees and robust blockchain networks. However, the Groove token will be made available in several known Blockchains using token blockchain bridge system and users (groovers) can access the token on all chains using the multi-chain inbuilt wallet.

## **ELEMENTS**

### **1. MUSIC-FI**

Music-fi is a term created by our team to describe the intersection of music streaming activities and decentralized finance that works in a way to eliminate all financial barriers between budding and already established artists. With Grooveup Music-fi, streamers and artists can leverage the blockchain and smart contracts to create wealth for everyone using the In-app De exchange.

### **2. MUSIC STREAMING**

Using the API of popular music streaming platforms like Spotify and Apple Music, groovers will be able to stream the music of their favourite artists on the Grooveup App.

### **3. DEX**

The decentralized exchange feature in-app currency swap where groovers can buy, sell and swap tokens with several token pairs. The DEX will also be a platform to stake in liquidity provider tokens to earn Groove tokens as rewards.

### **4. MARKETPLACE**

The in-app peer2peer marketplace will be used for p2p transactions between artists-fans and fans-fans. Groovers can buy and sell NFT, artists merchandise, their shares of artists music, etc.

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## **ELEMENTS**

### **5.DAO (DECENTRALISED AUTONOMOUS ORGANISATIONS)**

Groovers govern the ecosystem rankings. Voting will be available on the platform for streamers to choose who appears on the Artists to Watch feature, new features development, etc.

### **6.DECENTRALISATION**

Unlike typical music streaming platforms where one company holds the power to decide upon things. We are creating a decentralized music streaming mobile app where fans can participate in the advancement of the platform. We believe that decentralization is the future and, we are proud to be at the forefront of this movement in the music streaming industry.

### **7.NFT (NON-FUNGIBLE TOKEN):**

Musical Artists NFT is the next big wave that is coming into the crypto space after Canadian Rapper Tory Lanez sold a track of his music as an NFT for \$1,000,000 in 12 minutes. Since then, there has been an increasing number of other artists wanting to come into the Blockchain NFT space. With the launch of the in-app NFT marketplace, artists can create, mint and launch their own NFTs in minutes, offering them to interested fans in the Grooveup marketplace.

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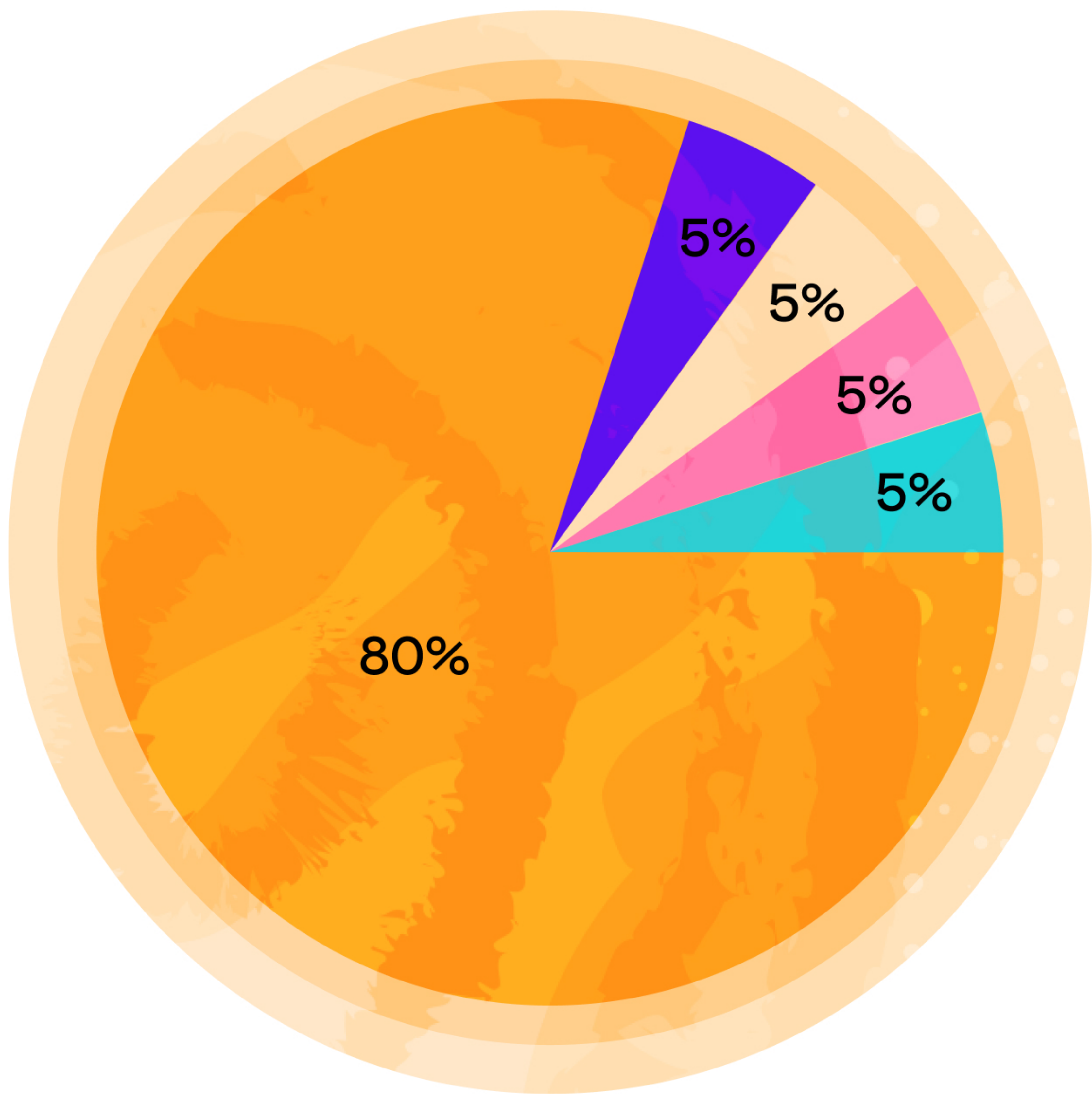


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## REVENUE SOURCE

# \$Groove Tokenomics

TOTAL SUPPLY  
1 Billion



- Liquidity: 80%
- Stream & Reward: 5%
- Marketing: 5%
- Development: 5%
- Seed-sale: 5%

DISCLAIMER : The information in this document is subject to change without notice

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## **REVENUE SOURCE**

### **DEX (IN-APP MONEY CHANGER) FEE:**

### **MARKETPLACE:**

NFT's sold on the platform will be subject to commission fees.

### **COMMISSIONS FROM SALES OF ARTISTS TOKEN:**

10% of every artist token sold on the platform goes to the platform development wallet.

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