

ICO Review: Musiconomi ICO

A New Music Economy for Everyone

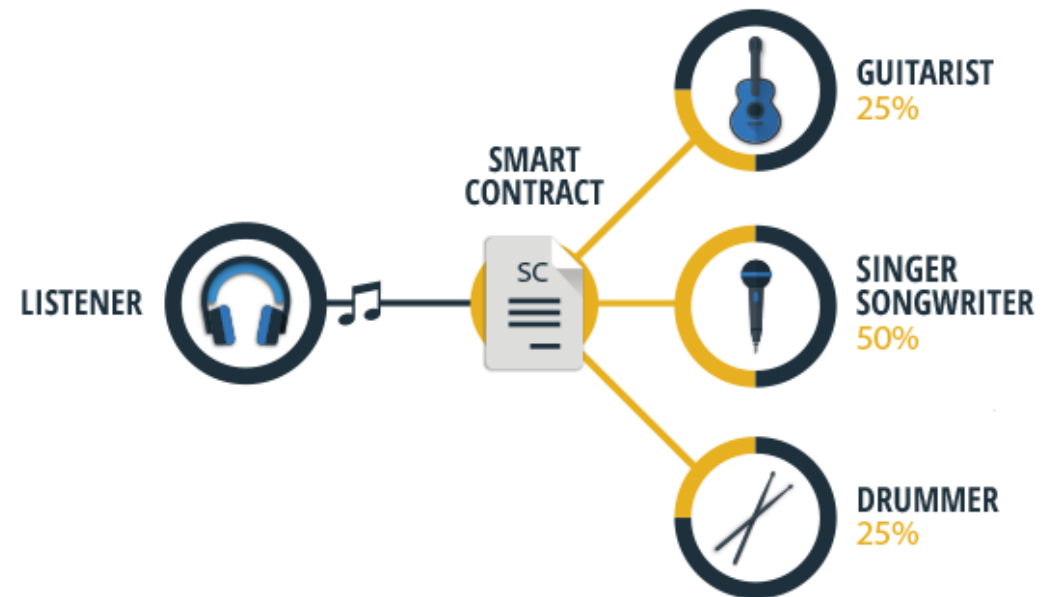
August 21, 2017



What is Musiconomi?

- A distributed platform that connects users to the other 99% of music artists that they don't hear on mainstream radio stations and eliminates the intermediaries.
- The platform will offer:
 - Tools for **content creators/owners** to publish their content and directly control payments to co-creators.
 - Tools for **content promoters** to promote content and be rewarded for their effort.
 - Tools for **content listeners** to find, share, and enjoy new content.

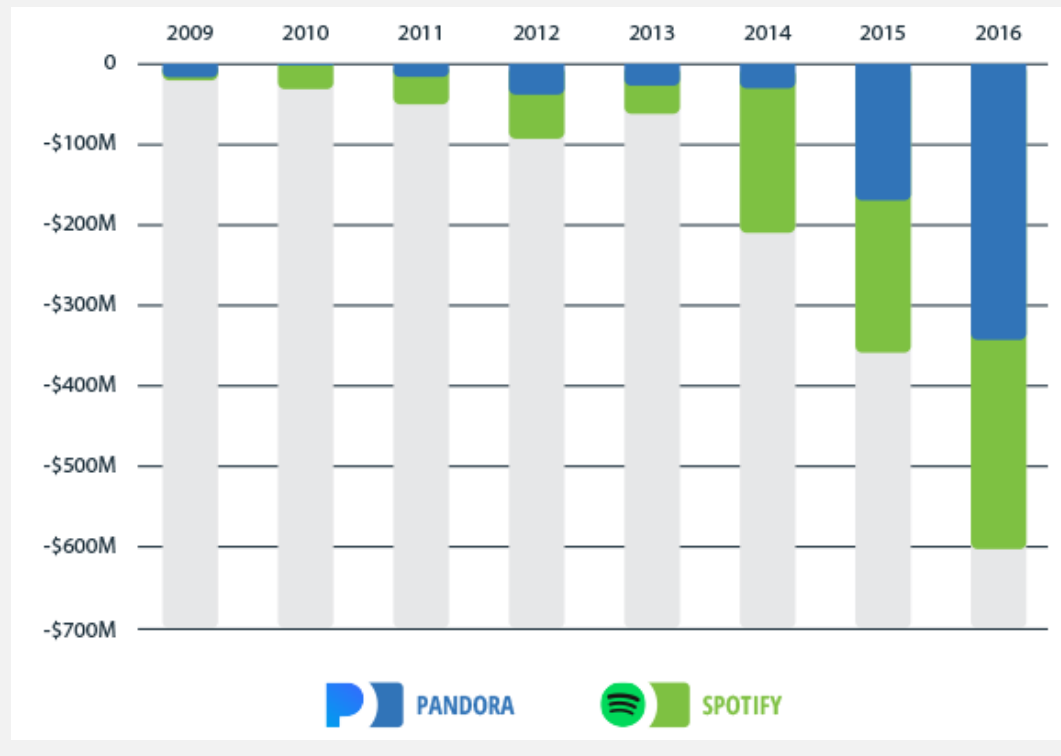
UTILIZING SMART CONTRACTS TO MOVE PAYMENTS FROM LISTENERS TO CREATORS



What problems does it solve?

- Paid streaming has become the preferred method for consuming music. However, the services that drive the growth themselves are struggling to make a profit.
- Artists receive only a small fraction of the revenue and have no visibility into the process and no way to verify that they were properly compensated.
- Musiconomi aims to recognize and incentivize value creation.

SPOTIFY / PANDORA GROWING LOSSES MAKES CURRENT STREAMING UNSUSTAINABLE



What are MCI tokens used for?

- Currency of payment and reward for all value exchanges on the platform.
- Token holders can access tools and features that enable opportunities to add value and earn rewards.
- As MCI is used 1) as the currency on the platform and 2) to enable different actions on the platform, the more usage the Musiconomi has, the more valuable MCI tokens should be.

CROWDSALE SUMMARY

- **Project name:** Musiconomi
- **Token ticker:** MCI
- **Website:** <https://musiconomi.com>
- **Hard cap:** US\$6 million (ICO contributors own 25% of total token supply if hard cap is reached)
- **Soft cap:** US\$3 million
- **Conversion rate:** Not fixed until shortly before the ICO begins
- **Max market cap at ICO:** US\$24 million
- **Bonus structure:** None
- **ERC20 token:** Yes
- **Timeline:** Pre-sale starts on Aug 29th at 5PM CEST; public crowdsale starts on Aug 31st at 5PM CEST
- **Token distribution date:** Within a month after crowdsale ends

What's the development timeline?

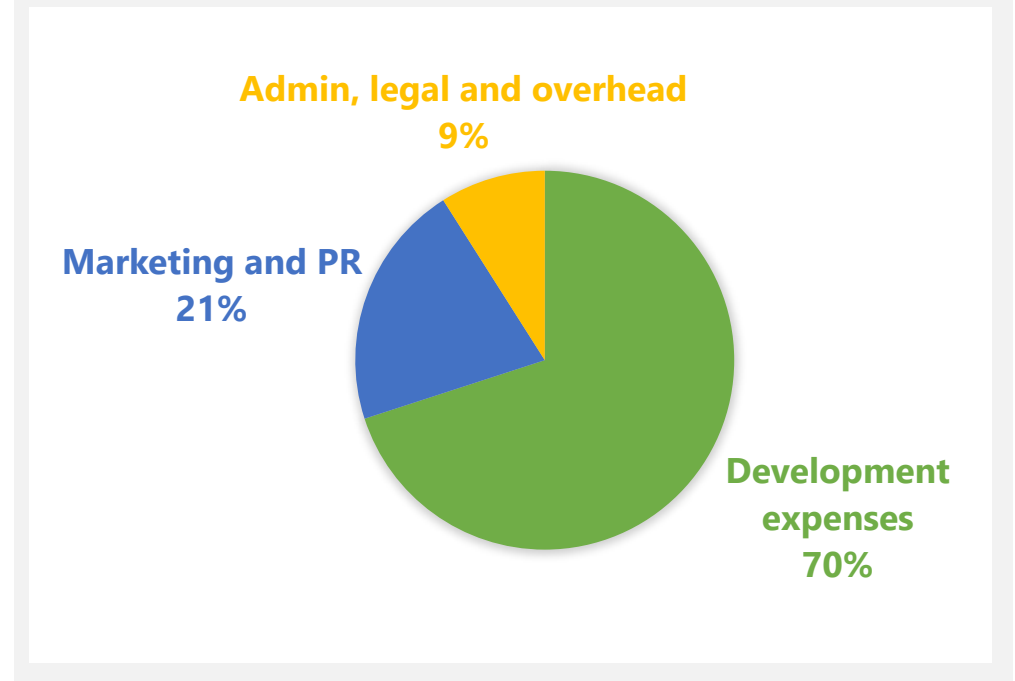
If \$3M soft cap is met:

- Open an office in a strategic market center
- Launch advanced Blockchain-based music streaming application 2.0
- 10 artist ambassadors, 20 strategic partners
- Target: 8-12 months, 50k users

If \$6M hard cap is met:

- Develop app, playlist and sharing features
- 20 artist ambassadors, 50 strategic partners
- Target: 18-24 months, 150k users

USE OF ICO PROCEEDS



THE TEAM

Who are the people behind Musiconomi?



Dan Phifer

Co-founder, Chief
Technology Officer



Brian Byrne

Co-founder, Chief
Musician
Ambassador



Elio Di Iorio

Co-founder, Chief
Organizer and
Spokesperson



David Werba

Co-founder, Chief
Marketing Officer



Jared Griego

Co-founder,
Blockchain Engineer
and Operations



Peter Mooney

Senior Application
Architect

What are the opportunities?

1. Project has already gone through a rigorous vetting process employed by cofound.it.
2. Competent team with previous experience on the Musicoin project.
3. Project has already secured partnership with a music label, putting it ahead of its competitors.
4. Network effect: The more promoters / musicians on board with the platform, the more valuable the platform is.

What are our concerns?

1. Not fully convinced that Musiconomi's model completely fixes the music industry.
 - Independent artists are still disadvantaged because they don't have the marketing budget that the bigger players have.
 - Promoters are more inclined to promote those with a higher marketing budget.
2. The platform would generate many small transactions and the gas price on the Ethereum network would make such transfers cost prohibitive.
3. There are other blockchain projects tackling the music industry, such as UJO, Voise, and Audiocoin.
4. No working product yet so this is still just a "whitepaper" idea.

What do we recommend?

For flipping: **Good.**

- The ICO hard cap of \$6 million is very low in today's standard. The project is comprised of an experienced team who worked on the Musicoin project.

For long-term holding: **Neutral.**

- Attempts from different companies to disrupt the music industry have mostly failed.
 - However, Musiconomi has a small market cap, so if it becomes a success, MCI tokens should appreciate significantly.
- The team is only selling 25% of the tokens this time, with the option to sell another 25% of the total tokens 12 months after the ICO.
 - This gives the team more incentive to deliver results, which is good for the token holders.

CrushCrypto