
Life by the Block

Problem:

The music industry is a tangled mess of rights, obscuring the clear ownership of any one piece of work

No matter what size a payment is from a service, finding the proper home for that money is time consuming and costly

The technology has not grown with demand creating multiple and unnecessary intermediaries

Solution:

Blockchain.

Building a comprehensive rights database using the blockchain distributed ledger system

Allowing “smart contracts” to dictate the use, payments, and ownership shares of a piece of music

Ownership under this system will be unassailable

Technology:

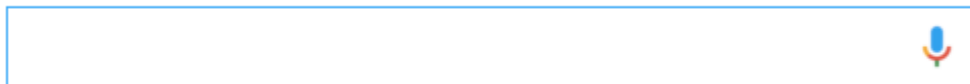
What we need is a focused movement of both musicians and tech entrepreneurs

We need to create an interface that is both “expected” for today’s technology

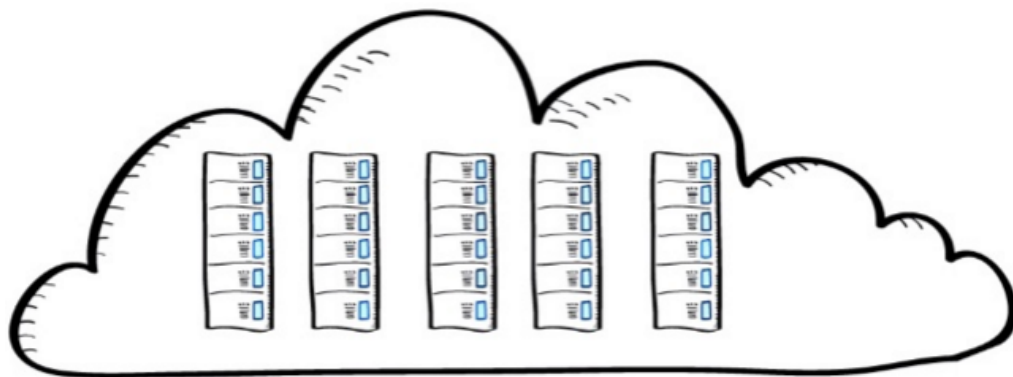
As well as quick and easy

There’s no going back to the days before streaming and instant, always available music

Accessing in a Natural, Expected Form



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Thank you!

0.0405 BTC

Design:

The service should be able to categorize by any number of variables

This would also allow price to be more elastic based on demand

This would also increase the pool of available music by making the barriers of entry less with more ability to make a profit

Focus on B2B, specifically small businesses:

Small businesses are negatively affected by the current market

Blanket licenses are expensive and, by definition, bulky. Most retail stores have a narrow need for music

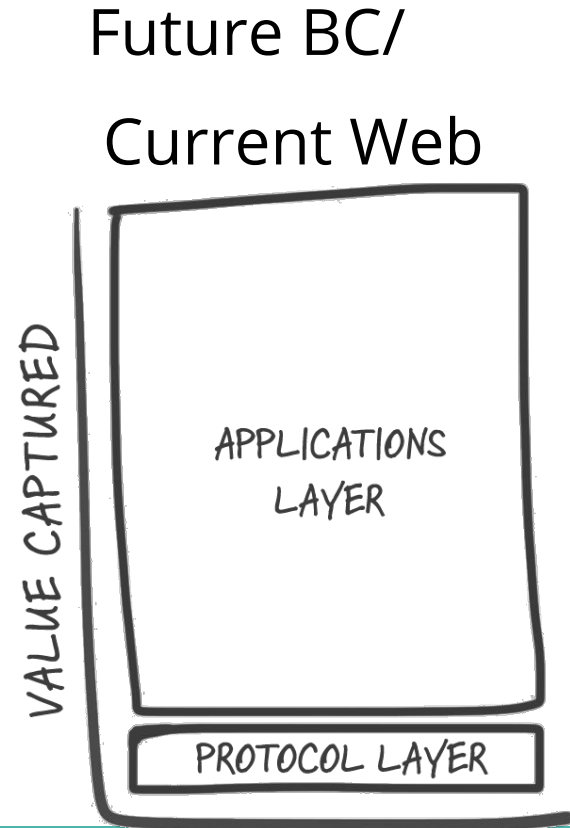
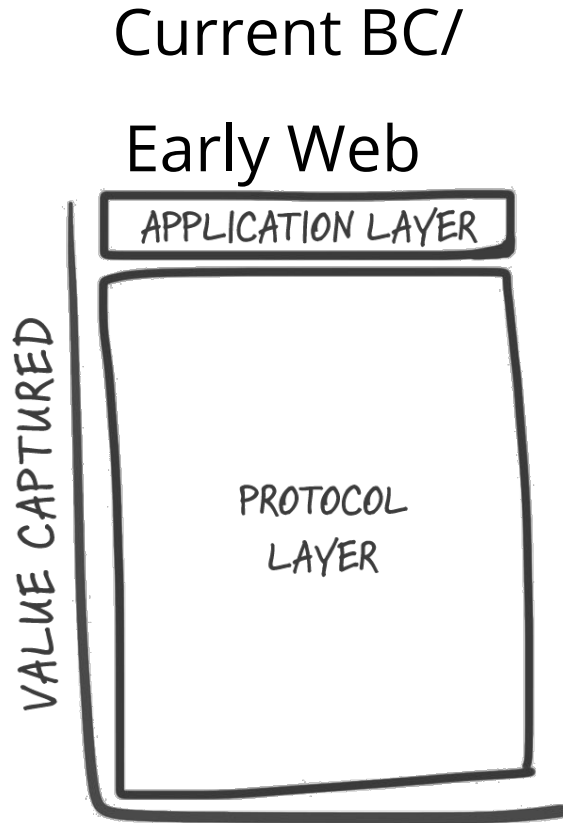
Stores don't want to play nothing but also don't want to be fined from a PRO

Looking forward:

Investors, entrepreneurs, musicians, business owners, etc need to realize that the value captured in distributed databases will eventually shift from the protocols to the applications

By creating applications now, and making the early mistakes, there is a wealth of opportunity as the system starts to be more widely used and accepted

Evolving Technology with Innovation and Adoption



Build a Better Music Business

— Live Life by the Block —
