



NEVUMUSIC

Whitepaper

nevumusic.com

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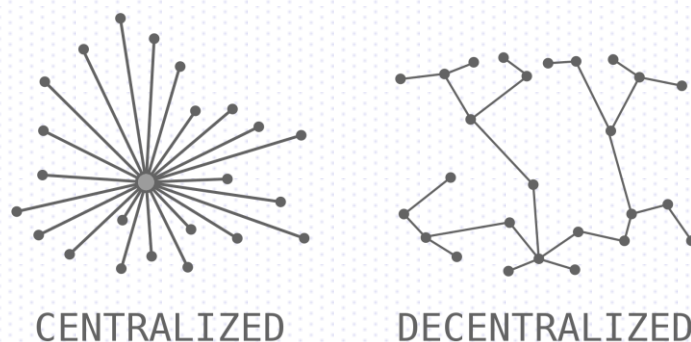
1. Introduction

Blockchain technology has made significant strides in recent years, its development and adoption is growing exponentially. Digital assets are expected to be the future of finance, as well as other industries, such as music. Cryptocurrencies are heading towards mainstream adoption and becoming a powerful tool in modern society.

Music industry has seen some changes in recent years. Producing music no longer requires expensive audio equipment, everyone can produce a hit record in their bedroom using digital audio workstation (DAW) on their PC. Distribution is easier than ever, everything can be done online. Putting music on popular streaming platforms like Spotify can be done in just a few steps, either through a record label, or by the artist himself, which requires a distributor.

When it comes to NFTs, blockchain comes in handy as the perfect way to create proofs of authenticity for digital content. This new technology is solving a lot of issues within the music industry. Blockchain makes up for a secure way to prove ownership over a specific piece of music, it is also making everything more transparent for artists and fans. It is shifting the power from intermediaries back to artists.

The implementation of blockchain in the music industry is solving many issues such as low transparency, unfair payouts and royalty processing. Artists could be paid every time their song is being played, instead of once every couple of months. Blockchain helps to eliminate the middle man, which opens many new doors in this industry, bringing decentralization where it is needed.



2. Problem

Some of the biggest issues in the music industry are low transparency, unfair payouts and royalty processing. Artists are being paid once every couple of months. Music industry is one sided in terms of copyright and ownership, and NEVU Music is bringing decentralization and power to the artists.

In the relationship between record labels and artists, artists typically get the worse end of the deal. Big stars are rare, so record labels hold on to as much of their earnings as possible to finance all the swings they take and miss. Major record labels are taking more than 70% of royalties from the artists, often leaving them in unfair position. Instead of labels taking most of the profit, we are giving it to the community.

Right now there aren't many chances where the community can invest in their favorite artist, song or album. Big problem regarding record labels is giving out the power and control of the musical composition. With our decentralized system we are giving community the chance to be a part of every step regarding the song (NFT) they are invested in.



NEVU Music

- Decentralized
- Community royalties
- Artist friendly deals
- Music investing



Major Record Labels

- Centralized
- No community royalties
- Unfriendly deals
- No investing

3. Product

NEVU Music is a record label focused around NFTs and community. It allows the community to invest in music and artists they love and believe in, while giving artists a new way of monetization. NEVU runs on blockchain technologies with the use of smart contracts. Songs are presented as NFTs, and owning the NFT means owning the rights of the song, which brings royalties and other perks artists are usually entitled to. NEVU Music is bringing decentralized finance to the music industry.

3.1. NFT Based Ownership

Each release will be split into 1 – 100 NFTs, granting the ownership of the royalties, which means each NFT owner will get the percentage of sales, streams, income, etc. This enables the community to be a part of the song they love. NFTs can be sold, and with it, the ownership of the song royalties is transferred with it. This is just one of the main features, new implementations will be presented soon after the launch. We believe this is the future of music industry, allowing the community to invest in music in a decentralized way.

This allows the owner to stream his NFT through platforms like Spotify, which means, if user buys one of NEVU's unique NFTs, it will be published through NEVU Music on all streaming platforms and it will earn royalties. Investors will also earn interest from song placements, such as movies, TV shows, radio stations and other forms of licences.

3.2. Platform

All of this is possible on NEVU platform. NFT marketplace is implemented in the platform. Among other things, users can invest, track their earnings, buy and sell music NFTs and even become the sole owner of the song, granting full copyright and royalties.

There is a feature called IMO (Initial Music Offering), which gives the right to the community to invest in a song or album long before it is released at a special rate.

NEVU platform will use Binance Smart Chain for lower transaction fees. Our **NFT bridge** will enable users to teleport NFTs across any blockchains. This will allow users to list their NFTs on other platforms like OpenSea. Other networks will be added later.

3.3. DeFi Staking

Users are able to stake their NEVU tokens to earn interest. NEVU staking is safe and backed by musical assets. Users who stake NEVU tokens are getting priority in future song offerings.

Besides staking, artists are able to access future funds right away, based on current and future earnings. The value will be determined based on the royalties their songs (NFTs) are earning. This is granting the owners of the song to be paid before the royalties, which are calculated up to 6 months upfront.

	NEVU Music	OpenSea	Binance NFT
Royalty Payments	✓	✗	✗
Payments Sharing	✓	✗	✗
Investing Rewards	✓	✗	✗
NFT Exchange	✓	✓	✓
Investing in Music	✓	✗	✗
Staking	✓	✗	✗

4. Process

Nevu Platform is bringing a unique form of investing. The process consists of 3 main steps:

Step 1: Song Presentation

Songs are presented on NEVU NFT Marketplace and they come in different forms:

- Regular (Normal NFT tied to the song)
- Rare (NFT tied to the song with higher percentage of royalties)
- Epic (Highest percentage tied to the song + additional rewards)

Step 2: NFT Sale (Investing)

Song is split into a defined number of NFTs. Buying the NFT means buying part of the song. This is granting the buyers to earn royalties & special rewards, better staking benefits, priority in future sales, etc. On the other hand, it can be sold further to other users via auction or at a fixed price. To sum it up, user can mint and sell NFTs with future earnings integrated.

Step 3: Publishing

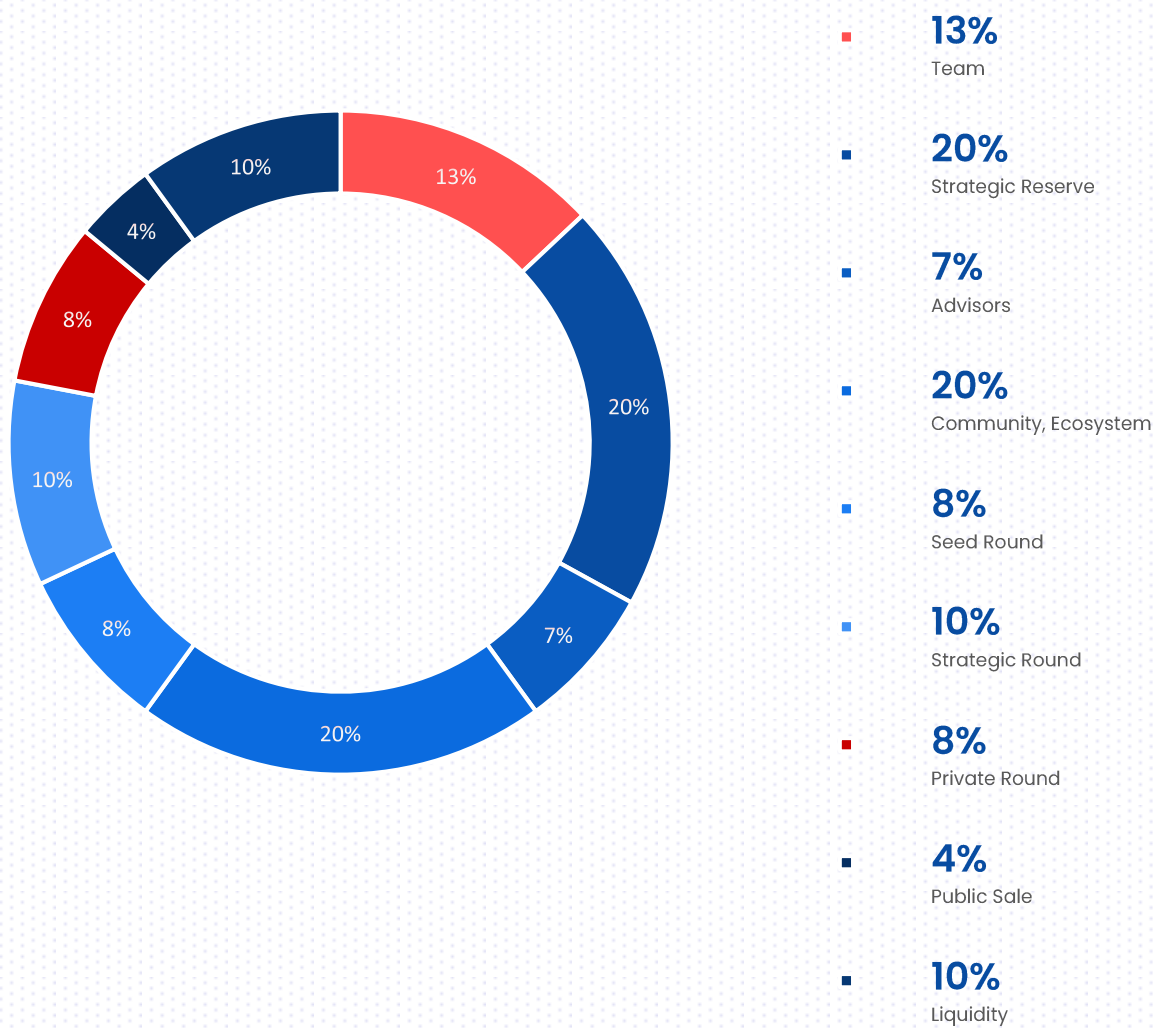
Music publishing is the business of promotion and monetization of musical compositions. We are ensuring that every side of the musical asset is receiving their part of the royalties. Song (NFT) is now released on all streaming platforms. For every stream and every commercial use NFT owners are getting paid.



5. Tokenomics

NEVU Token is used for platform transactions & royalty payments. \$NEVU holders will be eligible for special NFT drops and rewards. Users are also able to stake NEVU tokens for high interest returns. NEVU token can be purchased with BNB, stablecoins or FIAT currencies.

Total supply is 1,000,000,000 \$NEVU.



6. Detailed Token Metrics

Ticker:	\$NEVU
Network:	Binance Smart Chain (BSC)
Token Supply:	1,000,000,000
Initial Market Cap:	\$240,000

Category	Allocation	Lockup
Team	130,000,000	Locked for 12 months, then release over 20 months
Strategic Reserve	200,000,000	Locked for 12 months, then release over 50 months
Advisors	70,000,000	Locked for 12 months, then release over 20 months
Community / Ecosystem	200,000,000	0.5% at TGE, then release over 50 months
Seed Round	80,000,000	Locked for 4 months, then release over 18 months
Strategic Round	100,000,000	5% at TGE, Locked for 1 month, then release over 15 months
Private Round	80,000,000	7.5% at TGE, Locked for 1 month, then release over 12 months
Public Sale	40,000,000	10% at TGE, then release over 9 months
Liquidity	100,000,000	20% at TGE, then release every 3 months

7. Roadmap



8. Team



Marko Vampovac

Chief Executive Officer

Marko has more than 10 years of experience in music industry. As an artist and producer, he was signed and worked with the best record labels in the world such as Spinnin' Records, Warner Music Group, Revealed Recordings and Sony Music. He is the owner of a music production company "Fantik Studios", which works with some of the biggest artists in the scene.



Damir Paul

Developer / Blockchain Technologies

Senior developer with 15 years of experience in computer science. Worked with various IT companies as a developer & software engineer. Offering blockchain solutions from early crypto days.



Nevena Glumbic

Marketing / PR

Psychology major specializing in marketing solutions. She examines the science of human behavior and offers a new, "different" way to market our product.



Oriol Caseny

Developer, IT Consultant

Owns an IT company that connects IT experts with the clients in need. Has a reputable musical background as an artist (Universal, Spinnin').