



# ARCADIA WEB3

TECHNOLOGIES

Bridging the gap between artists & fans through digital collectibles

## PROBLEM

The traditional music industry fails to maximize revenue and create a sense of connection for **artists & fans**



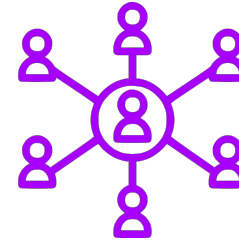
### Monetization

Music videos are typically a sunk cost that serve a larger marketing campaign.



### Music Industry Compliance

There are presently no Web3 music platforms hosting music industry compliant content.



### Connection

The relationship between artists & fans is currently unidirectional.



## SOLUTION

### Financially aligning artists & fans through digital collectibles



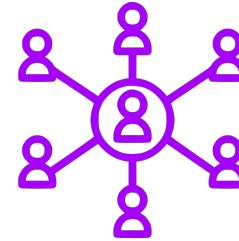
#### Monetization

Arcadia empowers artists to monetize their music videos as digital collectibles and other exclusive content.



#### Music Industry Compliance

Arcadia provides the same video hosting infrastructure as YouTube & Apple Music.



#### Connection

Arcadia allows for a more direct and powerful fan to artist connection.



# PRODUCT

John Doe

Home

Charts

Favorites

My Playlists

Collections

Settings

Search for Artists, Videos, or Playlists

Ox69...2613

**Big Subwoofer**

SNOOP DOGG

Share on Twitter Copy Link Embed Item Ox6Sc1...98760 Owner

About the Collection

Happy 420 mothaFuccas. I made a mix for my favorite holiday and I'm only sharing it with y'all. This time around, we wanted to show off some of the dope artists in the web3 world and make sure their voice gets heard on my platform. These cats pave the way 4 people like myself in this new wave. Big shout to MrRuf, 1man Europe, Black Dave, n Hendo. I won't spoil the surprise too much but I think you'll like this 1. Ya it ever heard of Dr. Bombay? That's my bored spe. We do it right over here chousauch. Let me know what you think. I'll be here waiting.

Edition Price

0.55 ETH

USD 21583.97

Editions Remaining

8

Editions Sold

2/10

Buy Edition View on OpenSea

History

Seller	Time	Buyer	Edition Number	Price of Edition
12k4ec35...ab6r579	12:30 PM	@username 12k4ec...ab6r579	35	0.55 ETH \$1583.97
12k4ec35...ab6r579	12:30 PM	@username 12k4ec...ab6r579	35	0.55 ETH \$1583.97
12k4ec35...ab6r579	12:30 PM	@username 12k4ec...ab6r579	35	0.55 ETH \$1583.97
12k4ec35...ab6r579	12:30 PM	@username 12k4ec...ab6r579	35	0.55 ETH \$1583.97

Arcadia is the first-of-its-kind music industry compliant platform enabling the direct sale of licensed music videos as digital collectibles

## PRODUCT



### ARTISTS

**Generate more revenue through sales on Arcadia**



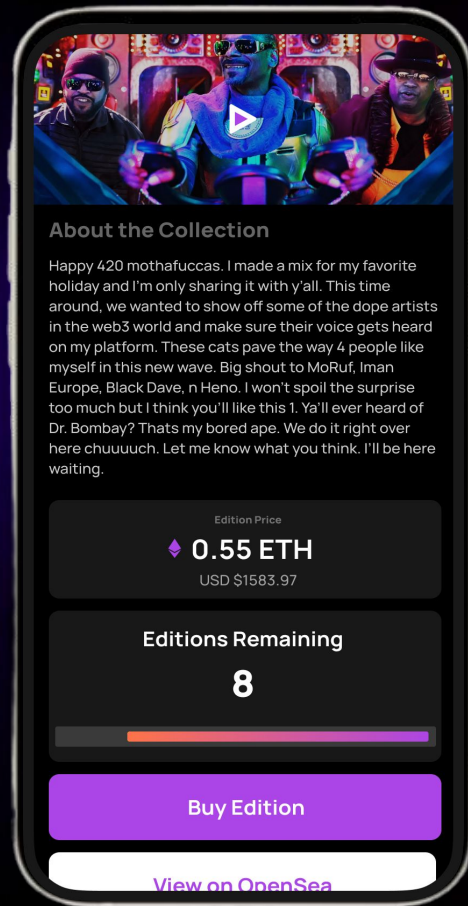
### USERS

**Create an authentic connection with the artist directly**



### DISTRIBUTORS

**Distribute collectibles to Arcadia with just one click**



## BUSINESS MODEL

### PRIMARY REVENUE STREAMS

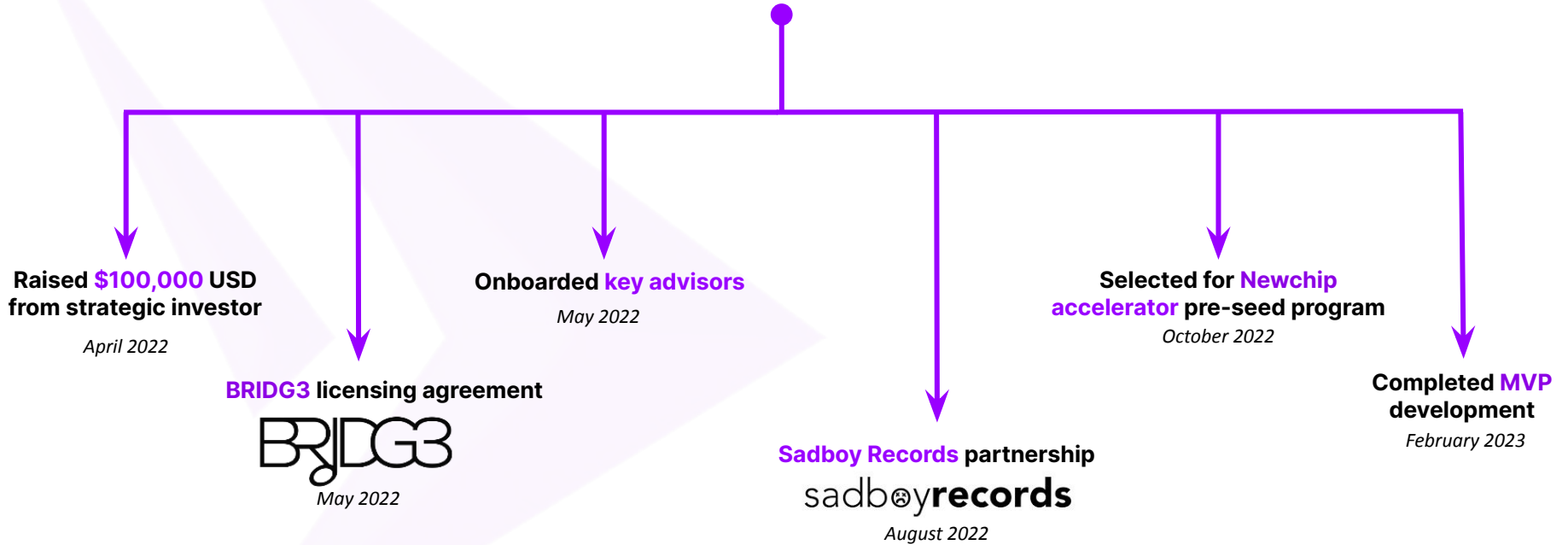
- 15% Primary Sales of Digital Collectibles
- 20% Artist Direct Sales

### SECONDARY REVENUE STREAMS

- 1.5% Secondary Sales of Digital Collectibles
- Platform purchases
- Analytics subscription for artists



# MILESTONES



## COMPETITION



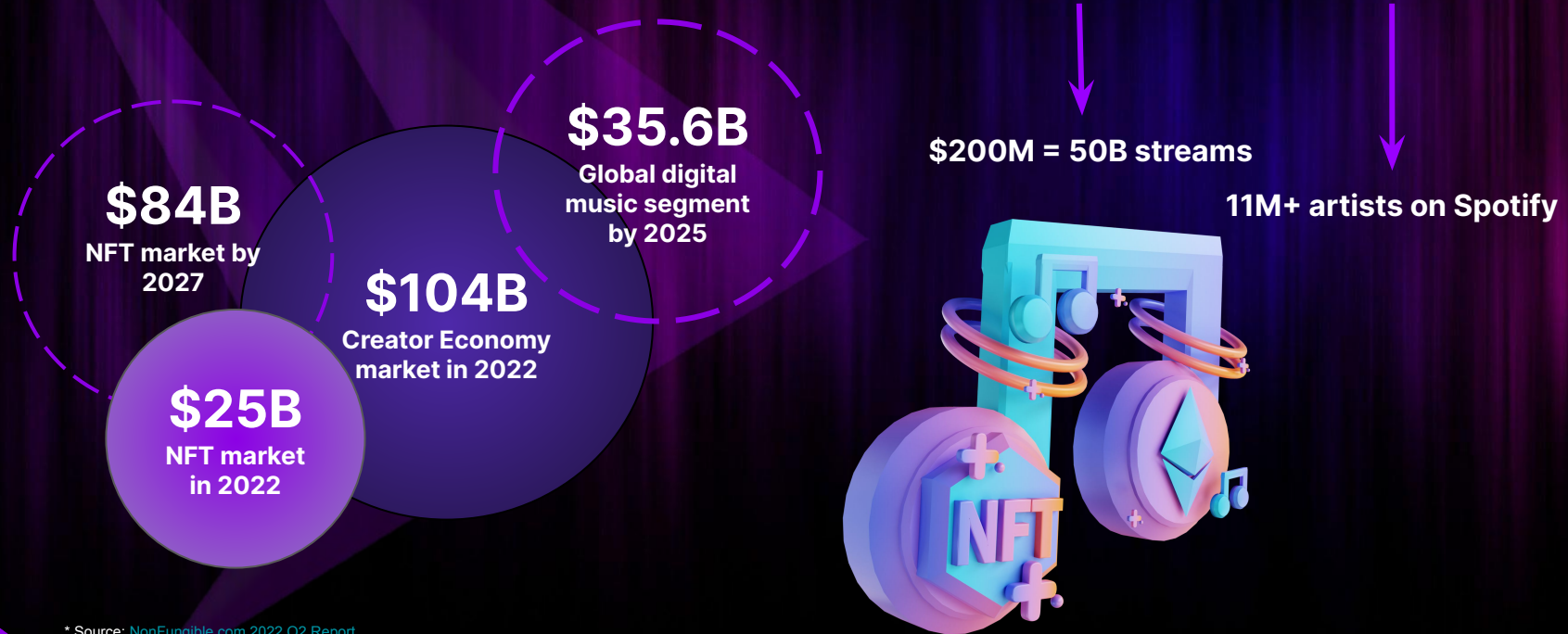
	ARCADIA	Glass	OnlyFans	LimeWire	YouTube
Direct Licenses with Distributors	✓	✗	✗	✓	✓
Music Industry Compliant (DDEX)	✓	✗	✗	✗	✓
Direct Artist-Fan Engagement	✓	✗	✓	✗	✗
Video-focused	✓	✓	✗	✗	✓
Blockchain-enabled	✓	✓	✗	✓	✗
Utility-based Collectibles	✓	✗	✗	✓	✗
Fiat & Crypto Payments	✓	✗	✗	✓	✗





## MARKET SIZE

Since December 2020, there have been **\$200M+** in primary music NFT sales on over **120** different Web3 platforms from over **1,700** unique artists



\* Source: [NonFungible.com 2022 Q2 Report](https://nonfungible.com/2022/02/report/)

\*\* Source: [4 Statista – Digital Music Worldwide, 2021](https://www.statista.com/statistics/1102117/global-digital-music-revenue/)

\*\*\* Source: [Zippia - Creator Economy Statistics](https://zippia.com/creator-economy-statistics/)

## TEAM & ADVISORS



**James Floreani**  
Founder, CEO



**Forest Park**  
Co-Founder, CTO



**Graham Doggart**  
Blockchain Advisor  
Founder & co-CEO  
*Freeway*



**Adam Shomer**  
Business Dev. Advisor  
VP, Business Development  
*Create Music Group*

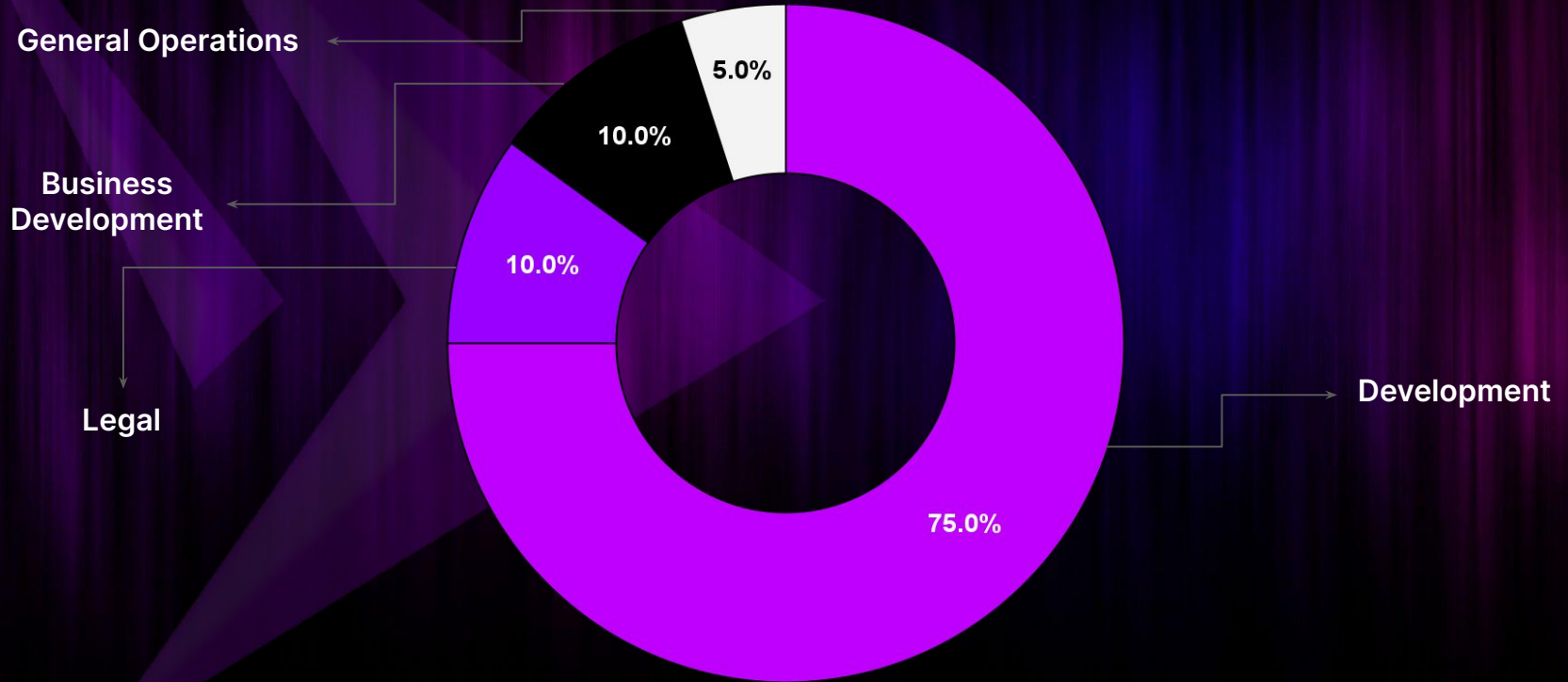


**Eric Baptiste**  
Music Rights Advisor  
CEO  
*QwantumRights*



# ASK

We are asking for **\$150k** in pre-seed funding from FGW



## USE OF FUNDS

Development	Monthly	Business Development	Monthly	Legal	One-Time
Server Costs	\$500	Advertising & Marketing	\$1,000	Total	\$15,000
Contract Developer	\$5,000	R&D	\$500	Organizational Structure	-
Salaries	Monthly	General OPEX	Monthly	Privacy & Data Protection	-
CEO	\$5,000	Software Subscriptions	\$500	Licensing & Partnerships	-
CTO	\$5,000	Utilities	\$200	Financing	-
Developer	\$5,000	Company Events & Travel	\$300	Trademark Services	-
<b>Total Monthly Expenses: \$23,000/month</b>				<b>Total One-Time Expenses: \$15,000</b>	

**Runway: \$150k → 6 months**



## OFFER

Here is our proposal to **FGW**

<b>Investment Amount</b>	<b>\$150,000</b>
<b>Investment Terms</b>	<b>4% equity stake</b>
<b>Bonus Offer</b>	<b>Rights to 20% discount on Arcadia's token launch</b>



# Thank you



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TECHNOLOGIES



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[forest@arcadiaweb3.com](mailto:forest@arcadiaweb3.com)