



# BeatBind

REINVENTING HOW  
MUSIC EVENTS ARE ORGANIZED

Whitepaper

Version July 15, 2020



# Abstract

BeatBind aims to become the long-awaited platform for music event organization, with BBND being the cryptocurrency token used for all its transactions.

The current state of the music events industry is highly fragmented, everyone's individual networks limiting their reach. The Internet proved that's not how the world needs to operate - as other industries move toward open digital solutions, the music event industry is lagging heavily behind. Scalping and ticket forgery steal value from organizers, and a lack of data mining and collection in the industry makes revenue predictions inaccurate, which in turn makes events risky ventures - hurting artists, venues, and fans equally.

BeatBind will aim to solve these problems one by one through the development of its Platform and wider ecosystem. The key idea is to allow all participants in the event organization ecosystem to efficiently connect and interact. We will capitalize on the high demand for the best artists, organizers, and venues and raise their rates significantly using various auction models. BeatBind will give rising artists more opportunities both locally and globally. Furthermore, fans will be able to directly purchase tickets from organizers of all events created on BeatBind, preventing fraud, forgery, and ticket scalping. A new free market like this will encompass creation of the events of every kind, from concerts and festivals to exclusive private parties. As the Platform scales, barriers of entry will be lowered significantly for all parties. And finally, BBND as the official token will capture a good part of that new value, which will be created for the first time in the world on BeatBind.



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# Music Events Organization Today

A.K.A. PROBLEMS FACING THE INDUSTRY

*"Mankind had the agricultural revolution, the industrial revolution, and now this third one, the information revolution."*

—Masayoshi Son, CEO @ SoftBank, 2nd richest person in Japan

What is reasonable common practice in other industries is still missing in the music events industry, even though its worldwide revenue reached \$30 billion in 2018.

Over 375 million active fans make music events truly worldwide. The \$30 billion revenue is estimated to rise 10% per year for the next 5 years. Despite this growth and popularity, music events reveal a surprisingly chaotic ecosystem: where slow and manual negotiations are the norm rather the exception among event organizers; where it's widely accepted that ticket scalpers and forgers steal half of all revenue; where reach and revenue projections are no more precise than fortune-telling due to a lack of data; where fans are unengaged, ignored, and powerless.

- ▶ Venues and artists are limited in ways they can reach each other, access to opportunities for both sides being inefficient and segregated
- ▶ Scalpers and ticket forgers make as much as artists and organizers who create events, amounting to \$8 billion per year in lost value
- ▶ Event organizers have no empirical data about their fans' preferences, trends, and wishes, making every event a highly risky venture
- ▶ Fans lack event-oriented engagements such as dating, socializing, surveying, voting, and many others

All these problems and more remain unaddressed. BeatBind is the first significant attempt at digitalizing and streamlining the music organization process since the birth of the nightlife culture. Through our approach, we aim to connect three key players in music events: venue owners, performers and fans. Our innovative solution will be supported with BEAT - a universal cryptocurrency token for the music industry.

To see a relevant parallel to BeatBind can achieve, let's briefly look at the world of private equity, where our co-founder Bosko Gasic pioneered a business model for a liquid market for restricted and non-public companies.

This was exactly the type of market where deals were done haphazardly and opportunities were limited to one's own connections. The business model was eventually launched by SecondMarket, a company which provided an open marketplace for private equity and restricted stocks and was eventually sold to NASDAQ under the name NASDAQ Private Market. Success came by creating a solution for a market in which all parties had an intrinsic need for exchange and cooperation.

That's exactly the type of change BeatBind brings to the music events ecosystem.

## Addressable Market

A.K.A. WHO WE TARGET

The music events industry is projected to have a 4 times higher growth rate than any other entertainment industry in the world.

All that while being archaic and largely undigitalized. If we achieve our vision, BeatBind will be sure to ignite that growth even further. Such a space is very generous and profitable for early adopters.

BeatBind has no limitations in terms of niche restrictions or seasonality. Our business model can be expanded, and our technology easily adapted, to include numerous other sectors related to event organization. Currently however, five big event categories are relevant for the early expansion of BeatBind. These are the relevant parties involved for each event type:

Event Type	Performers	Venues
Live music	DJs, singers, dancers, bands, promoters	Bars, nightclubs
Concerts & Festivals	DJs, singers, bands, dancers	Stages, complexes, historical landmarks
Private parties	DJs, singers, dancers	Cottages, hotels
Fetes & Galas	Classical musicians, speakers	High-end hotels, universities, museums, galleries
Weddings	DJs, singers, dancers, priests, magicians	Hotels, restaurants

Cumulatively, the total estimated valuation of our current addressable market exceeds \$30B. We initially target the first two categories, as we have the most industry connections there, and they overlap the most. Afterwards, we will continue on to the remaining three categories and into the wider market.

# BeatBind Platform

## A.K.A. WHAT USERS GET

BeatBind is the industry's long overdue platform for music event organization. We're developing a multi-stage business, each level standing on top of the other, to tackle each of the industry's 4 prevailing issues:

1. **BeatBidder** - A platform for connecting venues, DJs, artists, and all other parties involved in the music event organization process. We connect DJs, artists, venue owners, and everybody else involved in the music event organization process in order to provide the best opportunities for all. Leveraging auction systems, we strive to both increase revenue for the most in-demand DJs and venues, while the sheer size of the market cuts costs and lowers entry barriers for virtually everyone who takes part in creating music events. BeatBind also counts promotions, sponsorships and event organization outsourcing among the services that can eventually be exchanged on the platform.
2. **BeatBuy** - Ticketing will be a default feature of any event created on BeatBind, which will directly be sold and offered to our fanbase, massively decreasing entry barriers. This prevents ticket scalping, forgery, and the rise secondary markets that steal \$8 billion annually from the creators of events. BeatBuy will eliminate this problem and bring that money back to the pockets of artists, organizers, and all businesses that actually create the experiences..
3. **BeatX** - App giving fans the impact they need to shape the even they're attending, and event-oriented experiences like dating. Fans will have access to newsfeeds and will be engaged in multiple ways to help the organizers better shape the very events that those same fans are attending. In order to ensure the integrity of all transactions and to protect all parties, we plan to introduce a rigorous escrow protocol for refunding money in case of failed transactions and handling disputes..
4. **BeatAI** - Providing revenue projections and other heuristics that helps all platform users to decide whom to hire, where to perform, etc. Our platform will use machine learning to produce revenue estimations to help you justify decisions in any part of the music event organization process. This will greatly reduce risk and spur even more growth. We believe this is just the step the industry needs to take to step out of the dark caused by the lack of data, and make better decisions.

Next we will go through just some of the many planned features of our platform, and the benefits BeatBind brings with each one.

## BeatBidder

### Talent Auction

*"How do we find exactly the right price that maximizes revenue and doesn't leave seats empty? Auctions are the economic solution to that problem."*

—Eric Budish, Economist @ University of Chicago

Every night has the potential to be a Friday night for venues on BeatBind.

On our platform venues will be able to access a global pool of artists and fill their entire calendar with profitable performances. In addition, BeatBind will allow venues to bid on well-known DJs in open auctions, increasing the DJ's fees and fully capitalizing on the demand for them, while also benefiting venues that otherwise wouldn't be able to reach them.

Imagine you're a venue owner. You want to hire a DJ for a Friday night performance at your club, so you open BeatBind and search for a local DJs available for that date. You see a prominent performer featured in the first result - he matches all your needs, from the music genre, experience and popularity to reliability as determined by his track record. You see there's already a bidding war for his performance on that date, several clubs already trying to hire him on the same Friday night. The current price for him is \$10,000 - but seeing that BeatBind prediction engine estimates a revenue of \$30,000 in liquor sales for your club if he performs there, you feel comfortable placing a \$20,000 bid on him. Soon after, you find out you've won! You then proceed to make arrangements with the DJ for his performance, knowing you've both found the right fit.

BeatBind helps you estimate whether bidding on a DJ will bring you enough extra money from alcohol and ticket sales to justify hiring him. Also, if your venue can't cover the costs of the performance at that particular moment - BeatBind has a solution. You can use the power of your local fanbase to crowdfund events at no initial cost - but more on both of that later.

Here's all the added value BeatBind provided in the above example to you as the venue owner:

- ▶ You are able to reach that DJ without knowing him, as compared to only his friends and colleagues being able to give him offers
- ▶ You knew the DJ was available for hire at the exact period when you needed him
- ▶ You were able to verify the DJ's experience, talent, or fit for your club all on his profile
- ▶ You used our estimation of alcohol sales and other metrics for that specific DJ to justify placing your offer, ultimately bringing you revenue

Now imagine you're the DJ in question. This is what BeatBind brings to your side as the performer:

- ▶ You chose from a range of offers leaving you with an superior gig fit in an exciting location, and your fee skyrocketed because of the bidding
- ▶ Both you (the DJ) and the venue have a way to appeal if someone gets mistreated or breaks the agreement. BeatBind offers a tight reputation system to prevent problems and a binding legal or insurance framework to settle them
- ▶ After the performance in question, you as a DJ will be able to showcase it on your BeatBind profile

## Rising Artists

*"The biggest problem that needs solving is that of not being able to get a job unless you have a job – a classic Catch-22."*

—Krista Bradford, CEO @ Good Search

Most of artists are not well-known and have difficulties promoting their talent.

Put yourself in the shoes of a young artist. To get experience, you have to perform. But in order to perform, you need experience. It's the terrifying Catch-22 of breaking through, not just in the music events industry, but in the job market in general. The paradox leaves the inexperienced, be they future stars or not, at an extreme disadvantage. Ironically enough, the lack of opportunities isn't because their skills aren't needed. The world needs new DJs, singers, and bands now more than ever, as there are more eligible venues to perform at than ever. So what's the problem then? Lack of connections. Without access to a global (or any) network of venues and artists, there is no constant channel where both parties can find a way to cooperate.

BeatBind aims to provide that channel. Just like venue searched for a DJ they needed to hire, so will musicians be able to search for compatible venues, and apply to perform there.

If there are multiple artists wanting to perform at a venue, the process will transform into a closed auction. The artists will submit their rates and offers to a venue, and venues will choose the winner, whether based on finances (to help themselves save costs) or any other parameter. Rising artists need to get heard, and venues need to fill their calendars. A market of this structure all but guarantees to find a valuable fit for everybody.

The Catch-22 of the job market has a good side as well. Once a musician gets the ball rolling, gig by gig, everything will be easier, until at some point finding a job becomes effortless. All it takes is perseverance at the beginning, and an initial push.

And that starting push is exactly what BeatBind will give to the next generation of performing artists.

## **BeatBuy**

### **Seamless Ticketing**

*"Ticket reseller sites illegally inflate prices by up to 500%."*

—Choice, Consumer Rights Group

Ticket scalpers and forgers may earn as much as as artists and promoters that create the event.

BeatBind introduces BeatBuy, a system to fight this harsh reality, in a way that neither artists nor venues ever again have to worry about it. The answer is removing the barriers between fans and organizers: ticketing is a default addition to every event created on our Platform. This means that fans will purchase the tickets directly from the source, and the money go to artists themselves, along with everyone else who has participated in making the experience happen. This will incur no upfront cost for the organizers. Scalping and forging are infeasible in this model.

Additionally, BeatBuy will allow selling prime seat tickets. A premium ticket can be auctioned off to fans - courtesy of our fast and flexible BeatBidder Engine. Aside from being an all-in-one solution, the system will be flexible enough to support all types of events, from private parties (simple friendly invitations) to concerts with complex logistics and multi-tier ticketing.

BeatBuy aims to simplify the entire event experience for everyone – from check-in to exit, all either fans or venue staff will need is a mobile app.

## Crowdfunding for Events

*“Crowdfunding will become the future of how most small businesses will be financed.”*

—Duncan Niederauer, Former CEO @ New York Stock Exchange

Venues on BeatBind have the opportunity to pre-sell tickets to fans on the Platform, and use that capital to hire artists or cover other costs of event organization.

Venues may not have the capital to raise the event they're planning to the next level, but they may have a loyal local following – and we allow them to leverage that. Their reach and following will give venues just the monetary push they need. The system is such that we protect pre-purchasers in case the event doesn't materialize (fans get their money back). Reputation tracking and other security measures help us lower risk for all parties to a minimum.

Lack of seed capital is the leading factor why many businesses don't take off or expand, in music or wherever. With BeatBuy, have a crowdsale whenever you need one.

## BeatX

### Fan Mobile App

*“We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.”*

—Jeff Bezos, Founder @ Amazon

BeatBind Mobile App will help fans keep up with what their favorite artists and venues have in store for them.

They will be drawn to any available ticket sales, events, or updates relevant to them immediately. But BeatBind offers much more than just buying tickets: they will be able to access much more value in terms of bidding for backstage access to artists.

Performers may even auction off concert-related memorabilia for fans.

There is also power to being a BeatBind fan – you will have the exclusive right to vote for a music program selection pre-concert, and even vote to decrease artist's compensation due to poor performance. Every avid concert attendee has had at least one disappointing experience, where an inebriated singer drunkenly mumbled out one song before dropping into the crowd and disrespecting his fans – but not BeatBind fans. Our fanbase will be able to express their dissatisfaction in cases like this, through a voting process that will leave the performer only partially compensated if he did not live up to his crowd's expectations. This is how fans can determine, to an extent, how much a performer is paid.

All this brings out a lot of potential for integrated experiences during music events. Imagine that there's a song you want to hear on the concert, and that you have the ability to express your will in the moment. You can bid a certain amount of money or BEAT tokens for that song. Then another fan will also bid more, but on a different song, starting a competition with you. Eventually, the DJ will see what song won the contest on his mobile app – and play it for you. Next, you've made eye contact with someone but couldn't talk to them or exchange contact because of the loud music, or the big crowd. You'll be able to send that person a digital wink in real time – or better yet, the day after go through the profiles of people who've attended the event using BeatBind, and exchange contact with those you recognize but couldn't approach at the event.

By introducing integrated experiences, we can permanently shift the look and feel of the industry, allowing people to experience live music like never before.

## BeatAI

### Data Science

*"There are no statistics. We just advertise and hope they come."*

—Anonymous industry insider

The above quote is what we heard when we asked one of our big music industry contacts to share his marketing know-how. This quote summarizes the current approach in the entire industry to estimations, from determining the profitability of promotions to hiring the very artists central to events. It resembles shooting in the dark more than the empirical data-driven approach that has consistently proven to produce best results.

Sales estimations, attendance, marketing efficiency – these are all factors that many businesses hinge on. Our platform aims to make sure that none of them remain in the dark until the very last moment.

BeatBind focuses on data from day one in an effort to produce reliable recommendations and estimations to all parts of the music events ecosystem. Our prediction engine, realized in the full scope of our vision, will be without precedent in the music industry. It includes, but is not restricted to, event attendance, profiles and preferences, ticket and alcohol sales, and aggregately – revenue. Revenue estimations in particular will help venues justify hiring DJs and make the best opportunities stand out, which will benefit all. If bringing a certain DJ to your particular club is likely to yield \$50,000 in revenue, you may feel more comfortable bidding \$20,000 to secure him immediately – even if that might be twice his average rate. This scenario benefits both the DJ and the venue greatly.

BeatAI will eventually offer additional perks, such as predicting fan movements before and after certain events, and inferring venue attendance based on historical data and related local events, all crucial data for advertising purposes.

The music industry is hungry for these answers, and the data cultivated from the BeatBind ecosystem will be the perfect place to get them.

## Further Development

Here's just a hint about what services and roles BeatBind aims to cover as the needs of its userbase grows.

The music industry has seen professional event organizers appear as a category: experienced managers who know the space, are skilled at running a venue, know which DJs may be a good fit for the next show, and how to strike a chord with the fans. A venue owner may not have those skills or time to organize events, so BeatBind allows them to outsource the day-to-day operations to professional promoters and event organizers.

Promoters are a big part of the industry as well. They animate the fanbase, draw them to clubs, and earn a percentage of alcohol sales. BeatBind simplifies that process, makes it more precise, and protects all parties.

Brands and companies may sponsor an event on BeatBind, using either a revenue share or a promotional agreement.

Most of this is advanced functionality that will appear and be improved based on market feedback. This is especially true for the BeatBind Mobile App, where the features will adapt rapidly to fans' wishes and expectations. We're deep into uncharted territory, as nobody has even attempted to achieve something of this magnitude in the music events industry, and our every innovation intends to strike a goldmine of new user adoption, resulting in exponential Platform growth.

## Customer Acquisition

A.K.A. HOW WE ATTRACT USERS

*"If you're a startup, you want to get to a monopoly."*

—Peter Thiel, Co-founder @ PayPal, Palantir, and Founders Fund

BeatBind has the first-mover advantage in a rich but unexplored market segment, and this is the plan to press and maintain that advantage.

The main principle behind early Platform growth is giving rewards for new users and those who bring in new users. Successful cases of referral strategies include Facebook and PayPal, which started with small user bases, and relied on incentivizing satisfied customers to onboard their friends. The Platform will give an incentive in BEAT for every user referred to the Platform, as well as a percentage of all proceeds that referee generated for BeatBind. In the earliest phases post-launch, there will also be an unconditional bonus in BEAT for all users of the BeatBind Platform.

Our customer acquisition strategy is split in two parts, targeting the two broad user segments which will be using the respective parts of the BeatBind platform.

### Attracting Fans

A.K.A. B2C ACQUISITION

We have carefully designed our targeting and incentive structures for fans, the social core of our ecosystem.

1. Setting up referral programs with varying reward levels as necessary, with an option to mix B2B and B2C referrals
2. Targeting music enthusiasts using mailing lists and email databases
3. Targeting music fans on audience-specific websites such as Soundcloud, Bandcamp, and NoiseTrade

4. Targeting music fans on social media
5. Targeted advertisements, primarily on online platforms
6. After the initial phase, use existing B2B clients to provide added incentives for new B2C clients at certain events

## **Attracting DJs, Venues, Organizers**

### A.K.A. B2B ACQUISITION

B2B customer acquisition strategy is more focused in nature, with special attention paid to businesses that are the economic core of BeatBind.

1. Partnering with venues from business networks of our well industry-connected team and advisory board
2. Special referral programs and bonuses for Early Adopter B2B Clients
3. Offering perpetual royalties for existing “middlemen” from any clients they refer to our platform
4. Approaching Record Labels whose core competency (unlike agents’) doesn’t concern with concerts and events – and offering royalties from the clients they refer to our platform
5. Promotional activities on relevant platforms such as Instagram, Soundcloud, and Craigslist (an excellent source with hundreds of daily DJ/venue performance requests)
6. Establishing a sales team for targeting specific locals in our target niches

As individual B2B clients have higher lifetime value and acquisition costs than B2C clients, the primary aim is to use a paid engine of growth for targeting them. High-end B2B clients are to be a significant factor for general B2B adoption, helping “break the ice” and help inspire confidence in the platform. A good amount of the Public Crowdsale proceeds is budgeted towards increasing the Platform’s exposure with already well-known artists and venues.

# Technology

A.K.A. HOW BEATBIND WORKS

*"Any sufficiently advanced technology is indistinguishable from magic."*

—Arthur C. Clarke, Renowned Science Fiction Author

BeatBind uses a blend of both bleeding-edge and battle-tested technologies to bring superior performance and flexibility to every part of its ecosystem.

BBND will be implemented as an ERC20 Standard Token on the Ethereum blockchain network. Similarly, other Smart Contracts necessary for the working of BeatBind will be implemented on Ethereum, and will enjoy the full security of its blockchain. This gives the following properties to all the transactions on the BeatBind Platform:

- ▶ Security, as every transaction on the blockchain is secured by cutting-edge cryptographic protocols
- ▶ Transparency, as every transaction on the blockchain is accessible and verifiable by anyone
- ▶ Immutability, as every transaction on the blockchain is permanent, and no single party has the authority to change history

Thus all the transactions on our Platform will be open, browsable, and verified. This will be achieved through the BeatBind transaction explorer. It will be done on the basis of current blockchain explorers, but more personalized for one's BeatBind account, and more accessible from a UX standpoint. BeatX will extract all the necessary data while interacting with our Smart Contracts on Ethereum, so anyone can confirm that every bid or Platform transaction is transparent and immutable.

That doesn't mean the bids or transactions on BeatBind will be slow, as would usually be the case with technologies that provide the above properties. Quite the reverse: they will be completed much faster than any current blockchain can process them. This is due to **BeatBidder Engine** - our own custom bidding engine for open English auctions, specially designed for the needs of the music events ecosystem. Every interaction in the ecosystem will be processed at record speeds with BeatBidder, ensuring the highest reliability. Aggregates of all transactions will be eventually synced with the blockchain layer, in order to provide the above mentioned properties.

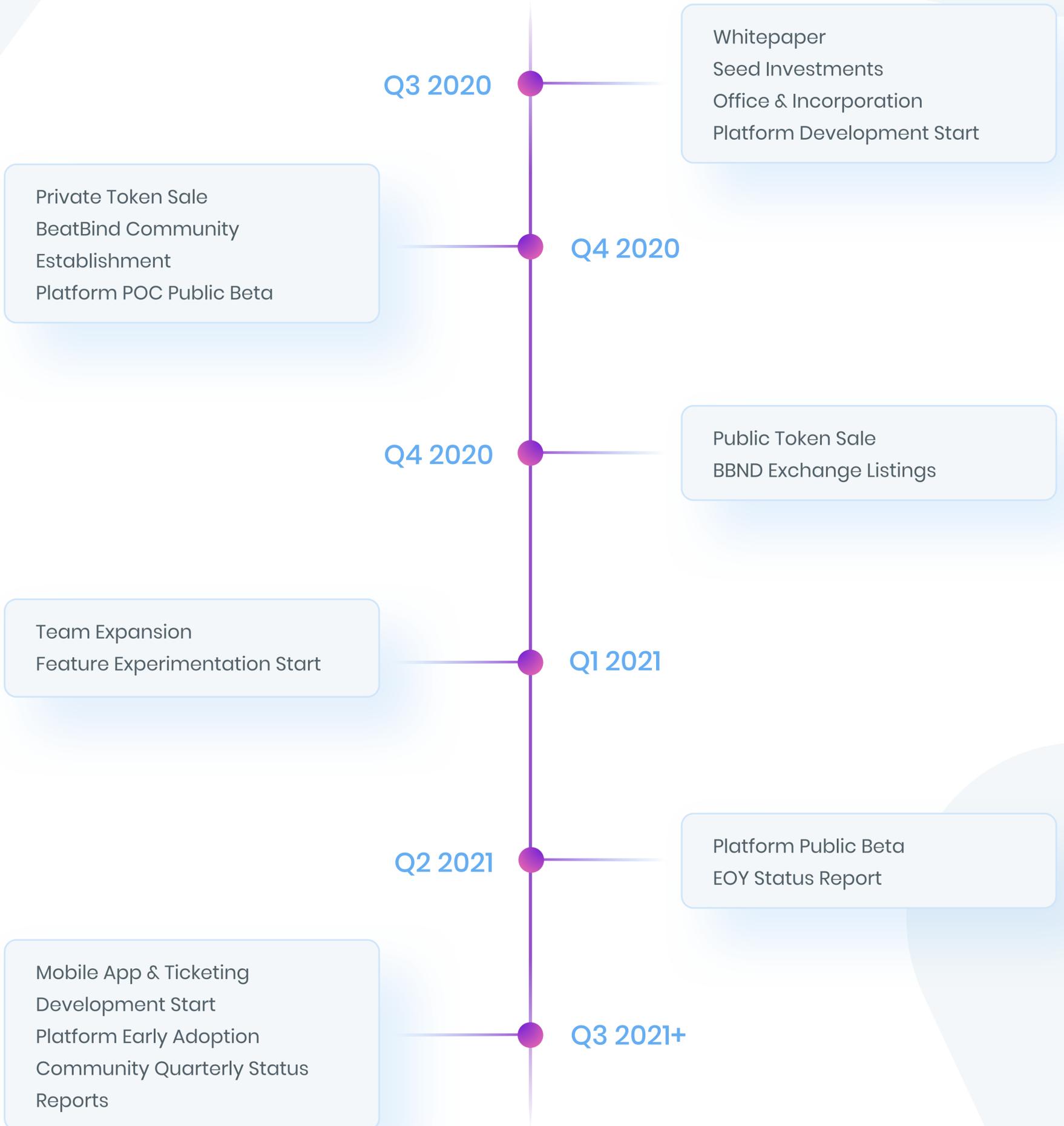
The auctioning systems which that BeatBidder will eventually support are, respectively:

1. Fixed price offers, where services are offered at a constant rate
2. Open English auction, where services' market value is raised in a public bidding war
3. Sealed Dutch auction, where everyone can send a private offer, and has no knowledge of other offers

All three negotiation forms that our technology offers are there to help utilize every ounce of potential available on the market in order to create value. The clients will be able to freely alternate between auction types as they are introduced onto the platform.

Concerning fixed price offers, the user will be able to choose from all the offers presented within a designated period of time - as all offers are equal monetarily, you will be able to completely focus on other factors of relevance, such as venue location and reputation, artist portfolio etc. For open English auctions, there will also be an option to reserve the service immediately, which will cost a multiple of the starting price, and also represents a cap to the bidding process. We are strictly opposed to any form of penny auctions, and all auctions on BeatBind will include reasonable minimum increments, and fees will only be paid by the party which wins the auction. Dutch blind auctions will also be an eventual option, perfect for leveraging situations where there is less consensus as to the value of an offered service. All bids made on the Platform will be legally binding as per our Terms of Service.

# Roadmap



ROADMAP

# BBND Token

A.K.A. TOKEN FOR MUSIC EVENTS

*"Everything will be tokenized and connected by a blockchain one day."*

—Fred Ehrsam, Founder @ Coinbase; Forbes 30 Under 30

Our ultimate vision is to make BeatBind a universal token for the music events industry.

As a trustless, truly worldwide, and low-cost payment method when compared to traditional ones, a cryptocurrency token is an absolutely necessary part of the BeatBind Platform. The BeatBind token (BBND) is a utility token and the medium of exchange for all transactions on the BeatBind platform. It will also aim to unify all payment mechanisms in music events - no more physical chips, cards, or dozens of different currencies for dozens of festivals and parties, with no way to cash them back or use them outside the events themselves. BeatBind will pursue cooperation and partnerships to transition the industry towards one natural, universal payment solution - the BBND token.

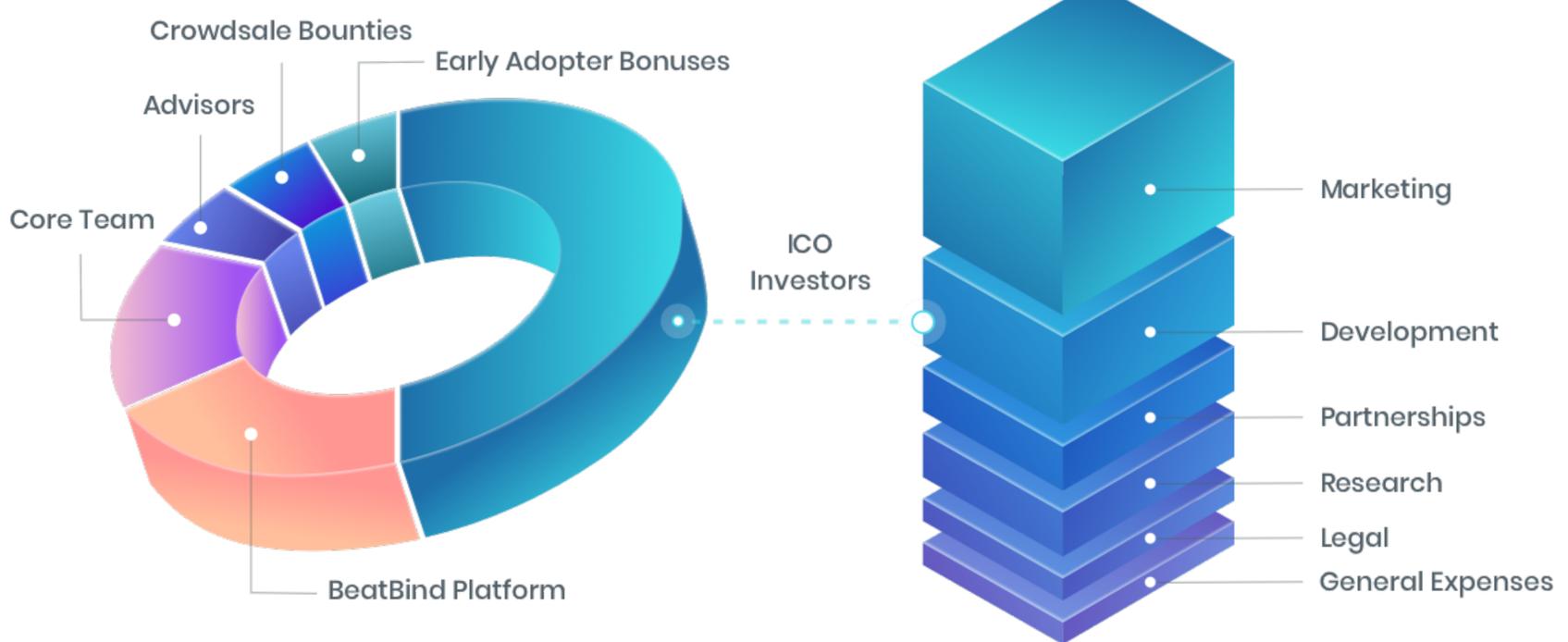
Furthermore, we will aim to list it on open exchanges, and provide liquidity outside our platform, so it can be exchanged with other assets such as Bitcoin and USD. BeatBind will be offered to investors and the public on multiple occasions in 2019, the main being its Public Crowdsale. We also plan to implement post-Crowdsale purchasing options for BBND in order to make introducing new users to the platform as smooth as possible. While the dynamics of financial markets is very complex and often unpredictable phenomenon, BeatBind will do its best to enforce mechanisms that will aim to translate rising demand on the Platform itself into positive price changes of BBND.

While our ultimate vision for BeatBind is far-reaching, at no point in the close future do we expect it to have a stable value. We also don't expect it to be a widely accepted payment method for everyday necessities (buying food and groceries, paying mortgage and rent, etc.). This may be a factor as far as earning one's livelihood on BeatBind is concerned. Therefore in addition to BBND, our aim is to also allow fiat payment on the platform, as such a thing is necessary to make the Platform appeal to as broad an audience as possible. Fiat currency does provide stability, but it comes at the cost of longer processing time, significantly higher and more numerous fees. Finally, using fiat won't let you participate in the growth of the BeatBind Platform, like our BBND token will. That's why for the sake of flexibility we will offer you two payment methods - and it is your choice to use them according to your own risk tolerance.

# BBND Crowdsale

A.K.A. USE OF PROCEEDS

BBND token will be offered to the public in an IEO in Q4 2020



## BeatBind Token Split

- 50% - Crowdsale Proceeds
- 20% - BeatBind Platform
- 15% - Core Team
- 5% - Early Adopter Bonuses
- 5% - Crowdsale Bounties
- 5% - Advisors

## ICO Proceeds Split

- 35% - Marketing
- 30% - Development
- 10% - Partnerships
- 10% - Research
- 7.5% - Legal
- 7.5% - General Expenses

- ▶ **Marketing:** both organic and promotional activities aimed at boosting word of mouth and brand awareness
- Development:** platform architecture, infrastructure, scalability, and iterative improvement
- ▶ **Research:** technology innovation, business development analysis, and market research
- ▶ **Partnerships:** incentivizing big early adopters such as large venues, celebrity musicians, and promoters
- Legal:** administrative and incorporation expenses, legal representation
- ▶ **General Expenses:** equipment & office costs



# BBND Sale

A.K.A. STRATEGIC FUNDING BREAKDOWN

BBND token will be offered to the public in an IEO in Q4 2020

Fundraising Round	Discount	Price (USD)	Max Raise
1st Seed Round	50%	2.5 cents	\$125,000
2nd Seed Round	30%	3.5 cents	\$175,000
Initial Exchange Offering	0%	5 cents	\$5,000,000

# Business Model

A.K.A. HOW BEATBIND GROWS

*"Growth comes out of a healthy competitive atmosphere, not trying to choose a particular path forward."*

—Edward Felten, Professor @ Princeton University

The main thing that will ensure the long-term growth of the BBND is a healthy core business behind it.

BeatBind will have a sound business model that is non-intrusive to the users, yet flexible enough to withstand market shifts and scalable enough to always capture a good part of value that is being created on the Platform. Value captured on BeatBind will help it grow, and reinforce the fundamentals and the utility of the BBND token.

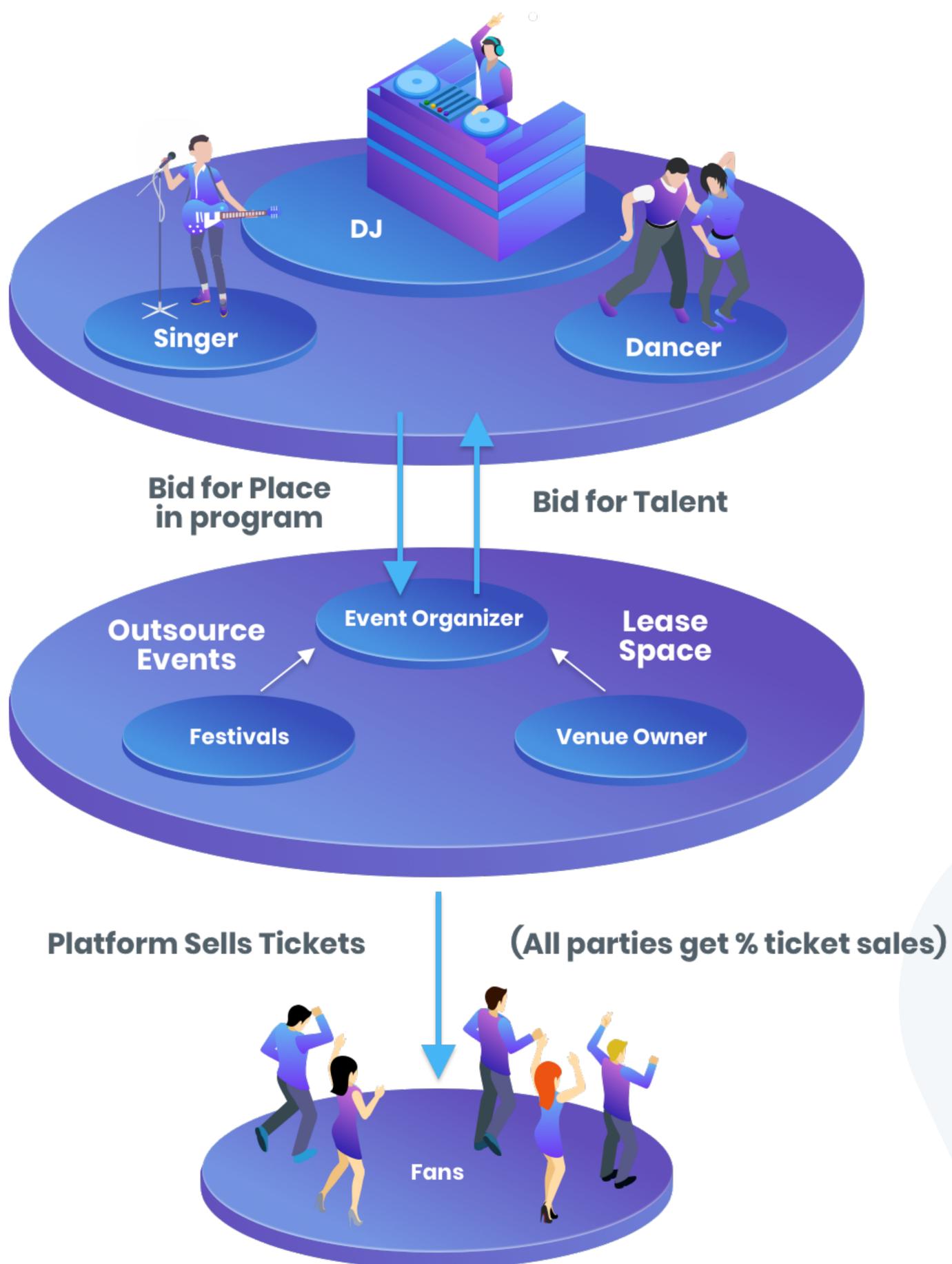
How we will make money as a business is divided between our core competency and more experimental (less validated concepts). This is where the core revenue will come from:

- ▶ Fees from all transactions on the BeatBidder including artist performances, event organization, venue leasing, etc.
- ▶ Fees from ticket sales of BeatBind events

And these are all the additional potential streams of revenue for the BeatBind Platform:

- ▶ Fees from promoting artists and venues in Platform search results
- ▶ Fees from crowdfunding BeatBind events (pre-selling tickets)
- ▶ Subscription for enhanced fan app features (dating, live song bidding, memorabilia bidding etc.)
- ▶ Fees from live song-bidding, backstage access bidding, etc.
- ▶ Revenue from advertising in Platform and app feed (Instagram ad model)

## Talent / Bands / Performers



# Team

A.K.A. WHO WE ARE



**Bosko Gasic**

Chief Business  
Development Officer



**Anita Erker**

Chief Marketing  
Officer



**Dale Baeten**

Chief Operating  
Officer



**Goran Beko**

Chief Design Officer



## Advisors



**Daryl Naidoo**

IEO & Blockchain  
Advisor



**Zeljko Rebraca**

Global Business  
Development Advisor



**Nebojsa Sataric**

Business Development  
Advisor



## DEVELOPERS



**Tapendra Shee**  
Blockchain Architect



**Rasel Mahmud**  
UI/UX Developer



**Andrey Romanov**  
Coin Offering Specialist



**Z Noor**  
Community & Marketing Assistant



**Glennbert Ferrer**  
Community manager



**Uros Jovanovic**  
Copywriter



**Elza Hovhannisyan**  
Junior Marketing Specialist



# Legal

A.K.A. OUR LAWYERS TOLD US TO PUT THIS

## General

BeatBind, LLC (“BeatBind”) and its corresponding BEAT Tokens are not intended or offered as a security in any jurisdiction. This Whitepaper is not intended to constitute an offering of securities, a solicitation of investment, a prospectus or offering document in any jurisdiction. This Whitepaper neither represents any opinion or advice to purchase or sell tokens nor shall it or any part of it be relied upon for any contract or transaction decision. This Whitepaper is not a contract and is not binding any person or entity into any Agreement in relation to the purchase and sale of BeatBind Tokens. Any agreement for the the purchase of BeatBind Tokens shall be governed by a separate contract setting out the specific terms and conditions applicable to that transaction.

If you are in any jurisdiction where a token offering is forbidden by law, you may not purchase BeatBind Tokens. No regulatory authority has examined or approved of any of the information in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements, or rules of any jurisdiction. The publication, distribution, or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements, or rules have been complied with. This Whitepaper is not intended for distribution in any jurisdiction where such distribution is prohibited or restricted.

If you are in doubt as to what action to take, you should consult your legal, financial, tax or other professional advisor(s). No party mentioned in this Whitepaper shall be liable for any consequential, indirect, special, incidental or other form of loss of any kind, be it in tort, contract, or otherwise arising out of or in connection with this Whitepaper.

BeatBind makes no representation, warranty, or undertaking in any form whatsoever in relation to the truth, accuracy, and completeness of the information provided in this Whitepaper. Such information is subject to modification at BeatBind’s sole discretion. The actual performance of BeatBind may be materially different from the expressed or implied opinions, estimates, and/or projections included in this Whitepaper. Forward-looking statements of any kind, by their nature, are mere predictions and cannot be relied on. Possible changes in industry and regulatory trends, exchange rates political, social and economic conditions, and other factors beyond the control of BeatBind could impact the outlook for BeatBind.

No person involved in the preparation of the Whitepaper owes a duty of care to any recipient of this Whitepaper. No person has been or is authorized to give any information, advice, or representation that is not contained in this Whitepaper. By accessing and/or accepting possession of this Whitepaper, you are expressly accepting and agreeing to all of the statements made above in this Legal Disclaimer section.

## Risk Disclosures

Our crowdfunding mechanism is solely for the purpose of pre-selling tickets. It should not be construed as a mechanism to offer, recommend or solicit an equity investment or participation in profits for any event.

Any change to government regulation/administrative practices may have a negative impact on our ability to operate.

The laws, regulations, policies or current administrative practices of any government body, organization or regulatory agency in any jurisdiction, may be changed, applied or interpreted in a manner which will fundamentally alter the ability of our company to carry on our business.

The actions, policies or regulations, or changes thereto, of any government body or regulatory agency, or other special interest groups, may have a detrimental effect on us. Any or all of these situations may have a negative impact on our ability to operate.

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. BeatBind utility tokens may fall under one or more requests or actions on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as BeatBind utility tokens, which may slow or limit the functionality or repurchase of BeatBind utility tokens in the future. Our lack of an established brand name and relative lack of resources could negatively impact our ability to be competitive in the ticketing and event management space.

We do not have an established brand name or reputation in the music and ticket industry. We also have a relative lack of resources to conduct our business operations. Thus, we may have difficulty effectively competing with companies that have greater name recognition and resources than we do. Presently, we have no patents, copyrights, trademarks and/or service marks that would protect our brand name or our proprietary information, nor do we have any current plans to file applications for such rights. Our inability to promote and/or protect our brand name may have an adverse effect on our ability to compete effectively in the music and ticket industry.

## **We depend heavily on key personnel, and turnover of key senior management could harm our business**

Our future business and results of operations depend in significant part upon the continued contributions of our Founders. If we lose their services or if they fail to perform or if we are not able to attract and retain skilled employees as needed, our business could suffer. Significant turnover in our senior management could significantly deplete our in knowledge, experience and ability to perform based on this whitepaper. We depend on the skills and abilities of these Founders in managing the product acquisition, marketing and sales aspects of our business, any part of which could be harmed by turnover in the future.

We may be subject to regulatory inquiries, claims, suits and prosecutions which may impact our ability to complete our business model.

Any failure or perceived failure by us to comply with applicable laws and regulations may subject us to regulatory inquiries, claims, suits and prosecutions. We can give no assurance that we will prevail in such regulatory inquiries, claims, suits and prosecutions on commercially reasonable terms or at all. Responding to, defending and/or settling regulatory inquiries, claims, suits and prosecutions may be time-consuming and divert management and financial resources or have other adverse effects on our business. A negative outcome in any of these proceedings may result in changes to or discontinuance of some of our services, potential liabilities or additional costs that could have a material adverse effect on our business, results of operations, financial condition and future prospects.

The offering price of the BeatBind utility token was arbitrarily determined, and therefore should not be used as an indicator of the future BeatBind utility token price. Therefore, the BeatBind utility token price bears no relationship to our actual value.

The facts considered in determining the utility token price were our financial condition and prospects, our limited operating history and the general condition of the cryptocurrency market. The offering price bears no relationship to the book value, assets or earnings of our company or any other recognized criteria of value. The utility token price should not be regarded as an indicator of the future market price of the utility token.

There is no current established trading market for our utility tokens and if a trading market does not develop, purchasers of our utility tokens may have difficulty selling their shares.

There is currently no established public trading market for our utility tokens and an active trading market in our utility tokens may not develop or, if developed, may not be sustained. While we intend to seek a quotation on many trading exchanges, there can be no assurance that any such trading market will develop, and purchasers of the utility tokens may have difficulty selling their utility token should they desire to do so.

## **BeatBind utility tokens are not an investment**

BeatBind utility tokens are not official or legally binding investments of any kind. In case of unforeseen circumstances, the objectives stated in this whitepaper may be changed. Despite the fact that we intend to complete our roadmap described in this whitepaper, all persons and parties involved in the purchase of BeatBind utility tokens will do so at their own risk.

BeatBind utility tokens are not and will not be intended to constitute securities, digital currency, commodity, or any other kind of financial instrument and have not been registered under relevant securities regulations, including the securities laws of any jurisdiction in which a potential token holder is a resident. This Whitepaper is not a prospectus or a proposal, and its purpose is not to serve as a security offer or request for investments in the form of securities in any jurisdiction. However, in spite of the above, legislation of certain jurisdictions may, now or in future, recognize BeatBind utility tokens as securities. BeatBind does not accept any liability for such recognition and/or any legal and other consequences of such recognition for potential owners of BeatBind utility tokens, nor provide any opinions or advice regarding the acquisition, sale or other operations in regards to BeatBind utility tokens, and the fact of the provision of this whitepaper doesn't form the basis or should not be relied upon in matters related to the conclusion of your acceptance decision to purchase BeatBind utility token. This whitepaper doesn't oblige anyone to enter into any contract, to take legal obligations with respect to the sale or purchase of BeatBind utility tokens, and to accept any cryptocurrency or another form of payment. Potential owners of BeatBind utility tokens are advised to contact relevant independent professional advisors, on the above matters.

# Ask us anything

✉ [BOSKO@BEATBIND.IO](mailto:BOSKO@BEATBIND.IO)