



NEWM
Listen to the Future.

Whitepaper

**Paradigm shifts aren't black and white,
and neither are we.**

**Dive in to the most colorful “white” paper you’ll
ever see, and discover how projectNEWM is
reshaping the music industry to empower artists,
fans and all music lovers.**

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Introduction

The financial structures that govern the music industry in the digital age are obsolete. With large entities like streaming platforms and record labels taking the lion's share of the revenue, leaving little to no royalties for artists. Additionally, the lack of innovation with respect to how fans can interact, financially benefit from and collect this subcategory of fine art (in ways that used to be possible – e.g., CDs, vinyls, etc.) has led to a massive gap in the market that projectNEWM is bridging.

The blockchain industry is already disrupting the traditional, financial operating systems that are generally controlled by the rich. As a corollary, projectNEWM, using blockchain technology, aims to disrupt the music industry by removing the overwhelming power of the monopolizing third parties.

Our vision is to create a community-owned platform that directly connects artists with their supporters; removing the middlemen and replacing them with code that's not incentivized to make a profit. To achieve this goal, we are developing a multi-level platform powered by several decentralized services for artists to publish, distribute, directly promote, fund and launch their music.

This whitepaper lays out the details of what we're building to give everyone a better understanding of our vision to create a fair music ecosystem dedicated to artists, fans and collectors.



Top Reasons to Join The Journey

We are growing an extraordinary and organic community from the ground up, which will revolutionize the music industry and lead it into the next generation of community-governed platforms.

→ WE'RE CREATING A NEW ASSET CLASS

projectNEWM estimates the market cap of Music Royalty Rights at \$1.1T.

→ WE'VE GATHERED A TALENTED TEAM

projectNEWM has demonstrated the ability to attract incredibly capable and prestigious talent.*

→ WE'RE PIONEERING A NEW ERA

A community-owned and governed music ecosystem that fairly distributes the wealth is a game changer.

*Talent from Nike, Monday, Ebay, Cambia Health Solutions, Walmart, Ex-Venture Capitalists, Nomura, Deloitte, Workday, successful entrepreneurs, and others.



The NEWMiverse

The Fair Music Ecosystem

We've seen what Non-Fungible Tokens (NFTs) have done in the digital art world; we're bringing that same energy to the music industry.

Using blockchain technology, artists can securely sell/auction music Intellectual Property (IP) rights directly to fans, music labels and investors via NFTs. The more successful artists become, the more value NFTs hold.

This creates intrinsic monetary and marketing incentives to 'spread the word' and generates income for all NFT owners.

projectNEWM's music platform facilitates everything the community needs – from a marketplace, to music distribution, to royalty collection and distribution. We've got it covered.

We're making music a collector's item again by creating a new asset class and combining it with Decentralized Finance (DeFi). Music never sounded so equitable for artists and investors alike.



The 5 Ecosystem Tenets

Our community-focused business approach allows us to build a highly-sustainable, circular economy.

1

Own Your Music



Fractionalize Intellectual Property (IP) rights via music NFTs. Artists take control of distribution with credible and secure digital contracts.

2

Sell And Trade NFTs



Build a portfolio with a new asset class – buy, sell, trade and auction music IP rights in the form of NFTs securely in the NEWM App.

The 5 Ecosystem Tenets

3

Collect Royalties



Automated royalty collection and distribution process for music owners that cuts out the middlemen, providing fair shares to all NFT holders.

4

Stream And Earn



HiFi music streaming platform with in-app ticket sales and tipping functionality, generating more income and marketing possibilities.

5

Vote And Be A Part



DeFi and DAO creation empowers NEWM's community to own and govern the platform, giving everyone a voice in the future of the music industry.



#Powertotheartist

Our platform gives power back to the artists. The underlying tech stack allows artists to both distribute their music to major music streaming platforms, as well as fractionalize their IP rights, creating two major benefits:

AUTOMIZED ROYALTY DISTRIBUTION

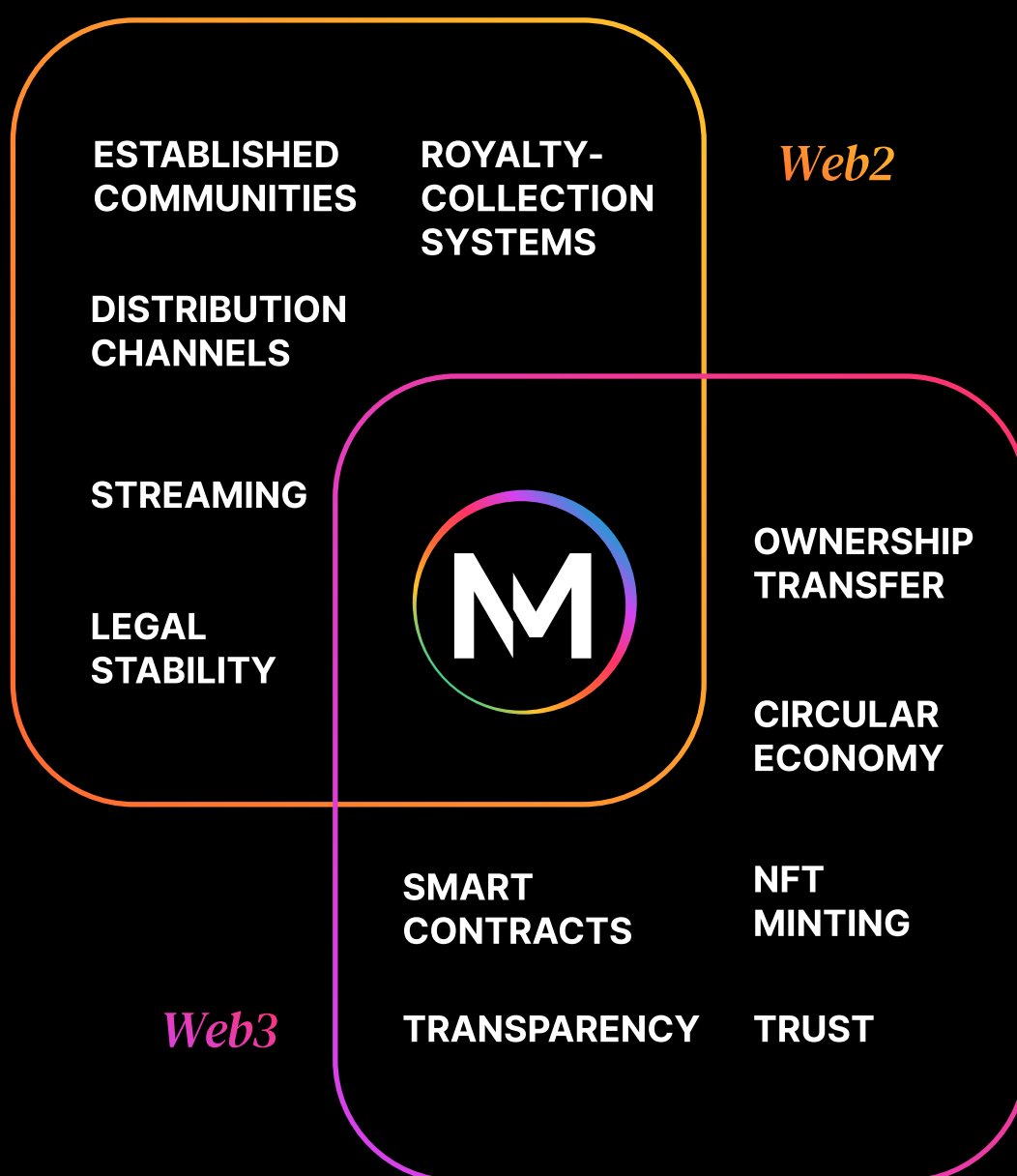
Each music contributor, band member or investor will receive their fair share of music streaming royalties when using the NEWM app for distribution. We will also collect royalties from other major streaming services like Apple Music, Google Music, Napster, Spotify, etc.

INVESTMENT OPPORTUNITY

Blockchain technology opens opportunities for musicians to sell partial (fractionalized) music royalties. For example, an artist can decide to sell only 10% of their music streaming royalties to fans and investors. The fan/investor is then able to receive the streaming royalties of the song in line with their ownership percentages.



The Best of Both Worlds





An Example

How does it actually work? Let's explore...

The magic lies in our frictionless approach, making transactions as seamless as possible for everyone.

Let's use a fictional example; Freddie is releasing a new song from the band KING. He wants all the streaming royalties set up fairly. So, he decides to use NEWM to fractionalize the streaming rights and automatically distribute royalties to Brian, Roger and John, according to their legally agreed-upon amount of shares.

LET'S ASSUME THE FOLLOWING OWNERSHIP STRUCTURE: FREDDIE (70%), BRIAN (10%), ROGER (10%) AND JOHN (10%)

All royalties from major streaming services will be automatically collected and airdropped to each owner's in-app wallet monthly with respect to their ownership percentages. It doesn't matter if the band breaks up or not – the proof of ownership is validated through NFTs that are unique and serve as transparent digital contracts.



What Does This Mean?

ADDITIONAL INCOME STREAMS

Let's take it a step further. One of the band members wants to sell 10% of their ownership tokens – the NEWMarketplace makes this possible. Roger can choose if the 10% (of his 10%) that he wants to sell will be auctioned or sold at a fixed 'first-come-first-serve' price. It's completely up to him.

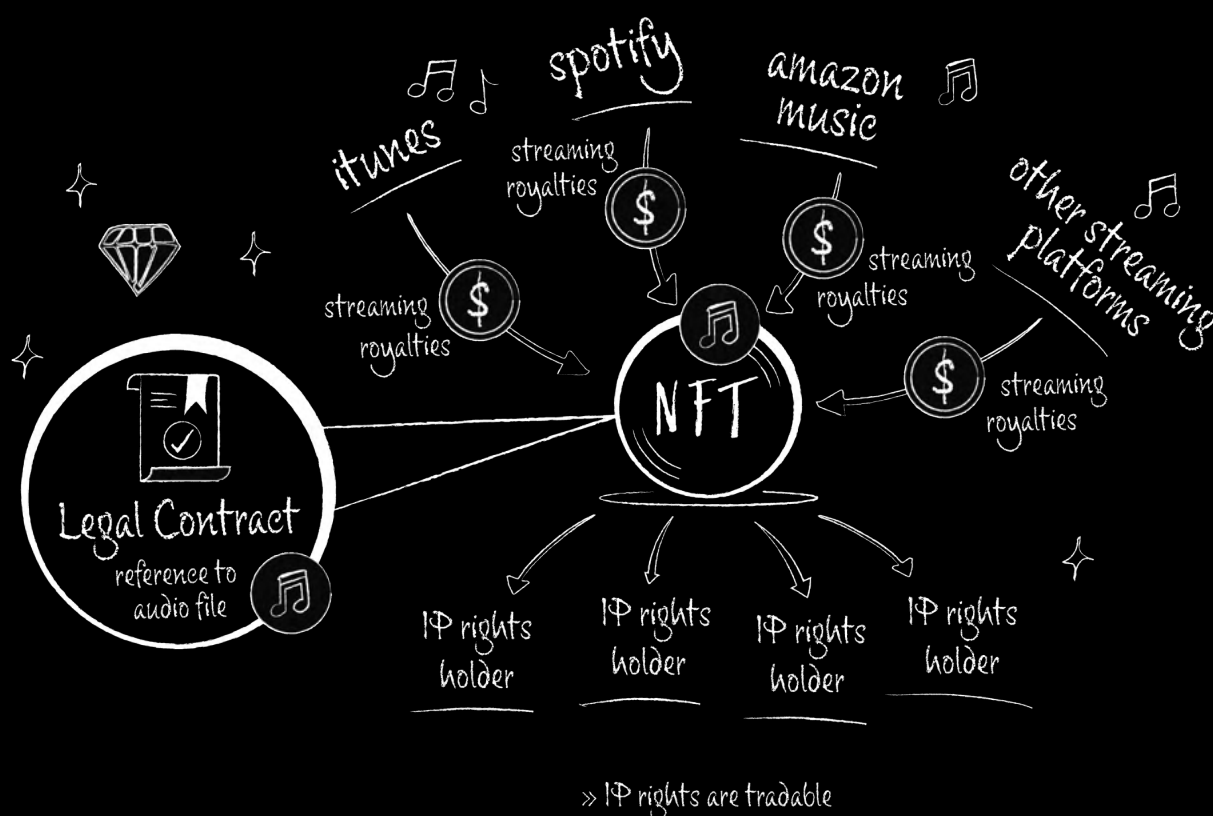
After the deal is sealed, the new owner receives monthly royalties as well (in this case, 1% of the total royalties).

ENDLESS OPPORTUNITIES

Let's say KING wanted to stay completely independent and forgo a record label contract. Our DeFi protocol will allow the band (as well as each individual band member) to use their NFTs as collateral to take out loans from fans and investors (i.e., the community) for going on tour, or paying upfront costs for merchandise, etc. Our technology can allow for the use of future royalties to pay back the loan.

This allows true freedom – creatively and financially. Cashflow is imperative for artists to focus on their next big project and hone their art, and projectNEWM makes it possible to crowdfund in a peer-to-peer system.

Visual Breakdown



“In order to change an existing paradigm you do not struggle to try and change the problematic model. You create a new model and make the old one obsolete.”

— R. Buckminster Fuller



A Revolutionary NFT-Based Ecosystem



ARTIST

STEP 1

Each song's music IP rights are fractionalized into X amount of pieces decided by the uploader at the time of minting.



NFT

STEP 2

Musicians can sell as many pieces as they want to the audience (e.g., investors and collectors).



AUDIENCE

STEP 3

The audience can trade music IP rights on the secondary market.



PEER-TO-PEER

*This marks the creation
of a new asset class.*

Streaming, Distribution, Royalty Collection



STEP 1 – STREAMING

Our distribution system sends the music to each major player - Apple Music, Spotify, etc.



STEP 2 – ROYALTIES

NEWM automatically collects all the royalties for the music minted and distributed from our platform within the payout cycle of the aforementioned streaming platforms.



STEP 3 – DISTRIBUTION

The protocol handles the distribution of royalties based on ownership percentages.



STEP 4 – ARTISTS & AUDIENCE

Every NFT holder automatically receives the royalties according to the percentage of NFTs they hold.

MORE EFFICIENCY LIES AHEAD IN OUR ROADMAP WHEN WE LAUNCH OUR IN-APP MUSIC STREAMING PLATFORM, WHICH WOULD BE ABLE TO PROVIDE INSTANT ROYALTY PAYOUTS.



The Future of The NEWM Ecosystem



STEP 1 – DEPOSIT

NFT holders put NFT in an escrow smart contract.



STEP 2 – LIQUIDITY

NFT holders receive liquidity from a liquidity pool and in exchange put up the NFT as collateral.



STEP 3 – AMORTIZATION

Future royalty payouts will repay the loan with interest to the lender.



STEP 4 (RARE) – COMPENSATION

If future royalties are not enough to pay back the loan, the NFT used as collateral will transfer to the lender.

*Potential DeFi
Integration*



Future Features

ALREADY IN THE PIPELINE

- Collectibles
- Ticket sales
- Micropayment-tipping functionality
- Virtual live events
- Independent artist community support fund (revenue-funded)
- Expansion to other IP rights – e.g., Synchronizing rights

FURTHER GROWTH POTENTIAL

- Expand to the manga/comic industry
- Expand to the film industry



Benefits for Artists

*Digital music streaming,
trading and royalty
distribution platform.*

NEW & DIRECT INCOME STREAM

- Music NFT auction to sell music IP rights to music lovers
- Receive secondary market royalties of each sale
- Receive royalties faster
- Gain liquidity from music rights

FAST, EASY-TO-USE, TRANSPARENT

- A new way to tap into your loyal fanbase
- Royalty collector to get access to all platforms on the market
- Streaming platform powered by blockchain to reduce the operational costs and pay higher royalties
- Automated royalty distribution through smart contracts



Artist Portal



Welcome

or signup via

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Benefits for Audience

*One platform to follow,
listen and invest in your
beloved musicians.*

EARN ROYALTIES

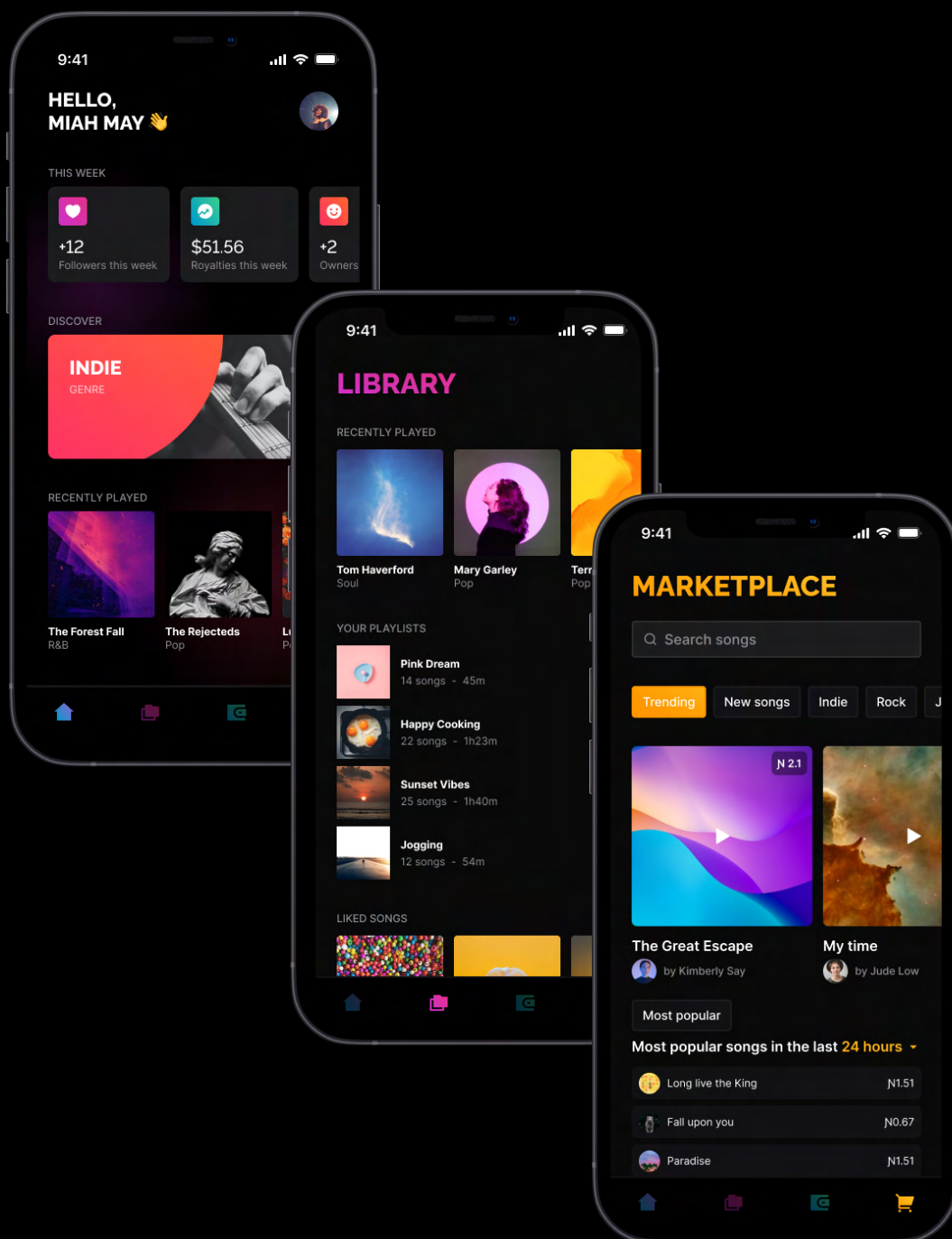
- Invest and contribute before musicians become mainstream
- Receive royalties whenever the song you supported is generating royalties
- Legal stability – contract-based ownership

ACCESS TO EXCLUSIVE CONTENT + ARTIST SUPPORT

- Exclusive track releases
- NFT ticket sales
- Collectible releases - like vinyl / art / merch
- Artist also benefits from sales on the secondary market
- Artist can airdrop exclusively to their audience



NEWM App





The Fuel of Our Music Ecosystem

N (NEWM Token)

The name NEWM derives from the word neume (/nju:m/; sometimes written neum), the basic element of Western and Eastern staves before the invention of five-line staves. This simultaneously describes what we do in our ecosystem. We divide the music rights into their basic elements and then transfer them to the creators.

A GOVERNANCE & UTILITY TOKEN

The N utility is built on three solid pillars: governance, in-app usage & tier system and staking & protocol incentives. This not only creates the best possible experience for participants in the NEWM Ecosystem, but also supports the evolution of our token over time, and adds more utility to strengthen and further decentralize the ecosystem.

PROPERTIES

Ticker: NEWM

Symbol: N

Total supply: N 9,735,033,900

Blockchain: Cardano

N's hard cap on the total supply will protect against inflation. N's total supply is based on the world population estimate in 2050.



Utility 1/4

GOVERNANCE

A core feature of the N token is to give holders the ability to choose the direction in which the platform will develop. Every holder of N will have the ability to delegate to different parties in the spirit of liquid democracy, or vote and submit referendum proposals on their own behalf through our Decentralized Autonomous Organization (DAO) structure.

The wisdom of the community is a powerful asset, which is often underestimated in today's corporate structures. Having a trustworthy source of opinion results in higher customer satisfaction and stakeholder engagement. Having access to the community's collective intelligence results in higher profit margins for the company.

For more details on how governance will be structured, please have a look at the DAO section creation & vision.



Utility 2/4

IN-APP USAGE & TIER SYSTEM

All operations performed on the platform between the individual parties are handled with our native token \mathbb{N} or \$ADA.

The tier system is a lockup system over time, which is setup in a way to support our community.

Each tier will unlock various benefits for the end user, in addition to artists and labels if they want to benefit from all of our features. As such, the customer can unlock different levels from a monthly discount to special content from their favorite artists or early access to music IP rights sales and other perks.

Musicians or labels on the other hand, can get access to more platform features by locking \mathbb{N} , such as enabling ticket sales for physical events or pushing their artists' promotional content to our free-subscription users, etc.

Access to the basic functionalities of the platform will be available via credit card to facilitate mass adoption and fuel further growth to users outside of the cryptocurrency space.

Utility 3/4

STAKING

Our internal system also allows staking for different purposes. One will be for an up-and-coming independent artist support fund, which will allow new indy artists to launch their first projects. The artist support fund will then own the IP rights for these songs. Afterwards the support fund will sell these rights to the community, with part of the proceeds going to the artist, part going to the treasury of the fund, another part distributed in line with the delegation time to all stakers of NEWM in the governance fund stake pool on a quarterly basis.

All delegators of the artist support fund will also have the voting rights to decide who will receive support from the fund. Furthermore, our community will also have the opportunity to stake with the NEWM general governance stake pool, which will pay out an APR multiplied by a community index & stake pool activity index, which will take the activity of the community into account as well as the activity of the stake pool stakes themselves. This is important because we believe in the wisdom of the crowd as an advisory board and that their participation should be rewarded. The governance stake pool will be the starting point to function as an advisory board first, and will later grow into an ideation proposal generator for the project.



Utility 4/4

Additionally, the community may have the opportunity to stake with different musicians, which will give them a better rating in the playlist ranking. Why use staking for this process if a normal ranking system would do the job? Because we believe the artist should have the opportunity to distribute a part of the royalties they are earning to the delegator to incentivize them – like a marketing tool.

The Future of N

An ecosystem like ours offers a myriad of possibilities to further expand the utility of our token. This is just the beginning; every new feature will be heavily vetted and maximize utility for N down the road to create a flourishing demand for our token.



JN Token

*To ensure the success of this project,
we have implemented the following
initial distribution structure.*

JN TOKEN VESTING PERIODS

A thorough vesting period plan for the team, advisors and bigger investors ensures a controllable supply of our token in the market. Additionally, it gives the best long-term incentives to founders and management, core team members, advisors and community token sales. This guarantees that every vested party is sharing the risk of development with the community.

VESTING IN DETAIL

Founders & Management: 5 years, with cliff

Core Team: 4 years, with cliff

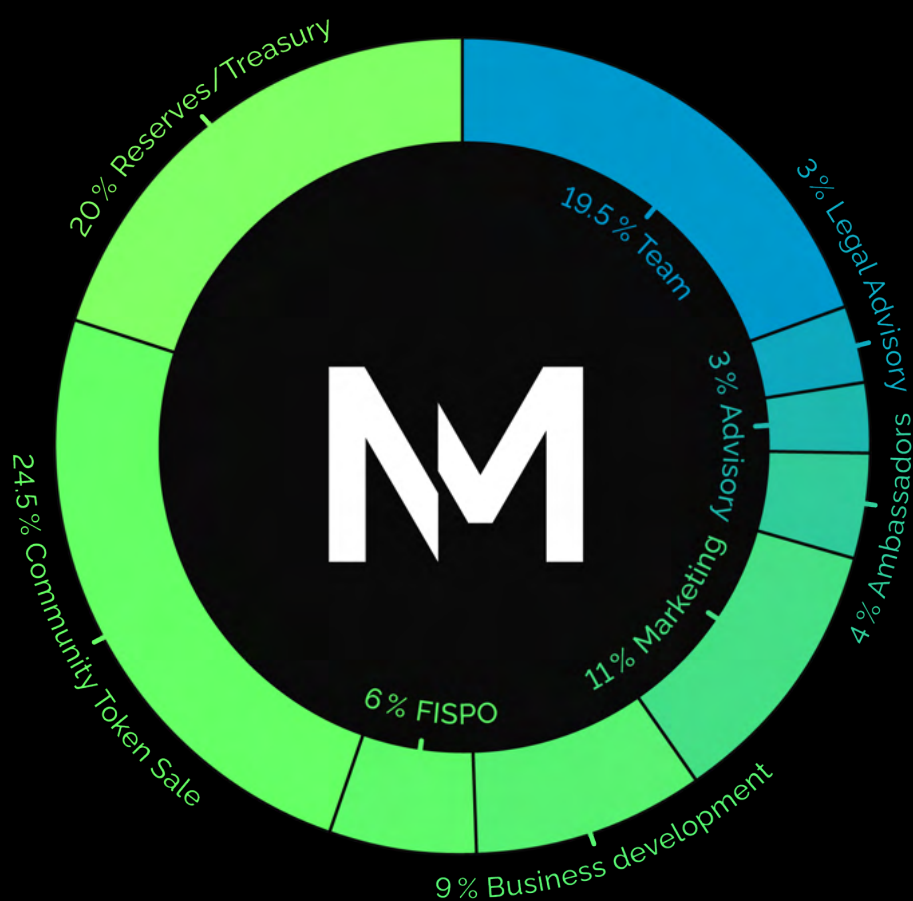
Advisors: 3 years, with cliff

Community Token Sales: No vesting, with lockup period



Token Allocation

To be fully transparent, we have separately displayed this detailed allocation in the following tokenomics visuals. The community can see exactly how we distribute our tokens and for what.

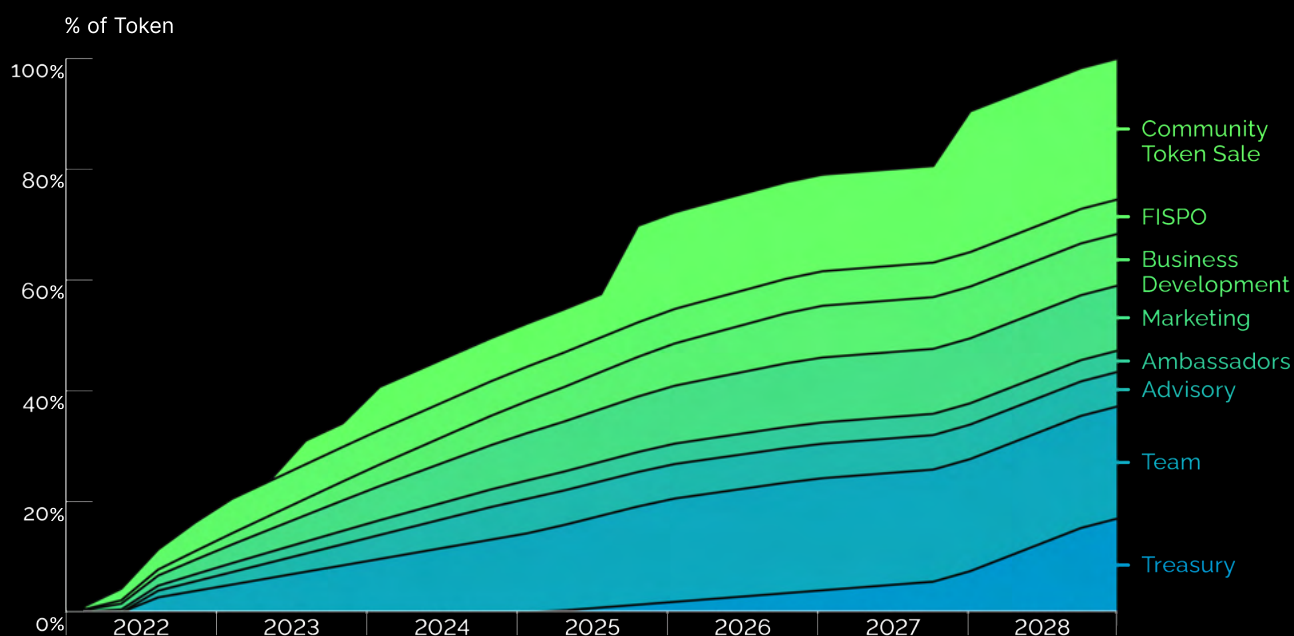




Token Distribution Over Time

We've projected the long-term competitiveness of projectNEWM through a 6+ year forecast, during which, any reserves will primarily be used for the second growth phase.

The investment rounds are strategically positioned to contribute to the long-term success of projectNEWM as a significant player in the music industry.





DAO Creation

This section covers the NEWM DAO governance, constitution and roadmap. Our main objective is to implement a governance and constitution design that effectively embodies and combines fairness and efficiency for the protocol and NEWM community.

NEWM DAO GOVERNANCE ROADMAP

projectNEWM will be a truly independent DAO structure within the next 4-5 years. We believe a feasible and viable transition to full DAO governance is possible around 48 months after the launch and stabilization of the first 3 tenets of the NEWMiverse.

Giving power to the musicians and fans is in our highest interest; we believe this is the only way to create a moving power in the music industry and level the playing field.

Leading up to launch, it remains essential for the core team to maintain the governance, as doing so considerably propels the delivery of a coherent product offering. However, we understand and recognize that excluding the DAO in the protocol's inception is not viable either, which is why the DAO will carry an advisory role after launch of the core product to ensure a development in line with our community wisdom.



DAO Vision

The manner in which the DAO will be governed and how the core team will execute will be reflected and solidified in the constitution, which we are in the process of developing. Delivering this constitution is one of our top priorities after the high-quality development and releasing of the first 3 'Eras' of our Ecosystem Roadmap and stage 1 of our Governance Roadmap. This constitution will also reflect input from our community as an advisor.

STEP 1 – ADVISORY

Off-chain DAO acting as an advisory to the core team.



STEP 2 – TRANSITIONAL GOVERNANCE

Over the period of 1 year the DAO slowly takes over power from the core team.



STEP 3 – COMMUNITY GOVERNANCE

The community is self-governing the protocol, community and further developments.



Governance Structure

Ultimately, projectNEWM's goal is to leverage a governance structure with a team-based reputation system and our governance token, where one's reputation can be obtained in three different realms: Economics, Tech and Community.

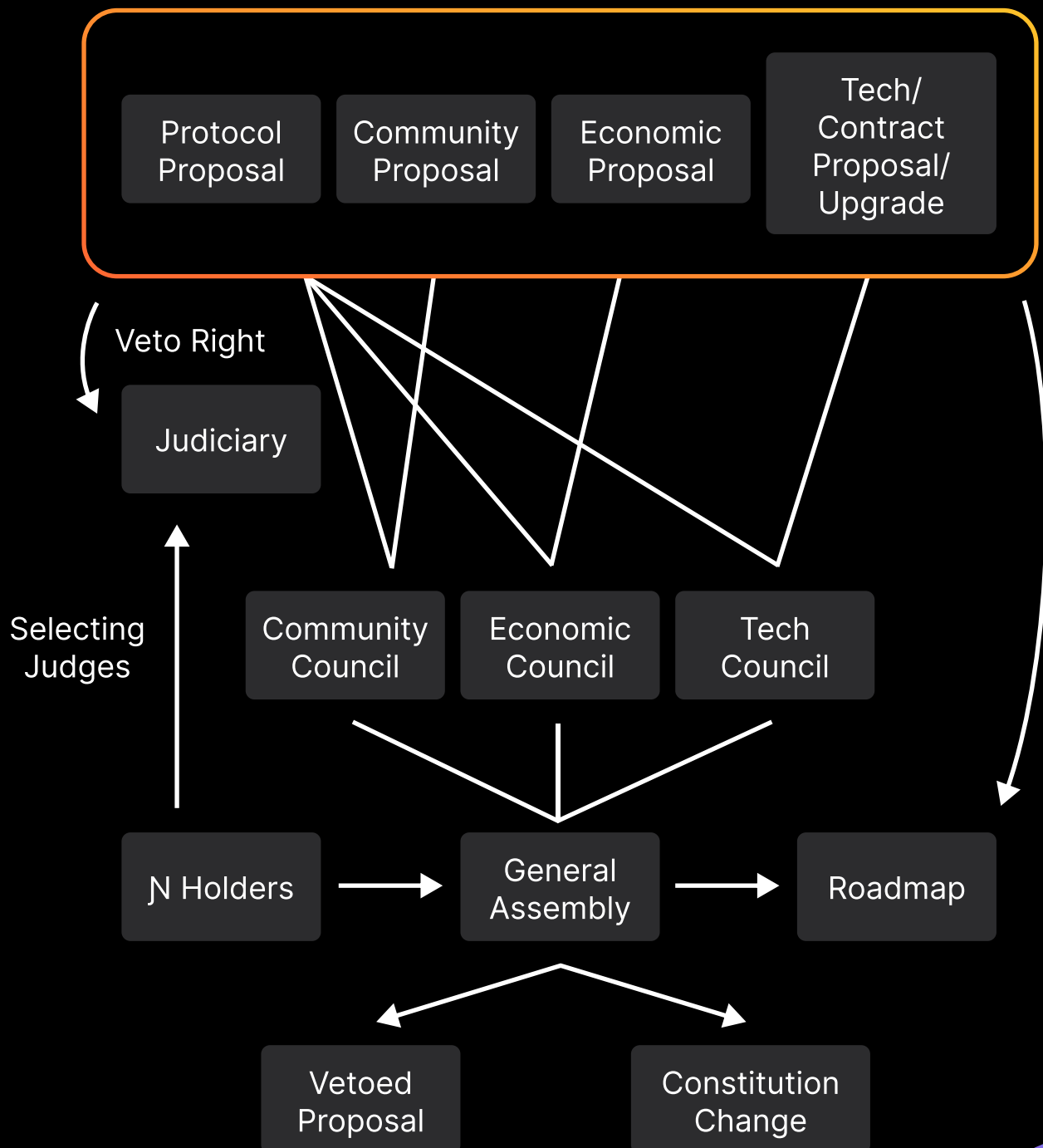
Side note: In our first draft, we aimed for a governance structure solely based on N tokens. After thorough consideration, we are intentionally steering away from a governance structure solely based on N token holdings as that can lead to collusion, bribery and other undesirable effects. ([See post from Vitalik Buterin](#)).

We're developing and building a meritocratic governance with strong democratic oversight from N token holders. We believe that a governance structure that values and emphasizes input from highly-knowledgeable and engaged individuals that are deeply immersed in the NEWM community will lead to optimal results for the DAO as a whole and N holders alike.

In order to achieve this, projectNEWM's governance will contain three Councils – i.e., Community, Economic and Tech – as well as a Judiciary Body and General Assembly. The number of members of these councils is not set in stone yet. However, it will be composed of both members of the community and members of the projectNEWM team whose knowledge and experience about the product build will add valuable insight to council discussions. We are well aware of the influence that comes with this, so NEWM members will always represent a minority in these councils.



Governance Overview





Why Cardano

Cardano NFTs (CNFTs) remove many risks typically associated with digital asset ownership. They tokenize and capture ownership of a digital asset that can be freely exchanged on an open NFT marketplace, making them transferable. By expanding the use cases of CNFTs, we're striving to bring legal stability to the unregulated market of NFTs in general.

MAIN ADVANTAGES

Solid Data
Assurance

Ownership
Protection

Counterfeit
Immunity

Evidence-Based
Uniqueness

CNFTs can be sent faster, cheaper and more sustainably than other blockchains because of Cardano's consensus algorithm known as Proof of Stake (PoS). CNFTs have the same footing as the blockchain's native coin, \$ADA. This technology enables CNFTs to travel through the blockchain from wallet-to-wallet, using the same methods as \$ADA, without necessarily requiring a smart contract.

*A real-life asset has much more to offer
than being only a speculative collectible.
More on this in the technology section.*



Built on Plutus

NEWM's core technology runs on the Layer-1 (L1) Cardano blockchain – specifically on their smart-contract programming language, Plutus.

Plutus provides considerable security advantages. It delivers an easier, more robust way to show that your smart contracts are correct and will not encounter the problems found in previous smart-contract language design.

Trust and security is imperative when our protocol will be handling millions of IP rights and royalty distributions. Cardano, as a decentralized L1 solution in combination with Plutus, provides both!

Plutus enables a novel integrated approach to smart contract and distributed application development that is more convenient and safer than previous alternatives. Both the on-chain and off-chain code are based on the same language. You use a uniform code base, which the Plutus toolchain then automatically separates into on-chain and off-chain code and packages for deployment.

Source: <https://docs.cardano.org/plutus/learn-about-plutus>

Technology 1/4

CLOUD SERVER FOR SCALABILITY

In the beginning, we understand the need to run some tenets of the ecosystem on centralized hardware for scalability and mass adoption. Running streaming services on Amazon Web Services (AWS) makes sense until we have decentralized options that are robust enough to handle large streaming loads.

A good user experience is prioritized over unadulterated decentralization of the ecosystem. Over time, more and more components will be moved from centralized systems to decentralized options.

KOGMIOS LIBRARY

Ogmios is an open-source, low-level communication layer on Cardano. 'Kogmios' is a library created by projectNEWM built on top of Ogmios to allow Kotlin code to easily communicate with Cardano. While used at projectNEWM, this library will also be open sourced and given back to the community.



Technology 2/4

NEWM LEDGER SYNC

Keeping track of the current state of the distributed ledger is problematic. The node itself does not index the ledger by address, but only by UTXO. By utilizing the Kogmios library, NEWM Ledger Sync maintains an up-to-date view of the Cardano blockchain that can be utilized to create smart contract transactions.

IDENTIFICATION (IDENFY)

iDenfy was founded before AML, fraud, and GDPR regulations were put into place, and pioneered a new era of identity verification. The company covers the user ID-verification process in full, combining AI-based biometric recognition and manual human checks, ensuring they are real users; plus, it offers the flexibility to scale out solutions to millions of people.

KYC & AML is very important for us because we are handling the IP rights of our artists, fans, investors & community members.



Technology 3/4

AUTHENTICATION

projectNEWM uses best-in-class authentication systems to keep user data safe. Oauth is used for social login integration for a seamless user experience.

projectNEWM prioritizes both user convenience and high levels of security.

SECURITY

Security audits are an important part of any decentralized system. projectNEWM has onboarded security advisors and consistently audits all systems to ensure the security of users' data.



Technology 4/4

SMART CONTRACT

The NFT fractionalization smart contract for projectNEWM handles the IP rights for a song in a decentralized fashion. An NFT is sent to the smart contract and locked there. Fractional tokens are then issued from the smart contract, representing royalty rights of the song.

Fractionalized tokens, representing royalty rights, become a collectible and tradable token.

FUND SECURITY

All user tokens, whether N, \$ADA, or NFT-royalty rights are held either in self-custody by the user or in multi-signature custodial wallets. (Our MVP will utilize non-custodial wallets.)

Ecosystem Roadmap

1/4

Jazz Era

Login & authentication

Metadata storage

Music uploading

Initial release of
Artist Portal MVP

Fractionalized NFT
ownership of music IP rights
on the Cardano blockchain
held in a smart contract

Initial IP rights transaction

Music distribution and royalty
collection & distribution (3rd
party platforms only)

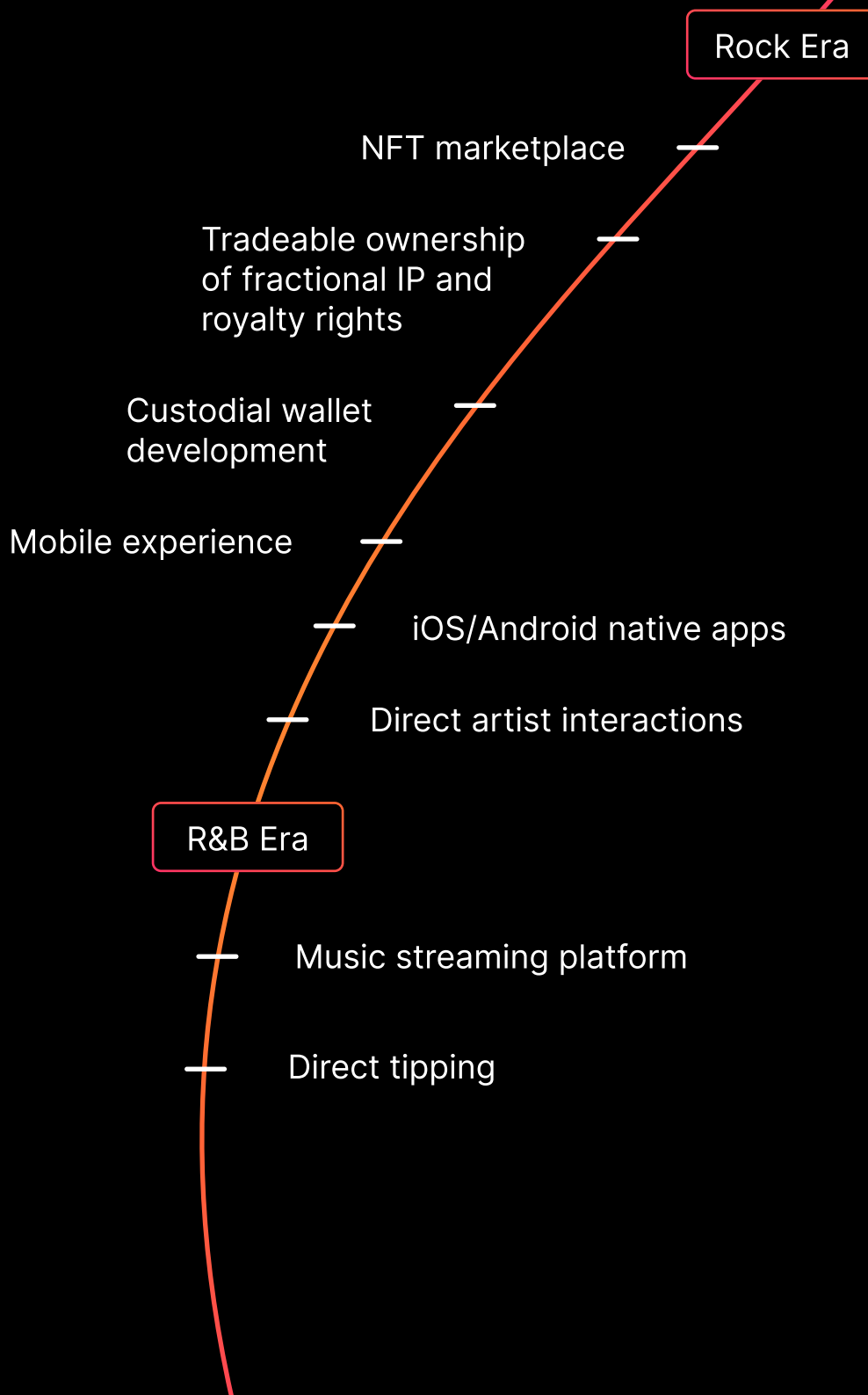
Click-thru demo of the NEWM App

iOS/Android native app demo



Ecosystem Roadmap

2/4





Ecosystem Roadmap

3/4

Owner's of fractionalized IP rights
receive royalty payments in real-
time based on streams (NEWM
streaming platform)

Live streaming
performances

Ticket sales

Disco Era

Decentralization transition

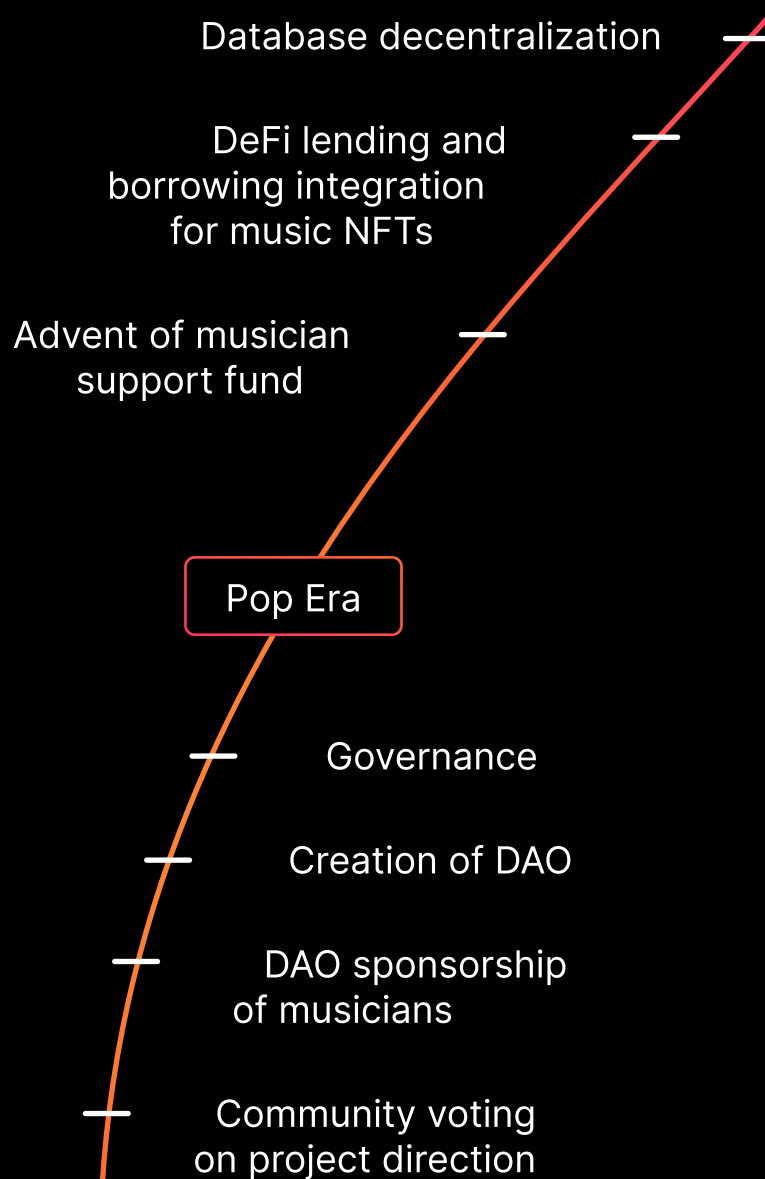
Streaming decentralization

Storage decentralization



Ecosystem Roadmap

4/4





Team

To achieve our vision, we've conjured a skilled team of financial wizards, legal nerds, blockchain experts, design junkies, marketing gurus, community builders, music lovers, entrepreneurs, industry experts and experienced management executives.

- Our product and dev team has previously developed high-adoption apps for companies like Nike, Walmart and Monday, as well as built fundamental technology for the Cardano blockchain.
- Our rockstar marketing team has created highly successful campaigns with long-lasting, organic communities from startups to celebrity-owned brands with global reach.

To reach the right artists we have launched an Ambassador program with hand-picked, high-level members with direct contacts to well-known music industry players, as well as large scale grassroots networks in their designated music genres.



Management



Ryan Jones, Co-CEO (Partnerships)

Super Strength: Career musician with profound knowledge of music industry. Illustrated leader with ability to unite expert talent and professionals on a global scale behind the projectNEWM vision.



Florian Sorg, Co-CEO (Operations & Finance)

Super strength: Highly analytical personality with keen attention to detail combined with years of financial and economic experience in the VC/Tech space. Proven expert in operations, HR and education.



Tiziana Pittini, CPO

Super strength: Project management with a creative mind, ensuring crypto users enjoy our service and non-crypto users transition easily into this new space.



Andrew Westberg, CTO

Super strength: Deep technical knowledge of both the Cardano blockchain and proven experience delivering apps with global reach and scale for fortune 500 companies.

Team 1/3



**Alex
Vavourakis**
Head of
Marketing



**Jessica
Jayakaran**
Lead Content &
Community



**Macyn
Hunn**
Content
Writer



**Mirjam
Beyeler**
Visual
Communication



**Marcos
Pezzotti**
Community
Manager



**Michael
Carter**
Content
Creator



**Sladan
Eric**
Product
Manager



**Tomás
Vasconcellos**
Senior UX
Designer



**Melissa
Lagos**
UX
Designer

Team 2/3



**Anya
Zvyagina**
UX
Research



**Jose
Mateo**
Lead Automation
& DevOps



**Walter
Lara**
Lead Back End
Development



**Andy
Miller**
Head of Mobile
Development



**Christhian
Escobar**
Lead Android
Development



**Marty
Ulrich**
Lead iOS
Development



**Trevor
Scandalios**
Lead Web
Development



**Jonatan
Escobar**
Web
Development



**Henry
Quillin**
Front End
Development



Team 3/3



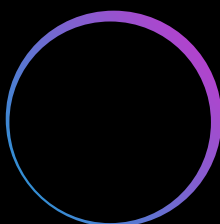
**Quinn
Parkinson**
Smart Contract
Development



**Mateo
Sanchez**
Intern Front End
Development



**Elisabeth
Keck**
Head of Team &
Culture



TBA
Chief of
Staff



**Caleb
Walker**
Strategic
Partnerships



**Adam
Bloom**
Lead Business
Development



Advisors



**Robert
Steward**
Legal
Advisor



**Cody
Butz**
Smart Contract
Advisor



**Jan
Romportl**
AI
Advisor



**Matej
Kult**
Business
Advisor



**RJ
Burton**
Scrum & Agile
Advisor



**Michael
Fazio**
Technical Security
Advisor



MURS
Music Industry
Advisor

Ambassadors



**Jarrett
Reynolds**
Production
Manager



**Moodswingz
Cryptomedia**
Crypto Music
Label



**Josh
Wells**
Musician/
Producer



**Adam
Krum**
Musician/
Songwriter



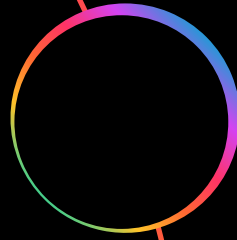
**Golden
West**
Musicians/
Songwriters



**Erik
Hayes**
Radio Sales
Executive



**Pritesh 'Kaizen'
Gosai**
Crypto
Ambassador



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