



SWAYE FOR MUSIC



# PROBLEM

## Disparity Among Music Artists

- 92% of music artists account for 10% of the revenue in the music industry
- 8% of music artists account for 90% of the revenue

## Tough to Make a Living as an Artist

- It takes 10,329 streams PER DAY, EVERY DAY for an artist to make the U.S. Federal Minimum wage of \$7.25 / hour (\$15,080 a year)
- 0.2% of the artists on Spotify generate \$50k or more a year from the platform
- Nearly 80% of artists on Spotify have fewer than 50 monthly listeners

## One-way Streetness of “Likes” and “Follows”

Fans of music artists “like” and “follow” artists but fans get little in return



# PROBLEM STATEMENT

How can fans of music artists support the careers and interests of their favorite artists while also benefiting from that support?

# SOLUTION: SWAYE FOR MUSIC



## Two-way Street

Amplify the relationship of fans and music artists: SEC/FINRA registered and regulated stock exchange for fans to invest in artists where fans also become VIPs in the artist.



## Target Audience

- 15–35-year-old demographic
- Worldwide adoption in wealthier countries



## Artists Careers Grow

Fans support their favorite music artists by investing in the careers of artists. Instead of driving for Lyft or Uber, or flipping burgers to make ends meet, the 92%ers will focus on their craft with the help of money from fans.

# SWAYE OVERVIEW



## Unique, Long-Term Play

- SEC registered and regulated Alternative Trading System (our Exchange) to buy and sell stock in Music Artists



## Tested

Application (iOS and Android) available



## First to market

One stop shopping: News, Social Media, Event Calendar, Promoted Music and ability to buy/sell actual stock in artists



## Authentic

Designed with the help and input of experts in the field including former SEC Chair, Harvey Pitt

# TODAY'S STOCK CERTIFICATES



# SWAYE LIVE CERTIFICATES



- Digitally Unique and on private blockchain
- Shareable on Social Media
- Can serve as an admission ticket to live & online events
- Tie-in with merch, products & services: both online and on-prem
- Communications vehicle between artists and fans
  - New music releases, events, live branded experiences
  - <https://videos.swaye.com/cloudapp/seeff/htmlimage/imagevideo.htm>

# MARKET OPPORTUNITY OVERVIEW

## TAM

Total Addressable Market

\$30B

---

Value of securities owned  
by 15-35 year old  
demographic

## SAM

Serviceable Available Market

\$5B

---

Value of securities outside  
of retirement accts in  
target demo

## SOM

Serviceable Obtainable Market

\$1.2B

---

Targeting users who do not  
invest as well as existing  
investors



# REVENUE OPPORTUNITIES

- Transactional revenue shared with streaming service
  - \$0.99 on the buy side
  - \$0.99 on the sell side
  - 100,000 transactions an hour / 24 x 7 x 365
  - 2.4 million transactions a day
  - Nasdaq 1.8 billion trades a day / NYSE 1.4 billion trades a day
- Promotional revenue
  - Discovery engine

# Market

	NYSE	NASDAQ	Swaye for Music	
			Forecast	Projection
# of Listed Companies	2,800	3,300	15,000	15,000
Trading Volume	1,460,000,000	1,800,000,000	24,000,000	240,000,000
AVG Trade Size	295	282	10	10
AVG # Daily Transactions	4,949,153	6,382,979	2,400,000	24,000,000

A close-up photograph of a man with long, wavy brown hair, a mustache, and a goatee. He is smiling broadly, showing his teeth. He is wearing a dark blue t-shirt and has extensive tattoos on both arms. He is pointing upwards with his right hand, which is holding a microphone. He is also wearing a silver watch on his left wrist and a silver earplug in his left ear. The background is a plain, light-colored wall.

# How it Works

The logo for Swaye for Music, consisting of a grid of colored dots in shades of blue, green, and yellow, arranged in a pattern that suggests a sound wave or a digital signal.

SWAYE FOR MUSIC

# Streaming Music Services



Swaye RESTful API

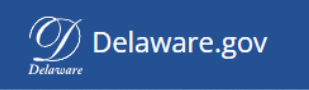


Swaye Trading Systems



Performance computing trading system software

Broker Dealer



FINRA

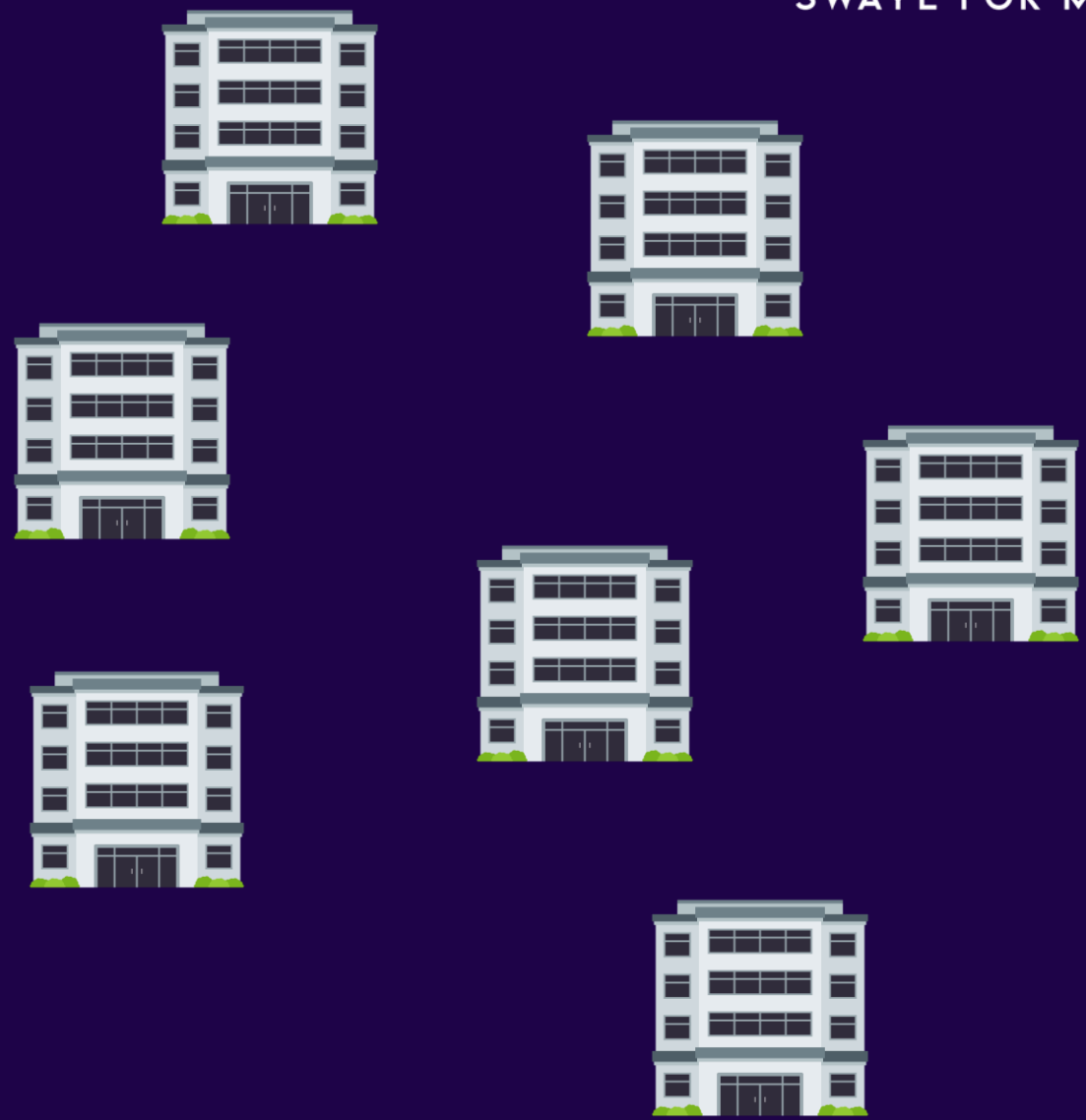
## SWAYE TRADING PLATFORM

- Modern Security Focused Architecture
- Reference Application
- Regulatory Registration & Regulation
- Exceeds SEC / FINRA Regulations



## PUBLIC COMPANIES

- Virtual & Automated Trading
- Public Companies Proxies for Artists
- Artists are Largest Shareholders
- Professionally Managed
- Closed Trading System



## Where We Are...

- Swaye Provides Infrastructure to Create and Manage Public Companies
- One Way Streetness of “Follow / Like” evolves
- GoFundMe **on Steroids** <--Amplify--> Bi-directional Two Way Street
- Swaye for Music is an Amplification Platform
- Swaye for Music Breaks the Commodity Metaphor