

WHITEPAPER

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EDMC
NETWORK

EDMC.IO



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“I can’t tell you where the journey will end. But I know where to start.”

AVICII

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INTRODUCTION

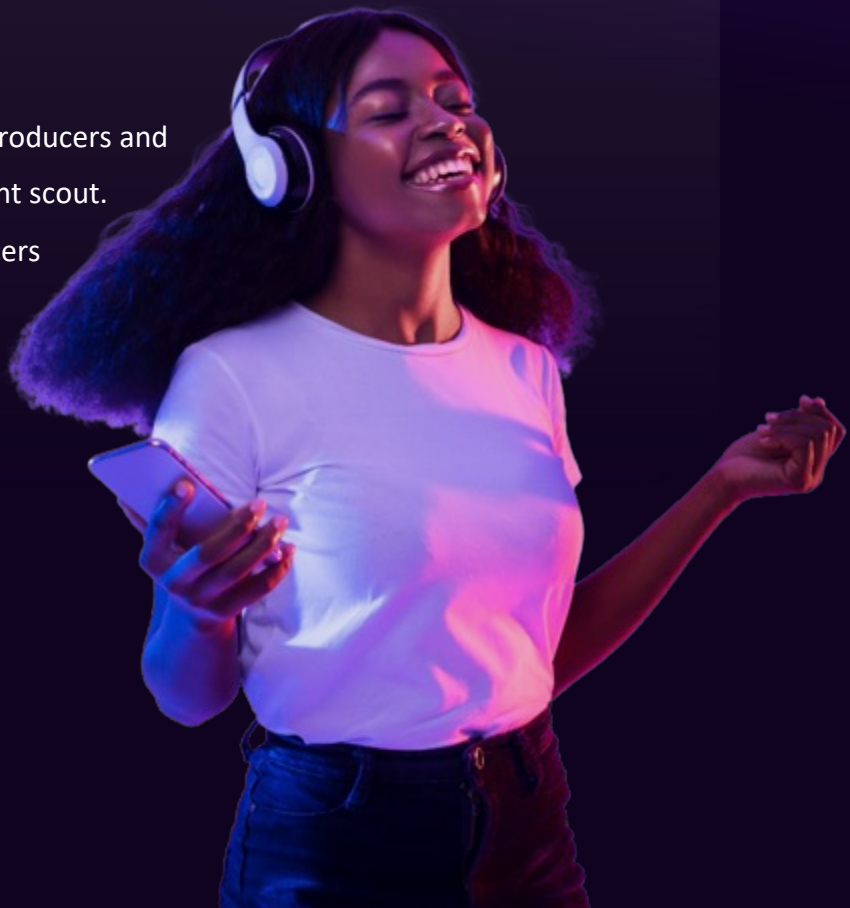
Dive into the world of the EDMC Network, a pioneering platform built on Polygon that stands at the epicenter of the global electronic dance music scene. EDMC is more than just a brand; it's a movement that unites dance labels, publishers, producers, DJs, promoters, agencies and, above all, passionate fans into one expansive Electronic Dance Music Community (EDMC).

Our mission is to nurture emerging talents, providing them with a platform to shine and connect with audiences worldwide. With our decentralized talent pool application, DROPPER[®], users can discover new EDM talents, immersing themselves in fresh beats and innovative sounds. Our listen-and-vote-to-earn gamification mode isn't just about listening; it's about engagement!

EDMC Network (**\$EDMC**) is the network's token. This token is integral to maintaining DROPPER's ecosystem and its associated Titanium NFTs (in collaboration with LTO Network). EDMC holders can also directly benefit from the EDMC Membership program, which offers a plethora of discounts and perks.

Beyond forging a direct connection between producers and fans, the community will serve as a global talent scout.

Transparency in the revenue model for producers and community members will ensure that the EDMC Network becomes their gateway to the exciting opportunities that WEB 3.0 offers.



EXECUTIVE SUMMARY



MISSION

For more than three decades, Electronic Dance Music (“EDM”) has brought joy, love and happiness to millions and millions of people. The Netherlands proved to be the cradle of the evolution of EDM, bringing ongoing innovation in dance culture and festival concepts globally with resounding success and has proved to be of great value for a big global following. Music unites and has the power to connect people cross borders worldwide. Music is beneficial for people’s health. It creates a feeling of freedom, an interpersonal connection and casts positive energy. The EDMC project has been initiated to stimulate the development of EDM talent and new EDM productions.

Together we support the Music Ecosystem.



VISION

Our vision is to bring people closer together and to create and stimulate a peaceful and joyous mindset on a global scale.

Let’s celebrate our freedom!





PROBLEM STATEMENT



INADEQUATE FUNDING FOR ARTISTS AND EVENTS

The current industry models do not provide sufficient monetization and funding options for artists, especially those who are new or independent. Also, organizing and financing festivals and music events is challenging, with limited resources and support available for innovative event concepts.



NEED FOR (DIGITAL) INNOVATION

The Electronic Dance Music (EDM) industry is vibrant and continuously evolving, yet it faces challenges in integrating innovative technologies to further enhance its growth and global reach.



LACK OF NEW ARTIST SUPPORT

Emerging DJs and producers often struggle to gain visibility and support in the current industry structure. Without adequate platforms to showcase their talents and productions, new artists find it hard to reach audiences and to secure the resources needed for their artistic development.



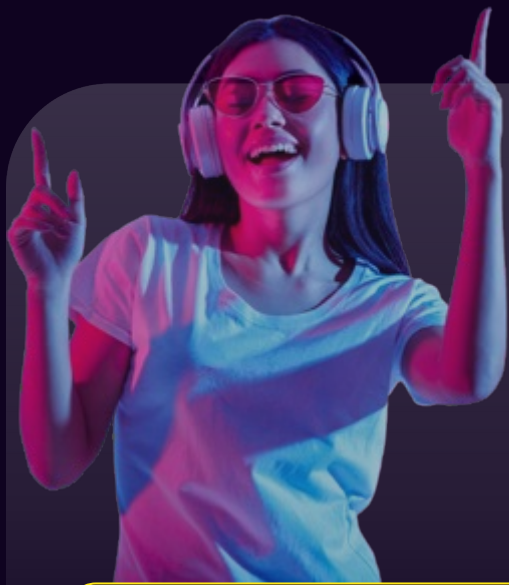
LIMITED ACCESSABILITY FOR A GLOBAL COMMUNITY

Despite a global fan base, the industry hardly succeeds in creating accessible and engaging experiences for its worldwide audience. Geographic and financial barriers, along with a lack of platforms that cater to a global community, can restrict the potential reach and influence of EDM culture.



SOLUTION

It's all about engagement. EDMC Network is a pioneering platform that fosters (young) talent and enabling fans to connect with their favorite artist. Through our native app DROPPER® we can vote on (demo)tracks uploaded by DJ's/producers. The community can have the top-rated tracks released as NFT. These NFT's allow musicians to interact with fans in unique ways and provide access to new and unreleased remixes or behind scenes content. Fans can purchase these NFTs which can be traded or held by collectors.



Build a Global Community for EDM enthusiasts



Support new EDM productions and talent



Create digital & Transparent value drivers for DJ's and producers

WHY WE USE WEB3?

Using blockchain technology for music rights management has gained attention for several reasons:

TRANSPARENCY AND TRUST

Blockchain provides a transparent and immutable ledger of all transactions related to music rights. This transparency can reduce disputes and mistrust among parties involved in music licensing and royalties.

SMART CONTRACTS

Smart contracts, which are self-executing contracts with the terms of the agreement directly written into code, can automate royalty payments. This ensures that artists and creators are paid promptly and accurately whenever their music is used or streamed.

ELIMINATING INTERMEDIARIES

Blockchain can potentially eliminate intermediaries like music labels, publishers, and collecting societies. This can lead to a more direct relationship between artists and consumers, allowing artists to retain a larger share of their earnings.

GLOBAL REACH

Blockchain can facilitate the global licensing and distribution of music without the need for complex international agreements. Artists can reach a global audience and receive royalties from all over the world.

REDUCED ADMINISTRATIVE COSTS

Automation and smart contracts can significantly reduce administrative costs associated with music rights management. This benefits both artists and music platforms.

FASTER PAYMENTS

Traditional royalty systems can be slow, with artists waiting months or even years to receive their earnings. Blockchain can enable near-instantaneous royalty payments, ensuring that artists are compensated more quickly.

PREVENTING COPYRIGHT INFRINGEMENT

Blockchain can be used to timestamp and record the creation of music, providing evidence of copyright ownership. This can help in preventing unauthorized use and infringement of copyrighted material.

DATA SECURITY

Music rights and ownership data stored on a blockchain are highly secure due to cryptographic principles. This reduces the risk of data breaches and unauthorized access.

Digital Collectables via LTO

EDMC Network attaches great importance to the security of the Dropper platform, its users and the digital assets. From its point of view, EDMC Network has started cooperation with LTO Network. By using their Proofi and Titanium protocols, EDMC Network guarantees maximum security.

Proofi by LTO Network

Proofi by LTO Network is a new service built by the team that is behind award winning Dutch blockchain LTO Network and fellow Dutch legal team, Firm 24.

Using LTO Network's experience with world leading enterprises such as United Nations, IBM and Dutch Government along with their proven capabilities in complex regulatory and privacy-aware blockchain applications, it aims to become an industry leading cross-chain solution to solve KYC problems and allow DeFi projects to operate in an increasingly regulatory heavy world.

Titanium NFT 2.0 by LTO Network

Ownables are a world in a world. They can represent anything from digital collectibles, to assets from the real world and make them available for the Web3 ecosystem. Using LTO Network's Layer-1 blockchain, this revolutionary technology will open up a whole new world of possibilities for Web3.

Ownables change the game. A new kind of digital asset based on blockchain technology, Ownables can be used for anything from digital collectibles, such as images or media files, to digital certificates, or deeds and proof of ownership for real-world assets.

The next generation of Web3 apps need private, secure assets with authenticity and verified ownership to drive innovation. Ownables are private, secure, and always in your control.

(By courtesy of LTO NETWORK 2022)



ECOSYSTEM

EDMC's integrated ecosystem is designed to encourage utilization in the real world, which creates a growing economy that will drive the value of EDMC Network tokens. We have also set out the following design principles for developing the integrated ecosystem:



SIMPLICITY

The key advantages of using blockchain in EDMC's ecosystem are transparency and traceability; it provides EDMC with the ability to ensure that DanceCoin transactions are properly authenticated and reconcilable. However, the use of cryptocurrencies remains challenging for new users. Therefore, it is crucial for EDMC to optimize the user experience of utilizing DanceCoins within EDMC's integrated ecosystem to achieve high usability.



SCALABILITY

The development of an integrated ecosystem will be a massive undertaking. Scalability designs will be an important Day 1 consideration for software design because our EDMC environment will be accessible worldwide and adjusted based on the geolocation position of individuals. In addition, the software must be designed in a way that is capable of horizontal scaling as more new content and functionalities are being added into the EDMC ecosystem.



TRANSPARENCY

Blockchain safeguards transparency by creating an unalterable record of transactions with end-to-end encryption. Each time a transaction is recorded on a blockchain, an audit trail is present. A blockchain token cannot be revoked, and its transaction ledger for public addresses is open to viewing. The issuing company cannot modify or add new tokens to the system, which means that consumers do not have to worry about their tokens being devalued before using them.



VIABILITY

EDMC's integrated ecosystem will be built with a long-term strategy view to ensure the sustainability of the business model. All new business models will undergo a business development process within EDMC for research and exploration by qualified individuals before implementation. This is important to ensure that the business model remains viable for the long term.



SCARCITY

Scarcity has been incredibly difficult online as most online resources can be easily copied and distributed. This makes it very hard for digital artists to establish a monetized creative business and for collectors to value digital art. Blockchain allows digital assets to have verifiable scarcity and ownership that cannot be manipulated. With this in place, attaching value to digital assets becomes significantly easier, which creates opportunities for digital artists.

MARKET OVERVIEW

ELECTRONIC DANCE MUSIC

In 2022, the global recorded music market grew by 7.4% - to \$8.3 billion, a marked increase on the prior year's growth rate (+6.5%).

There was revenue growth from streaming, physical formats, performance rights and synchronization – in fact, revenues grew in all formats except digital downloads and other (non-streaming) digital. Each of the world's top 10 markets posted gains. Once again, streaming – particularly paid subscription streaming – was a key driver of the overall growth. The dominant revenue format globally, streaming accounted for 62.2% of recorded music revenues, up from a 61.9% share in 2021. This growth is fueled by the work and investment of record companies who are helping to develop music markets around the world, supporting local artists and genres and connecting them with a global audience. Record companies have continued to invest in artists, as well as in their own infrastructure and networks around the world, to drive the development of the industry.

Alongside this, they have engaged in diverse methods of bringing music to fans across a range of digital services, ensuring that there are more opportunities than ever before to experience music. As a community driven platform EDMC wants to play a vital role in the continued development of the dance industry.



USE CASES

SUPPORTING NEW TALENT



EDMC wants to give back to the community.

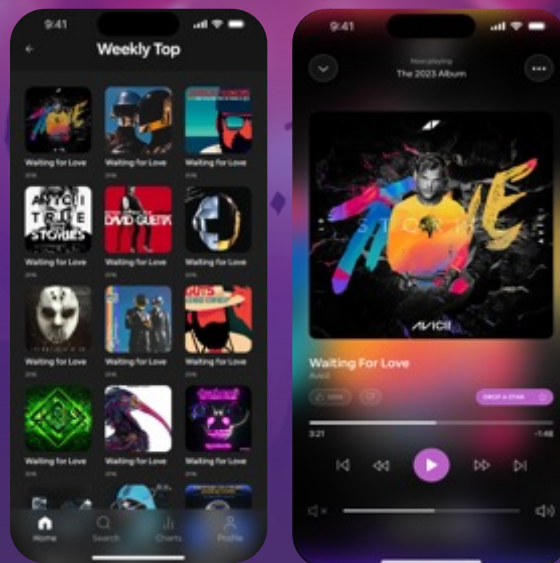
To enable future generations to enjoy the EDM scene, we want to explore ways to preserve and support the flow of talents into the EDM industry.

Through EDMC we will endorse talents all over the world and support their developing careers. We envision to be a quality mark for DJ and/or producer programs worldwide.

DROPPER®

by EDMC

EDMC Network, in a bid to foster talent development, has launched a mobile app called **Dropper®** connecting budding talents with the EDM community. Aspiring DJ's and producers can showcase their latest tracks to the EDMC Network's community. These tracks are then listened to and rated by the community, determining their ranking among Dropper®'s EDM charts.

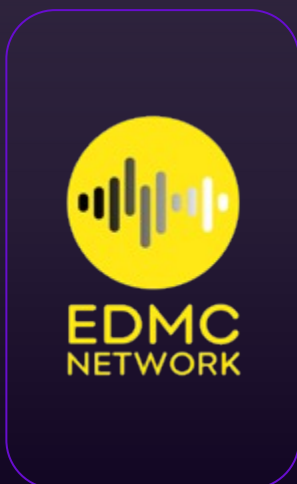


The top-rated tracks have the opportunity to be released as NFTs. Unlike traditional record labels, a whopping **80% of music rights remain with the respective artist.**

This revolutionary use case kickstarts a thriving DJ career or a viral track sensation!



More on Dropper®



Dropper®, a decentralized talent hub, is crafted on the Polygon network partnering with **LTO Network's** NFT platform.

This community-centric app lets talent scouts listen and vote on demo tracks by DJ's. An algorithm suggests tracks based on scout preferences, reminiscent of SoundCloud and Spotify interfaces.

Votes, determined by likes or so-called Stardrops, rank tracks by genre, highlighting their potential and amplifying their value.

Earning Stardrops is based on listening duration, with bonus Stardrops for EDMC holders, who can also buy more in the future.

EDMC safeguards music rights by minting a Titanium NFT on LTO Network, encapsulating the track, artwork, rights, and value. Revenue distribution is: 80% to the Artist, 10% to EDMC platform and 10% to EDMC wallet holders linked to the track via Stardrops. Each track's NFT starts with a \$100 value. Every Stardrop boosts its value by \$1, earnings for the respective DJ or Producer.

DROPPER® - UNLEASHING THE FUTURE OF DANCE MUSIC

Welcome to Dropper®, EDMC Network's revolutionary mobile platform where aspiring DJs and EDM producers transform the music landscape! Dropper isn't just an application; it's a decentralized talent oasis, a unique blend of a music player and a creative playground for the yet to discover gems of dance music.



FOR DJs AND PRODUCERS: YOUR STAGE AWAITS!

Dropper empowers producers like never before. Upload your tracks and showcase them directly to a global audience of EDM enthusiasts. Gone are the days of navigating the complex world of record labels and marketing agencies. Here, your talent speaks for itself, and your creativity knows no bounds.



COMMUNITY-POWERED STARDROPS - A TOKEN OF APPRECIATION

Listeners aren't just passive consumers, they're integral to your journey. Listeners can 'like' tracks, but more importantly, they can award Stardrops. Exceptional tracks that gather enough Stardrops from the community don't just gain recognition; they ascend to a new realm of appreciation.



NFT 2.0 REDEFINING MUSIC OWNERSHIP

Tracks with the highest Stardrop count are crafted into Digital Masterpieces – NFT's, that redefine music ownership. As a creator, you retain 80% ownership of your track, while 10% is shared among those in the community who awarded Stardrops, democratizing success and profits. The remaining 10% supports the EDMC Network, the backbone of our thriving ecosystem.



LTO NETWORK COLLABORATION SECURE AND TRANSPARENT

In partnership with the LTO Network, these NFT's aren't just digital art; they're secure, transparent contracts ensuring your rights and royalties are protected. Every Stardrop increases the NFT's value within the EDMC ecosystem, making the stake of each NFT tradable and the royalties payable in EDMC currency.



Dropper
Your Talent, Your Community, Your Universe.

\$EDMC CLUB MEMBERSHIP



EDMC Club is open to everyone who is an EDMC holder. We share the same passion for Electronic Dance Music. EDMC Club represents an membership program where the community of EDM supporters and crypto enthusiasts, depending on their membership status, will benefit from a wide range of exclusive rewards, discounts and privileges. The community consists of a 'Fan Club' and an 'Investors Club'. Below a schematic overview of the membership program is shown with all benefits per accreditation level

TIER 4 BRONZE "EARLY BIRD"

10.000 EDMC

- 10% referral bonus over all EDMC purchases through your personal affiliate code
- 5% discount of all EDMC tickets & merchandise

TIER 3 SILVER "V.I.P."

50.000 EDMC

- Voting Right for personal voting on events, productions and talent pools
- 10 % referral bonus over all EDMC purchases through your personal affiliate code
- 3 days priority access to EDMC (VIP) ticket sale
- 10% discount of EDMC (VIP) tickets & merchandise

TIER 2 GOLD "BACKSTAGE"

100.000 EDMC

- Voting Right on higher level for personal voting on events, productions and talent pools
- 10% referral bonus over all EDMC purchases through your personal affiliate code
- Access to exclusive bonuses and promotions
- 5 days priority access to EDMC (VIP) ticket sale
- 15% discount of EDMC (VIP) tickets & merchandise
- Free tickets for an EDMC sponsored Event

TIER 1 PLATINUM "MEET & GREET"

200.000 EDMC

- Voting Right on top level for voting on events, productions and talent pools
- 10% referral bonus over all EDMC purchases through your personal affiliate code
- Access to exclusive bonuses and promotions
- 7 days priority access to EDMC (VIP) ticket sale
- 20% discount of EDMC (VIP) tickets & merchandise
- Free VIP tickets for an EDMC sponsored Event



STAKING



AFFILIATES



VOTING



MERCHANDISE



PRIORITY ACCESS



VIP PASS



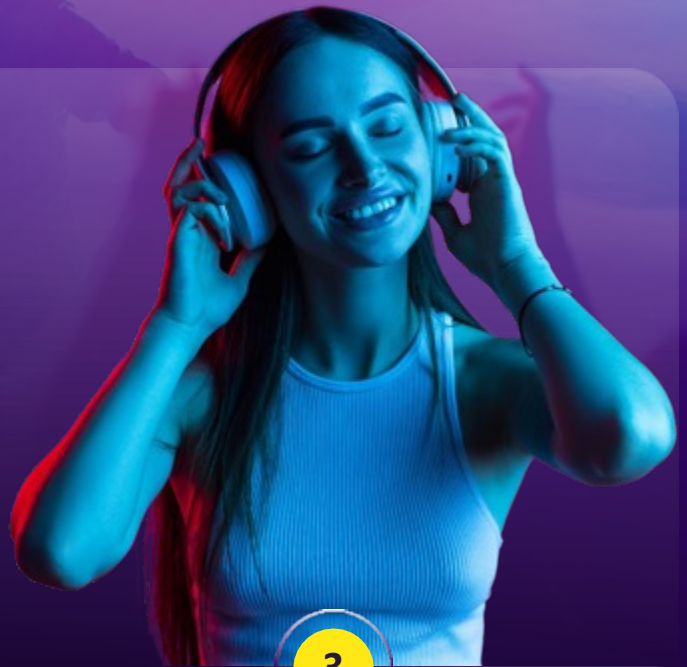
REFERRALS



DROPPER APP

REVENUE STREAMS

All revenues earned in \$EDMC will be allocated to the company's treasury for reserve and funding of events and use cases, while the remaining amounts will be allocated to the company's foundation for the purpose of further growth and development of the ecosystem and the benefit of EDMC supporters.



1

VOTE-TO-EARN / LISTEN-TO-EARN

Through our innovative DROPPER® application, we intend to reward the community for listening to new music and to promote it on social media. This will create an unprecedented exposure for new DJ talent.

2

NFT SALES / ROYALTIES OF MUSIC, VIDEOS, ART ETC.

Profit share of payments between creators and the EDM community every time a copy of the artist's work is purchased.

3

ADVERTISEMENTS IN THE APP

Given the size of the community we represent we expect substantial income from EDM industry affiliated companies who wish to promote their business through our platform.

4

COLLABORATIONS WITH FESTIVALS, EVENTS AND MUSIC AGENCIES

Festivals might want to reward us with a share of their ticket sales if we are to promote their festival through our platform.

5

TOKEN REVENUE THROUGH SALES AND LISTING

EDMC holds the right to charge a certain percentage of each transaction of \$EDMC to be allocated partly to the company's community funding reserve and -proportionally- to all EDMC coin holders, in order to support and reward holding on to their investment.

6

MERCHANDISE SALES

T-shirts, wearables, tracks will be widely available through our platform.

USER ACQUISITION STRATEGY



Developing a defined user acquisition strategy is important to systematically attract and convert new users to the EDMC platform.

EDMC will leverage the following user acquisition channels to acquire new users:



NATIVE APP

Marketing campaigns in EDMC's DROPPER® app will be introduced from time to time. An example would be access to exclusive DJ sets and tracks to users, all or not rewarded by additional \$EDMC. This will encourage users to enroll new users to the ecosystem. Many more special privileges, benefits and products exclusive to our app will attract new users.



USERS NETWORK

EDMC will also identify and reward community influencers to play and promote EDMC on their live streaming platforms.

Users and merchants are entitled to referral rewards for referring new users to the ecosystem. In addition, merchants are incentivized to bring in users as they co-share revenue from transactions made by users in the ecosystem.



EVENT MARKETING

Upcoming events, reports and new features will be published from time to time to display EDMC's capabilities and global impact. The EDMC team will also hold "Ask Me Anything" video sessions to engage with the community.



PAID ADVERTISING

EDMC will buy advertising space on popular (social) media sites to promote the Dropper App.. EDMC's official articles will also be published on national and international media



CONTENT MARKETING

EDMC will proactively create new and exciting content on its social media to capture users' attention.

VALUE DRIVERS FOR STAKE HOLDERS



FOR CREATORS (ARTIST / PRODUCER)

- Global Exposure Online and On Stage
- Transparent and Fair Compensation
- Unique Collaboration Opportunities
- Creative Growth and Artistic Development



FOR THE COMMUNITY (EDM FANS)

- Enhanced Engagement with Favorite Artist
- Access to Exclusive Content and Events
- Community has a role in shaping EDM Scene
- Listen-to-Earn and Vote-to-Earn modules



FOR INVESTORS

- Very Stable and Growing Market
- Investing in Future-proof (and proven) Tech
- Long-Term investment; not a hit-and-run
- Global Adoption Implies Substantial ROI
- Collaboration with reputable bodies and parties



FOR MUSIC/ RECORD LABELS

- Access to Emerging Talents
- New Marketing and Distribution Channels
- Expanded Reach on Future-proof Platform
- Capitalizing on improved royalty system

PARTNERS & BACKERS





TOKENOMICS

Category	Token Supply	% of Total Supply	Unlock at TGE	Cliff (Months)	Vesting (Months)
Seed	11.500.000	2.3%	5%	1	12
KOL / <u>Influencers</u>	7.500.000	1.5%	7,5%	0	12
Private (Strategic I)	15.000.000	3.0%	7,5%	0	9
Private (Strategic II)	10.000.000	2.0%	10%	0	6
<i>Community</i> Sold Out	<i>6.000.000</i>	<i>1.2%</i>	<i>0%</i>	<i>0</i>	<i>0</i>
Public	25.000.000	5.0%	15%	0	3
Ecosystem	100.000.000	20.0%	0%	2	48
Development	25.000.000	5.0%	0%	2	12
Team & Advisors	75.000.000	15.0%	0%	12	48
Liquidity	50.000.000	10.0%	0%	0	12
Marketing & Community	75.000.000	15.0%	0%	0	24
Treasury / Reserve	100.000.000	20.0%	0%	18	48

TEAM



MICHA
CEO &
Co founder



RICHARD
CCO &
Co founder



GIDEON
CFO



STEPHANE
Business
Analytics



JOB
CTO



WESLEY
Developer



RYAN
Developer



DENNIS
UX Designer



HUGO
Web Developer



ARWIN
Content &
Video Creator



TIMO
Teamlead Talent
& Education



HUGO
Producer Talent
& Education



JOCHEM
Community
Manager



EDGAR (DJ)
Promotor &
Ambassador



VIGGO
DJ Talent &
Ambassador



KIMBELLY
DJ Talent &
Ambassador



LEVI
DJ Talent &
Ambassador



LEON
Moderator

CORE VALUES

- Focus & Specialization
- Leadership
- Integrity & Accountability
- Independent & Dedication
- Extensive network

SOCIAL MEDIA LEGENDA



TWITTER

twitter.com/EDMC_Network



INSTAGRAM

[instagram.com/edmc_network](https://www.instagram.com/edmc_network)



TELEGRAM OFFICIAL ANNOUNCEMENTS

t.me/EDMC_Network_Official



LINKEDIN

[linkedin.com/company/edmc-network](https://www.linkedin.com/company/edmc-network)



TELEGRAM ENGLISH CHANNEL

t.me/EDMC_Network



YOUTUBE

[EDMC.Network](https://www.youtube.com/EDMC.Network)



TELEGRAM DUTCH CHANNEL

t.me/EDMC_Network_Dutch

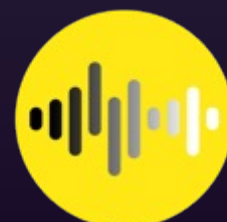
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