

# WHITEPAPER

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**EDM** DANCECOIN

EDMC.IO



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

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# DISCLAIMER



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# 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 financially support dance events and to stimulate the development of new productions and EDM talent

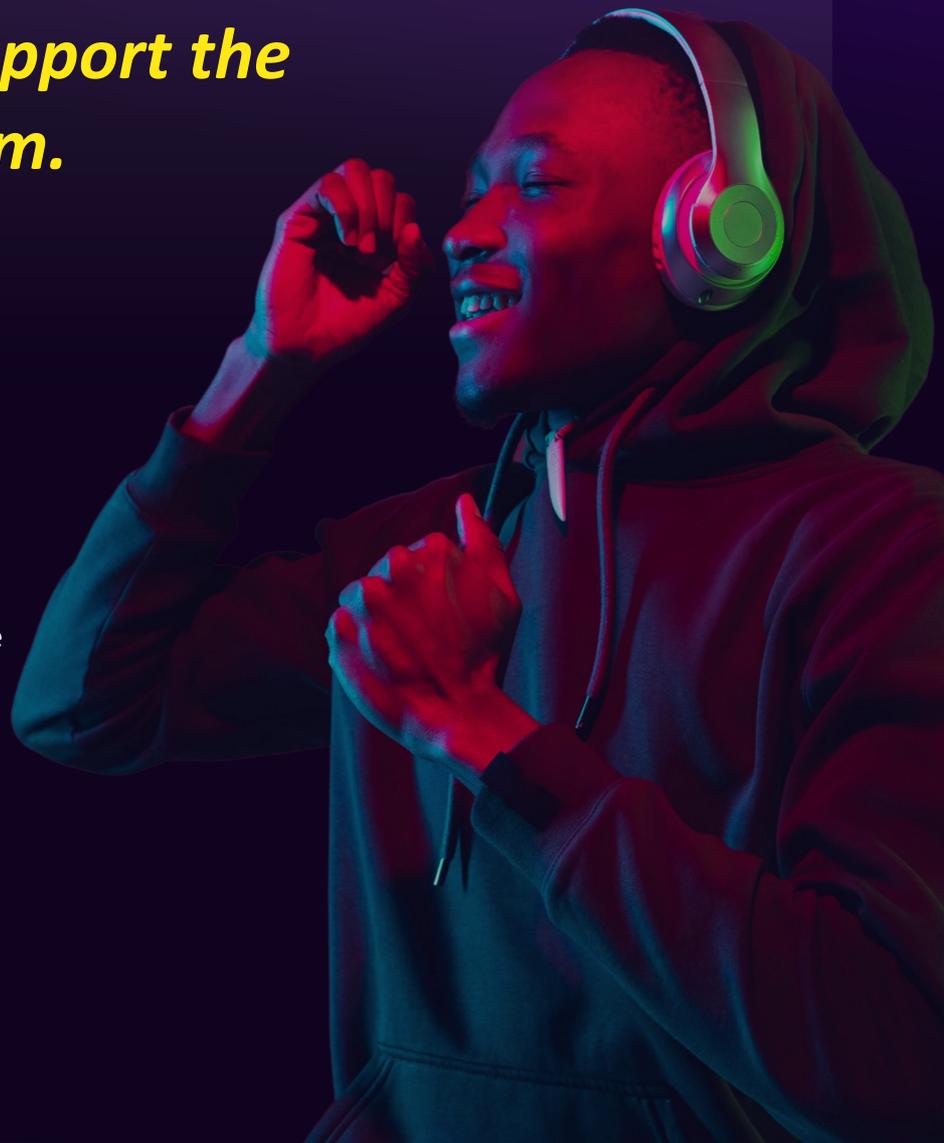
***Together we support the Music Ecosystem.***



## 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

The impact of the Covid-pandemic has had major consequences for the insurability and financeability of festivals. It has strongly affected the creative industries causing losses not only at economic level (est. \$30 billion), but also in terms of jobs following many cases of operations ceased. It also impeded the social and psychological benefits of such gatherings.

Could festivals return to their old glory again in a post pandemic era? Despite the fact that festivals are being organized again and the resilience and creativity shown, it will be a major challenge in the coming years to survive -despite the government support obtained- as many companies have run out of reserves. Through EDMC, and with the help of the community, we want to support and preserve this cultural movement for years to come.



## SOLUTION

The EDM DanceCoin is a community utility token currently based on the Polygon network, whereas other networks are continuously explored and tested for both a better customer experience and less of an environmental impact. Through EDMC we want to allow each contributor to be an active part of the constantly innovating music industry. DanceCoin tokens can be used for exclusive interactions and experiences. We are using cryptography and tokenization technology because it is fast, safe, convenient, cheap, and accessible for everybody in the world. It's our ambition to:



Build a Global Community for EDM enthusiasts



Support new EDM productions and talent



Help evolving the EDM industry with future-proof solutions

# WHY BLOCKCHAIN?

## SECURITY

Security resonates as a top concern among consumers in this age where personal data is easily compromised. Blockchain allows consumers to exchange tokens for rewards without compromising their private data. In addition to keeping customers' data safe, it can also help minimize errors and fraud through smart contracts.

## REDUCING COST

Smart contracts remove the need for middlemen in many processes, thus decreasing both administrative and personnel costs.

## SPEED

In comparison to traditional financial services, blockchain also facilitates faster transactions by allowing P2P cross-border transfers with our tokens.

## SUSTAINABILITY

Cryptocurrency is created by code, and because it's a non-physical currency, there needs to be validation in place to ensure that people don't create or use the same coin twice. The process of making new cryptocurrency coins is known as mining and is often an energy-intensive, laborious process with some not-great environmental impact implications. EDMC use "proof of stake" as a type of consensus mechanism to validate cryptocurrency transactions. The way that proof of stake works is that blockchains will have a system of validators who stake their own crypto to earn a chance to validate new transactions, update the blockchain, and earn a reward for either making updates or double-checking others' updates. This is a much less consumptive and much less wasteful process. Proof of stake is more scalable to high volume of transactions without slowing the network or costing extra energy.



## USABILITY

Even after more than a decade of existence, the fundamental issue of crypto adoption has yet to be resolved. Few people buy cryptocurrencies for the purpose of using them, and they therefore continue to be speculative instruments. Even with big companies such as PayPal entering the market of cryptocurrencies, there are still no strong reasons to justify the value of using cryptocurrencies for payment on products and services as compared to using fiat currency. The majority of people who buy cryptocurrencies invest in it mainly for speculative purposes, hoping that the value will rise so they can sell it at a profit. The use case benefits of cryptocurrencies are mostly limited to the cryptocurrency world, such as decentralized finance (“DeFi”) benefits, Non-Fungible Tokens (“NFTs”), store of value, etc.

However, no matter how strong the use case of the tokens is in the virtual economy, they are still only usable within the world of cryptocurrency. In the real world, cryptocurrencies are rarely being utilized as a means of exchange due to the volatility of prices. Most merchants do not want to be exposed to price gyrations as it would affect the amount of revenue generated. Apart from this, complexity in blockchain that creates a skill gap and limited infrastructure support are key hurdles to mainstream adoption. Without widespread adoption, cryptocurrency’s utility remains limited and speculative where users are primarily looking for opportunities to unload the tokens on the exchange.

***EDMC aims to bring crypto usability into the traditional markets with the benefits of daily use.***



People sell when they don't spend and utilize

**Outflow:**  
Money leaving the ecosystem = Price drop



Lack of real-world utilization benefits and demand

# 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 DanceCoin 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.

# BUILT ON POLYGON NETWORK

*We have chosen Polygon for our token generation*



## WHAT IS POLYGON?

Polygon, previously known as MATIC, is a framework for building interconnected blockchain networks, combining the adaptability and scalability of alt chains with industry standard Ethereum's security, liquidity and interoperability.

## WHY POLYGON?

Being a Layer 2 solution, Polygon will benefit from Ethereum's security, dynamic ecosystem, and transparency. Users will still be able to track transactions and access data as they would via Ethereum. Polygon's future roadmap is very promising; it is becoming a multi-chain network, expanding on multiple blockchain scalability mechanisms, and is well on its way to becoming the Internet of blockchains. Some of the key benefits of Polygon include:

- Uses Proof of Stake ("PoS") which is more environmentally friendly
- Low gas fees
- High Transaction Speed at 65,000 TPS, maxed
- Surpassed Ethereum in active wallet addresses (As of 4 th Oct 2021)
- Solved Scalability problems with PoS
- EVM compatible

Polygon combines the best of Ethereum and sovereign blockchains into a full-fledged multi-chain system. What is more relevant to developers is that Polygon solves pain points associated with blockchains, like high gas fees and slow speeds, all without sacrificing security. Building a structure on the Polygon network will eliminate transaction issues and smoothen the whole user experience.

# USE CASES

## EDM DANCECOIN UTILITY TOKEN

**In 2021, the global recorded music market grew by 18.5% - a marked increase on the prior year's growth rate (+7.2%).**

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 65.0% of recorded music revenues, up from a 61.9% share in 2020. 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. Potential benefits from a holder / buyer's perspective we want to offer are:



# 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 THE EARLY BIRD

10.000 EDMC

- Free EDMC App (Android or IOS)
- 10 % referral bonus over all EDMC purchases through your personal affiliate code
- 5 % discount of all EDMC tickets & merchandise
- Free Blue "Beat of Crypto" Video NFT

## TIER 3 SILVER THE V.I.P.

50.000 EDMC

- Free EDMC App (Android or IOS)
- 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
- Silver "Beat of Crypto" Video NFT

## TIER 2 GOLD THE BACKSTAGE

100.000 EDMC

- Free EDMC App (Android or IOS)
- 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
- Golden "Beat of Crypto" Video NFT

## TIER 1 PLATINUM THE MEET & GREET

200.000 EDMC

- Free EDMC App (Android or IOS)
- Voting Right on top 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
- 7 days priority access to EDMC (VIP) ticket sale
- 20% discount of EDMC (VIP) tickets & merchandise
- Free VIP tickets for an EDMC sponsored Event
- Platinum "Beat of Crypto" Video NFT



STAKING



AFFILIATE



VOTING



MERCHANDISE



PRIORITY ACCESS



VIP PASS



REFERRAL



EDMC APP

# DANCECOIN APP



**The DanceCoin app (iOS and Android) shows the amount of DanceCoin in a user's possession and one's membership status.**

Based on this status, certain utilities are unlocked, e.g. a personal affiliate code which can be shared with your friends for future DanceCoin purchases. Also, EDM related news and advertisements will be presented in the app. The app will allow the user to buy festival tickets or upgrades, merchandise and other perks and pay with their DanceCoins in the foreseeable future.



Eventually the app will facilitate so-called "Play-to-Earn" and "Listen-to-Earn" modules, where, with the latter, users are offered to listen to music of any young EDM talents and earn EDM DanceCoins in return!

More features will be built and unlocked as we aim for the DanceCoin app to become the number one Dance Festival platform as well as providing a low-level entry into crypto. Amongst the mentioned perks, we wish to offer the following benefits through the app:

- Premium offers to our highest tier members, for exclusive content, merchandise or (VIP) tickets;
- Priority access to ticket sales and promotional discounts;
- Signed Merchandise: a chance to own a unique Collector's item;
- Digital meet & greet with your favorite DJ for a Q&A
- NFT: become owner of a unique digital piece of work (e.g. an exclusive DJ Set) from a festival you attended!

## USE CASES

### FUNDING AND PAYMENT SERVICES

Our goal is to preserve the Electronic Dance Music legacy for generations to come. In this respect we want to be a funding partner. By doing so we are able to facilitate new initiatives like new music/festival concepts where our EDM DanceCoin Community can step in to make it happen. We are using cryptography and tokenization technology because it is fast, convenient, cheap, and accessible for everybody in the world. If an entrepreneur, festival organizer or incubator (hereafter fundraiser) has a great idea for a new product or service, EDMC's funding offers an alternative way to raise money and bring together demand and supply, as opposed to traditional methods of borrowing money through banks or private loans.

By using a decentralized network, we also do not need banks or other centralized institutions for the transactions to be safe and secure. The fundraiser can tokenize their product or service to a large number of EDM DanceCoin Community Members of whom each can contribute a relatively small amount to the project. To encourage higher contributions the fundraiser may also offer token rewards of increasing value or significance, while retaining full ownership of the project or company being funded.

# USE CASES

## SUPPORTING NEW TALENT



**EDMC wants to give back to the community.**

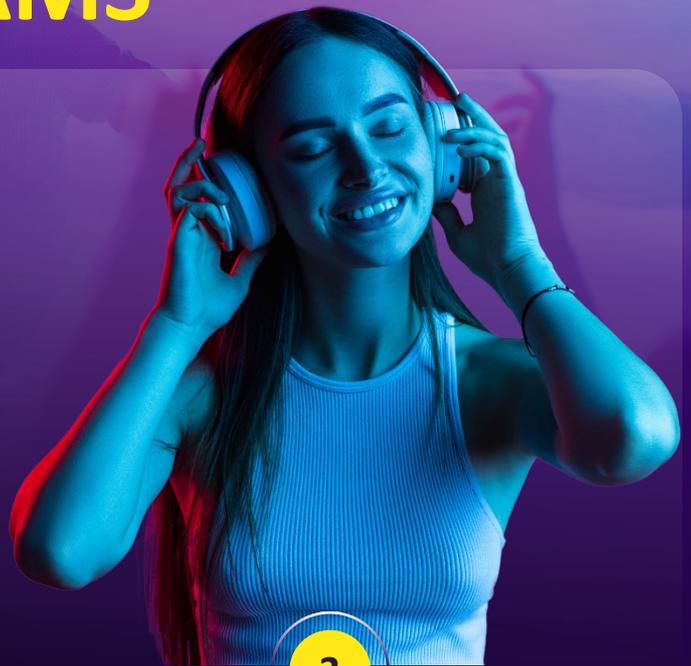
**To enable future generations to enjoy the EDM scene, we want to explore ways to preserve and support the flow of talents into the EDM industry.**

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.



# BUSINESS MODEL / REVENUE STREAMS

All revenues earned in the form of EDMC will be divided into a to be determined ratio. A part 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. This ratio will be kept flexible; allocation toward the company's reserve and treasury can go up to a maximum of 90% in order to ensure sustainability of the ecosystem.



1

## TOKEN REVENUE THROUGH SALES AND LISTING

We aim to charge a certain percentage of each transaction regarding EDMC (e.g. 8%) to be allocated partly to the company's EDM community funding reserve and partly to be allocated - proportionally- to all EDMC coin holders in the community, in order to support and reward holding on their investment.

2

## 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.

3

## 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.

4

## PLAY-TO-EARN / LISTEN-TO-EARN

In order to deliver on our promise to promote upcoming DJ talent 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 talent.

5

## MERCHANDISE SALES

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

6

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

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

# 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:



## CONTENT MARKETING

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



## 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.



## 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.



## NATIVE APP

Marketing campaigns in EDMC's native 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 DanceCoin. 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.



## PAID ADVERTISING

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

# VALUE DRIVERS FOR EDMC COIN

The extensive uses of Dancecoin increase the perceived value of the currency. This stimulates price stability which makes EDMC environment becomes more powerful and attractive to new investors as a result. Longer holding of the coin is rewarded (see staking) and each transaction within EDMC's own environment increases the value for the existing community.



## STAKING

When Staking, a user can passively grow his assets by participating in the EDMC network through so-called validators.



## TRANSACTION FEES

We aim to charge a certain percentage of each transaction regarding EDMC (e.g. 8%) to be allocated partly to the company's EDM community funding reserve and partly to be allocated - proportionally- to all EDMC coin holders in the community, in order to support and to encourage and reward holding coins.



## LIMITED SUPPLY

With a maximum supply of 3,141,592,653 EDMC, there won't be an inflationary issue, as there will be no more tokens minted.



## COMPANY BUY-BACKS

A portion of cash revenue will be used for token buybacks from the secondary market. This reduces the circulating supply in the market and enhances users' confidence in the value of the tokens.



## REFERRALS

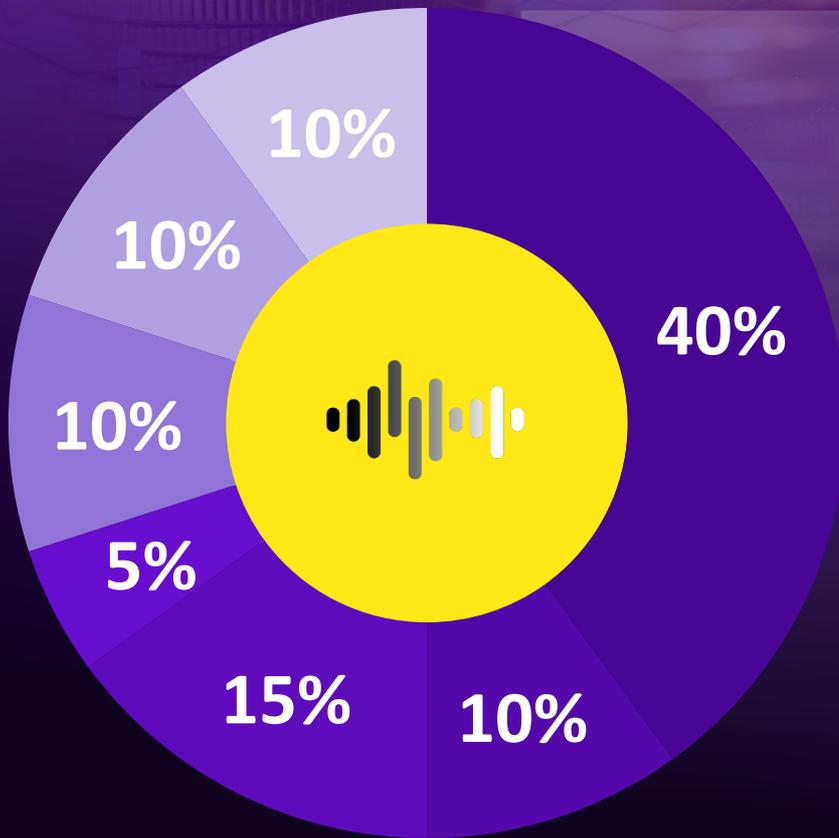
Community members receive a reference code based on their membership level with a certain percentage. (The higher the tier the higher the percentage). From every new member they will bring in, provided that this new member uses the reference code, they will receive the corresponding percentage of coins on the investment of the brought in member. This encourages members to grow the community and in doing so, active promotion of the community is thus rewarded.



## ROYALTY MAINTENANCE

The biggest wallet holders get the biggest benefits and the most exclusive offers. This will encourage these wallet holders to spend coins and thus bring them back into the ecosystem. This in turn generates passive income for the other members of the community and also contributes to the funding capacity and development of EDMC.

# TOKENOMICS



## TOKEN ALLOCATIE

- Public sales
- Company reserves
- Team & Advisors
- Staking Reserves
- Marketing
- Seed Cap Offering & Pre-Sale
- Eco-System

## TEAM TOKEN UNLOCK

6 months:

locked

36 months:

12%

12 months:

locked

42 months:

12%

18 months:

15%

48 months:

12%

24 months:

15%

54 months:

12%

30 months:

12%

60 months:

10%

# ROADMAP



- Create Future Funding Portfolio
- 1st Sponsored EDMC European Festival
- Design EDMC Talent Pools
- Introduction Play & Listen to Earn (Gamification)
- Launch "Beat of Crypto" NFT's

- LISTING (DEX / CEX)
- Initiate EDMC Shared Service Center
- Implementation Staking Pools
- Preparation Partnerships US market
- Selection Event Partners 2024

Q4/2023

Q3/2023

- Setup new Corporate structure
- Launch new EDMC website
- Venture Capital round
- Prive token sale in EDMC webshop
- Launch EDMC's mobile app

- Spring Break EDMC Airdrop
- Expand Development & Marketing team
- Boast EDMC Community & Moderators
- Sponsored Festival Calendar in EDMC App
- Expand Partnerships (Labels & Education)
- Launch EDMC Wear Collection in webshop

Q2/2023

Q1/2023

- Setup EDMC'S back-end infrastructure
- Update feature Smart Contract (slippage)
- Migration Smart Contract to Polygon network
- Opening OneStage Experience Breda (EDMC founding partner)
- European Blockchain Convention Barcelona

- Certik Certification
- ADE Conference
- Expand Strategic Partnerships (ALDA)
- Live Streaming Event OnStage Experience
- Start building EDMC mobile app
- EDMC Web3 domain registration

- Start Marketing campaign Dutch market
- Social media accounts created
- Creation 1st draft Membership Program
- Start EDMC College initiatives
- Selection of Event partners

- 1st Sponsored dance event - VIP Deck experience exclusively for EDMC Holders
- Expand Development Team
- Initial UX design completed
- Updated Whitepaper (2.0)

2022

- Expansion Team
- Built EDM DanceCoin (EDMC) on Binance Smart Chain (BSC)
- Launch website and Social Media Channels
- Partnerships signed with media partners SLAM! and Bereik.nl

- Global Music Fund Management Registered (Company No. 72774517)
- Start collaboration Crypto Exchange Partner Knaken
- Start pre-sale via Knaken (ICO)

- Start-up EDMC Project
- Formation of EDMC team
- 1st draft Whitepaper & Roadmap

2021

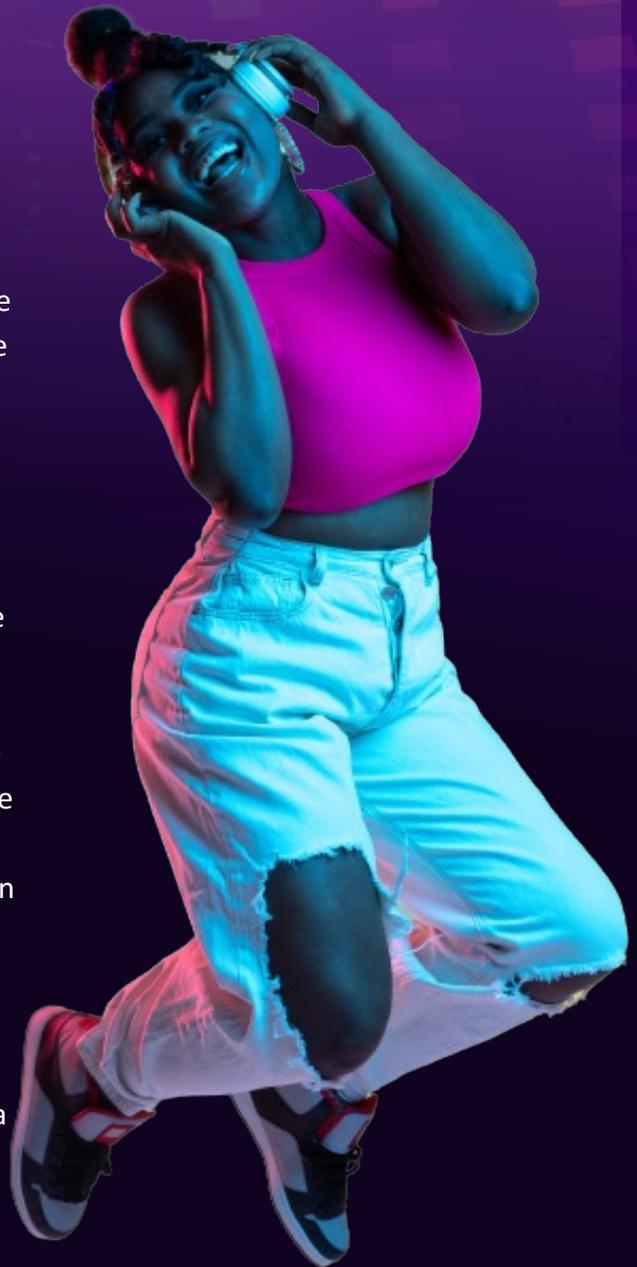


# LISTING

**According to CoinMarketCap, there are currently thousands of cryptocurrencies and more than 300 exchanges (not counting countless small exchanges) where they are traded.**

New projects continue to emerge every month, presenting their tokenized solutions for various different industries. Where in the past, projects often finished their public fundraising stage before going to exchanges to get listed, nowadays we see many projects go to an exchange before having any substance or value for the(ir) community.

While we see the benefits of an early listing, particularly for raising the necessary funds for development and intended project goals, we have chosen to rely on initial investors to create the necessary value before we list our project on an exchange. The reason for this is that for EDMC we have a long-term project in mind and want to have the project at a certain level before offering it publicly on a large scale. With this we think we can still develop our project while preserving its continuity and serve the interests of our community for the long term. However, it is an important goal for the EDMC team and a hard promise to the community that we will strive for a listing on one or more reputable exchanges as soon as the project reaches its intended state of development.



# TEAM

**MICHA**

Founder &  
Ambassador



**RICHARD**

Founder &  
Ambassador



**STEPHANE**

Business  
Analytics



**GIDEON**

Head of  
Strategy



**JOB**

Head of  
Development



**JULIAN**

Development  
& Security



**JEN**

Developer



**HANS**

WEB 3.0 Solutions



**HUGO**

Web Developer



**ARWIN**

Content &  
Video Creator



**TIMO**

Teamlead Talent  
& Education



**HUGO**

Producer Talent  
& Education



**DYLAN**

Teacher  
Education Team



**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/edmdancecoin](https://twitter.com/edmdancecoin)



**TELEGRAM OFFICIAL  
ANNOUNCEMENTS**

: [t.me/edmdancecoinannouncements](https://t.me/edmdancecoinannouncements)



**TELEGRAM ENGLISH CHANNEL**

: [t.me/edmcancecoinenglish](https://t.me/edmcancecoinenglish)



**TELEGRAM DUTCH CHANNEL**

: [t.me/edmdancecoin](https://t.me/edmdancecoin)



**INSTAGRAM**

: [instagram.com/edm.dancecoin](https://instagram.com/edm.dancecoin)



**LINKEDIN**

: [linkedin.com/company/edm-dancecoin](https://linkedin.com/company/edm-dancecoin)



**SPOTIFY**

: EDM DanceCoin

## OFFICE ADDRESS

LIFETIME EXPERIENCE FACTORY

World Trade Center

Beursplein 37, 3011 AA Rotterdam

The Netherlands



**EDM DANCECOIN**