



WELCOME TO SPOZZ!
FOR ARTIST'S FROM ARTIST'S

DEAR ARTISTS, welcome to SPOZZ! A project where we have the vision to create a social network that gives power back to artists and fans. We're challenging the status quo and revolutionizing the way fans consume and support the art of their favorite artists.

It is the decentralized social network where artists and fans interact directly for a more rewarding and profitable media experience. No middlemen, no unfair deals. When you purchase music, videos or art on our platform, you not only access exclusive content, but you also directly support the artists you love. At SPOZZ, the artists own the user data and content.

SPOZZ MISSION

Our mission at SPOZZ is to create a community-managed marketplace. Our social network connects artists, leveraging blockchain technology and providing them with the tools to easily create, sell, exchange and auction their works. To enable direct interaction with fans and community building or to make the monetization of art more direct and easier.

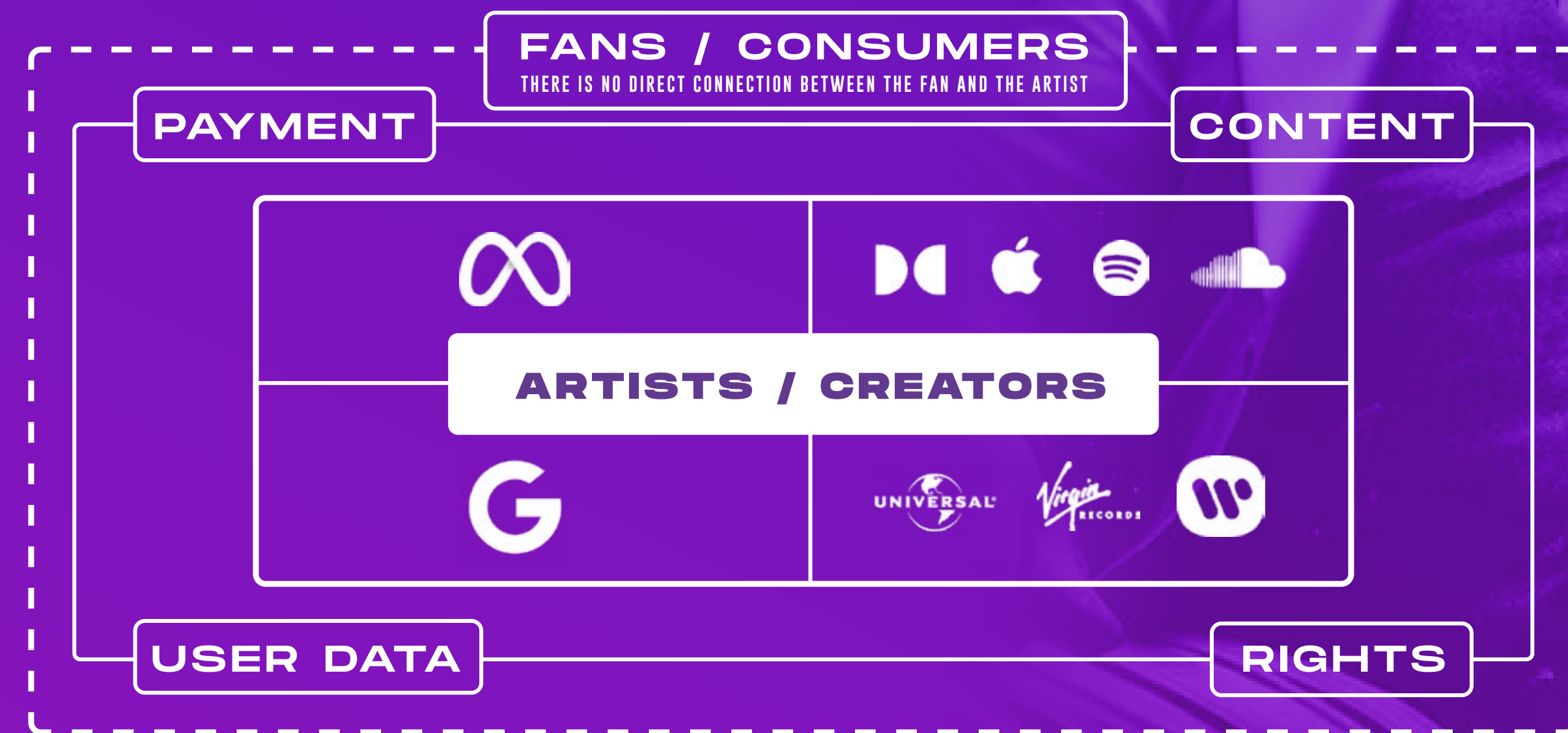


visit our website to see more

THE PROBLEM

- / We don't live from our art/music (it has been devalued).
- / It's hardly going to be good if you sign with a label.
- / We don't know who listens to our music and buys our art.
- / Too many intermediaries.
- / Necessary investments vs. generated returns.
- / Not knowing new possibilities makes me miss an opportunity.

TODAY: CENTRALIZED MEDIA



ADVANTAGES FOR THE ARTISTS

- / COMMUNITY (DATABASE)
- / DIRECT RELATIONSHIP (ARTIST - FAN)
- / WITHOUT INTERMEDIARIES IN THE BUSINESS
- / SAME EFFORT BUT WITH RESULTS
- / TRANSPARENCY IN THE PROCESS
- / SELF-FINANCING



ADVANTAGES FOR THE COMMUNITY /FANS/INVERTERS (MUSIC)

- / EXCUSIVITY
- / DIRECT RELATIONSHIP (FAN - ARTIST)
- / FAN-STATUS (COLLECTIBLES)
- / INVESTMENT (LIMITED EDITIONS)
- / MONETIZE (SUB-LICENSES)
- / LOWER COST PER STREAM
- / OWNERSHIP OF SONGS

HOW DO I ATTRACT MY COMMUNITY AND FANS

EMOTIONAL FACTOR

/ They support me in a network that recognizes my work because I own my business and know what I'm worth.

/ They receive exclusivity to content only designed for SPOZZ (up to the artist). The artist will always give special and better treatment to his closest fans.

/ They are one of the few who have the right to a limited copy of a song or piece of digital art. "A collector"

ECONOMIC FACTOR

/ Your art can increase in value over time.

/ They can sell, trade or auction a collectible.

/ They earn every time they recommend a song.

THE PROCESS

/ CREATE A COLLECTION

WHAT IS A COLLECTION?
Set of things of the same class gathered for hobby or interest and classified.



/ CREATE A DROP

WHAT IS A DROP?
A very limited release and limited in time.



WHEN
PURCHASED
IT BECOMES
AN NFT

THE BUSINESS

HOW
DO I EARN
MONEY? 00

FIRST, IT'S IMPORTANT TO UNDERSTAND A FEW CONCEPTS

BLOCKCHAIN TECHNOLOGY

Blockchain is a technology; like a huge book of digital records; Computers that constantly store and update information; it can be public, private or hybrid and is immutable; the registered information cannot be changed or deleted.

NFT

NFTs are unique assets that cannot be modified or exchanged for another that has the same value, since no two NFTs are equivalent just as there are no two WORKS OF ART that are equivalent.

TOKEN

A token is a unit of value that an organization creates to govern its business model and give more power to its users to interact with its products, while facilitating the distribution and distribution of benefits among all its shareholders.

WALLET

It refers to a virtual wallet, wallet or purse in which we can manage our cryptographic assets.

MUSIC AND DIGITAL ART SALES

INCOME STREAM

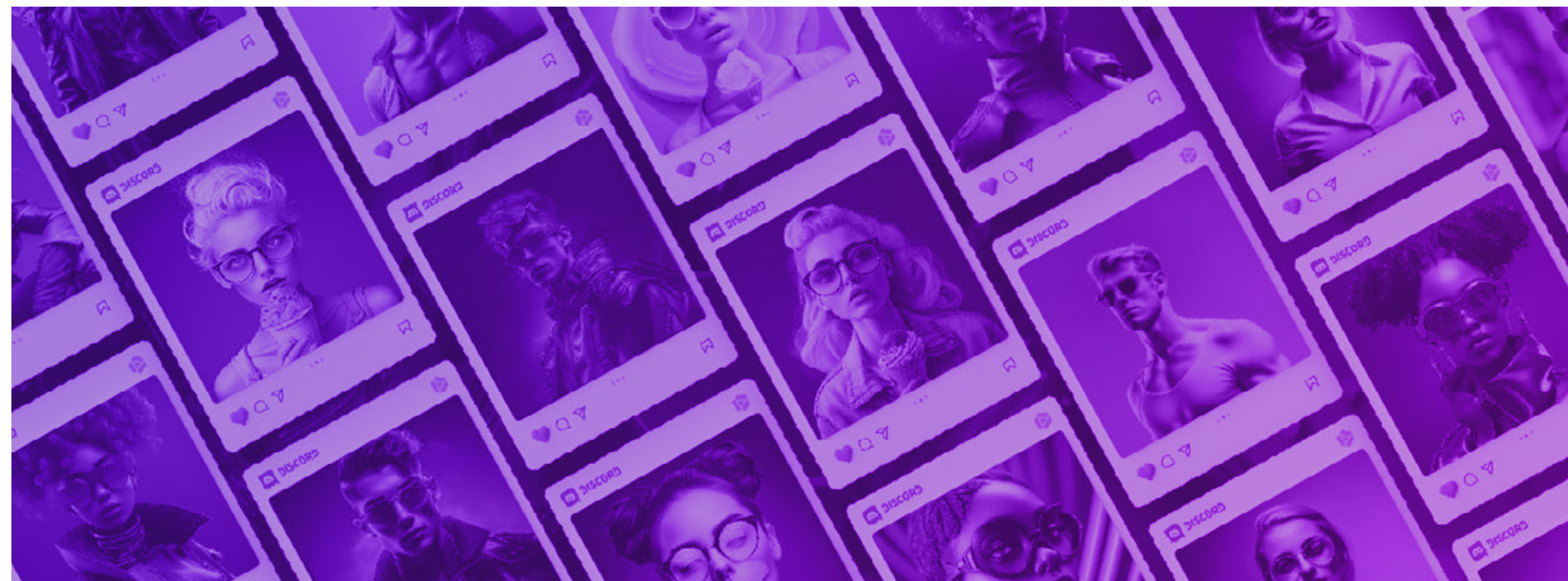
HOW DO I EARN MONEY? 01



Similar to the “Master Rights”, I will be able to sell “copies” of my digital art and songs, something like I used to do with the albums or with art prints, but digitally. These copies have a limited edition set by the artist. This makes the art/song and its limited edition copies a collector’s item. But this time it’s me as an artist selling my music directly to my community and fans and setting the prices myself.

NFT SALES (SECONDARY SALES) INCOME STREAM

HOW DO I EARN MONEY? 02



The community and fans can also sell any NFT they own. As long as they do this within the Spozz marketplace, the creator commission predetermined by the artist will be maintained. This cannot be guaranteed outside of the SPOZZ Marketplace, as the respective platform determines this.

MUSIC STREAMS

INCOME STREAM

HOW DO I EARN MONEY? 03

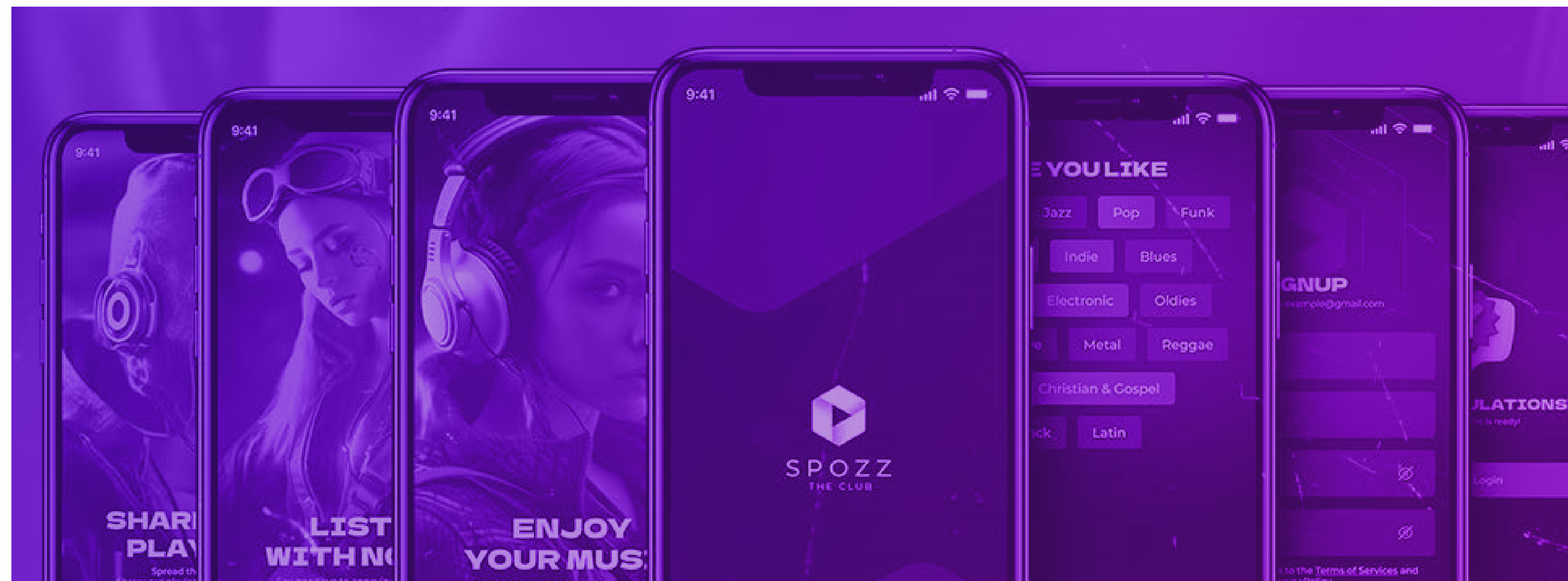


The artist can also earn for each stream on the platform. If she/he has not sold any license or copy, she/he will get 100% of the profits generated, if she/he has sold one or many of them, she/he will share the profits 50% with the buyers (fans/community).

SHARE MY SONG

INCOME STREAM

HOW DO I EARN MONEY? 04



Of course, fans will also be able to recommend or share songs and also earn money from it, because they will be able to issue a “non-exclusive” use license as a kind of sub-license that will have a pre-established value.

HOW MUCH DOES EVERYONE GET?

INCOME STREAM

01 MUSIC AND DIGITAL ART SALES (PRIMARY SALES)

ARTIST

95%

FAN

0%

SPOZZ

5%

02 MUSIC STREAM

ARTIST

40%

INVESTOR

40%

SPOZZ

20%

03 SHARE MY SONG / SUB-LICENSES

ARTIST

50%

FAN

20%

SPOZZ

10%

INVESTOR

20%

04 NFT SALES (SECONDARY SALES)

ARTIST

5%

OWNER OF NFTS

93%

SPOZZ

2%

This is an example with Royalty of 5% set from the artist (can be between 0% - 50%). The percentage from the owner will be set accordingly, the 2% from SPOZZ are fix.

By registering and verifying as an artist, you can use the tools we provide to be creative, connect with your fans and benefit from your art as a unique brand. Our platform is designed to help musicians earn more money through direct distribution to their fan community through offering:

/ Featuring all Artist with a complete Artist Page (banner, text, profil picture, at least one Music NFT/Drop) with a post on Instagram, Twitter and LinkedIn.

/ Own free artist website (Landing Page, Shop, Fan Page) on SPOZZ.club.

/ Streaming App where users pay 1 cent for each song (after the introductory phase) and still save money.

/ Incentives for song sharing (a lifetime license costs 20 Cents, and the sharing originator receives 4 Cents of commission) by fans (advertising by fans instead of paying for Facebook)

/ Other fan community tools such as fan chat, online release parties

/ Direct licensing of songs to end customers:

- Sales of Songs (Drops – Price and fraction set by artist)
- Sublicensing (Sharing for 20 Cents)
- Streaming Revenue Participation (1 Cent per stream, evtl. Volume discount for heavy streamers)

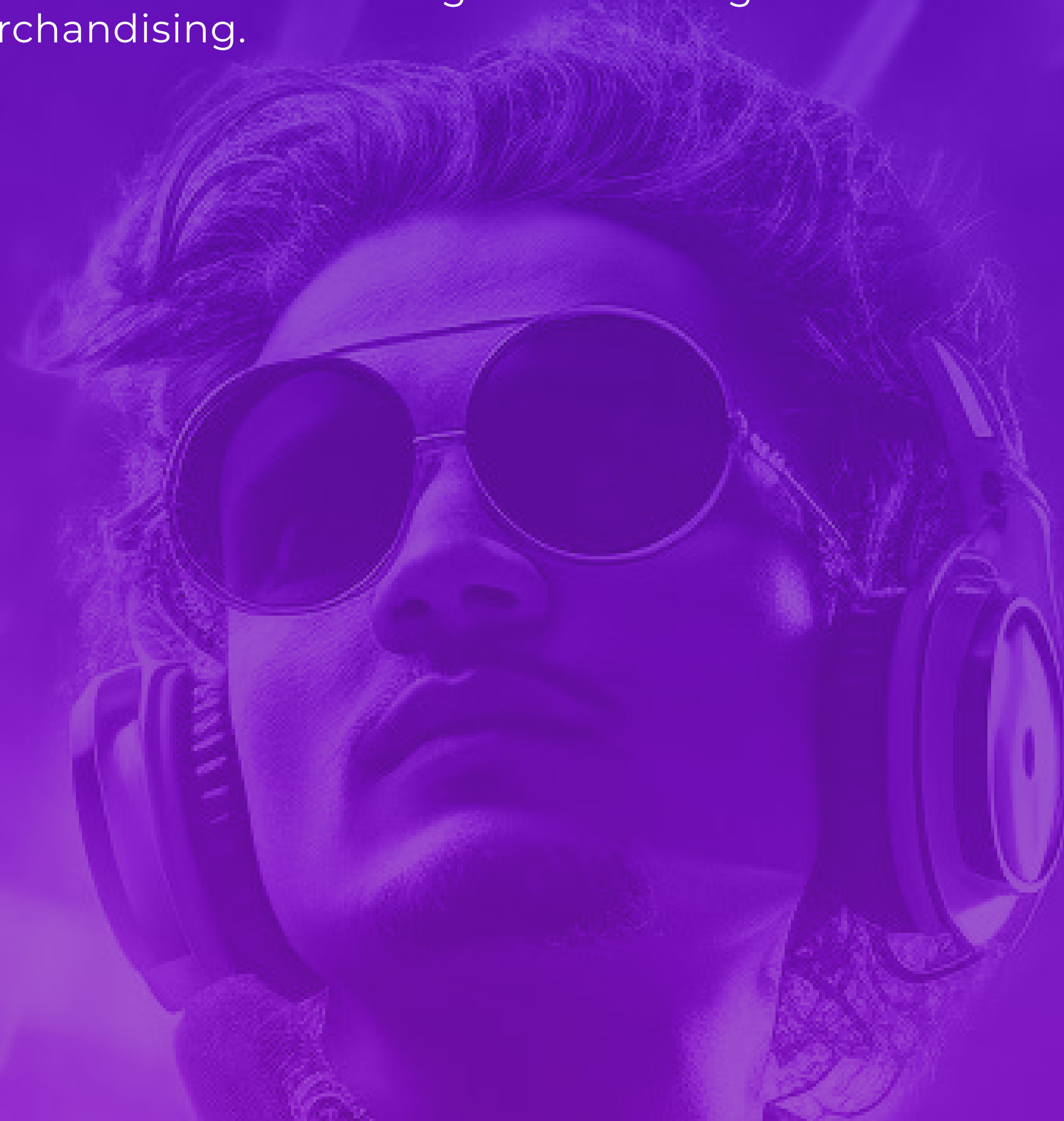
/ Fans collect, trade, and invest in the songs

/ Merchandising platform

/ Concert info (easy to update)

BENEFITS FOR THE FIRST 150 REGISTERED ARTISTS

We offer the first verified artists who meet the criteria below the lifetime usage of the artist page features on our marketplace for free, as there will be different subscription models soon. And the 100 artists with the most followers by the end of march will receive a free SPOZZ Club membership including a SPOZZ NFT / Spozzie and SPOZZ token which allows them to participate at the SPOZZ Club net profits. Additionally, will the first 25 artists that achieve 25 followers get a free design for their SPOZZ Club merchandising.



If you would like to be part of this community ruled marketplace and social network, contact us and we will arrange a meeting so that you can learn more about our project and we can help you connect with your community in a unique and exclusive way.

And if you are as enthusiastic about SPOZZ.club as we are, you are welcome to actively participate in our project and/or become a member with many benefits at SPOZZ.club by purchasing a SPOZZ.club NFT (SPOZZies).

CONTACT US

✉ contact@spozz.club

🌐 <https://spozz.club/>



FOLLOW US

