

AI-powered Music Royalty Exchange



discovery → promotion → moneymaking



music market challenges:

- Presently, it's nearly impossible for new, unsigned talent to create buzz without a significant promo budget to go viral.
- Music streamers face difficulties accurately matching music to their listeners' taste due to un-holistic music recommendation algorithms relying on a very limited data set.
- There is no efficient marketplace allowing music consumers to capitalize on their favorite music artists and songs.



WAVEX solution:

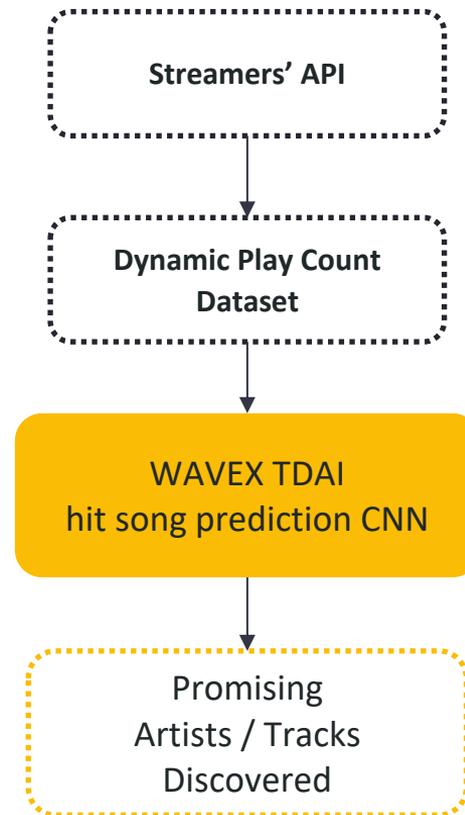
- ➔ WAVEX **Talent Discovery AI** (TDAI) employs machine learning to **identify** the new **talent**.
- ➔ WAVE **Music Promotion AI** (MPAI) uses the machine learning to define the most **taste-matching audience** for the discovered artists; then, it **promotes** the emerging ones to fans through streaming services and social media.
- ➔ WAVEX Music Royalty Exchange provides an ultimate **AI-powered marketplace** for general public and emerging artists to buy and sell music IP rights.

how does WAVEX do it: **discovery**

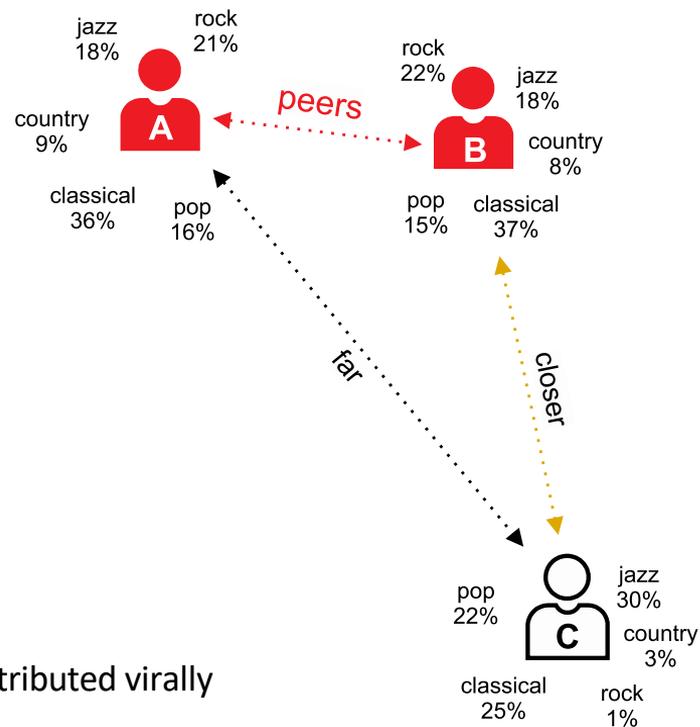
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WAVEX TDAI provides proven hit song prediction to identify emerging artist trends and discover **promising artists** and songs.

While most previous models formulate hit song prediction as a regression or classification challenge, WAVEX TDAI is a Convolutional Neural Network (CNN) that treats it as a **ranking challenge**.



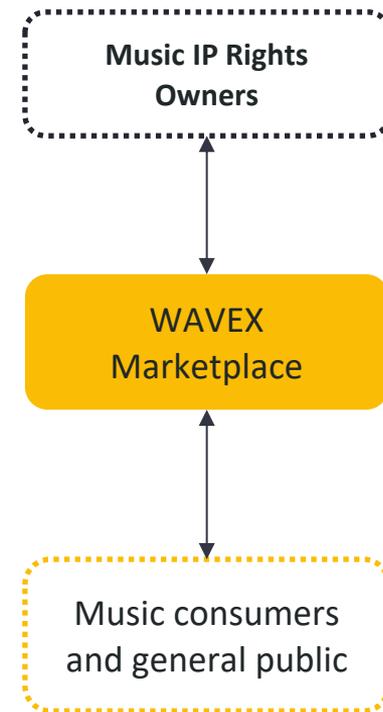
- **WAVEX MPAI** considers each person as a point in a multidimensional music space. The person's "**position**" in this space is precisely defined by a computed set of coordinates derived from the music choices made by the person within **streaming services** and **social media**.
- MPAI registers individual music choices such as Likes, Shares and Downloads, analyzes **music tags** and computes unique positions for all persons in the space.
- MPAI computes **distances** between individual persons' positions and defines the **peer group** made of the like-minded people.
- As a result, the most suitable music **recommendations** are being distributed virally through the streaming communities and social media.



how does WAVEX do it: **moneymaking**

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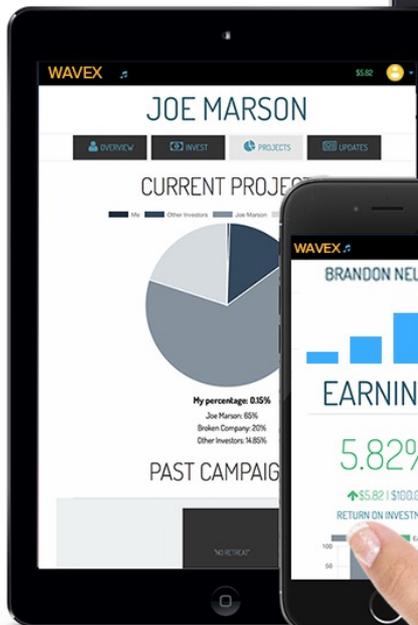
- **WAVEX Marketplace** is open for a broad range of independent and corporate **music IP rights owners**: artists and record labels; big players such as TuneCore or Warner Music Group; as well as for fans and general public of all ages*.
- WAVEX Marketplace makes it possible for **music consumers** to support their favorite artists by buying equity in their IP rights portfolio as a **commodity** and receive **revenue from the royalties** paid by music distributors.
- The market volatility on WAVEX Marketplace is derived from the fact that the music streaming/listening time is a **finite value**, so the new hits are displacing the older ones while any older one can come back in popularity at any time, thus making it attractive to **speculatory investors** and **day traders** to buy and sell shares in music IP rights.
- Empowered by unprecedented talent discovery and music promotion mechanisms (TDAI & MPAI), WAVEX Marketplace provides IP rights owners, music consumers and speculative investors with the turn-key **solution to capitalize** on the music market.



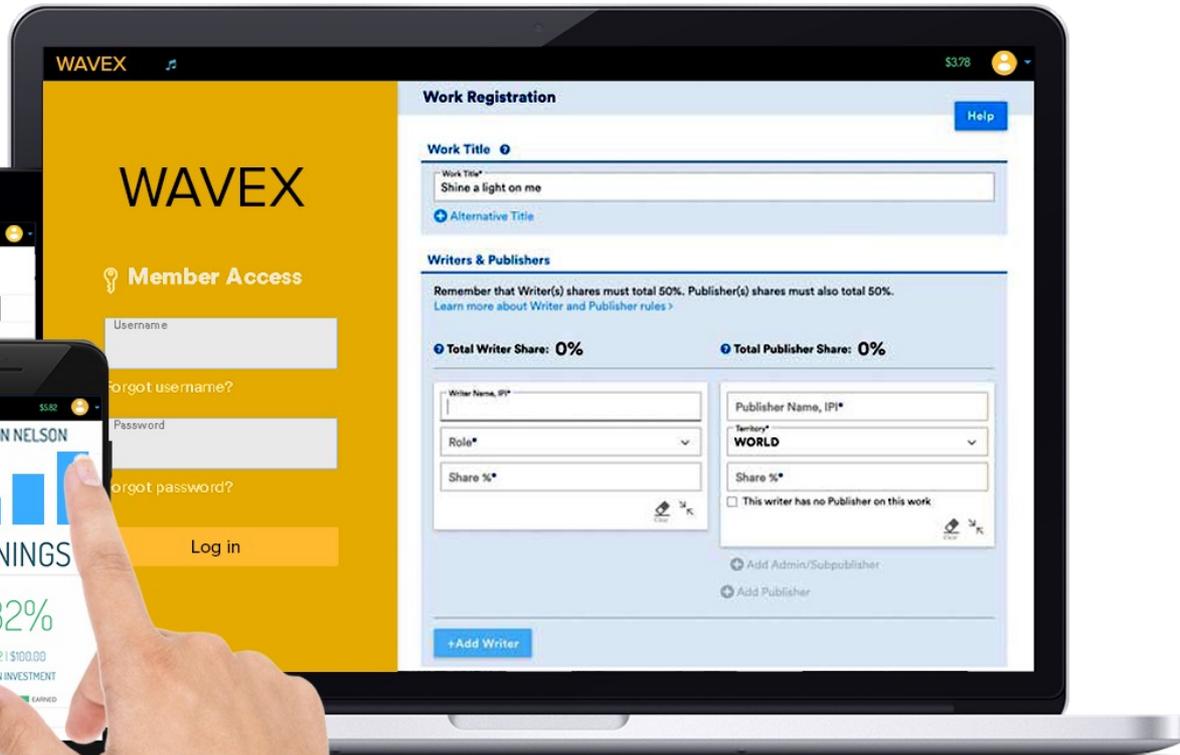
***Note:** Underage investors are allowed by law to conduct financial transactions through their respective Custodial Accounts.

how does it look like for the user

investor



creator





Creators / Performers / Record Labels

Emerging artists virally promoted through the streaming services and social media; gaining vast popularity fast and raising funds from their fans on the WAVEX Marketplace.



Music Lovers / Royalty Investors

Listeners get perfectly matching music recommendations from their respective streaming providers, while investors receive a share of royalties from their favorite artists through the WAVEX Marketplace.



Speculatory Investors / Day Traders

For stock, commodities, and all other financial markets community, WAVEX reveals fresh, AI-powered and high volatility trading instruments to buy and sell, thus providing for additional diversification of their trading portfolios.



Music Streamers / Distributors

By subscribing to WAVEX Music Recommendation API, music streamers such as Spotify, Amazon, or Apple Music provide their listeners with the perfectly matching music suggestions, thus increasing the level of client engagement and appreciation to stay ahead of the competition.



Social Media / Dating Apps

Through the WAVEX Music Recommendation API, social media such as Facebook and Instagram, as well as dating services such as Bumble, Hinge, or Tinder provide instant rapport and common ground for vis-à-vis due to guaranteed shared interests and cultural tastes, thus highly increasing the user-to-user traffic, improving the user engagement leading to efficiency and profitability of advertising.



AI-powered volatility



WAVEX

no talent discovery



automated talent discovery AI



low volatility





competitive advantage

There are digital marketplaces on the music market such as [Royalty Exchange](#) or [GlobalRockStar](#), allowing a creator to sell, and an investor to buy music IP rights. Period — none of them do anything else but providing buy and sell capabilities.

At that, investors won't get any prompt on what to buy, while the emerging artists — the potential IP sellers — are not able to reach buyers. As a result, neither creators, nor their fans / investors get what they deserve.

WAVEX is aimed to change the game:



AI-powered marketplace

WAVEX patent pending **Talent Discovery AI** identifies the new emerging artists early, thus ensuring their recognition by the fans.



WAVEX patent pending **Music Promotion AI** promotes new music to its consumers through streaming and social media.



WAVEX Music Royalty Exchange provides an ultimate **AI-powered marketplace** for general public and emerging artists to buy and sell music IP rights.



Spotify is the world's largest music streaming service provider, with over **381 million** monthly active users, including **172 million** paying subscribers, as of September 2021.



WAVEX is a work-in-progress. On its early stage of development, WAVEX team would like to engage a strategic partner from the music streaming area to collaborate in delivering the proof of concept, as well as the proof of demand on the **volumetric focus group**. Upon launch, WAVEX is open to **share** its revenue streams with the early adopting strategic partner.

There is a perfect opportunity for **Spotify** and **WAVEX** to collaborate in strategic partnership:

- WAVEX gets access to a **vast audience** of music consumers to receive the dynamically operable listening data.
- Besides a share in WAVEX, Spotify receives a **perpetual license** for the best-on-the-market **AI-powered Talent Discovery** and **Music Recommendation Engines** to increase the level of user engagement and appreciation.



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mutual benefits



Yury Arane
Founder, R & D
[LinkedIn](#)



Anatoly Tkach
Founder, Product
[LinkedIn](#)



Edward Yusupov
Founder, BD, Finance
[LinkedIn](#)

WAVEX is brought to you by a team of music industry insiders, business management professionals and top software engineers from New York with 20+ years' experience in innovative business solutions.

connect with us:

WAVEX Technologies Inc.
11 Broadway, Suite 833, New York, NY 10004
<http://wavex.xyz>
info@wavex.xyz
+1. 732.650.9637