Creating one of the largest audiences in the world
6.5 Billion Google Searches Every Day

8% are music-related
Chimes aims for the fourth largest audience
Example: Search for Blue Bloods
Example: Search for Finding Nemo
Example: Search for Jay-Z
Example:
Search for Ed Sheeran
Film/TV search results are predictable

Music search results are unpredictable
Chimes Database

20,000,000 songs
1,600,000 artists
40+ genres
1920-2018
Creating a marketplace for that audience
The Music Marketplace

$47.5 billion
Global music industry revenues (2016)

50%
Record label revenue from products that did not exist in 2002

Sources: IFPI, Pollstar, Billboard
Cross-border Revenues

Cross-border business efficiencies from crypto-currency

Popular acts have fans around the globe

Connecting fans and professionals across borders requires an audience of scale of an IMDb

Ideal use of Blockchain
Huge Audience + Blockchain = 5 New Products

1. Access
2. Anthems
3. Electronic Music Gifts
4. Smart Contracts
5. Crowdfunding
Access

Fans can pay to interact with their favorite artists

Pay to send/get email
Google Hangouts with up to 25 people
Fans can ask questions, interact
Artists get compensated
Chats for charity
Could extend beyond music to athletes, political figures
Alexa, arrange a conversation with the person who wrote that song.
Anthems

Auto-play your favorite song on social media

- 2.8 billion social media users worldwide
- Currently on Tinder; formerly on MySpace
- Big social companies don’t want licensing problems

Product pre-requisites

- APIs from social sites
- Licenses from record labels
Electronic Music Gifts

Gifts in the past

Historically, about a third of music sales were gifts

$3.9B sales in CD gifts in US in 2003, now negligible

Gifts with Chimes

Users select song, album, playlist to send

Recipient receives enhanced eCard

Chooses service to redeem gift

Store (e.g. Apple Music, Amazon) fulfills the order

We earn the float in crypto
Smart Contracts

Global, cross-border revenue streams

Composers
Producers
Recording artists
Sound engineers
Artist management
Merchandise

Micro-right sales for labels and publishers
Crowdfunding

Fans can crowdfund:
- A duet between their favorite artists
- A song on a certain topic
- A concert in a specific city
- A cover song of a specific composition
- A performance on a TV show

Crowdsourcing future data and image updates
- Get compensated in cryptocurrency
Chimes ICO and STO
Bifurcated Token Structure

1. Utility Token
   For accessing the music marketplace

2. Equity Token
   Ownership investment in the Company
Bifurcated Token Structure

Utility Token
- Supports new products
- Enables cross-border efficiencies
- To be minted near ICO
- Follows ICO pre-sale precedents

Equity Token
- Represents equity ownership
- New class of equity: “Class T”
- ERC20-based
- 12 month holding period
- Capital funds raised
Utility Token Valued as Money

\[ P^\$ = \frac{T^\$}{(M - S)V} \]

- \( M \) = Circulating Chimes tokens
- \( V \) = Times tokens are spent
- \( P^\$ \) = Price of token in USD
- \( T^\$ \) = Value of transactions in USD
- \( S \) = Speculative holdings of tokens

The exchange rate \( P^\$ \):

- Increases with number of transactions \( T^\$ \)
- Decreases with velocity \( V \) and quantity \( M \)
- Increases with speculative holdings \( S \)
A history of success
Management
History

>10 directorships
4 blockchain leaders
2 digital music CEOs
2 CEOs of public companies
2 corporate governance experts
2 former Deloitte auditors
1 record label CEO
1 Red Herring 100 CEO
1 NY Fed Reserve Cryptocurrency Co-Lead
NACD Commission, corporate governance
1 Emmy Winner

6 exits
1 IPO

>2000 major media interviews around the globe
Team

Joe Mohen  
CEO

Jim Condon  
CFO

Chris Woodstra  
SVP
PE buyout Nylon Magazine, FashionIndie
CEO/Founder:
   SpiralFrog (2003-09)
   ParishPay (2001-03) acquired by Yaplink
   Election.com (1999-2001) acquired by Accenture
   Proginet (1986-1997); TSX listed, acquired by Tibco
Investments from Microsoft, VeriSign, Accenture, Novell
Created $1B revenue software product (CA-XCOM)
Ran only US online election (2000 Arizona Primary)
Breakthrough Music Contracts with Universal Music (2006)
Jim Condon
CFO

CEO or CFO of 5 software/tech companies including:
  Clear Guide Medical
  AOG Financial Services
  Geosteller
  Payment Processing
  SecureMethods

CEO CyberCash (1997-2001) NASDAQ, acquired by VeriSign
VP/M&A Legent (1991-95) acquired by CA
- World authority on music databases
- Co-founded 1993, grew to $23MM by 2007
- Grew revenue from 0 to $23MM by 2007
- Managed all music content acquisition, partnerships
- AMG sold to Alliance Entertainment, remained
- AMG sold to Macrovision (Rovi, TiVo) 2009
- Acquired competitor Muze in 2009 & merged
Team

**Steve Feldman**, Vice Chairman  
Senior Partner at Marcum LLP

**Tom Silverman**, Director  
CEO, Tommy Boy Records

**Alena Vranova**, Blockchain Advisor  
Founder and former CEO, Trezor

**Zack Pontgrave**, Blockchain Advisor  
Cryptoinvestor, President BlockChain Industries

**Rod Garrat**, Economist  
VP, NY Fed. Reserve Bank, Cryptocurrency Task Force

**JR McCabe**, Media Advisor  
Chief Digital Officer, Former CVO, Time, Meredith

**Karl Ryser**, Music Advisor  
Former CEO, All Music Guide

**Brian Malouf**, Music Advisor  
Music producer, 50+ gold platinum records, Recording Academy Member
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Static vs. Dynamic-Reflexive Databases

**Wholesale (B2B) databases** are static; the number of fields must stay consistent over time.
- Examples: Tivo, AMG, Gracenote, etc.
- Cannot add new fields without breaking partner systems
- Typically have up to 30 fields per item

**Consumer (B2C) databases** to consolidate search must be dynamic & responsive
- Examples: IMDb, Chimes
- New fields are added frequently, responds to audience needs
- Typically have 300 or more fields per item
Chimes Utility Token Value

The Chime Token Value = the cash equivalent of all goods and services produced within the ecosystem; the size of the Chimes economy. It’s the GDP or economics of the music marketplace created.

As the economy expands, the value of the Chimes token will expand with it.