

W H I T E P A P E R



BEAT YOUR BEAT

Beat Your Beat - Empowering Artists

Version 1.5

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Overview

Beat Your Beat is an interactive ecosystem that connects users globally and locally through music and entertainment.

It allows artists and fans to participate in contests, stream and purchase music, and interact socially. Additionally, it enables artists to host events and sell tickets.

The platform's native cryptocurrency, BYB, serves as a utility currency and can be used in different ways within the shared rewards ecosystem.





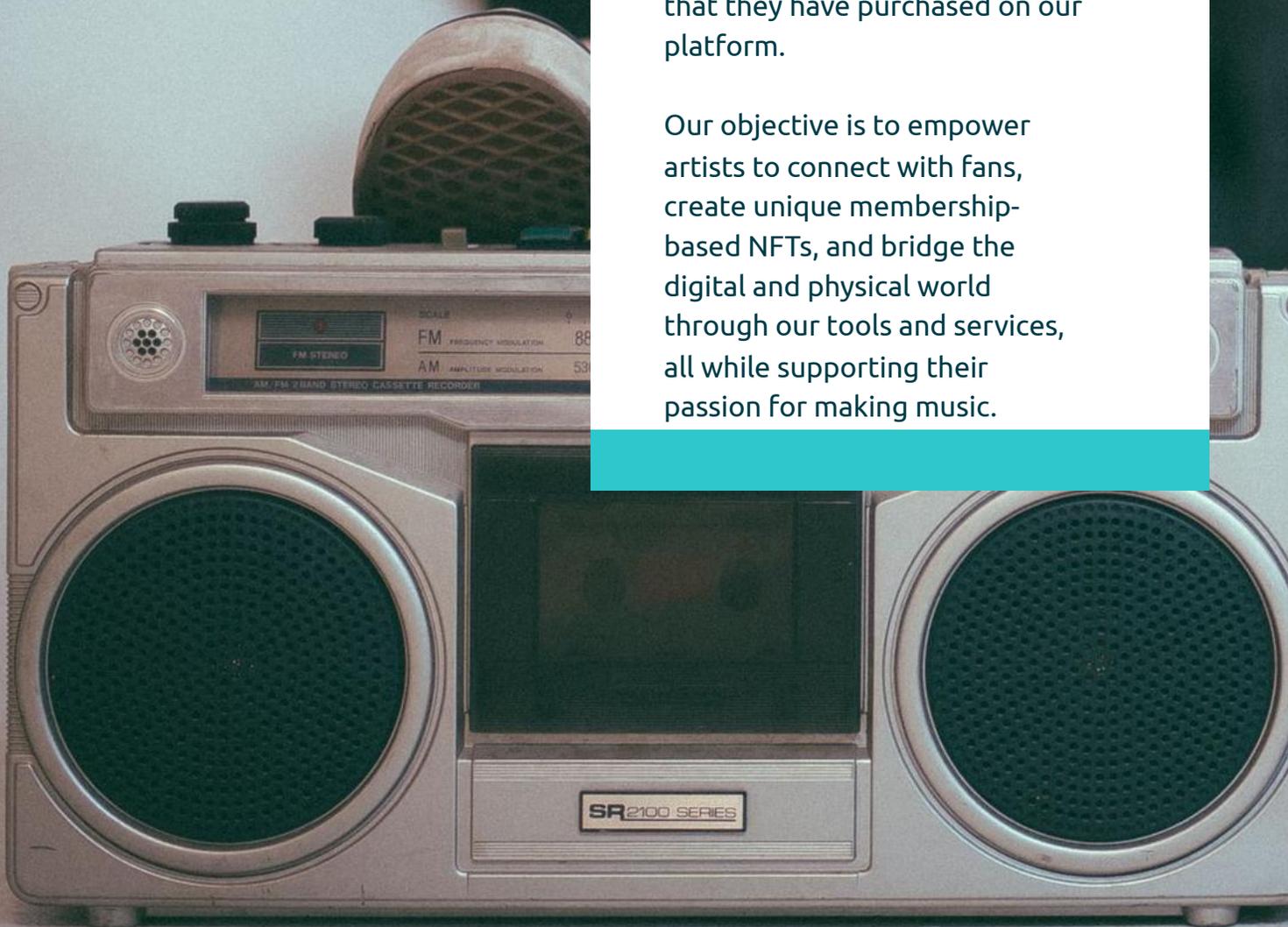
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Mission

Our mission is to establish an equitable, cutting-edge, and worldwide independent music platform. We achieve this by offering a platform where musicians and fans can collaborate, interact, and generate revenue from their music. Additionally, fans can earn rewards by hosting NFTs that they have purchased on our platform.

Our objective is to empower artists to connect with fans, create unique membership-based NFTs, and bridge the digital and physical world through our tools and services, all while supporting their passion for making music.



Technology

The Ripple Protocol

BYB Token is on the XRP ledger.

Please examine the underlying technologies if you are not familiar with the Whitepaper on the Ripple Protocol Consensus Algorithm.

https://ripple.com/files/ripple_consensus_whitepaper.pdf

XLS-20

NFT capability is added to the XRP Ledger through the XLS-20d proposal (this proposal is in beta testing)

Hooks

The XRP Ledger now has smart contract capability thanks to hooks: 'layer one' custom code to control transaction behaviour and flow. This makes it possible to pay royalties more efficiently without relying on other providers.

(This proposal is currently being developed.)

The Market

The yearly revenue of the world's music industry rose from 2020 to 2021 by 18.5%. Globally, there are now 523 million paid streaming subscribers, up from 443 million in 2020.

From 9.1 million in 2015 to 20.3 million in 2016, the overall subscriber base swiftly rose, and it has done so at a rate of at least 10 million members every year thereafter. The popularity of streaming services like Spotify and Apple Music, as well as the surge in paid subscriptions, are both responsible for this development.

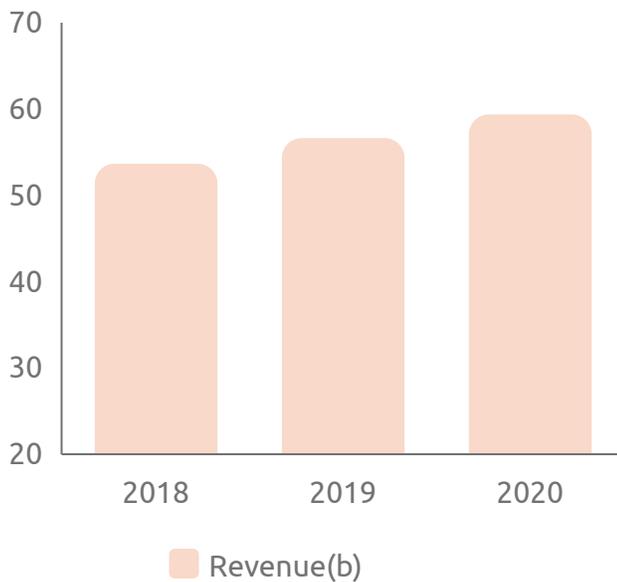
Independent artists earned \$1.2 billion in revenue in 2020.

The global music industry estimated at \$59.48 Billion revenue in 2020

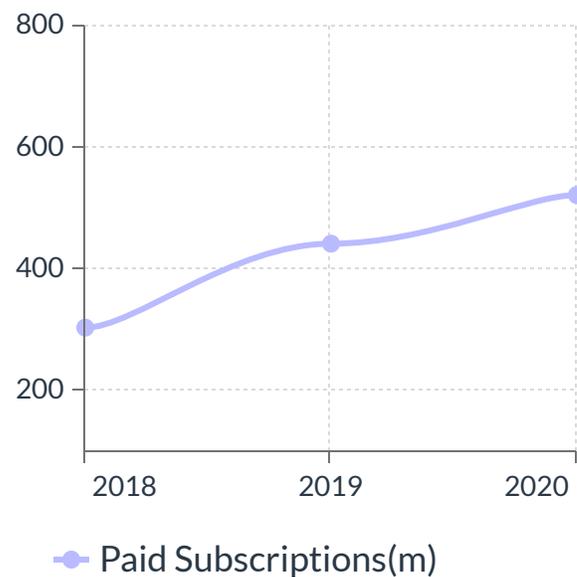
Music in the Air, a new research from Goldman Sachs, predicts. By 2030, \$131 billion in yearly revenue is expected for the worldwide music industry. This notable increase in income over the past three years has been mostly attributed to the expansion of streaming services and rising consumer spending.

<https://www.goldmansachs.com/insights/pages/infographics/music-streaming/>

Global Music Industry Revenue



Paying Subscribers





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Tokenomics

BYB Ecosystem Rewards	20,000,000,000	40%
Artist Development DAO	5,500,000,000	11%
Development	10,000,000,000	20%
Venture Capital Investors	7,500,000,000	15%
Community Airdrops	2,500,000,000	5%
Partnerships	2,500,000,000	5%
Founder & Co-founder	2,000,000,000	4%
Total Supply	50,000,000,000	100%

Artist Development DAO

The BYB Artist Fund is a key initiative in the BYB ecosystem that empowers independent musicians to take their art to the next level. This community-driven fund provides access to resources such as studio time, equipment, production fees, and marketing expenditures to create Music NFTs. Fans can vote for their favourite musicians in their preferred genre, ensuring that the most promising talents receive support.

The sale of music NFTs and streaming revenue from artists will provide a healthy return (ROI) to the DAO, which will in turn allow the fund to continue to support independent musicians. Additionally, a portion of the service fee will be allocated to the DAO for artist development, promoting the growth of independent musicians in the BYB ecosystem.

Our goal is to create a system that routinely recognizes, encourages, and promotes independent musicians. By providing access to resources, funding, and promoting artists through a community-driven voting system, the BYB Artist Fund aims to empower independent musicians and help them achieve their aspirations and goals.

Ecosystem & Platform

The BYB ecosystem is revolutionizing how artists and fans interact and transact by creating a community-based platform connecting people locally and globally. Our platform enables artists to build a following and share their passion with admirers worldwide through the sale of music NFTs, collaboration with other musicians, planning events or festivals and utilizing our GPS integration for networking and building a community.

Our goal is to foster a thriving music ecosystem that empowers both artists and fans to come together and create opportunities to showcase their talents and passions. By providing artists with a platform to monetize their work, and fans with access to unique and one-of-a-kind music experiences, we aim to create a sustainable ecosystem that benefits all parties.

Our platform works by connecting artists and fans worldwide wide, enabling them to collaborate, network, and build a community. By providing a platform that promotes the buying and selling of music NFTs, and integrating GPS technology, we hope to make it easier for artists to monetize their work, and for fans to discover new and exciting music experiences.

Our approach is unique and innovative, and we believe it has the potential to revolutionize the music industry.



Marketplace

The BYB market will be a place where anyone can buy/sell music-based MP4 NFTs, from a track, to an album, to music videos.

(A 2% service fee will be applied to all sales.)



GPS

Events are created by artists and posted on our site and mobile app. Fans can then locate the concert, register and get notifications when tickets go on sale, and purchase tickets via the marketplace, creating a dynamic and engaging connection between fans and their favourite performers!



Social Media

Artists and fans will engage in a variety of interactions. Using artist servers, users may gain access to premium material or even get involved in creating art for their favourite creators.



Streaming

Whenever a track is streamed, music NFTs enable fans and artists to earn rewards and receive royalties nearly instantly. Future ad possibilities would provide listeners the opportunity to earn rewards.



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Audience & A New Approach

Target Audience

Independent artists, music enthusiasts, venues, and anyone involved in the music industry are at the forefront of our target demographics. Our platform is designed for those who seek an innovative and cutting-edge approach to releasing music and streaming, interacting with fans, and building communities that foster artistic development. Whether you are an artist looking to monetize your work, a music lover seeking new and unique experiences, or a venue looking to connect with new audiences, the BYB ecosystem welcomes you. Join us in building a dynamic and inclusive music community.

Artist Community Meeting Points

From both a social and economic standpoint, it will be advantageous for artists to be able to administer community meeting point servers with different membership tiers sold through NFTs. Fans may purchase memberships and register on their favourite artist's servers. In addition to creating memorable experiences, this will strengthen the bond between fans and artists.

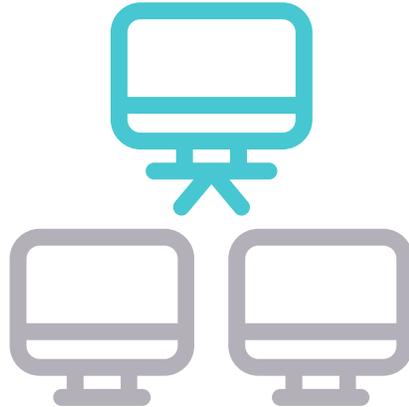
The Marketplace

Our xrpl-based marketplace enables almost-instantaneous transactions with low fees (the current minimum transaction cost is 0.00001 XRP), Enabling the sale of music NFTs with little friction. Musicians will be able to sell single songs, entire albums, and music videos, Receiving royalties for each of their sold music NFT projects. Furthermore, the BYB ecosystem gives artists full ownership and control over their music.

Node Software

BYB Validator Node

(to validate network data from community ran nodes)



Storage Node

(Decentralized file storage and communication protocol for musicians & fans.)

Earn Rewards

We consider it crucial to appreciate all supporters, fans, artists, and node owners. The artist or node owner whose NFT you own receives rewards each time a track gets selected on one of your nodes; users who create playlists can also receive rewards based on how well-liked those playlists are. The owner benefits from all asset exchanges that take place while your playlist is being streamed. For example, if your music playlist has 10 songs, you will be compensated if each one is heard once.



NFT

The Founders' NFT Collection, 2000 NFTs representing the world's diverse cultural groups, our collection offer something for everyone. As a holder, you'll enjoy exclusive perks such as:

- Silver, Gold, and Diamond spotlight levels, increasing visibility and prestige (For artists)
- Early access to project drops
- Complimentary access to our platform without a subscription
- Airdrop of our BYB ecosystem currency

But that's just the beginning. As our ecosystem grows, so will the utility of your NFT. Be a part of our vision for a more inclusive and dynamic digital world of music.

(BYB NFT is under development)





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The Team

Lionel - Founder

I'm an artist and a life coach, and I'm effective at structuring and leading teams. I've been writing music for most of my life, and I like exploring new strategies to engage audiences. I have a strong desire to support people in discovering and pursuing their passions. In my personal life, I enjoy travelling to different locations, learning more about myself, and discovering new music.

Khallil - Co-Founder

Background in sales and marketing as well as power engineering. In my professional life, I've managed teams of people at several corporations. I have also owned and operated several businesses. My innate desire to achieve goals drives me to thrive by reaching goals by employing carefully thought-out strategies.

Yao - Marketing

Yaw (Yao), I am a fashion designer, co-owner, and executive manager of two businesses: Food Import and Market Corporation and a store selling beauty products. I'm a seasoned crypto investor with a background in electronics, communication, and gaming. I have an entry-level medical degree, and I'm also skilled in marketing and sales. I have a tremendous amount of experience leading teams in these businesses.

Advisors

Colin - Consultant

Executive in Finance, Operations, and Technology
Colin is a skilled professional with over 25 years of experience in finance and operations who has delivered significant improvements to processes and systems in capacities ranging from financial planning & analysis to operations and consulting. He has held several executive roles in various business sectors, including large retail giants and major consultancy firms. He has not only a solid functional and technical background but also expertise in supply chain management, vendor management, corporate strategy, CPM implementation, and digital transformation.





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Partnerships

FPTK - Fashion Brand

From Players to Kings (FPTK) is a clothing brand that specializes in modern and vintage styles for casual and semi-formal attire. Traditional ethnic patterns are mixed with a variety of current fashion styles, from streetwear to urban activewear.

Website - <https://fptk.shop>

Future Announcements Coming:

Road Map

Phase 1: Winter of 2022

Website launch

Establish a presence on Twitter, Instagram, and Discord.

Social media campaign

Phase 2: Q1 2023

Develop & sell 2000 Founders NFT

On board Artists to ecosystem

Phase 3: Q2 2023

Marketing & Expansion

Beta/launch the BYB marketplace

Phase 4: Q3 2023

Develop Community meeting point

Launch & Beta test streaming player

Phase 5: Q4 2023

TBA



Legal Disclaimer

Legal DISCLAIMER

This White Paper is for informational purposes only and is not intended to be an offer to sell or a solicitation of an offer to buy any securities or tokens. The Beat Your Beat (BYB) tokens are not securities and are not subject to regulation under any securities laws.

The BYB tokens are not intended to be used as a form of investment and do not grant any rights or influence over the company's organization or governance.

It is important to note that the company is obligated to make potential BYB holders aware of the dangers that come with using blockchain technology. The company is committed to transparency and providing accurate information to its potential buyers. However, it is important to understand that the world of cryptocurrency and blockchain technology is constantly evolving and therefore the company cannot guarantee the accuracy or completeness of any material in the White Paper.

The White Paper may contain forward-looking statements and projections based on the company's beliefs and information available at the time of writing. However, these statements and projections are subject to change and the company makes no guarantees as to their accuracy or completeness. The company advises all potential buyers to conduct their own research and consult with their financial advisors before making any decision.

Investing in blockchain technology carries inherent risks, including but not limited to policy risk from shifting political and regulatory trends, volatility in the secondary market for digital currencies, and unanticipated technology challenges and developments. The field of blockchain technology is quickly evolving, and as such, the value of your BYB token may be impacted by a variety of unanticipated technology concerns, challenges, and disruptive developments as a result of this dynamic environment.

Additionally, it is important to note that the secondary market's traders will always have an impact on the price of BYB. Because of the high volatility of the secondary market for digital currencies that use blockchain technology, your BYB token's value might be significantly impacted. It is important for potential buyers to be aware of this and to conduct their own research before making any investment decision. All operations carry inherent risks on a multitude of factors, which may be caused by factors such as illness of essential stakeholders, major strategic disagreements, breakdown of essential equipment at key moments and so forth. Operational risks may always influence the success of the project and/or the value of the operation's assets.

The company makes no guarantees as to the accuracy and completeness of any material in the White Paper and only provides it for general informational purposes. The company also wants to remind potential buyers that regulatory actions, investigations, or measures may have an impact on the Company's activities and potentially restrict or stop them from expanding in the future.

All persons acquiring a BYB token must be informed that the White Paper and the Company's business model may need to be amended due to new legal requirements for regulatory compliance. Any buyer of a BYB token in such a situation recognizes and agrees that the Company will not be held responsible for any loss or damages, whether direct or indirect, brought on by such modifications.

In conclusion, acquiring BYB tokens shall not grant any right or influence over Company's organization and governance to the buyer. Holding BYB signifies knowledge of and readiness to face the risks associated with investing in blockchain technology. These dangers include the aforementioned but are not limited to them. Potential purchasers of the BYB token and NFT must be aware of this obligation and perform thorough research. This document's introduction and explanation of the project's fundamental requirements serve as an invitation to the wider audience. It is neither a commitment nor a guarantee.

