

# Musifiq

Musifiq is a social music platform and tool that aims to create a unique community for artists and music lovers giving them the needed tools to build and monetize their contents.

## **PROBLEM**

Making it in the music industry as an up and coming artist or as an independent artist without the backing of a credible record label is a huge task. Only a few artists have been able to make that happen.

As good as Asake is, he was not known until he became part of Olamide's crew to go mainstream.

Its getting more expensive daily to shoot a decent music video. Lots of up and coming artists give up on their dreams because some could not even afford to pay for recording sessions.

We believe that artists, both big and small are not making what they should be making. We believe artists should be making money for even the BTS they post on Instagram or Facebook. Organize a mini concert from the comfort of their rooms

Due to the structure of the industry right now, fans are not being carried along by the artists the way they should. Fans need to be more involved and get to be closer to their Fav's. These fans want to be more involved, but don't know how.

## **SOLUTION**

With Musifiq artists and fans can do the following but not limited to the details listed below.

1. An artist can finally build a valueable Fanbase

2. Up and coming can easy get millions of streams even without having followers which would lead to making money and making more good music

3. Musifiq pays artist for even 30 seconds of each streams on their song

4. Fans can actually start sharing revenues with their Favs. We pay users to stream your songs, Its no longer a way where only the artist makes the money. A fan can make as high as \$100 a month (This wont affect an artist revenue). With this an artist is already given back to his fans

5. Since fans also get a share on the revenue of the song, an artist can call on his fans to support a new project and they will surely support him/her since they know they will get their money back too (Donations can be made directly to the artist on Musifiq)

6. Some artists are very active on social media, but are barely making money from it..On musifiq we can monetize every single video uploaded by the artist even if they are not musical videos. (With this they will become even more active on social media,)

7. On Musifiq an artist can schedule a live concert and charge for it at any time and millions of their fans will join for even the list N200 (This can be done from the comfort of their rooms)

8. Since fans get rewarded for each streams, we are sure the number of streams with be running in their millions

9. An artist has total control on how they want access to their content. They can decide to put the song, album, ep on sale for 24hrs before making it available for free.

10. Who said fans can't buy songs? These fans can also use their earned money on the platform to purchase artist songs, merch etc

11. Fans can donate to an artist music video, and make back their money streaming same video when its out

12. There are several tools to help both established and new artists thrive in music. doing giveaways has never been easier the way it is on Musifig.

## **TARGET MARKET**

Our target markets are the younger generation with a mixture of the older generations. Musifig is the first of its kind in Africa and possibly anywhere in the world thus is easily scalable across Africa and the world at large.

## **PARTNERSHIP OFFER**

We are offering the opportunity to become investors. We are giving out 100,000 shares (10%) for \$25,000 or N20,000,000

With Musifig, you can actually own the music game in Nigeria and Africa at large, can launch a new artist to limelight with the click of a button.

There are lots of Record Labels and every single one of them depends on the few streaming platforms available... With Musifiq, even your artists will always get the upper hands.

With Musifiq you can finally and fully control the music business in Nigeria and Africa..

With Musifiq, you will not only make money from its artist, but every single artist in Africa no matter how big or small they are

With around 100,000 daily users of the app on a daily basis, revenue projections will be between \$10,000 to \$20,000 daily and between \$310,000 to \$620,000 monthly.

Note that the figure above represents only 30% of our monetization methods

## **EXIT STRATEGY**

This is a long term partnership, thus profits from revenues will be shared when available and there's also an option to sell to other parties. With an annual projected revenue of \$10 Million, the company can be worth north of 100M+ million in 3 years.

We would be looking forward to a response or a meeting to properly show in details how this will work and how we can achieve this. Current revenue and growth can be made available on request

Regards,

Musifiq



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