



Flare Tech Nigeria Limited  
Digital Solutions

# PRODUCTS

FlareTechMusic

<https://www.flaretechmusic.com/>

Your “Do It Yourself” Music Distribution, and Promotions platform

FlarePro Mobile Application

Artiste/Label “Do It Yourself” Radio Promotions, and marketing application

NFT- \$FlarePro Marketplace

\$FlarePro Marketplace, Tokenization and minting of NFTs

# TEAM

Chinedu Chukwuji,  
PhD



Intellectual property expert with over 22 years' hands-on experience working in the music licensing, music publishing, music recording and music distribution environment.

Copyright Facilitator at programmes organised by Norwegian Copyright Dev. Ass. and World Intellectual Property Organisation (a UN Agency)

Past Chief Executive Officer of Copyright Society of Nigeria (COSON). Founder, PurpleBlue Academy of Music Business

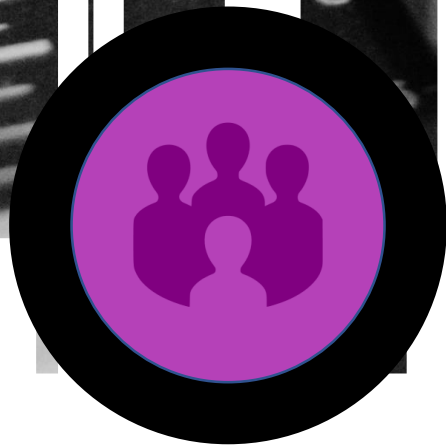
Chinedu John  
Obiukwu



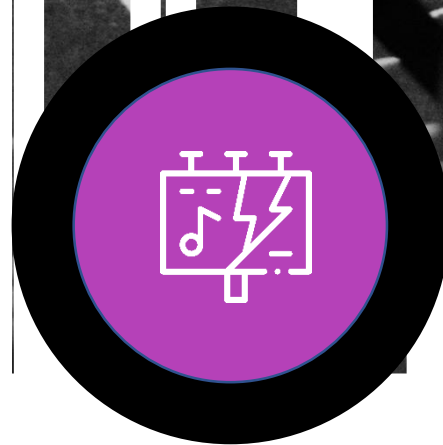
Full Stack Developer, Author, Artiste, Music Business, and Intellectual property rights Consultant. Skilled in Music Business, Business Intelligence, Music Distribution, Business Development, Information Technology, Marketing and Sales, Project Management, and Organizational leadership.

Co-founder Flare Tech Digital USA and Flare Tech Nigeria Ltd, with over 10 years' hands-on experience working as project manager and music business expert.

# CUSTOMER PROBLEM



Access to audience



Music Distribution, monetization,  
Marketing and Promotions



Revenue and Data transparency

# SIZE OF THE MARKET

NIGERIA

200,000 tracks available for Distribution and radio promotions every month

Average spend on music distribution and promotions \$11,500

AFRICA

500,000 tracks available for distribution and radio promotions every month

Average spend on music distribution and promotions \$100,000

TOTAL for 12 Months  
FlareTech Music Distribution  
FlarePro Radio Promotion

Total Addressable Market = \$234.7M

Serviceable Addressable Market = \$117.35

★ FlaretechMusic Distribution Platform:

- Artistes Music Distribution and Sales on existing, integrated 150 music distribution stores including Spotify, Apple music, Boomplay, Tidal, Deezer, Shazam, Amazon

★ FlarePro Radio Promotion Platform:

- Marketing and radio promotion solutions.  
Integrations with Over 100 radio stations from all states in Nigeria and also Nigerian radio stations in US, Canada, France, UK, Jamaica, and locations around the world

★ Revenue transparency, royalty splits, artistes earns royalty, and maintain 100% ownership of their copyrights

★ \$FlarePro Marketplace and minting of NFT



SOLUTION!

# REVENUE MODELS



Freemium model



Subscription Model



Sales-Radio Slots



Royalty Split

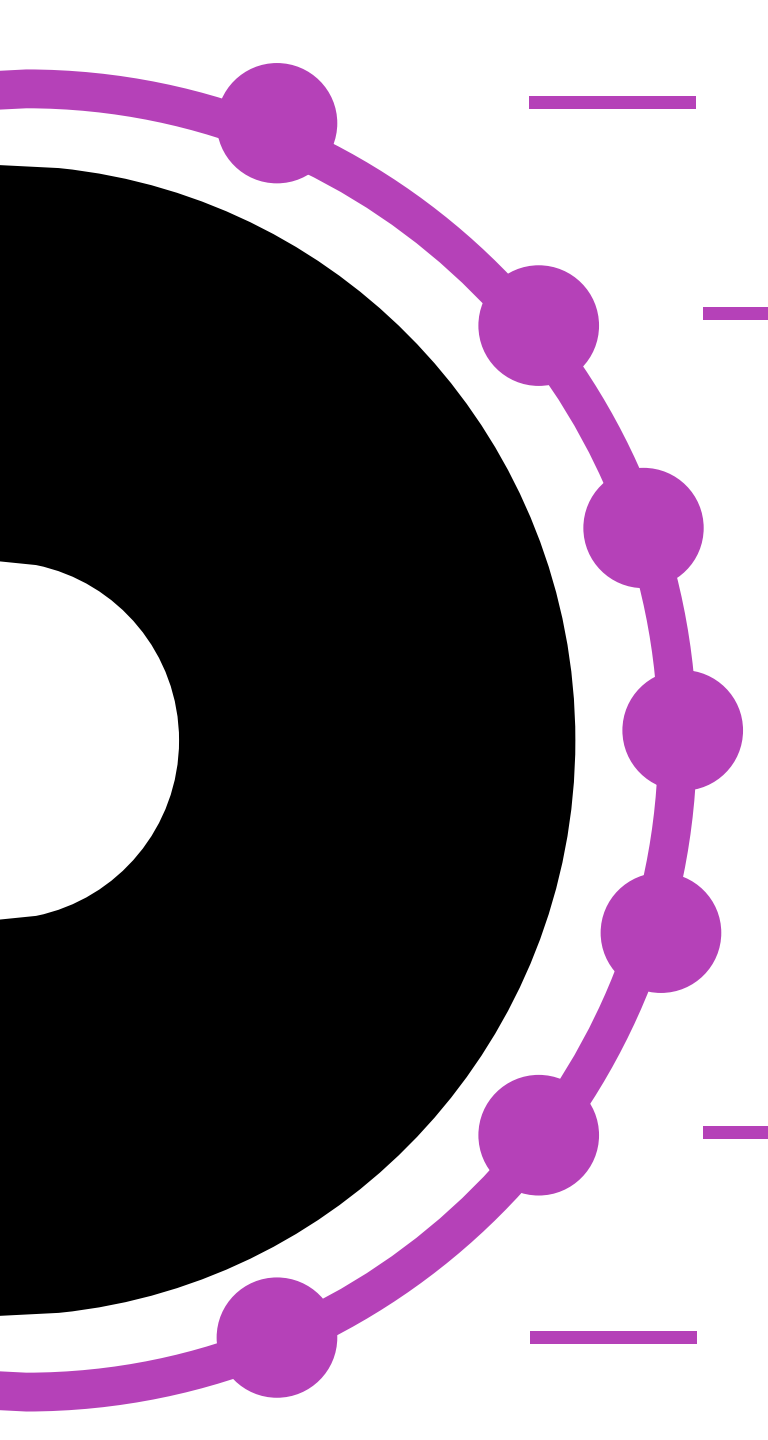


Commissions



Marketplace transaction fees





# DISTRIBUTION ADMIN BACKEND



Total Pay-out to artistes: **\$19,715.16**



Integration with 150+ music distribution channels



127 album subscriptions at N15k each



3655 singles subscriptions at N7.5k each



5726 artists signed up



2162 record labels signed up



4583 tracks distributed

# TRACTION AND VALIDATION



# GO TO MARKET



## INDEPENDENT ARTISTS

- Engagement at recording studios and labels. Partnership with industry stakeholder, and Music Talent hunt programs
- Artistes Endorsement and Activations through our monthly concerts



## Media Campaigns






























- We convert an average of 220 users monthly from our social media ad campaigns
- Use of Influencers



## RECORD LABELS

Leveraging existing relationships and networks

# COMPETITOR ANALYSIS

	CD Baby	DISTROKID	TUNECORE	 FlareTechMusic
<b>24/7 Customers Service</b>				
<b>Publishing and licensing deals</b>				
<b>Artiste Promotion</b>				
<b>Focus on African Artistes</b>				
<b>Global Reach</b>				
<b>Days to Distribution platforms</b>	1-2 days	1-7 days	5 days	1-5 days
<b>Artiste Payment schedule</b>	weekly	by withdrawal	weekly	Anytime
<b>NFT</b>				
<b>Cheap and Affordable Radio Promotion service</b>				

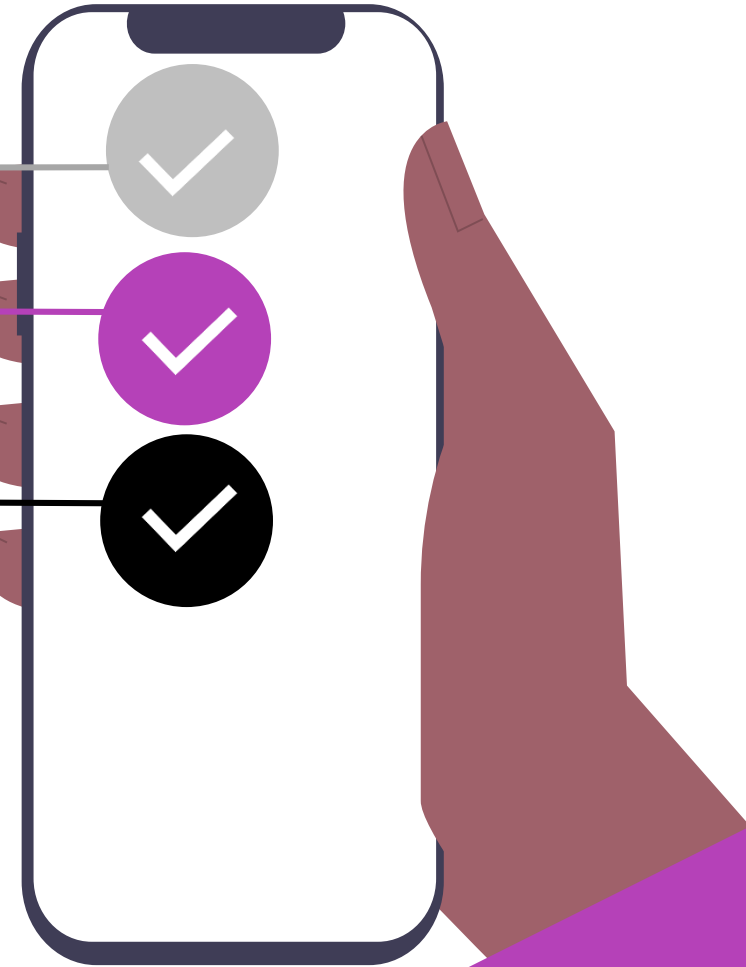
# INVESTMENT AND USE OF FUNDS

\$980,000 for 10% Equity

Use of Funds

Scaling infrastructure

- To develop and market FlarePro mobile, and web applications
- To develop and market our video distribution platform
- To develop and market FlareTechMusic distribution mobile Application
- To market [www.flaretechmusic.com](http://www.flaretechmusic.com)
- Growing subscriptions to 1,000,000 tracks
- To sell 2,000,000 slots in one year



# THANK YOU



Contact Us



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[www.flaretechmusic.com](http://www.flaretechmusic.com)