

ARTIST ROYALTY TOKENS (ART)

A PLATFORM TO REWARD CONTENT
CREATORS AND EARLY FANS.



The Problem

- * Publishers have systems that work well for them, but no incentive to innovate;
- * Content creators struggle to build early traction without publishers;
- * AI has flooded the market with unlimited content;
- * Discovery tools for identifying quality from new creators are missing;
- * Early fans receive no reward for discovering quality content.



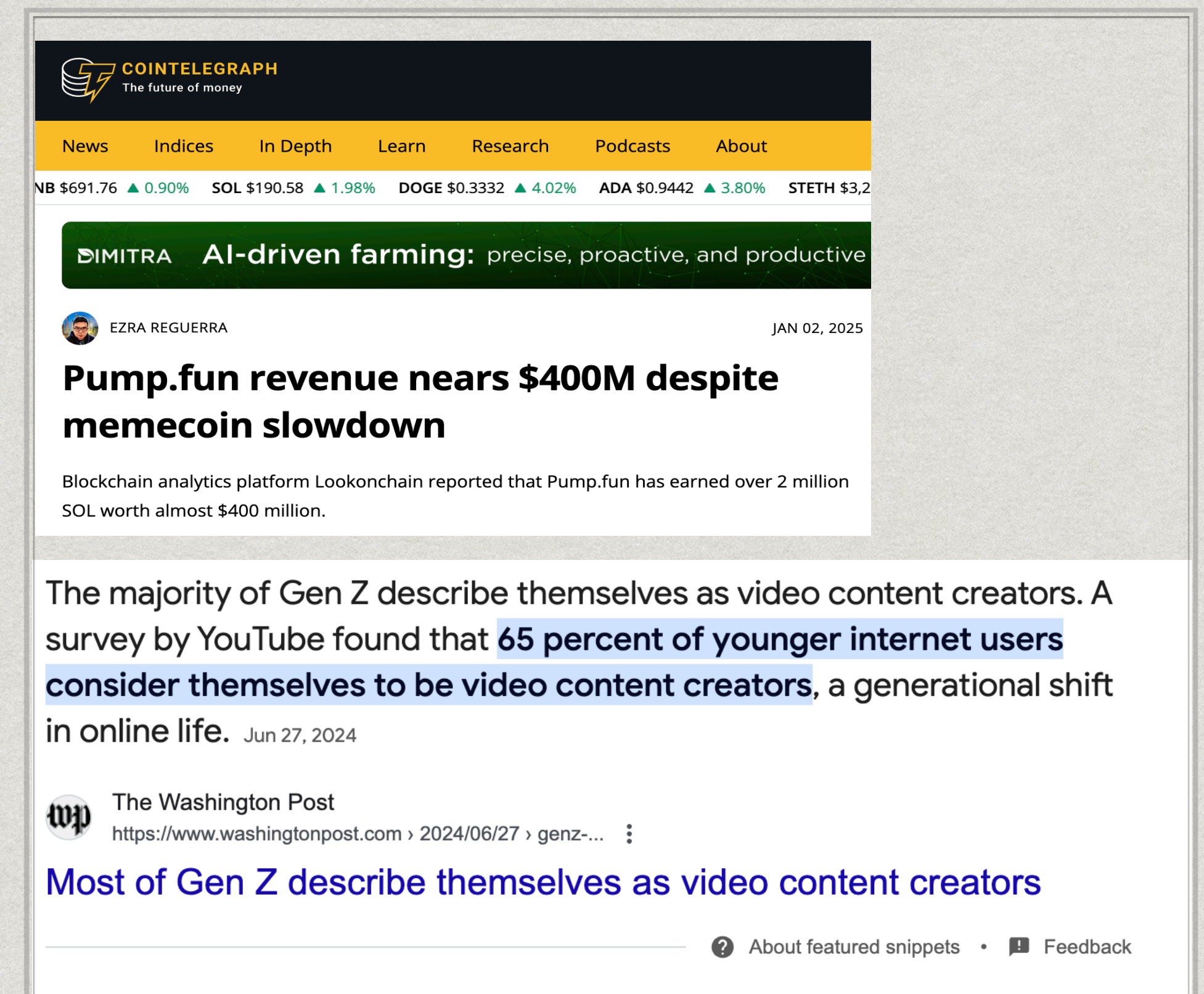
The Solution

- * A platform like pump.fun for creators to issue tokens alongside published content.
- * Fans can speculate on the success of content and share in future revenues through royalty tokens that pay Bitcoin.
- * Early fans are incentivized to become the economic engines driving entertainment and viral content curation.



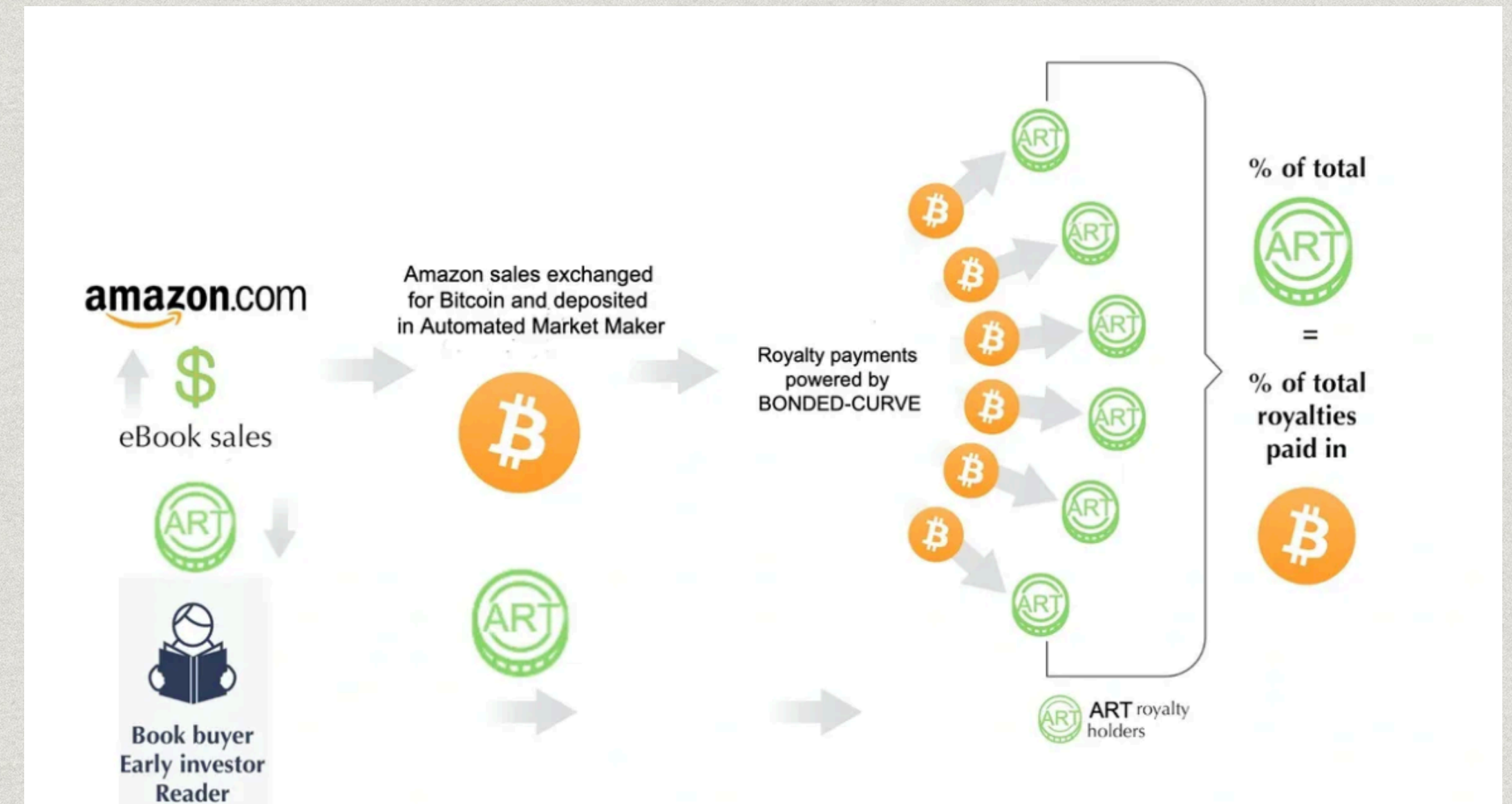
Market Opportunity

- * Proven demand for speculative technology, demonstrated by platforms like Pump.fun
- * The most popular profession amongst young people is ‘content creator’.
- * These creators require lean operations, with finance and marketing falling directly under their responsibilities.
- * The publishing system offers limited financing and marketing help in the best cases.



How it Works

- * Creators mint tokens for each new published work and give it to early fans.
- * Fans are now incentivized to market the content, as the token they received as an early fan is a claim on a percentage of future revenue.
- * Sales of the published work are then converted to Bitcoin and deposited into an AMM.
- * The royalty token holder can then draw the correct percentage out of an AMM pool and get paid the Bitcoin they are owed for being an early fan.



Initial Trial

- * Launched at @PubKey in NYC.
- * Simultaneous minting of ART1.
- * Tooling used was from RGB++, with HueHub and JoyID wallet serving as mint platform.



Early Traction Model

- * Follows Jeff Bezos' playbook by focusing on book sales first.
- * Leverages the Amazon algorithm, which rewards early book sales.
- * Incentivized early fan token holders drive Amazon sales, creating a feedback loop.
- * This triggers broader audience sales, increasing fiat revenue for redistribution as Bitcoin through an AMM.
- * Solves the problem of rewarding early fans while curating vast amounts of content.
- * Early fans gain recognition for their taste—no more humble bragging like hipsters who must say 'I liked it before it was popular'. Instead, others will brag for them as their early support earns bragging rights along with Bitcoin.



Why Me?

- * Prolific Bitcoin media producer, with startup experience at Coindesk (2016-present) with an exit in 2019.
- * Hosted most viewed daily Bitcoin news show between 2021-2024, called The Breakup. Over 2M+ views of the hour-long daily solo news show, with nearly 600 episodes on YouTube, Rumble and X.
- * Twice built the largest live industry event as programmer of Coindesk's Consensus from 2016-2020, and then Bitcoin Magazine's Bitcoin Conference in Miami and Nashville.
- * Strategy and law background with Bitcoin began in 2012 at Canadian Senate Banking Committee and continued as a strategist with Kraken in 2020 when they obtained their Wyoming Bank License. Wrote the Year 1 business plan, including the recommendation of the first product: the proof-of-reserves tool.
- * Ready to publish three Bitcoin science-fiction novels.

**THE
BREAKUP**

 **coindesk**

 **BITCOIN**
MAGAZINE

 **kraken**

**SATOSHI
WEDDING
MURDERS** PART 1

**BLUE MOON,
ORANGE COIN**

Vision and Next Steps

- * Publish three detective/science fiction novels I've written to model the successful use of my system.
- * Use existing minting and AMM infrastructure and create a commercial relationship to incentivize early fans.
- * Leverage the Amazon sales algorithm to drive speculative interest of early fans.
- * Complete a royalty payment to early fans, with a time frame of May 2025.
- * For developer support, production, system modeling and integration, travel, and marketing, I'm looking to raise \$500k USD, through an AngelList SAFE.

