MPM

You Create. We Amplify.

1. Vision & Problem Statement

Millions of independent music creators remain unseen due to a lack of structure, visibility, and access. Traditional platforms favor major labels, leaving artists fragmented, under protected, and underpaid.

MyProdMusic turns this gap into an opportunity — connecting creators in a secure, real-time environment to collaborate, grow, and monetize their work. We're building the stage for the next global wave of independent talent — where transparency, ownership, and artistic freedom come first.

2. Solution

MyProdMusic is an all-in-one platform built for independent artists, producers, and creators — uniting structure, visibility, and secure monetization in a creator-first space.

- Core features include:
  - ➢ Musical social feed + profile system
  - ➢ Real-time collaboration with shared projects and live audio
  - ➢ Reputation engine based on verified activity
  - ➢ Marketplace for beats, vocals, and services
  - ➢ Built-in IP and data protection (GDPR/LGPD)
  - ➢ AI-powered feedback, analytics, and talent discovery
- All designed to help creators grow — securely, collaboratively, and on their own terms.

3. Market Opportunity

- 200M+ creators produce music or content — yet most lack tools for structure, monetization, and IP protection. The indie music market alone will exceed $70B by 2030.
- Creators juggle disconnected tools, risking data and ownership. **MyProdMusic** meets demand for a unified, secure, creator-first platform.
- We target fast-growing music markets in LATAM, Africa, Southeast Asia, and Eastern Europe — where access is low, but talent and digital adoption are high.
- TAM: $70B │ SAM: $8–12B │ SOM: €100M+ (Yr1–3)

4. Product & Technology

MyProdMusic is a secure, all-in-one studio for creators to share music, collaborate live, grow reputation, and monetize — on web and mobile.

- Key features:
  - ➢ Encrypted infrastructure, verified accounts, and two-way reviews
  - ➢ IP control with timestamping, usage rights, and GDPR/LGPD storage
  - ➢ AI-driven feedback, discovery, and creator insights
  - ➢ Cloud-based tools for remote co-creation and permission tracking
  - ➢ Built for creators — not labels — with every feature empowering artistic identity
- Everything is designed to protect creators, connect talent, and scale opportunity.

5. Business Model

MyProdMusic earns revenue through:

- Marketplace fees (beats, services, collabs)

Where Artists Grow, and Music Moves Forward.

- Premium subscriptions with analytics, exposure, and tools
- Add-ons: virtual studio features, feedback, and distribution
- B2B/B2B2C partnerships with schools, indie labels, and platforms
- Future: licensing, sync placement, branded data insights, white-label solutions

Initial focus: subscriptions + marketplace revenue.

Scalable via freemium access, upsells, and ecosystem integrations.

6. Security, Trust & Data Protection

Security and IP protection are core to MyProdMusic.

- Verified users and encrypted communication ensure safe collaboration
- Two-way ratings and activity-based reputation build community trust
- Timestamping, digital signatures, and rights tracking protect ownership
- All data stored locally under GDPR and LGPD compliance
- UX, architecture, and permissions designed to prevent misuse and fraud

We combine privacy, authorship control, and trust — from the first upload to every interaction.

7. Traction & Milestones

- 120+ independent creators interviewed across Brazil, Europe, and Africa — confirming strong demand and product-market fit
- Core team formed: tech, UX, music industry, and data/IP strategy
- MVP modules (profile, social feed, collab tools, marketplace) fully scoped and under active development (Web, Android, iOS)
- Early partnerships in progress with indie labels, music schools, and accelerator networks in Europe and Latin America
- 📅 Key Milestones
  - ➢ Q4 2025 – Backend beta ready
  - ➢ Q2 2026 – Soft launch with early adopters
  - ➢ Q3 2026 – Global MVP launch (EN/PT/ES)
  - ➢ Q4 2026 – Monetization phase with 1,000+ paying creators

8. Go-to-Market Strategy

Launch in Brazil, Portugal, Nigeria, and key EU hubs — where creator demand meets cultural growth

- Activate through music schools, festivals, and creator ambassadors
- Targeted campaigns highlight ownership, visibility, and collaboration
- Multilingual UI + regional compliance (GDPR/LGPD) ensure local adoption
- 🎯 KPIs
  - ➢ 1,000 creators by Q4 2026
  - ➢ CAC < €8
  - ➢ 65%+ monthly engagement
  - ➢ 10–15% premium conversion

9. Team

- Daniel Zanon – CTO
  20+ yrs in enterprise systems, data infra, and automation across EU & LATAM.

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- Arthur Rossetto – CEO
  Creative entrepreneur with background in branding, community, and market trends.
- Guilherme Guimarães – Product
  Systems analyst focused on scalable UX and platform strategy.

Advisors in:

- Music production • UX/UI • IP law • Creator economy

10. Competition

Competitors: BandLab, Splice, LANDR, SoundBetter, Session Studio, Vampr, Jammr, HitRecord.

- **MyProdMusic** stands apart by:
  - ➢ Unifying creation, collaboration & monetization
  - ➢ Built-in IP protection (GDPR/LGPD compliant)
  - ➢ Trust layer with verified profiles & reviews
  - ➢ Real-time co-creation with layered permissions
  - ➢ AI for discovery, feedback & artist growth

11. Impact & Vision

MyProdMusic empowers independent creators to build sustainable careers — replacing industry bottlenecks with structure, collaboration, and fair monetization.
We envision a world where empowered artists, connected communities, and secure, transparent platforms shape music. Every creator gains not just a voice — but tools, ownership, and a future.

12. Social & Cultural Impact

MyProdMusic breaks down traditional barriers by giving visibility, tools, and income opportunities to creators in underserved regions and communities.
We foster equitable collaboration across cultures, genres, and backgrounds — from São Paulo to Lagos. Our mission is to decentralize artistic opportunity and turn creative passion into real, sustainable careers.

13. Funding Ask

We're raising €250K in pre-seed funding to:

- Launch MVP (web & mobile)
- Onboard first 1,000 creators
- Grow team in UX, community & compliance
- Finalize GDPR/LGPD & IP licensing framework
- Use of Funds:
  - ➢ 40% Product & Tech
  - ➢ 25% Community & Marketing
  - ➢ 20% Team
  - ➢ 15% Legal/IP
- Goal: €15K MRR within 12 months via subscriptions, marketplace fees, and B2B opportunities.