



# **BANDSHARE**

**Turn your Playlist into a Portfolio**

**Turning fans from passive listeners to fractional investors**



# The Mission - Rebuild the Economics of the Music Biz



- ◉ A revolutionary new investment exchange
- ◉ Transform passive appreciation into real financial empowerment
- ◉ Create a new class of music-driven micro-investors
- ◉ Enable fans to directly invest in the artists they love the most
- ◉ Pump liquidity into the heart of emerging new music



Example of the BandShare App



# The Problem - The Music Industry Model is Broken

- Streaming pays pennies
- Touring is increasingly expensive and unsustainable
- Artists lack access to early-stage capital = slow or stunted careers
- Artists don't own their data or retain meaningful financial control

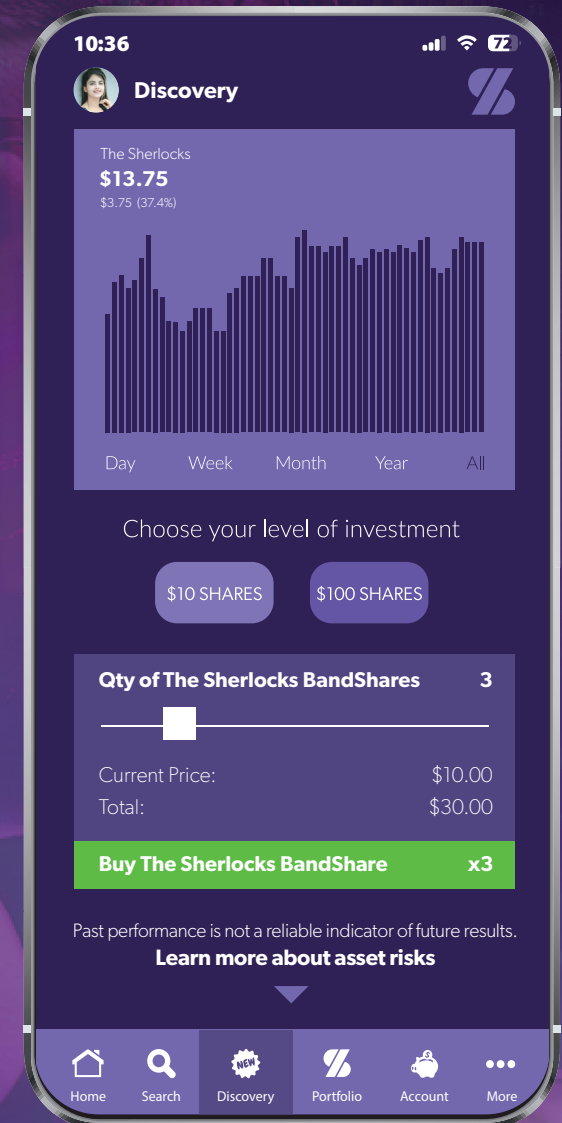
Fans crave deeper, more meaningful support options!



# The Solution - Music Investment for Streaming Gen Z's



- ◉ Artists retain IP while accessing critical early funding
- ◉ Fans hold tradable digital assets tied to the artist's performance metrics
- ◉ Tokens powered by BandShare's 'Validata' engine (Built by University of Manchester)
- ◉ Built on secure, transparent blockchain rails



Example of the BandShare App



# How it Works - The Mechanics of Music Investment



- ◉ Artist onboards to BandShare platform
- ◉ Validata nominates market capitalisation based on current performance metrics
- ◉ Fan Investment – fans buy, trade, or hold tokens
- ◉ Real-time valuation – Token fluctuates based on continual metrics monitored by Validata
- ◉ Secondary market allows ongoing fan trading, and additional commission payments to artist



Example of the BandShare App



# Differentiation - Why BandShare Wins



## BandShare

- ✓ Fans gain real financial upside
- ✓ Artists retains full IP
- ✓ Token value tied to real data
- ✓ Decentralised, artist controls fans

## Traditional Label

- ✗ Fans excluded
- ✗ IP often signed away
- ✗ Revenue opacity
- ✗ Centralised, no control

## Fan Platforms

- ⚠ Tips only
- ⚠ Limited financial control
- ⚠ Engagement only
- ⚠ Fragmented, no ownership

**BandShare offers artists more than support - it unlocks scalable, artist-led growth through new untapped branded IP that provides capital access, and not a repayable loan from a record label.**



# Market Opportunity - New Digital Collectibles Market



## TAM

**\$84B+**

**Global Music Industry Revenue**

Source: IFPI, MIDiA, Goldman Sachs

**\$27B+**

**Global recorded music revenue**

**\$35B+**

**Live music/touring**

**\$15B+**

**Fan merchandise & crowdfunding**

**\$7B+**

**Digital collectibles & NFTs**

**(growing fast)**

All music fan spending & artist income  
channels globally

## SAM

**\$8B+**

**Music Investment & Fan Engagement**

Source: IFPI, MIDiA, Goldman Sachs

**~500M**

**Active music fans on streaming  
platforms**

**Estimated ~100M**

**Fans globally willing to support artists  
via token-based models**

**Avg spend of \$80/year = \$8B SAM**

Fans who want ownership-style participation –  
beyond just streaming & merch

## SOM

**\$200M+**

**Initial Focus Market**

Source: IFPI, MIDiA, Goldman Sachs

**Launch with 19,000+**

**Artists via partnerships with Kycker,  
This Feeling & GigPig**

**Target ~1M**

**Engaged fans in US, UK, and EU  
markets**

**Project avg \$200**

**Fan annual investment**

**(token purchases & trading)**

A realistic, focused segment where we already  
have distribution & community access

**Digital Collectibles Market CAGR (2023–2027): 25–30% Expected to grow from ~\$11B (2023) to \$30B+ by 2027**



# Traction & Validation Partnerships - On Ramping Artists

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- ◉ **Kycker: Music distributor platform with 12,500+ active artists**
  - ✓ Partnership agreement to on-ramp Kycker artists into BandShare's ecosystem
  - ✓ Positive feedback: Emerging artists are looking for IP-friendly alternatives to labels
- ◉ **This Feeling: UK's biggest Indi Platform with 5,000+ active artists**
  - ✓ Access to 1,000+ annual grassroots gigs and intro to artists at an early stage
  - ✓ Access to On Ramping artists at 15 National Music Festivals inc. Isle of Wight
- ◉ **GigPig: Live music marketplace with 3,000+ venue and fan data**
  - ✓ 62% fans would consider financially supporting artist via tokenized crowdfunding
  - ✓ Fan beta groups established to refine UX, token model & BandShare fan marketing

# Market Strategy - Onboard Artists & Educate Fans at Scale



## Artist joining BandShare

### ✓ **Artist Acquisition: Leverage Partner Networks**

Activate existing distribution & label partnerships to onboard 500+ artists in first 6 months, focusing on high-engagement indie and emerging talent.

### ✓ **Artist Referral Program + Revenue Share**

Build virality into artist onboarding with a 2-tier referral model, offering creators a % of revenue generated by referred artists.

### ✓ **Targeted Regional Rollout**

Start in UK (Kycker base), then expand to US and key EU markets with high indie artist density—London, Berlin, LA, Manchester — to seed critical mass and early liquidity.

## Fans joining BandShare

### ✓ **Artist-to-Fan Token Pitch**

Equip artists with plug-and-play messaging to pitch tokens to their individual fanbase:

“Support me directly, join in our journey, and access exclusive rewards.”

Combine with fan education tools, wallet setup flows, and exclusive drops to drive conversion.

### **Community-Led Fan Growth via Social Channels**

Launch genre-specific campaigns (starting with alt-pop & hip hop) on TikTok, Instagram, Discord & YouTube—driven by artist content, fan challenges, and early-access perks.





# Roadmap - A Phased Approach to Global Launch

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- ◉ **MVP phase one: Beta Testing (Sept 2025)**

This beta phase will allow us to validate our token mechanics, fan engagement model, and marketplace dynamics in a real-world environment. By gathering direct feedback, monitoring behavior, and optimizing UX, we'll ensure the platform is both artist-friendly and fan-intuitive. The beta will also help us stress-test our backend systems, refine onboarding flows, and prepare for scalable rollout—with early users becoming core advocates ahead of public launch.

- ◉ **MVP phase two: On Ramping UK and US Artists (Nov 2025)**

We will leverage existing industry connections to recruit key artist ambassadors and onboard smaller independent artists through the Kycker platform. By providing tailored support, marketing toolkits, and shareable content, we'll empower artists to drive fan engagement and outreach across social media

- ◉ **Global Rollout: (Jan 2026)**

BandShare will enter a full global rollout where we will prioritize regions with strong independent music scenes and high fan engagement. Our rollout will be supported by Stripe for seamless global payments and wallet infrastructure, BandShare will scale rapidly, offering artists and fans worldwide a new standard in music ownership and engagement.



# Commission Model - Revenue Splits



## Token Capitalisation

- ✓ Avg token raise per artist = £50,000
- ✓ Artists cut at 80% = £40,000
- ✓ BandShare cut at 20% = £10,000 per artist
- ✓ 500 artists @ £10,000 = £5M BandShare Revenue

## Secondary Residual Market

- ✓ Fan flip Token at 90% = of Individual Token Value
- ✓ Artists cut at 6% = of Individual Token Value
- ✓ BandShare cut at 4% = of Individual Token Value
- ✓ Tokens sold annually = £40,000 per £Million

## Primary Token Sale



## Token Sold-on



# The Ask - Join the BandShare Revolution

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**£250,000 Investment Ask** (SEIS Advance Assurance application submitted – Expected Q4 2025)

## **Spend Profile:**

**£150,000 - Global Product development**

AI integration to enhance both the artist and fan UX and UI at scale

AI integration for improved Validata performance

Multilingual versions of Web2 landing pages to open new territories

**£100,000 Marketing & Education**

Fan education campaigns, artist ambassador activations

Suit of multilingual Artist “How To” video tutorials

Suit of multilingual Fan “How To” video tutorials

BandShare Incubator/Accelerator artist development programmes in place

## **Deliverables (by January 2027):**

£1.5M raised on the platform (£1.2M - bands/artists, £0.3M - BandShare)

500 independent artists on the platform

5 major artist on the platform



# The Team - The People Building BandShare



- ◉ **WHY US: We're Not Outsiders - We are music industry insiders building with tech who sit at the intersection of music creation, fan understanding and the tokenisation of real world assets**

- ◉ **Steve Harrison - CEO**

A seasoned music Executive and start-up founder, Steve runs the highly successful Kycker with over 11,000 artists



- ◉ **Karl Parsons - CVO**

A true industry lifer with 40 years in music as a musician, manager, promoter, tour manager and fan



- ◉ **Frank Wilkes - COO**

A successful musician and entrepreneur, Frank founded Kycker.net, a tech-led publishing and support platform for new artists



- ◉ **Gerard Toplass - CFO**

An experienced tech entrepreneur and investor, Gerard combines a deep love for music with a proven track record of building scalable, sustainable platforms





# BANDSHARE

**Turn your Playlist into a Portfolio**

For more details about BandShare and its investment opportunities contact [karlparsons@bandshare.io](mailto:karlparsons@bandshare.io)

