



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

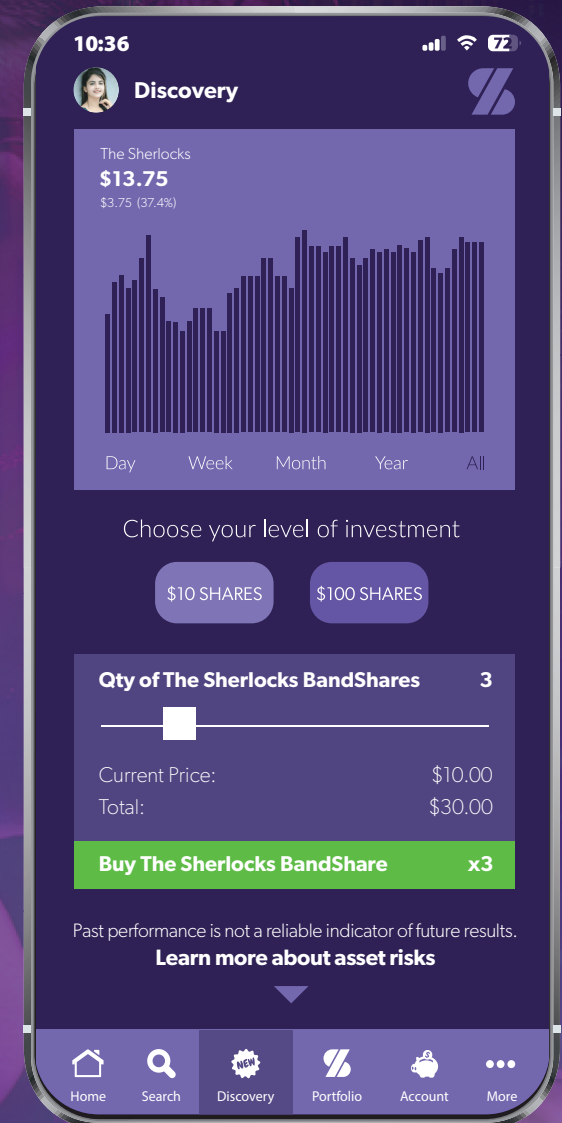
Fans crave deeper, more meaningful support options!



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, full control of 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.

Primary Token Sale



Token Resale



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

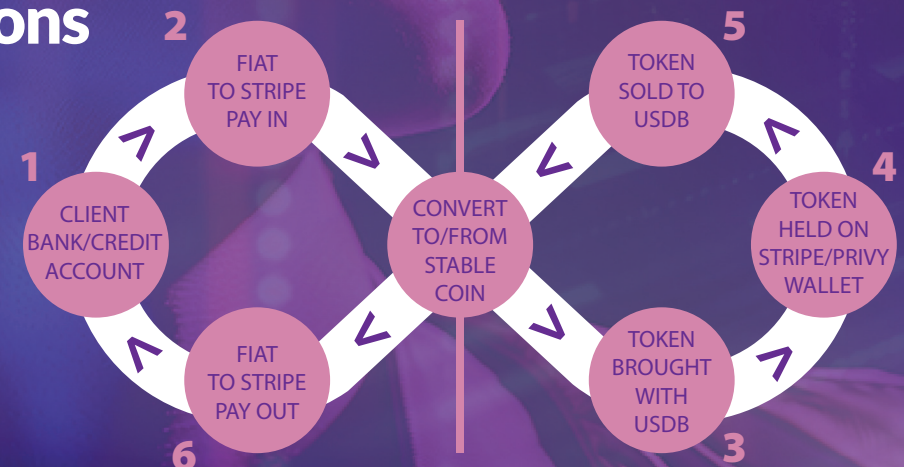
Digital Collectibles Market CAGR (2023–2027): 25–30% Expected to grow from ~\$11B (2023) to \$30B+ by 2027



Payments Infrastructure Cycle - Powered by STRIPE



- ◉ To enable global, seamless fan-to-artist flows, we are exploring:
- ◉ STRIPE: Fiat on-ramping - global acceptance of any currency
- ◉ STRIPE/Bridge: Stablecoin settlement for instant, low-cost payouts
- ◉ STRIPE/Privy: Decentralized wallet with Web2 ease of access:
- ◉ Compliance layer across jurisdictions



Roadmap - A Phased Approach to Global Launch



- ◉ **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 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.



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



The Ask - Join the BandShare revolution



£250,000 Investment Ask

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**





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For more details about BandShare and its investment opportunities contact karlparsons@bandshare.io

