



BEMEOW

RECORDS



Elevator Pitch

- Artists are underpaid since MP3s and even worse since Spotify.
- We solve this problem with Web3, but it cannot be solved with NFTs only.
- DeFi Volumes are mostly driven by Memecoins this market cycle.
- We tokenize each of our Songs as Memecoin with Token Tax.
- With a part of the Token Tax we pay Artists well, daily and from day one.
- Liquidity providers get rewarded from a part of the Token Tax and Royalties.
- We stay resilient to market dynamics and let our Tech follow the Volumes.
- We build an ecosystem with Label Token, Events, Utility NFTs, P2E Game, amm.
- We are the first Memeable DeFi Music Label in the World!



USE CASE

– THE FIRST EVER MEMEABLE DEFI MUSIC LABEL –



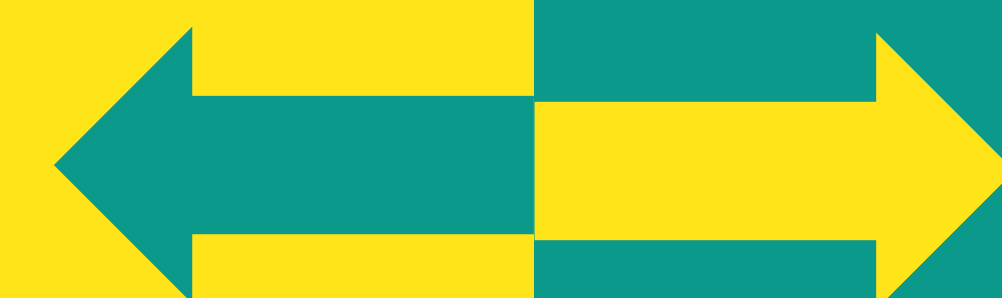
Which Problems do **we solve**?

MUSIC: WEB2 & WEB3

- In Web2 Artists are paid very late and only a small Percentage of Sales Volumes.
- NFTs currently do not attract enough volume to widely solve this problem.
- Tokenization practise is often Off-Chain-Metadata, instead of Multi-Chain Storage.
- Short Product Life Cycles of new Music.
- Labels often have a lack of Capital & Community to properly promote Artists.
- Investing into Music is mostly illiquid and difficult to access & quantify.
- **Key:** High Volumes & Active Community.

MEMECOINS

- Hundrets of new Memecoins without Utility daily, just to make their issuers richer.
- Often Scams, Rugs & Honeypots.
- Many Crypto Beginners start their Journey with Memecoins, especially young people.
- They invest Money, Time & Energy shilling new tokens, but often lose it all.
- Scammers can finance even more Crime.
- Regulation doesn't help against Anonymity and Bad Actors located off-shore.
- Crypto Reputation & Adoption is harmed.
- **Key:** Use Case, Utility & Intrinsic Value





The Answer: **Beats of Meow!**

- Fungible Music Tokens with Meme Artwork, tradable on DEX-Charts.
- Daily and higher Artist payment financed from Token Taxes.
- Holders can farm LP Tokens to earn a share of Artist Royalties & Token Taxes.
- Better Music Chart Rankings & Life Cycles through Community Shilling.
- Scammers lose Market Share as we launch 2-3 Tokens weekly & we build a sustainable emotional bond with the Community.





What else?



- Label Token **\$BEME** as anchor of our brand, ecosystem, and milestones.
- Farming and Buybacks partially financed with Music Token Taxes.
- Club Events, Festivals & Booking Agency.
- Fast Reaction to viral Events & Memes.
- Community & Curator-Rewarding.
- Viral Crypto Hymns with Driving Lyrics.
- Genre-Free but Compatible Music.
- Community-Driven Music & Tokens.



And then? ... **Keep Building!**

- Per Song a unique NFT + unique Vinyl + Royalties.
- Engage in fully market-ready AI Music Production.
- Fungible Music Portfolio Tokens (mETFs).
- Full Automation of Social Media Raids.
- (Non-)Fungible Copyright Tokens.
- Sublabel(s) for Genre-Diversification.
- Exchange & SaaS-Tokenization Platform.
- Event-Ticket NFTs & Artist NFTs with Royalties.
- Cross-Token-Liquidity Pools & Multi-Chain.
- Recording Studio, Sound Plug-Ins for DAWs.





Next Level: Music & Gaming



- Build an innovative Play-To-Earn-Game
- Let Gamers create Artist Avatars
- Create real & market-ready Music inside the Game
- Enabled by combining different AI-Technologies:
 - AI-Composition (e.g. Suno.ai)
 - AI-Mixing & AI-Mastering
 - GPT Lyrics-Generation & Optimization
- Distribute Music to real Shops & Streaming Apps
- Fulfill Quests to unlock Genres, Shops & Traits
- Challenge other Artists & Engage in Communities
- Music Tokens with Tax for every Release
- Let Gamers earn partial Royalties & Token Tax



MARKET

– BENCHMARK – POSITIONING – TAM – MARKETING –



Market Positioning Benchmark

Data from June 2024

- Music drives & represents **Movements**
- Movements are made by **Communties**
- Communities need an **own Brand** (a Face) and a Place to **feel at Home**

Utility



\$MUSIC (#2628)
 \$36M ATH M.Cap
 \$7.6M Ø 24h-Vol



\$AUDIO (#295)
 \$1.33B ATH M.Cap
 \$186M Ø 24h-Vol



\$BEME (#100-250)
 \$251M - \$597M ATH M.Cap
 \$93M - \$209M Ø 24h-Vol



\$BONK (#55)
 \$2470M ATH M.Cap
 \$731M Ø 24h-Vol

Web3

Music

- Trading Charts reflect **Collective Emotions**
- People drive Markets & **Emotions drive People.**
- Music is **Emotion**

Meme

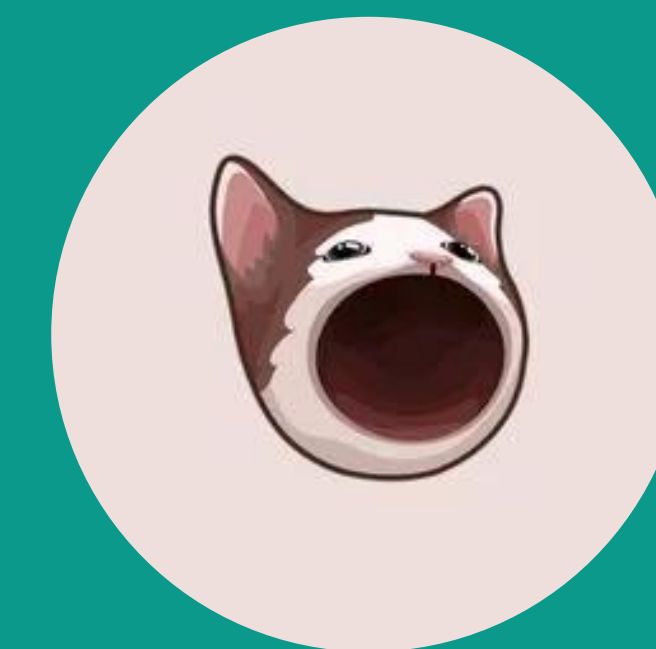
\$BOME (#99)

\$1450M ATH M.Cap
 \$661M Ø 24h-Vol



\$POPCAT (#226)

\$633M ATH M.Cap
 \$18M Ø 24h-Vol



\$MEW (#246)

\$692M ATH M.Cap
 \$188M Ø 24h-Vol



\$MANEKI (#519)

\$103M ATH M.Cap
 \$25M Ø 24h-Vol





Structural Positioning

We overcome the vertical compromise with:

- Product based & modular Artist Contracts
- Community-Driven Marketing
- Higher Budgets from Token Taxes to:
 - Pay Artists well & daily
 - Invest into Marketing, Events & Ecosystem
 - Gain more Outreach, Sales & Streams

Independence

Small Labels

Mid Labels

Scalable

Personal



We overcome the horizontal compromise with:

- Developer & Artist-Driven Strategy
- Automation of Royalty & Music Distribution
- Automation of Community Raids
- Artists & Team active in Telegram Voice Chat
- Community & Fan-Driven Content & Votes

Big Labels

Major Labels

Revenue



What does ChatGPT say?

- The project you describe sounds very innovative and could play a significant role in the current Memecoin and DeFi landscape. To make realistic estimates for the market capitalization, rank, and average 24-hour trading volume for \$BEME, I consider the following factors:
- **Comparison with Existing Memecoins:** Large, established Memecoins like Dogecoin and Shiba Inu have market capitalizations in the range of several billion dollars. Newer but successful projects like Dogwifhat or Bonk are in the range of about \$1 billion to \$1.5 billion.
- **Innovation Factor:** Since \$BEME is the first Web3 music label and targets a new market with its unique combination of music and Memecoins, it could aim for a similar or slightly lower level. With a successful launch and strong community building, a market capitalization of \$500 million to \$1 billion in the first few months could be realistic.
- **Based on Market Capitalization:** A token with a market capitalization of around \$500 million to \$1 billion would likely rank in the Top 50 to Top 100 of Memecoins and altcoins in the current market environment. With an exceptionally successful start, \$BEME could even reach the Top 30.
- **Long-Term Positioning:** Depending on adoption and developments in the DeFi and music market, \$BEME could achieve an even higher position.
- **Comparable Tokens:** New and popular Memecoins like Bonk or Dogwifhat have an average 24-hour trading volume of several hundred million dollars, sometimes even over \$1 billion during peak periods.
- **Project Specifics:** Given that \$BEME brings a high degree of innovation and has the potential to attract both music lovers and crypto enthusiasts, the average 24-hour trading volume could be in the range of \$100 million to \$300 million, with peaks depending on market conditions and marketing activities.



TAM & Target: Music Distribution

\$28.6B

Global Recording

Total Market Size [Source](#)
\$19.3B from Streaming (63.7%)
[Source](#)

\$11.8B

Global EDM Distribution

41,25% of Global Recording
[Source](#)

\$4.1M²

Target 2025
0.18% of TAM

\$2.3B

House Music¹ (TAM)

House approx. 20% of EDM Market
[Source](#)
24% only Streaming
[Source](#)

\$8.2M

Ø Turnover

Leading EDM Labels
Ø 0.35% Share of TAM each
[Source](#) [Source](#) [Source](#)
[Source](#) [Source](#)
[Source](#)

1) House shall include: House (Rank 3), Tech House (Rank 1) plus Deep House & Future House.

2) Assuming we reach 50% of Volume that the leading Independent Labels have.

>>> How can we compete? More Capital & Royalties (from Trading Fees) plus better & faster Artist Payment and a loyal Community shilling for their bags.



TAM & Target: Festivals

\$4.1B

Global EDM Festivals

Market Size and
Total Addressable Market
[Source](#)

\$86M

Ø XL Festival Turnover

2% of TAM
[Source](#) [More Refs](#)
[Source](#)

\$2.6M¹

Target 2025
0.06% of TAM

20k

Expected Visitors

9,1% of Tomorrowlands Returns
were generated from NFTs.
[Source](#)

15-30K Visitors on Mid Size Festivals.
[Source](#)

\$130

Ø Ticketprice

At Mid Size Festivals
[Source](#) [Source](#)
[Source](#) [Source](#)

1) Assuming we reach 20K Event Visitors per Year in total for all our Club Events Festivals at an average Ticket Price of \$130.



Marketing Catalogue

Crypto Marketing

- Acquire Crypto Influencers
- Apply to major Launchpad(s)
- Apply for ICO Listing Websites
- Multi-Channel Community Raids
- Apply for Centralized Exchange Listings
- Banner Ads on DEXes & Solana-Explorers
- Enter Gem Call & Trading Signal Channels
- Crypto Social Media (DeSo, Bullverse, etc)
- Feed Music Bots in other Telegram Groups
- Coinmarketcap, Coingecko, Moontok, etc
- Counter Campaigns against Copyscams
- TG & Social Profile for each Music Token
- Building Discord & Reddit Communities
- New Memes everyday for all Channels
- Pull Members from dying TG Groups.
- Participating in Crypto Podcasts
- Automated Raiding (coming)
- Create own 100x TG Groups
 - Mass Airdrops
 - a.m.m.

Music & Event Marketing

- Win Ambassador Artists
- Remix, DJ & Lyrics Contests
- Set up Download & Content Gates
- Playlist & Radio Curator Submission
- Acquire Music Influencers & Channels
- Music Videos, Lyrics Videos & FX Videos
- Community-Driven Playlists & Song Buys
- Live Music Streams with Guest & Label DJs
- Artist Support (Press-Kits & Booking Agency)
- Events & Festivals (Flyers, Posters, Billboards, Sponsors, Local Radio Ads, Promoters, etc)
- Artist Talent Pool & Cooperation Platform
- Beatport Hype Charts Creation & Promo
- Growing List of DJs to send Songs to
- Engage in Third Party Compilations
- Sponsoring & Acquiring Sponsors
 - 24/7 Live Youtube Radio
 - DJ & Producing Tutorials
 - Team & Artist AMAs
 - a.m.m.

General Marketing

- Repost & Tag Contests
- Press Releases & Guest Articles
- Hiring specialized Marketing Agencies
- Paid Insta, Tiktok, Pinterest & Youtube Ads
- Shorts & Full Cartoon Series with Label Cat
- Community Content & Engagement Rewarding
- Provocative Content to trigger TikTok Algorithm
- Automation (Scraping, Social Media, Content)
- SEO / Backlink Network / Newsletter / Wiki
- Marketing Controlling & Improvement with Affiliate Program for Merch & Crypto
- Using automated Like4Like Exchanges
- Apply for & build own Review Pages
- Google Analytics using UTM-Links
 - Participating in Conferences
 - Brand Collaborations
 - Own Website Blog
 - Public Relations
 - RSS Feed
 - a.m.m.



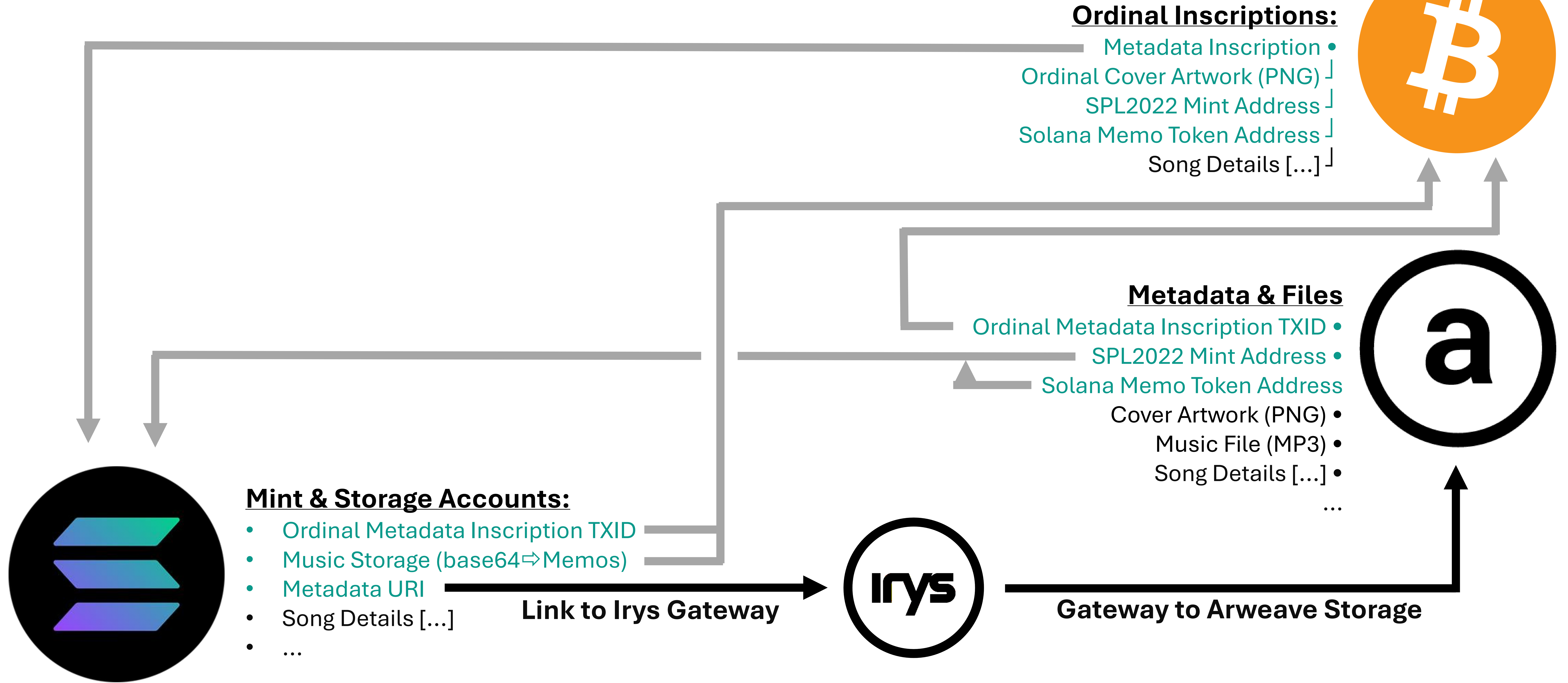
ECOSYSTEM

– MAP – TOKENOMICS – TAXONOMICS – CAPITAL – VESTING –



How do we tokenize Music?

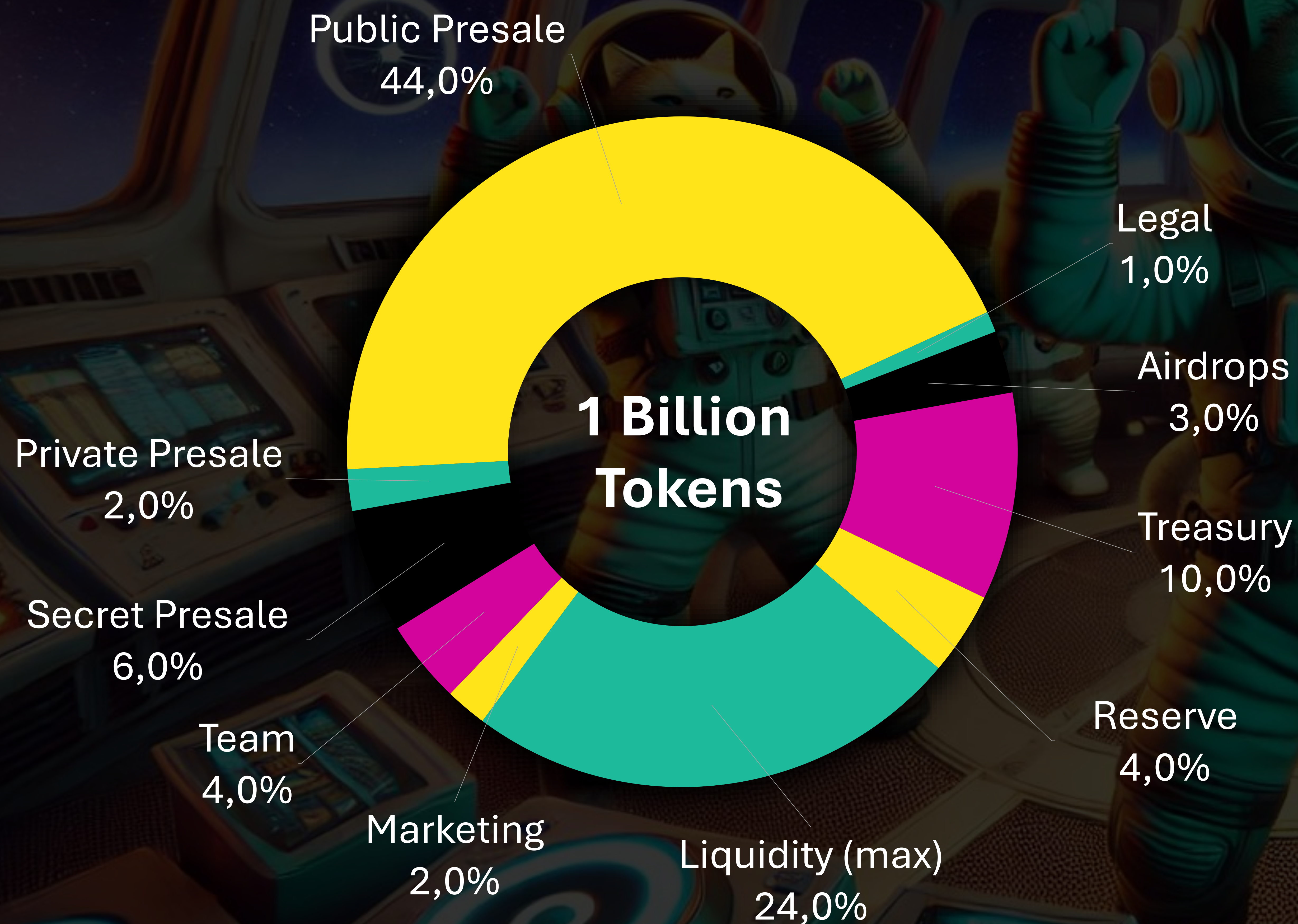
— Pointer — Link





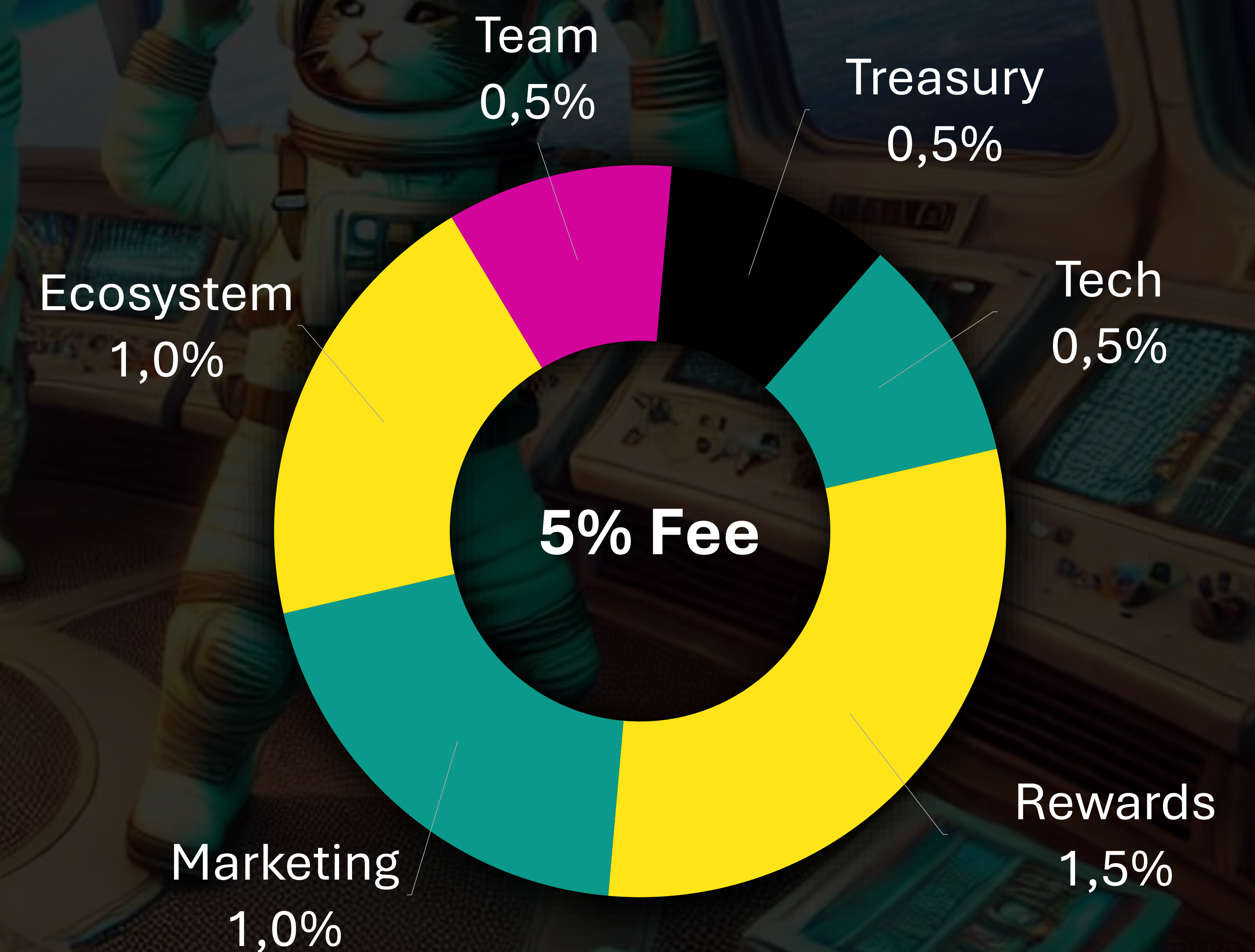
Label Token: Tokenomics & Taxonomics

Initial Tokenomics



A hardcap of \$5 Million is planned.
Approx. 11% of tokens for LP will be used as rewards for the referral program participants.

Initial Taxonomics

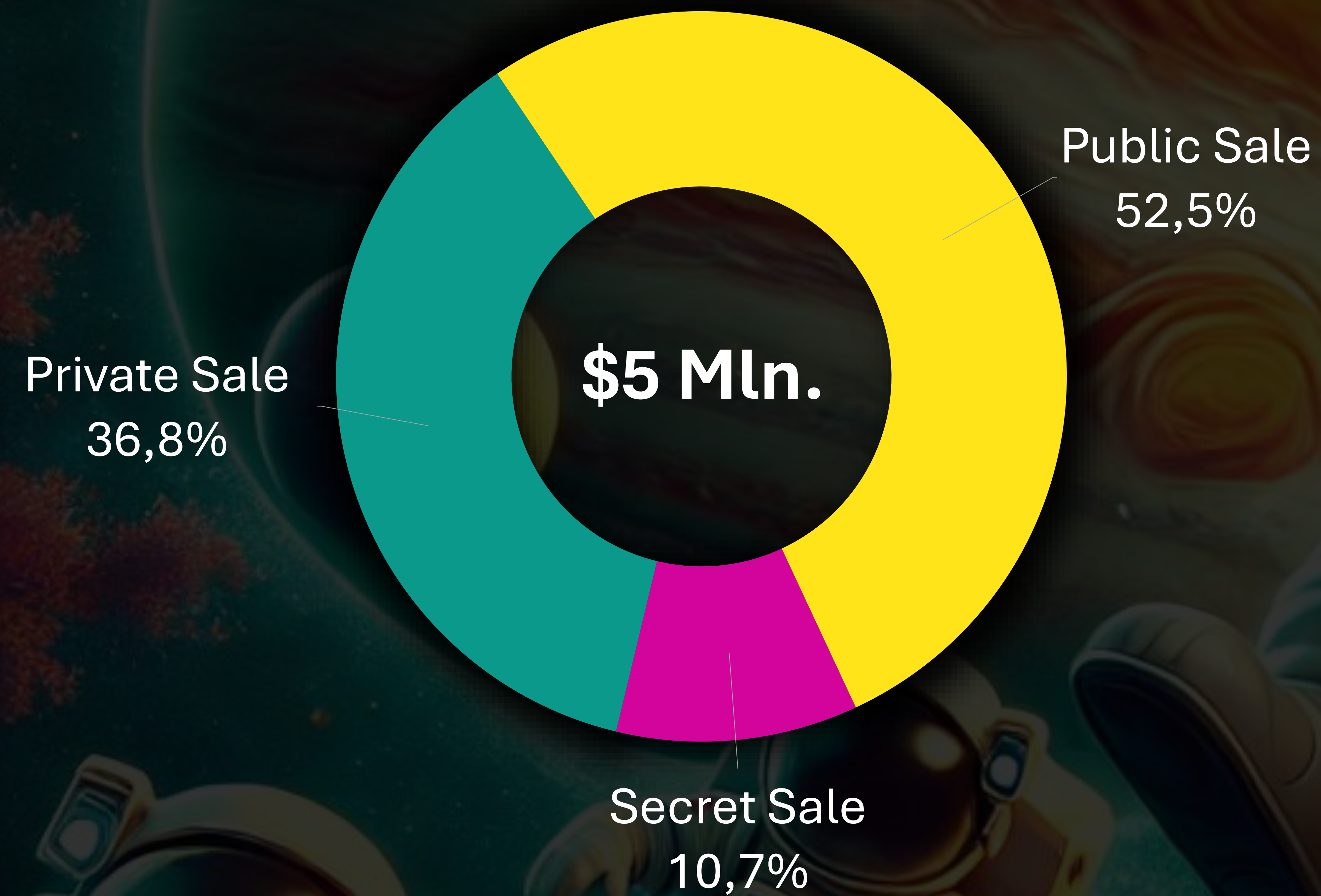


Subject to change where promoting success of the project.
5% Fees are auto-charged on every swap/transfer (SPL 2022 Standard).



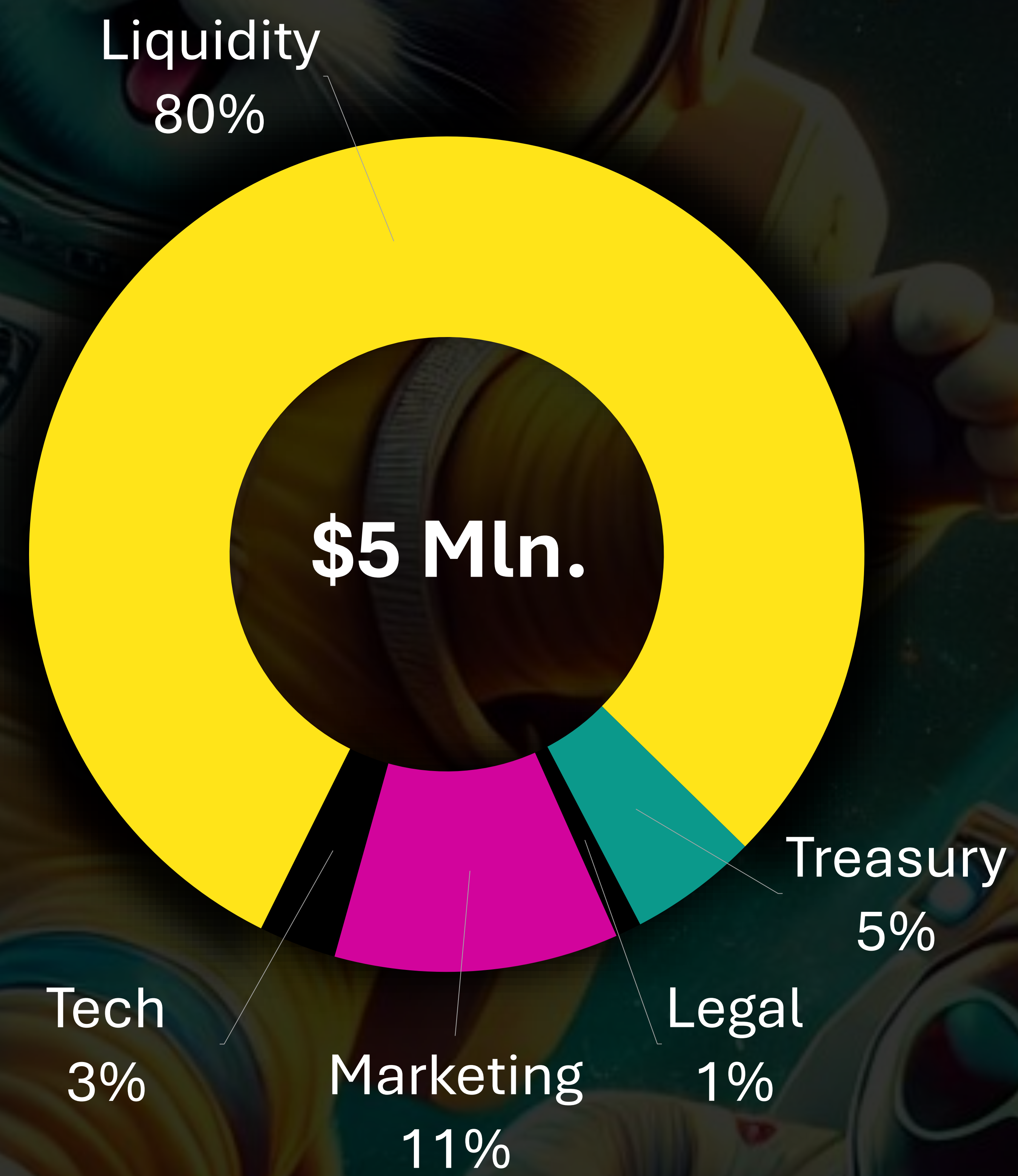
Label Token: Capital Funding & Allocation

Initial Funding



Subject to change upon over-/underfunding per presale type.

Initial Allocation

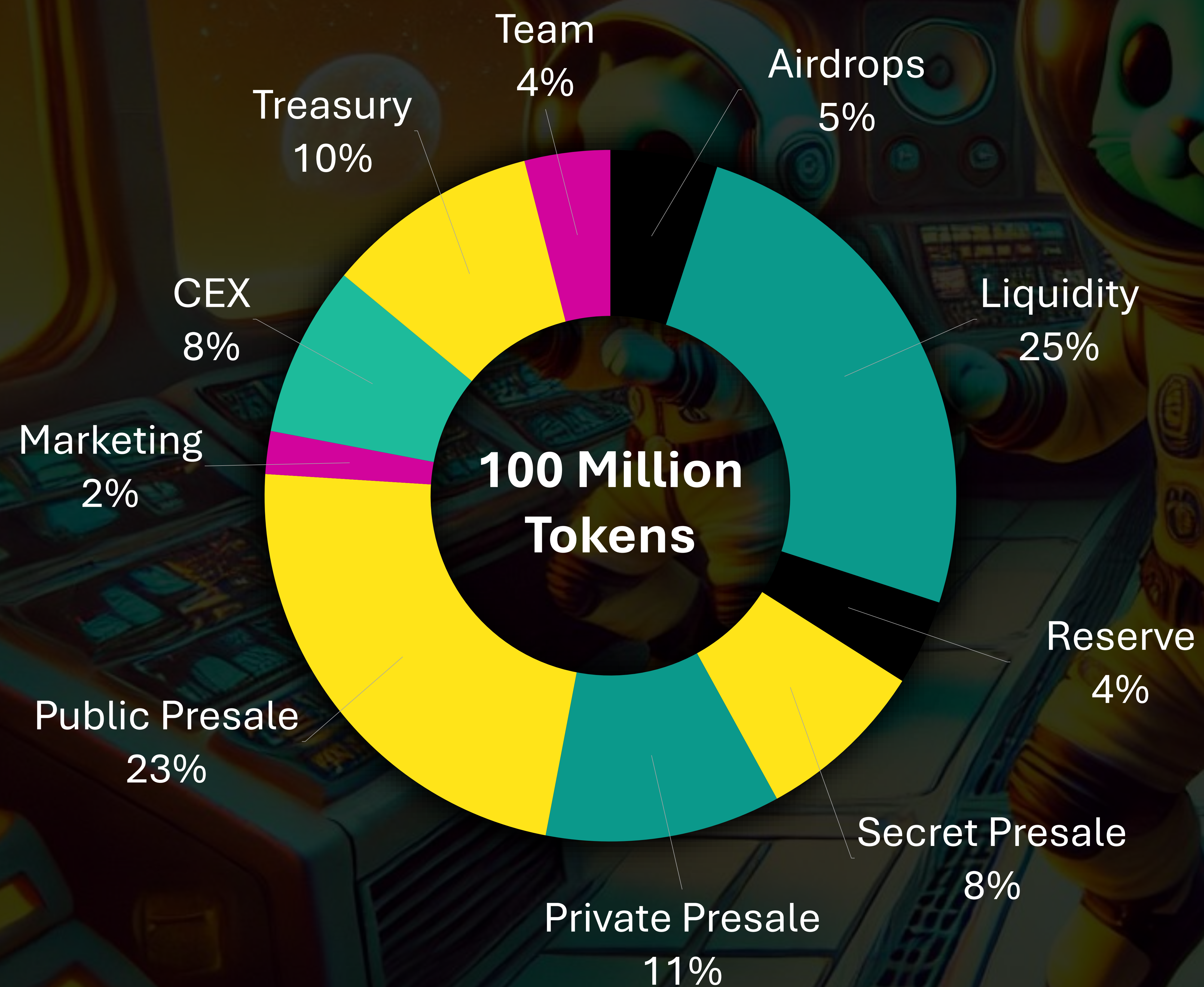


Subject to change upon over-/underfunding.



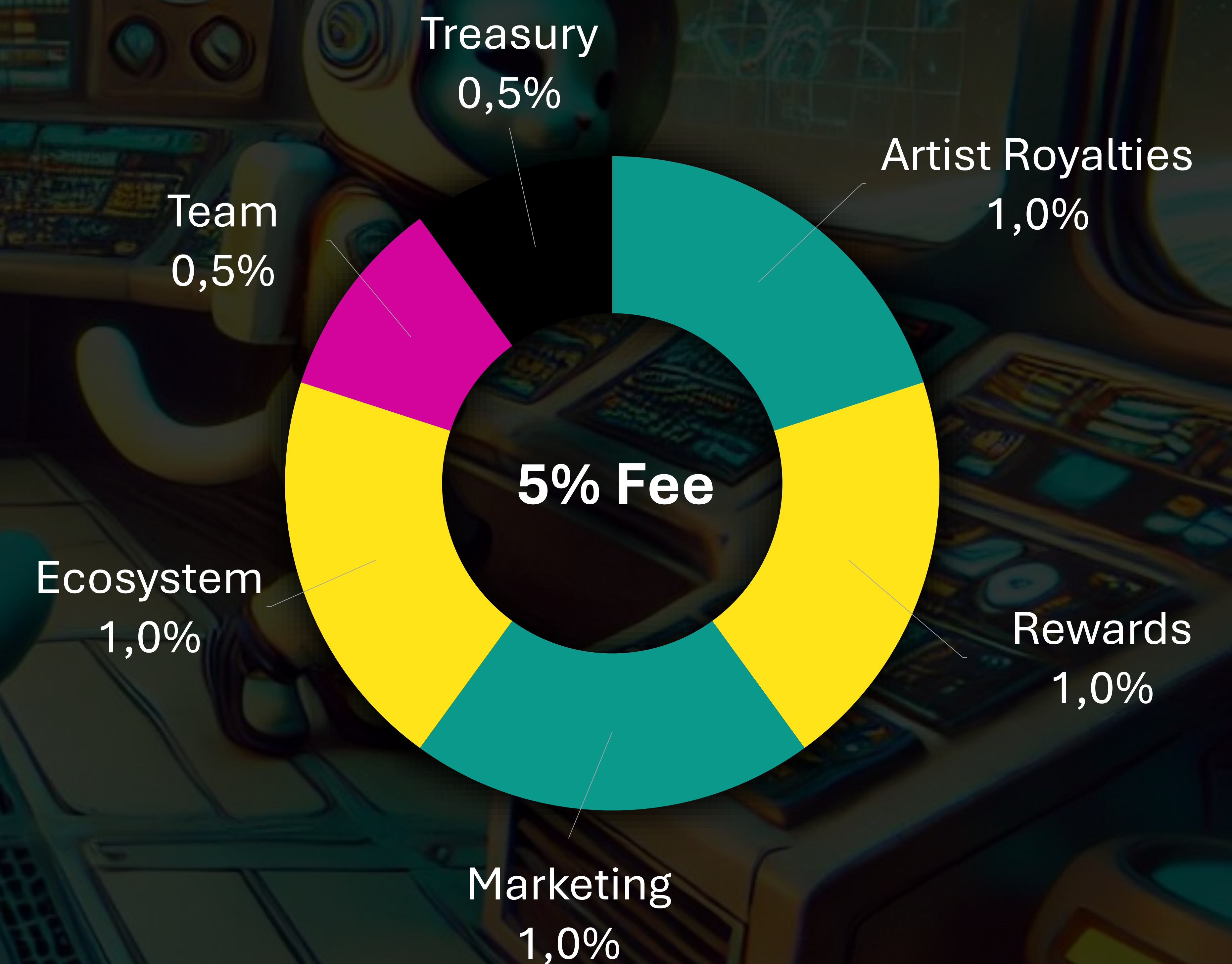
Music Tokens: Tokenomics & Taxonomics

Initial Tokenomics



Subject to change upon over-/underfunding or where promoting success of the project.

Initial Taxonomics

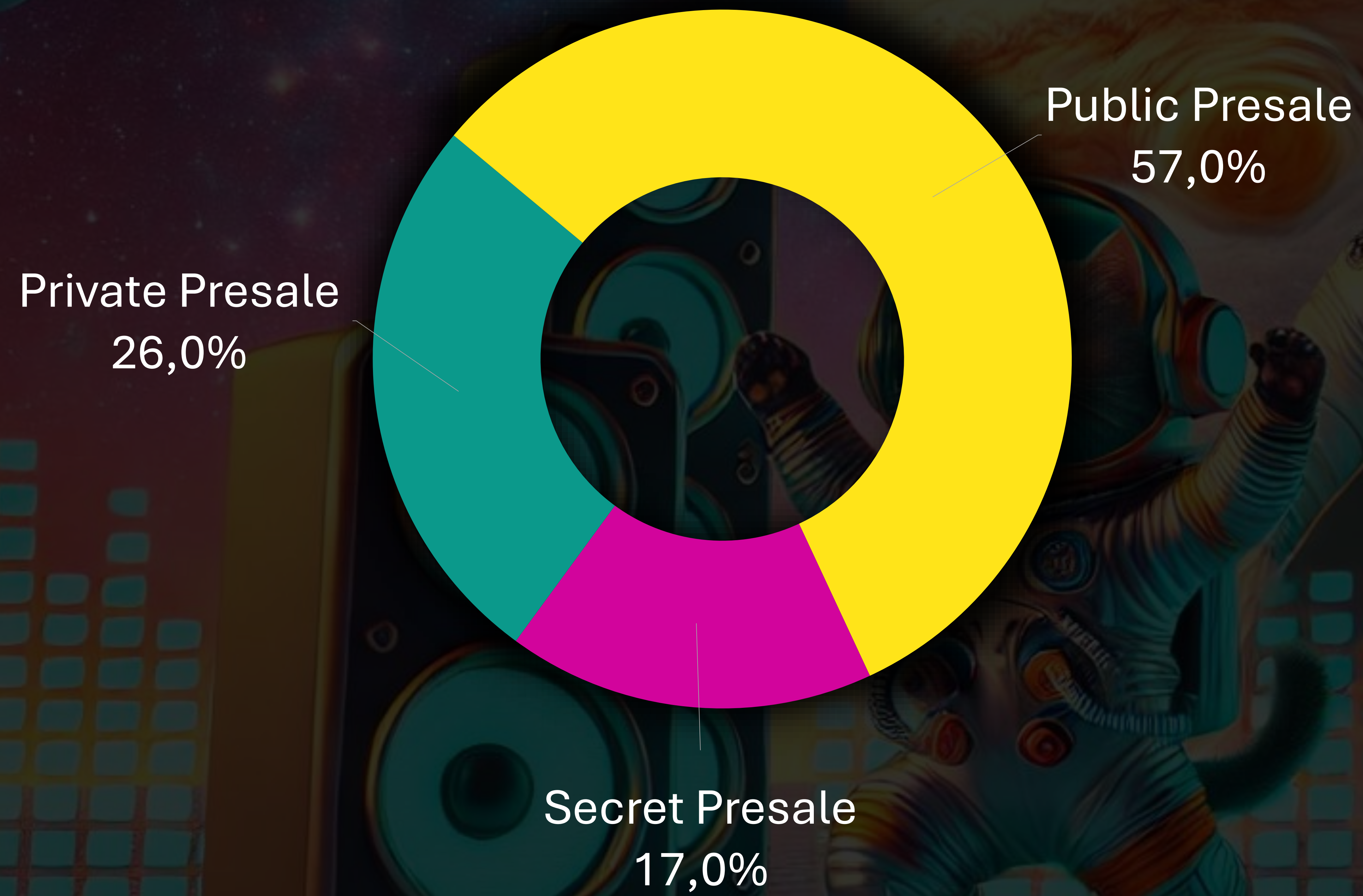


Subject to change where promoting success of the project (Artist Royalties fix).
5% Fees are auto-charged on every swap/transfer (SPL 2022 Standard).



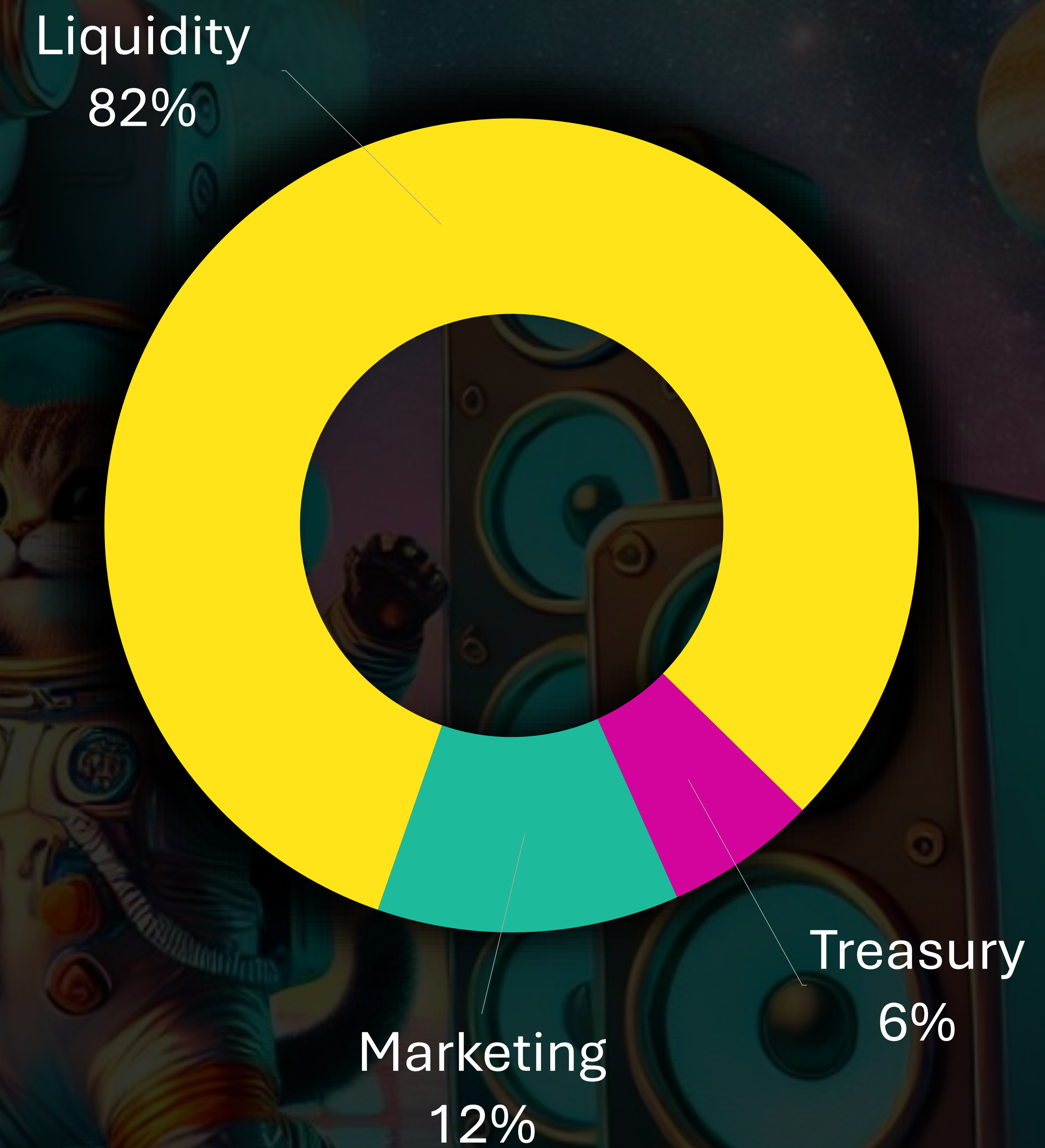
Music Tokens: Capital Funding & Allocation

Initial Funding



Subject to change upon over-/underfunding per presale type.

Initial Allocation



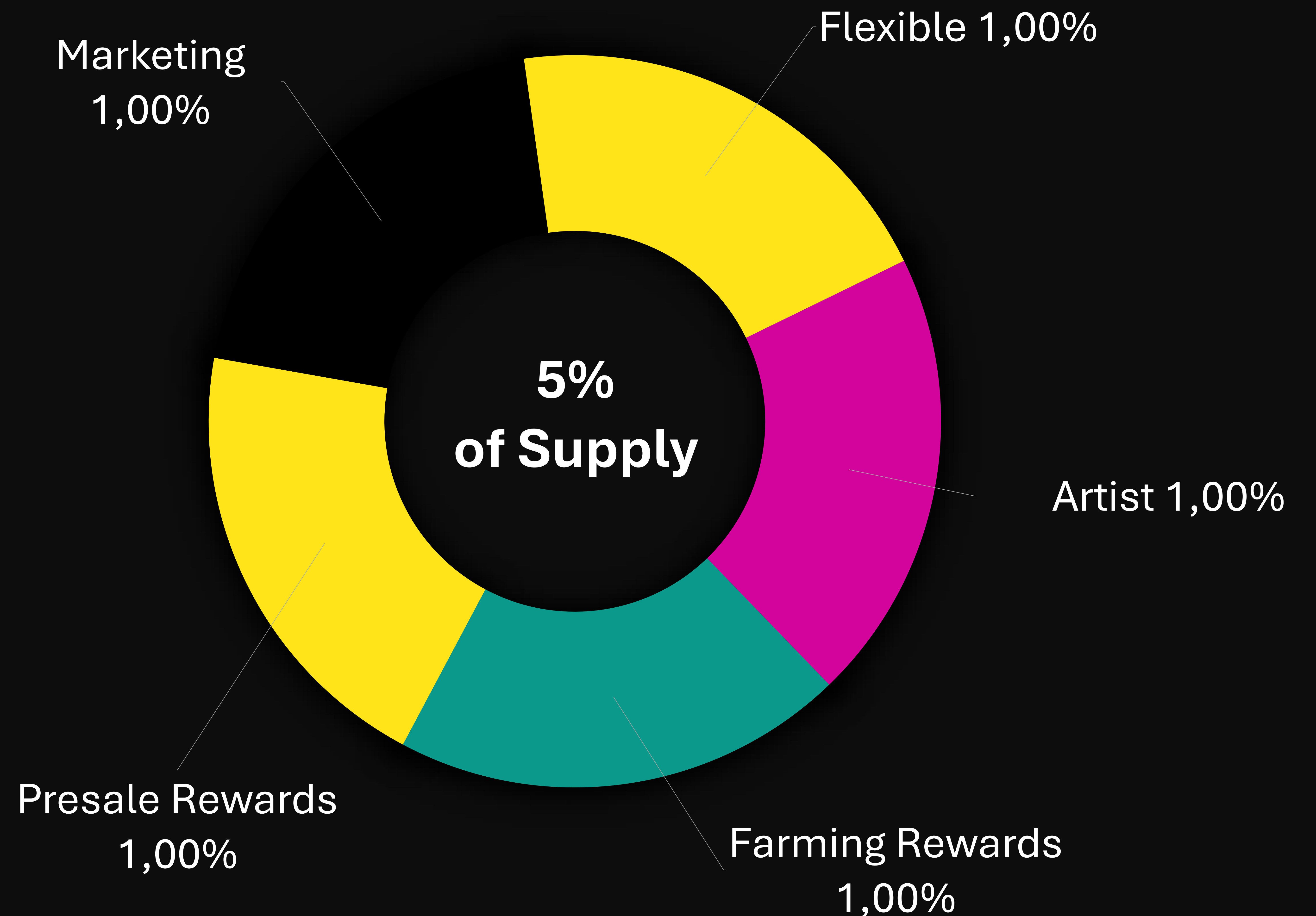
Subject to change upon over-/underfunding.



Music Tokens: **Vested Airdrops**

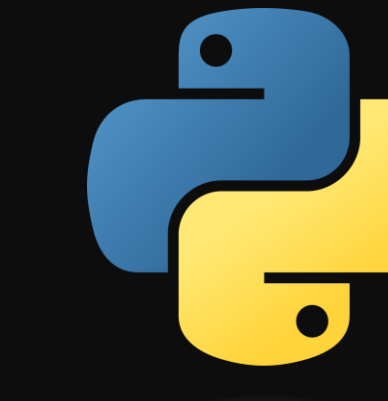
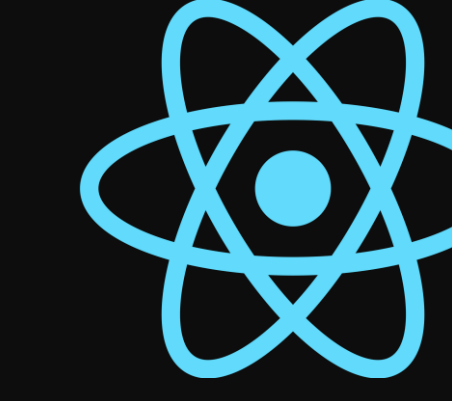
- **Flexible Airdrops** on the first 15 Music Tokens for Secret & Private Presalers of the Label Token.
- **Farming Rewards** for locking LP Tokens from other Tokens in our roaster.
- **Presale Rewards** for participating in the particular previous Token Presale.
- **Artist Airdrop** for the Artist of the underlying Music Release.
- **Marketing Airdrops** for Influencers, Contests & Mass Airdrops.
- **All Airdrops** not locked, but Vesting with 10% Release per Month*

* Except Marketing Airdrops





Tech Stack



On-Chain:

- Solana Web3 SDK & Anchor (JS, TS)
- SPL 2022 Token Extension Standard (Fungible)
- Metaplex SDK (JS, TS) for Non-Fungible Tokens
- Storage: Irys, Arweave, BTC Ordinals, Solana
- Paid RPC Endpoint: Quicknode
- Swaps: Jupiter V6 API (JS, TS)
- Liquidity & Farming: Raydium

Dapp Frontend:

- Initial Web Dapp (Beta): React (JS, TS)

Dapp Backend:

- Google Firebase
- Firestore DB
- Server in Frankfurt (Germany)

Content & Distribution Automation

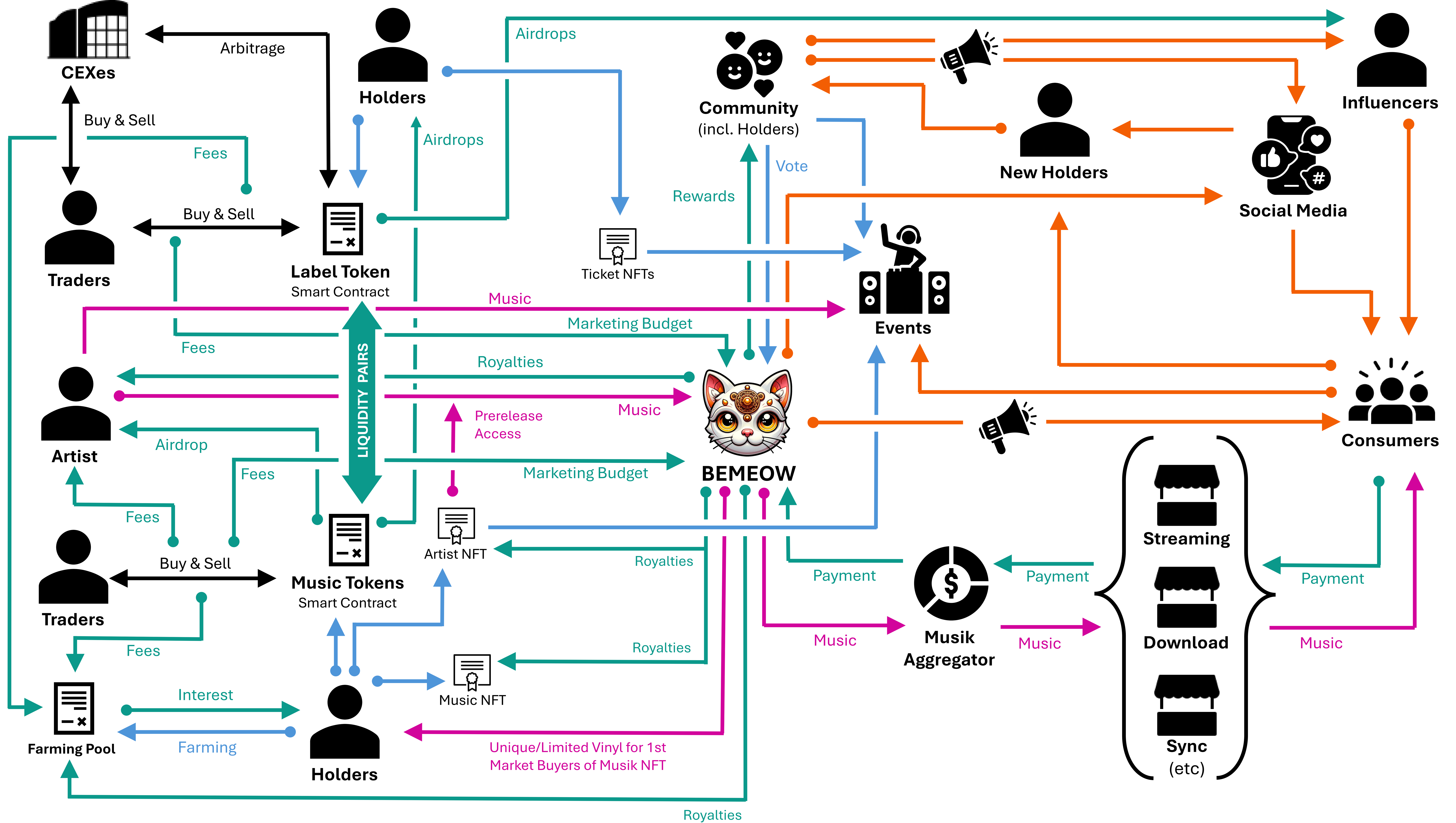
- Music Aggregator: Revelator API (tbc)
- Lyrics Support (ChatGPT API)
- AI-Composition Support (Suno)

Advanced Development (considered)

- Vesting & Stream Automation: Clockwork SDK
- Auto-Triggered Transfers & Swaps (Rust)

Marketing Automation:

- Bulk Mailing (Py, Jinja)
- Social Media Automation (JS, Py)
- Shorts Cutting (Zapier)
- Telegram Bots, Discord Bots
- Multi-Channel Raidbots
- Raid Comment Auto-Creation (ChatGPT API)





How to manage this Ecosystem?

- We have developed a project-tailored Token Management Software.
- With Javascript, Solana CLI & third libraries for multi-audited Contracts.
- Our Software contains the following Modules:
 - ✓ Deploying SPL2022 Token Contracts with individual parameters.
 - ✓ Metadata & File Upload, Minting, Burning from Supply & to Null-Owned Token-Account.
 - ✓ Updating Metadata, Naming Addresses, Supply-Splitting & Capital-Allocation.
 - ✓ Authority Updating & Revokation, Updating Transfer-Fees, Paid RPC Endpoint Integration.
 - ✓ Key Encryption & Splitting + physical Storage with PW based Decryption, Secure Cache & File Deletion.
 - ✓ Batch-Transacions, Transaction Templates, Vesting, Fee Collection & Distribution.
 - ✓ Presale dApp with Third Party Swap & Cross-Chain Bridge Intgegration
 - **More to come:** Mass-Airdops, Swaps, Liquidity & Farming Management.
 - **More to come:** NFTs, File & Metadata Upload to Music Aggregators, Royalty-Split
 - **More to come:** Cross-Asset Modules, On-Chain Listeners, Raid-Automation, a.m.m.



ABOUT US

– TEAM – ETHICS – TRUST – ROADMAP – MUSIC – CONTACT –



Social Responsibility



Monthly Donations:

- To dedicated Organizations rescuing & improving the life conditions of cats & dogs in misery.



Finding a new Home for Cats & Dogs:

- Using our Outreach & Social Media to support animal stations & shelters.



Educational Subpage on our Website:

- To prevent Crypto Newbies from falling for Rugpulls, Honeypots and other Scams.
- To prevent them from Revenge Trading, Gambling Addiction and other irrational Risks.
- To inform them about the basics of Fundamental Analysis & Responsible Trading.
- To inform them about the dangers of Tanking & Gaslighting we saw in some Crypto projects.
- Written in short & simple Words with Screenshots or Videos where possible.



Trust has to be earned!



Code Security

We only use Smart Contracts audited by several reputable Auditing Companies.



More than Money

We are in this for a disrupting impact and to provide social value in each aspect.



Transparency

Our Token Accounts are Vanity Addresses name for their purpose.



Fund Security

Encrypted & Split Seed Storing on Paper & offline Devices, inaccessible by thirds.



Integrity

We never announce major events, unless contractually or factually confirmed.



Discretion

Confidential Information remains secret, whether per NDA or hand shake.



Roadmap & Milestones

done
in progress

Q2/24

- ✓ Market Research & Business Plan,
- ✓ Brand, Website & Core Team,
- ✓ Tech Stack & Token Mgmt Software,
- ✓ Find Third Providers & suitable AI-Tools,
- ✓ 1st 3 Songs for initial Release,

Q3/24

- Presale Dapp , Label Token On-Chain,
- Social Profiles, Presale, Terms, Aggregator,,
- Artist Contract, Launchpads, DEX & ICO-Listings,
- Start Marketing Campaign, Acquiring Influencers,
- +3 Sonfs for Release, Initiate Press Releases

Q4/24

- Farming , Releases, Ambassadors, Go-Live,
- 1st Club Event, Music Videos, Fiat Bridge,
- Music NFTs & Vinyls, Partnerships & Sponsoring,
- Booking Agency, 24/7 Youtube Live Radio,
- Multilanguage Website & dApp, Artist NFTs,

Q1/25

- Cross-Token LPs &, Tier2-CEXs
- Top300 Marketcap Rank, Comic Series
- NFT-Event-Tickets & 1st Small Indoor Festival
- 35K Twitter, 25K Youtube, 50K Tiktok , 5K TG
- Building a Physical Recording Studio

Q2/25

- Multi-Chain Liquidity & 1st Tier-1-CEX
- Top200 Marketcap Rank, Popular Artist Releases
- 50K Twitter , 40K Youtube , 80K TikTok, 8K TG
- iTunes Charts & Personalized Music
- Customizable Copyright Tokens

Q3/25

- 1st Midsize Outdoor Festival, P2E-Game
- Sublabel Founding & Music Token DEX
- Acquiring Licenses & Music Portfolio Tokens
- 65K Twitter , 80K Youtube , 120K TikTok, 10K TG
- Billboard Charts & 2nd Tier1-CEX



Excited?!

- We too! That's why we work day & night.
- Core Functions & Presale are in place.
- Time is the Key as the Bullrun evolves.
- Raw Presale Target \$5Mio.
- **\$BEME** up. Be **Meow!**



BEMEOW

RECORDS

<https://bemeow.club>

<https://app.bemeow.club>

mgmt@bemeow.club

t.me/+8u-ncxCQN9dmY2Q6

