

# Play more, earn more

# meado

Meado is a new innovative talent & business accelerator platform in the music industry. Meado wants to become the “Made in Belgium” music platform where all aspects of creating music, distribution and marketing will be enabled by new technologies. Our trading venue will unite the different parties in the music industry and support them with cutting-edge technologies such as Metaverse, Blockchain, NFT.

## Challenge

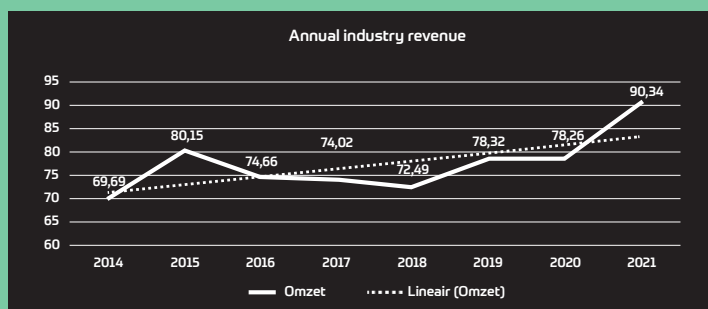
Digital disruption has dealt a devastating blow to the music industry. With the widespread adoption of sharing and streaming, the business has struggled to keep pace with the rapidly evolving digital landscape. Shockingly, less than 1% of artists earn more than 65k per year from streaming. While live performances and merchandise sales can help to offset this, it is simply not enough to bridge the income gap. What is needed is a transparent solution that allows artists to Play More and Earn More.

## Solution

Meado provides artists and music creators with the necessary tools, technology, and support to participate in the contemporary music ecosystem. Through the use of NFTs, AI, and algorithm-based playlists, fans can now become an integral part of an artist’s market value. Meado’s music business platform is groundbreaking in that it eliminates middlemen and removes obstacles for music makers and their supporters. With Meado, Belgian talents can be discovered more quickly and efficiently, while also keeping the industry local.

## Market

The Belgian music industry realised a turnover of over 90 million euros in 2021 and it is still on the rise. With a 75% share of music sales, streaming is the main driver of sales growth in our country. Of those music sales, more than three-quarters (78%) are done digitally. Music rights have become a sought-after investment product in which NFTs can be a strong accelerator and facilitator. There are 90,000 registered music artists, and just as many unregistered potential talents.



» Seat round envisaged series A round 36 months

» Number of employees 7...21

## Milestones

**Battle of the bands**  
(Q2-Q3 2023)



This summer Meado closes the online experience and engagement gap at some festivals in Flanders like Suikerrock.



**Extend Meado Services**  
(Q3-Q4 2023)

From Q3, Meado continues to expand its offerings in The Academy, The Experience Center and The Monetisation Lab and offer a variety of new services to its various stakeholders.

**Launch Meado**  
(Q4-Q1 2024)



A full go-to-market launch, to become the open service platform for festivals and artists, is foreseen by the end of 2023.



**Talent scouting 2.0**  
(2024)

In 2024, further efforts will be made to the AI algorithms and predictive models to scout, filter and nurture new talents and guide them from Zero to Hero.

» Market size: >100M yearly

» Investment opportunity: 1,5M investment tickets as of 50K

» Use of funds: Develop POC, Build Meado platform, organization and process, Accelerate Sales and Go2Market



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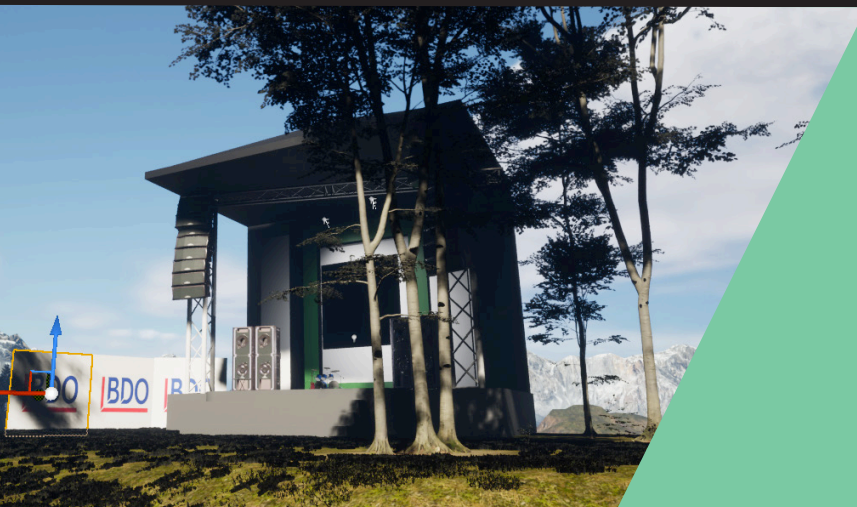
## Revenue model

The business model for the platform involves many parties, such as the artists/creators, the mediators, the customers/audiences, venues, brands and so on. Artists affiliation with brands, diverse product experiences, touring/festivals and merchandising are supported and valorised in the model.

Revenue is also generated via percentages of fan-based royalties, sales of music rights and IP. The fans investments can be oneoff: single sales, one-off usage fees, ticket sales etc. Or recurring such as subscriptions, patronising, royalties etc. Meado uses smart but transparent contracts, blockchain, NFT and online properties.

## Competitive advantage

Meado consists of a strong team of innovators with a background in music, community building and new technologies, centralized around a clear roadmap for growth and success. Together with the Machine learning department of the University of Leuven, and subsidized by Vlaio, a first draft of a predictive AI model was built to detect new talent and calculate their probability of success. Meado isn't built for the Happy Few, but for the Exploring Many bringing a continuous stream of earnings through content and community.



## Current status

In Q2 2023 we are building the Meado Festival POC. Through this first POC, Meado will provide new revenue streams, enhanced experiences and improved fan engagement for artists, brands and festivals. New revenue streams are tapped into by organizing innovative engaging services to the fans two months before and two months after the festivals. And we don't forget those who could not attend live!

## Why Meado needs to exist

- »» Belgium invented techno music in the 80s (New Beat)
- »» We invented the club scene
- »» We were one of the first artists to perform live in 2003 in Second Life (the "metaverse avant la lettre")
- »» We are authorities in festivals and are still at the top of the techno and DJ world
- »» We have a lot of talent under the radar and left undiscovered
- »» There is no Belgian platform where musicians can be discovered
- »» We are top of the world in terms of AI and deep learning



### Maurice Engelen

#### »» Creative

Owner of a record label. Founder of new beat (beginning of techno music), first artist in Second Life, jury member in The X Factor, talent scout and music creator of movies and games. Multi-million records with Praga Khan and Lords of Acid.



### Luc Van Utterbeek

#### »» Business

Multiple entrepreneur. Owner and starter of JDI (consultancy firm helping companies with their growth), Board member Voka Vlaams-Brabant, Investor