



#ContentCreator

#AI

#Games

#Music

#socialFi

 **snapmuse.io**

LIGHTPAPER

Web3 Funding Platform of the Entertainment Industry

We are a community-first, web3 platform that enables users to fund exciting projects from the entertainment industry at an early stage and claim perks & rewards.

 Nasdaq



 yahoo!
finance



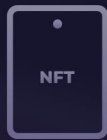
 COINTELEGRAPH



Snapmuse.io features

We envision to revolutionize the way uniquely creative ideas come to life with our proprietary technology.

DROPS



Minting and primary sale of NFTs.

REWARD DISTRIBUTION



Discounted SMX tokens to be claimed as rewards.

EXCLUSIVE COMMUNITY & GAMIFICATION



NFT and SMX holders join exclusive communities, enjoy perks & rewards offered by the projects and Snapmuse.io

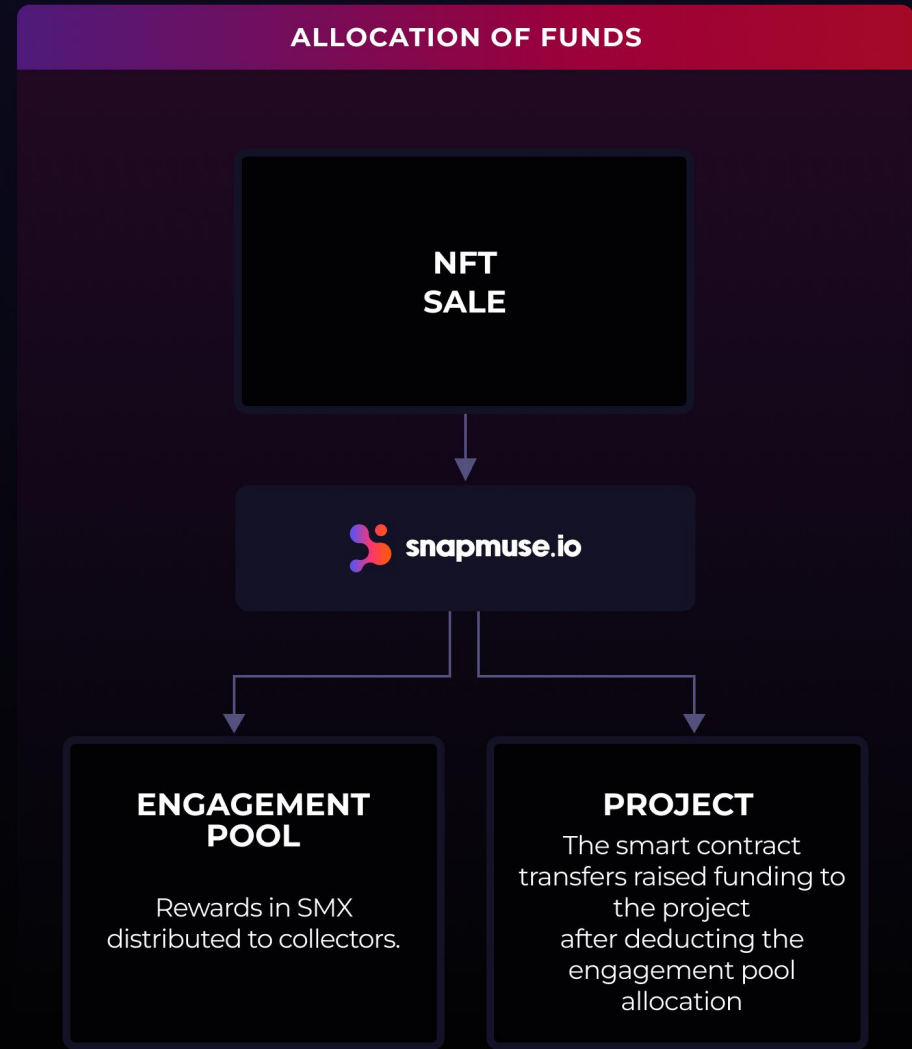
SECONDARY NFT TRADING



Secondary market where collectors can trade collected NFTs.

COMING SOON

How it works



Competitive landscape

We consider no direct competitors among current web3.0 companies in the market, however, the following products seek to solve similar issues:

| |  snapmuse.io | WEB 3.0 COMPETITORS | | | WEB 2.0 COMPETITORS | | |
|--|---|---------------------|-----------|-----------|---------------------|------------|----------|
| | | Royal | Opulous | XCAD | Kickstarter | Jellysmack | Patreon |
| Valuation (high water mark) | 10 M USD * | N/A | 3.7 B USD | 1.8 B USD | +1 B USD | 3 B USD | 4 B USD |
| Focus | Web3Funding | Music | Music | YouTube | Crowdfunding | YouTube | Creators |
| NFT Infrastructure | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Retention of creator ownership | ✓ | ✗ | ✗ | ✓ | ✓ | ✗ | ✓ |
| Secondary market | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Exclusive communities (creator / fan relationship) | ✓ | ✓ | ✗ | ✓ | ✗ | ✗ | ✓ |
| Real world assets | ✓ | ✓ | ✓ | ✗ | ✗ | ✓ | ✗ |
| Community management service | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Capital intensive (i.e. not P2P) | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ |

* Represents fully diluted mcap at public sale price

Source:

Company websites for feature sets
 Valuation of Web3.0 competitors: coinmarketcap.com
 Valuation of Web2.0 competitors: crunchbase.com

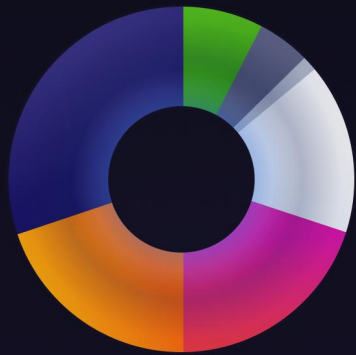
SMX Token

Our native utility token is the unifying currency of the entertainment industry.



| | | | |
|------------------------------|---|---|--|
| VALUE | | TOKEN OF THE ENTERTAINMENT INDUSTRY SMX token will be a tool for token holders to benefit from the flourishing entertainment industry in the web3.0 space | |
| UTILITY | REWARD DISTRIBUTION SMX tokens offered to NFT holders. | DROPS All drops and services on the platform will be accessible through SMX token | GAMIFICATION OF REWARDS Fans will compete to access exclusive benefits by HODL'ing and buying SMX tokens |
| DEFLATIONARY FEATURES | LOCK A mechanism that rewards fans for locking SMX tokens in exchange for early drop access | STAKING Dynamic and static APRs will be offered to token holders | DISCOUNT Discounts on project and brand offerings |

Tokenomics



Distribution

Percentage

of tokens

Structure

Seed

8 %

40,000,000

6-month cliff, 15-months linear vesting.

Private sale

10 %

50,000,000

7% released at TGE. 3-months cliff, 9-months linear vesting.

Public sale

8 %

40,000,000

15% released at TGE. 1-month cliff, 180 days linear vesting.

Team

15 %

75,000,000

6-months cliff, 540 days linear vesting.

Partnership

7 %

35,000,000

6-month cliff, 15-months linear vesting.

Liquidity

15 %

75,000,000

20% released at TGE. 80% Locked for strategic release as per market demand for listing,

Rewards

21 %

105,000,000

6-months cliff, 25-months linear vesting.

Treasury

9 %

45,000,000

6-months cliff, 15-months linear vesting.

Marketing

7 %

35,000,000

6-months cliff, 18-months linear vesting.

Total Supply

100.00 %

500,000,000

Tokenomics

Ticker **SMX**

MCap at public sale date **490,000 USD**

FD MCap at public sale date **10,000,000 USD**

Total token supply **500,000,000**

PRIVATE SALE

 Feb '24

- **750,000 USD**
- Type: token
- 0.015 USD
- 9-months linear vesting
- 3-months lock-up
- 7% released at TGE

PUBLIC SALE

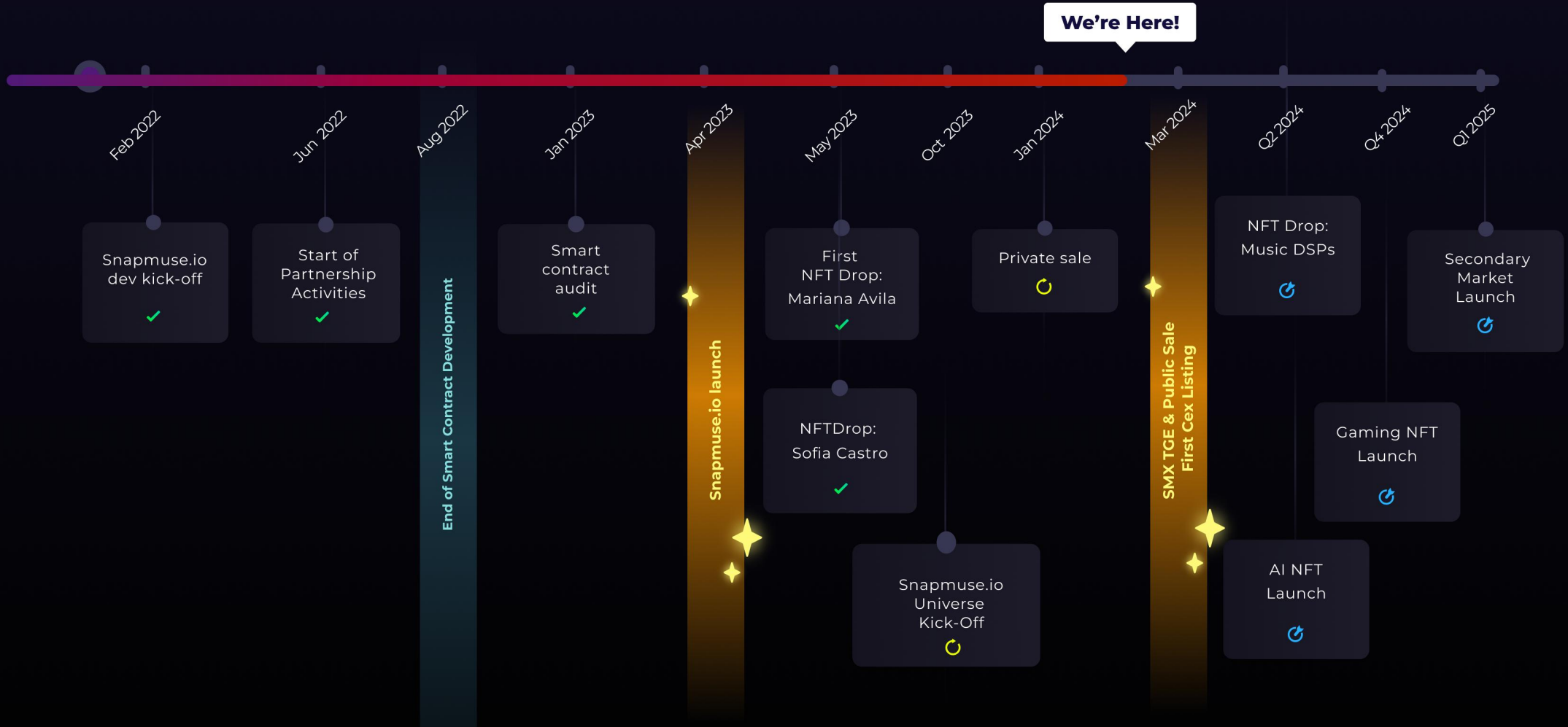
 Mar '24

- **800,000 USD**
- Type: token
- 0.02 USD
- 15 % unlocked
- 1-month lock-up
- 180-days linear vesting

Project timeline

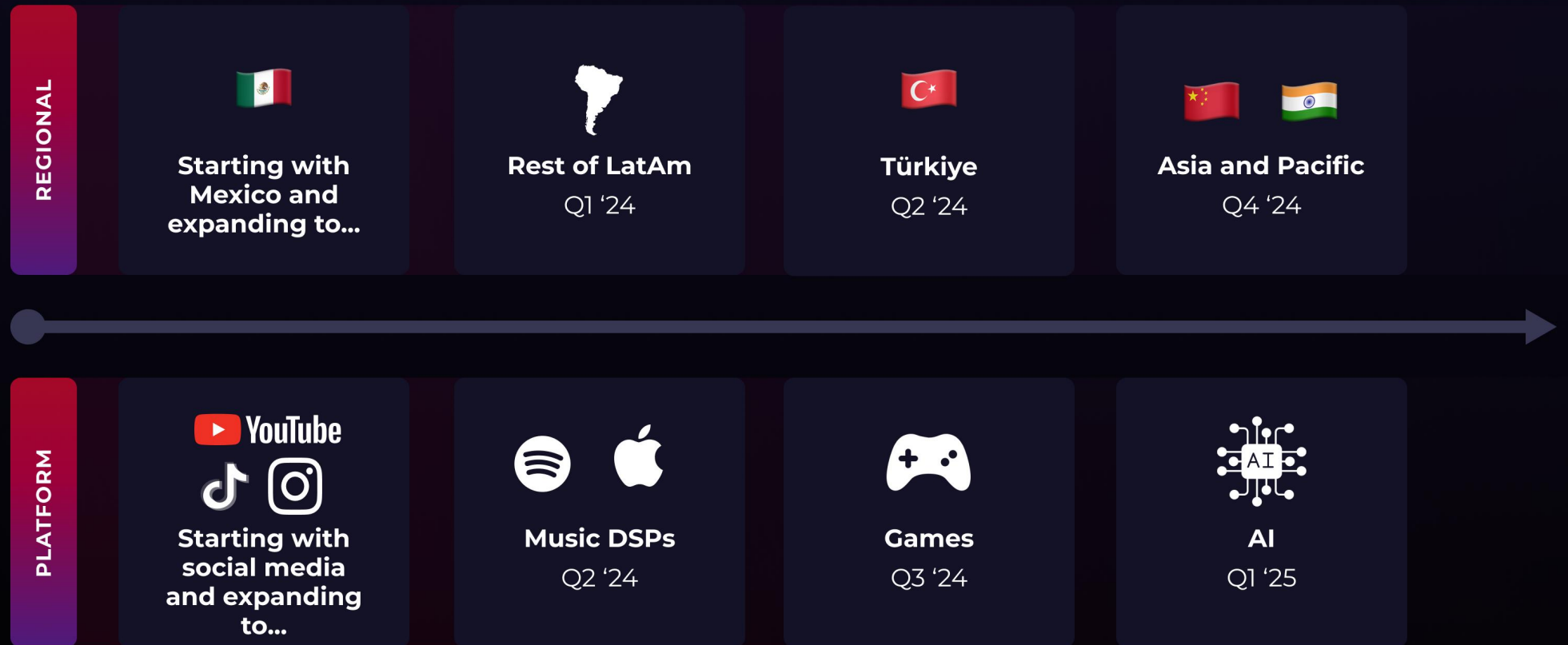
✓ COMPLETED ⌚ ON-GOING ⌚ TARGETED

Key building blocks of our product have been established and we're now set to launch.



What's ahead

Snapmuse.io is set to be the entertainment industry standard bearer in web3.0.



Product Roadmap

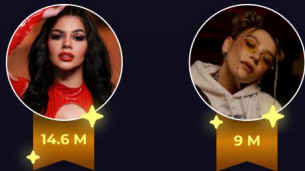
2023

MVP

Snapmuse.io launched its MVP with Tier-1 YouTubers with over 20 million subscribers in Mexico. MVP is a revolutionary web3.0 marketplace which allows users to authenticate via Google and automatically purchase NFTs via credit cards.

AUDIENCE

Tier 1 YouTubers



FEATURES



3RD PARTY



3RD PARTY



REGION



UPCOMING
2024

SNAPMUSE.IO FUNDING PLATFORM

Snapmuse.io aims to provide creators, artists and founders in the entertainment industry with the ultimate permissionless NFT launchpad to fund exciting projects and build communities.

AUDIENCE

Cross Platform



TIER 2 & 3



MUSIC DSP'S



Games



AI

FEATURES

IN-HOUSE



SMX
LAUNCH

IN-HOUSE



REGION



UPCOMING
2025

SNAPMUSE UNIVERSE

Snapmuse.io is set to become the entertainment industry Hub where creators, musicians and project founders launch exciting new projects together with their communities.

AUDIENCE

Cross Industries

PERMISSIONLESS

MOVIES & TV
SHOWS

FEATURES

BRAND
DEALS



SECONDARY
MARKET

IN-HOUSE

CMS

IN-HOUSE



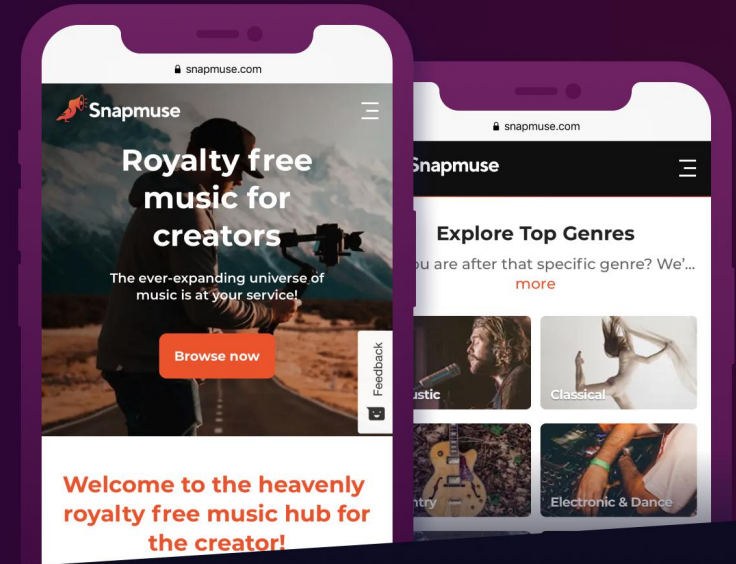
SNAPMUSE
WALLET

REGION





Snapmuse.com is an online music licensing platform comprising a self-owned music and sound effects library. We have years of experience working hand-in-hand with content creators.



SNAPMUSE.COM AT A GLANCE

350,000
Sign-up users

16,000
Royalty-free tracks

18,000
Sound FX

- ✓ Fully owned catalog covering all master and publishing rights (TV, VOD, Apps, YouTube, Facebook etc.)
- ✓ 63 genres, 30 moods
- ✓ No music samples used
- ✓ All stems of tracks are ready to use



BNB CHAIN



another

**Token
Suite.**

Team



Moris Alhale
CO-FOUNDER / CEO



Yener Levi
CPO
Ex-Turkcell



Barış Akkiriş
CMO
Ex-Trendyol



Metin Levi
CCO
Ex-Putumayo World Music



Enes Malik Terzi
CTO
Ex-Sahibinden.com

Strategic advisors



Selim Bora
PRESIDENT, SUMMA



Sezer Değirmenbaşı
HEAD OF BUSINESS
PARTNERSHIPS, TIKTOK
Ex-Google



H. Gün
EXECUTIVE PRESIDENT, KELLER
GLOBAL & 1881 S CAPITAL AG



Ediz Habip
GENERAL MANAGER,
AMAZON MARKETPLACE
Ex-Ernst & Young



Ali Karabey
MANAGING DIRECTOR, 212 CAPITAL
Ex-Morgan Stanley



Where good ideas find funding and community.

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L I G H T P A P E R