



# RHYTHM

Powering

the Musicverse

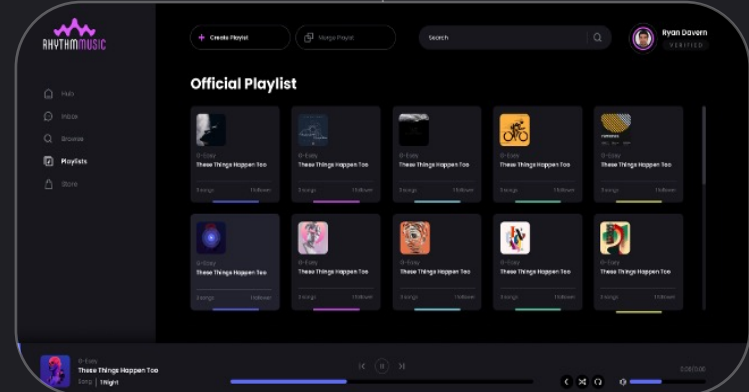
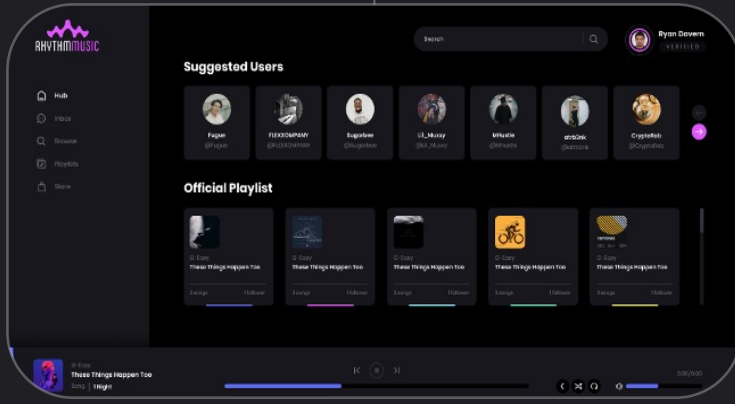


# What is Rhythm?

Rhythm (BeatPlaylist LTD) is a Web3 software company with a strong focus towards creating a fully decentralized music streaming ecosystem.

We have created the first bridge between mainstream music and DeFi with our music streaming platform, Rhythm Music. Our ecosystem is set to consist of multiple web3 products that are designed around Interoperability, decentralization and immutability and provide utility and innovation to artists and consumers alike.

# The product

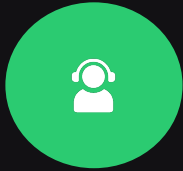


# Rhythm Music features



- ✓ Full access to over 100 million songs, music videos, and podcasts
- ✓ Create a playlist or try one curated by other members of the community
- ✓ Stay up to date with your favourite artists and their new releases
- ✓ Sing along to your favourite songs with lyrics view
- ✓ No limitation to the amount of songs you can add to a playlist
- ✓ Edit music metadata
- ✓ Stream ad-free music and music videos
- ✓ Connect your wallet and unlock wallet perks
- ✓ Buy Rhythm with debit/credit card
- ✓ NFT pins, playlists, singles, and albums displayed on your profile
- ✓ Trade, Buy and Sell NFT's through our community market
- ✓ Artist Launchpad
- ✓ Tip your favorite artists

# Rhythm Timeline



## Listen to earn

Use Rhythm Music to listen and get rewarded

## Bounty system

Interact with the community and get rewarded



## Partner program

Program to incentivize artist to partner with Rhythm

## NFT Marketplace

Phase 1 will include a system for artists to release custom NFTs



## Musicverse

Full NFT world served with partnered artist concerts and performances

# Rhythm Under the hood

Rhythm Music is a CeDeFi Desktop music streaming platform with over 100 million songs, music videos and podcasts that is built on-top of a Chromium Browser. Our embedding tools allowed us to build a powerful, yet simple to use, interface that turns YouTube into a fully tokenized music streaming platform.

The Rhythm protocol fundamentally at its core will power the Listen-To-Earn, Artist Partner Program rewards, wallet holder perks, NFT pins, albums and playlists, as well as our Metaverse ecosystem (Rhythm Fest) consisting of both in game and real life components.

A question we are frequently asked –  
“Is this legal” and  
“Couldn’t YouTube just shut us down?”

Rhythm at its simplest form is just a very advanced Chrome extension, built on top of our own custom Chromium Browsers. We do not interact with Google’s API, and everything is handled on the users computer, which makes it impossible for Google to shut the platform down.

Our end goal is to partner together with Google and work under the Google ecosystem, by replacing their already existing platform YouTube Music, which receives a lot of community hatred due to little care Google’s development team put into the platform.

We believe that Rhythm can and will be the future of music streaming for the Google ecosystem, and we can make that happen with the right networks and funding.

# Old vs New

## Web2 Music Streaming

- ✓ Pay to listen
- ✓ Centralized streaming platform/service
- ✓ Subscription transactions
- ✓ Artists bound by contractual deals and labels



## Web3 Music Streaming

- ✓ Listen to Earn
- ✓ Tokenizing the largest online music library.
- ✓ NFT Albums, Singles, Playlists and Profile Pins
- ✓ Artist Partner Program
- ✓ Ability to go fully decentralized
- ✓ In game and In-Real-Life Metaverse & Music festival events



Rhythm Hub

Inbox

Browse

Playlists

Store

ACCOUNT BALANCE

RHYTHM

100,000,000

=1000 usd

TOP UP

Back to Browse

# Punk Tracks (mostly carti)

Created by **sqvart** | 9 songs | 69 followers

| Title                           | Artist        | Album               | Release Year |
|---------------------------------|---------------|---------------------|--------------|
| Long Time - Intro               | Playboi Carti |                     |              |
| R.I.P.                          | Playboi Carti |                     |              |
| Lean 4 Real (feat. Skepta)      | Playboi Carti |                     |              |
| Old Money                       | Playboi Carti |                     |              |
| Love Hurts (feat. Travis Scott) | Playboi Carti |                     |              |
| Rockstar Made                   | Playboi Carti |                     |              |
| Go2DaMoon (feat. Kanye West)    | Playboi Carti |                     |              |
| Stop Breathing                  | Playboi Carti |                     |              |
| Benol                           | Playboi Carti | Whole Lotta Carti 2 |              |

Delete Playlist | Unfollow

sqvart  
SqvartLeah

Search

SEARCH

Ryan Davern

••• Juice WRLD - Righteous (04:02)

BEHIND THE LYRICS

[Intro]  
I will (I will)  
I will (I will)  
I will  
Oh-wah (Oh-wah)  
Oh (Oh)

[Chorus]  
All when I get out, I'm feeling righteous,  
yeah  
I know that the truth is hard to digest, yeah  
Piss on the pills in my right hand, yeah  
Coke like rumoath over on my nighthead  
Taper medicine to be all of the damage  
It's a mercy the size of a planet (Yeah, nah)  
Holes in my skull, over time  
My heart's over six (Yeah)

[Verse 1]  
Dear old, I'm freezing  
Beautiful eyes, dreaming  
We may die this evening  
Crawling and wheezing, bleeding  
M, I'm anxious so  
Blood money, are my eyes, stay low  
Red and black, they give  
Under attack, in my soul  
When it's my time, I'll know  
Never seen a ball so cold  
Yeah, we'll make it out, I know  
We'll run right through the flames, let's go

[Chorus]

02:58:04:32



Kanye West  
Rap Vibes  
song | Heard em Say



1:00 / 3:23



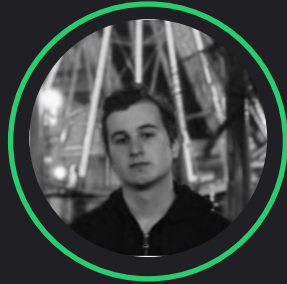
# Our Mission / Comparison

| Music Tokens and Services   |   |   |   |   |   |   |   |   |   |   |
|-----------------------------|---|---|---|---|---|---|---|---|---|---|
| Music Streaming             | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 100m+ Songs                 | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ | ✓ |
| Doxxed Team                 | ✓ | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ | ✓ | ✓ | ✓ |
| Artist Incentives           | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Deflationary Token Supply   | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| NFTs                        | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| Investor Reflections        | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| User Rewards                | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Legal Entity Behind Project | ✓ | ✓ | ✓ | ✗ | ✓ | ✗ | ✗ | ✓ | ✓ | ✓ |

Build the next generation of music streaming tools and products for consumers and artists with a bridge between the music industry, Web3 and crypto.

Pave the future of both the crypto & music industry with an ecosystem that boasts of a new and improved solution for paying artists and products that will innovate both industries.

# Founders



**Ryan Davern**

Founder and Chief  
Executive Officer

Twitter: [/ryandavern\\_](#)



**Austin Luna**

Co-Founder & Artist MANAGER

Twitter: [/lunaa](#)

Youtube: [/Luna](#)

# Team



**Luke Sargent**

Head of Partnerships



**Max Waters**

Chief Marketing Officer



**Evan Frutos**

Creative Content  
Director

# RHYTHM

Our

Story

# The beginning



The concept behind Rhythm began in 2016



In 2017 we incorporated the company BeatPlaylist LTD



In 2018 we received our first investment of \$50,000 NZD.

The beginning of the 20's opened a new door for Rhythm, with the potential of web3 and the blockchain, shifting the focus of Rhythm toward an age of decentralization. Rhythm's development soon progressed from a standard Web2 product and service, to an entire Web3 ecosystem, with actual innovation for the music industry with features including Listen to Earn, NFT pins and tokenizing the entire YouTube music library.

On Aug 4th 2021, Rhythm was released to the public and soon gained community attention and attraction. Climbing to a \$32 million USD market capitalization within four months.

During the later half of september Rhythm music was officially launched to the public in an early beta release, gaining Rhythm significant attention and causing a major increase in Rhythm holders and investors.

# The problem



The music industry is a barely touched market in the crypto space due to the difficulty of solving the initial problems of funding, paying the artists, and getting artists to use the platform.



The current approach to decentralized music streaming is to build a CeDeFi/DApp that allows artists to create NFT's of their music and albums, which is a great idea. However, this approach only contains NFT hosted music and excludes 99.9% of the music industry with their music hosted on platforms such as YouTube, Spotify and Apple Music.



With music streaming platforms spending less time on utility and innovation and more time on their user interface, it's time to bring innovation back to the music industry. At Rhythm, we aim to open the doors of DeFi to the music industry with an ecosystem which plans on slowly transitioning the music industry into a decentralized system that works end-to-end.



The DeFi space needs to offer something of value to the music industry before well-known artists start opening themselves towards joining the DeFi space, and that's where Rhythm comes in.

# The solution

Rhythms ecosystem products are ready to solve these issues and innovate the space for artists and consumers alike. These ecosystem products that we will utilize to solve these problems within the music industry that we are developing include:

- ✓ A fully Decentralized music streaming platform that allows in app purchases and use of the native ecosystem token "Rhythm"
- ✓ A listen-to-earn system that rewards users for supporting and listening to their favorite artist by minutes listened
- ✓ A proprietary in app NFT marketplace that will allow artists to launchpad albums and songs to their fans to generate revenue as well as allowing for nft projects to list and sell nfts.
- ✓ A Web3 artist partner program whereby partnered artists will benefit financially from rhythms revenue streams
- ✓ A rarity and tool check website that will be utilized in conjunction with the marketplace
- ✓ A bounty system where the community is encouraged to solve problems together resulting in a reward
- ✓ A fully encompassing metaverse (musicverse) ecosystem whereby NFTs will be utilized as land/blocks that will allow consumers to reserve, purchase, sell, trade and rent places and 'tickets' at in game and real life music festival events powered by rhythm.
- ✓ An ecosystem that allows partners and projects to join the rhythm ecosystem and benefit from all products.

# Revenue model

Rhythm takes a multifaceted approach toward its business and revenue model. Our first source of revenue is generated via our taxation system from our native token, \$RHYTHM. A 2% tax of all transactions utilizing rhythm are used to fund the "artist wallet", a further 5% from all transactions is used to fund the liquidity pool for the ecosystem.

Furthermore users have the opportunity to purchase premium subscriptions services to Rhythm music, which will not only increase their functionalities and utilities within the streaming platform but across the entire ecosystem.

## Rhythm's ecosystem

also looks to feature NFT sales via partnered artist song and album sales in the form of non fungible tokens, Likewise these sales will operate in a similar way to that of the streaming platform system whereby the artist will be able to use our nft marketplace as a launchpad and received increased sales and revenue through the distribution of nfts to their audiences. The Rhythm ecosystem will also take fees from these NFT sales.

## In the future

our metaverse ecosystem products will allow for the purchase of 'land plot' NFTs by which users will be able to purchase in game land plots and blocks including certain 'traits', which will act as 'tickets' to our planned in real life music festival events hosted under the Rhythm brand name. These blocks and plots will be able to be purchased, traded and rented whereby Rhythm will also receive a predetermined percentage of all transactions and generated revenue.



# Previous Investments + Holder stats

Rhythm is looking to begin raising a seed round on the basis of expansion in areas including

Marketing

Community

Outreach

Software development

- In 2018 we raised our first investment of \$50,000 NZD between three private equity investors.
  - In 2021 we raised \$450,000 USD via a private equity investment.

Organically, Rhythm successfully reached a market cap valuation of \$32 Million USD within the first four months of public beta launch. Currently we have almost 10K active wallet holding addresses and a total of over 10K followers across our social media pages.

Holders

9,813 adresses

# Subscription

## RHYTHM FREE

**\$0.00/month**

Enjoy a free experience of listening and communicating with your friends and followers

- ✓ Full access to the entire YouTube Library
- ✓ Create of playlist or try one curated by other members of the community
- ✓ No song skip limitations
- ✓ 1 month of free premium on sign-up
- ✓ Stay up to date with your favourite artists and their new releases
- ✓ Separate your music from your YouTube account
- ✓ Adverts will automatically be skipped after 5 seconds

## RHYTHM PREMIUM

**\$7.50 USD/month**

Enjoy unlimited access to all of Rhythm's features premium will remain free during beat testing

- ✓ Stream ad-free music and music videos
- ✓ Create of playlist or try one curated by other members of the community
- ✓ No Emitation to the amount of songs you can add to playlist
- ✓ Premium tag applied to your profile
- ✓ Blue glow around profile picture (free users have a white glow)
- ✓ Edit music metadata
- ✓ Early access. To test new features

# Rhythm explained

Youtube need to pay  
artists and creators



Youtube run ads

Some people don't want  
to see ads



Rhythm can monetize  
their ad-free experience  
and give back to artist

+ while also providing an easy,  
efficient way to listen to music

# Market and adoption



## Hot & fast growing

Web3 and the blockchain are one of the hottest and fastest growing markets as of right. Currently, the compound annual growth rate of the entire market is expected to continue to increase at a rate of 6.9% over the next 10 years. The current market cap valuation of the entire market sits at approximately \$1.23 Trillion USD.



## Imperative component

Music streaming is an imperative component of almost all humans everyday lives. We all listen to music each and everyday, yet music streaming is still an untapped diamond mine in Web3.



## Rapidly process

The transition of the internet is progressing rapidly and will see rapid growth over the next 5 years toward Web3 solutions from the current Web2 age we have been utilizing since 2004.



## Innovation

This change is unavoidable and to succeed we must innovate. All functions we currently execute on the internet occur via web2, soon this will be a web3 age with the blockchain being the driving factor on how we interact with one another over the internet. Music streaming must evolve in such a way too in order to fulfill the needs of users.

# Our growth

Since our Launch in August 2021, Rhythm has seen significant social media growth including the verification of our Twitter page and the attention of some of the largest names in the space.

We have successfully amassed 10K holders and thousands of members across our channels including; Twitter, Discord and Telegram.



/RhythmBSC



/rhythmbsc



/RhythmChat



**Kwebbelkop (GTA.ETH)** ✓  
@Kwebbelkop Follows you



**Kim Dotcom** ✓  
@KimDotcom Follows you



**Noah Miller** ✓  
@iamnoahmiller Follows you



**SGAR** ✓  
@GreggSgarlata Follows you



**Brian D. Evans** ✓  
@BrianDEvans Follows you



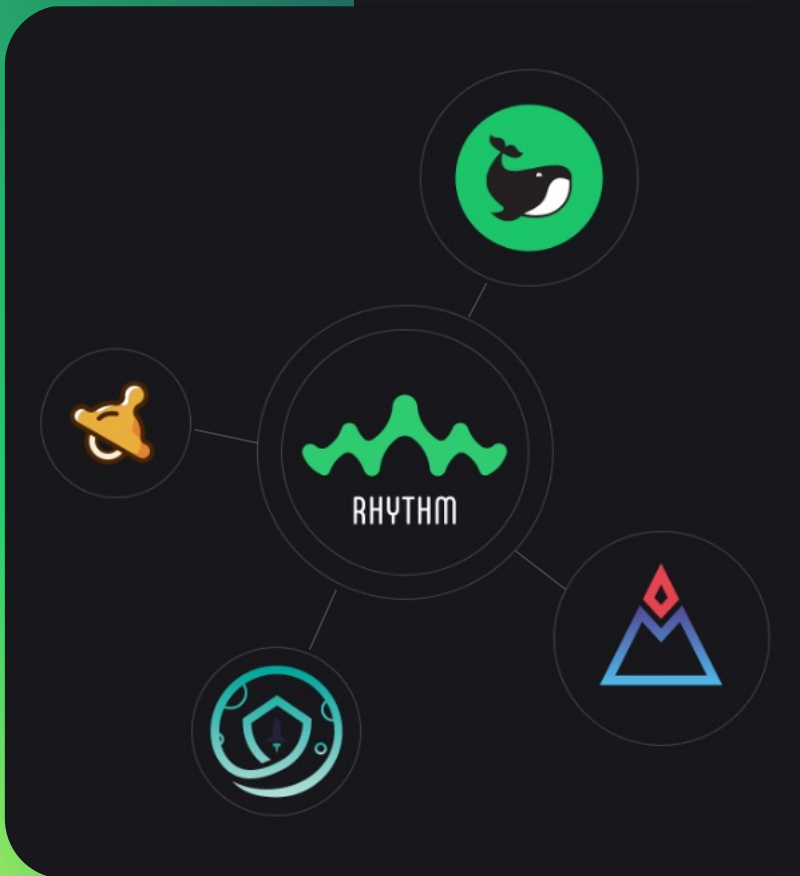
**Crypto Jack** ✓  
@cryptojack Follows you



**Calvin** ✓  
@calspieth Follows you



**SAMMY** ✓  
@SammyArriaga Follows you



# Partnerships

Rhythm aims to be the music ecosystem for all of DeFi. We have already started our project partnership program by partnering with multiple successful DeFi projects including SafeMoon, WatcherGuru, Vulkania, and BubbleMaps, and many more. Rhythm will be accepting all partnered tokens as a payment for Rhythm premium subscription service and will continue partnering with and accepting new tokens as a payment for our subscription service.

We plan on burning 50% of all partnered tokens received for our subscription service and will sell the remaining 50%. The sold tokens will be invested into the Artist Partner Program.

# How do we get there?

## Rhythm looks to **capitalize** upon an already established

consumer and user base trending toward a changing age and market. We build the tools that allow consumers easy access to the music they know and love and provide the integration with web3 and the blockchain.

## Moving forward **our goal and vision** is

to bring rhythm to the masses and increase community outreach through strategic and targeted marketing campaigns.

## Organically, Rhythm **successfully reached**

a market cap valuation of \$30 Million USD within the first four months of public launch, with minimal outside sourcing or marketing partners and we believe with the right team working alongside us, we can revolutionize the entire music industry.

### Expansion and adoption in our eyes is simple:

- ✓ Investment in marketing campaigns through social media and influencers
  - ✓ Formation and adoption of strategic business partnerships
- ✓ Expansion and recruitment of team members in different areas of specialty
  - ✓ Continue the development of our products



# Listen to earn

## How does Listen to Earn work?

Rhythm Music users earn 25 Rhythm tokens per minute of music listened. Each tier (Silver–Emerald) earns an extra Rhythm token per tier (e.g. Emerald holders earn 29 per minute of music listened)

How do we stop users abusing the Listen to Earn system and farming \$RHYTHM?

1

Users must hold and stake a minimum of \$100 worth of \$RHYTHM in the wallet connected to their account.

2

Server side detections to block users sending false Listen to Earn requests.

3

Users can only claim once per month, which gives us enough time to detect if there were any false Listen to Earn requests made throughout the month.



# Artist Partner Program

## RHYTHM

- The Rhythm contract taxes 2% of every transaction and adds it to the Artist Wallet, which then pays partnered artists in \$RHYTHM for in-app streams.

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- Rhythm already has all of the music, and YouTube already pays the artists for non-premium member streams. So artists who choose not to partner with Rhythm are just losing out on their percentage of the pie, which will get delegated to another artist who is partnered with Rhythm.

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- Now realistically, if you told Kanye that he was losing millions of dollars of potential revenue per month to Travis Scott because Travis Scott was partnered with Rhythm and Kanye wasn't. The first thing Kanye would do is he would contact his manager and make sure he was partnered with Rhythm the next day.

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- This system of FOMO will spiral up the entire music industry. When smaller artists are paid out large amounts of transaction taxes every month, which more prominent artists could be receiving, those more prominent artists won't just sit there and not partner with Rhythm.

# Artist Partner Program

The Artist Partner Program will open multiple brand new sources of revenue for our partnered artists and will:

1

Find upcoming artists and offer them a launchpad to boost their audience. Our launchpad will have an artist submission and voting system, which will allow the community to submit their favorite upcoming artists for the launchpad.

2

Give partnered artists the ability to create and release NFT albums, singles, and pins on our community market for their fans.

3

Track partnered artists streams, including both premium and free users through Rhythm and pay them per stream.

4

Give partnered graphical artists the ability to create and release NFT pins on our community market.

5

Invest into smaller, upcoming artists that need resources to expand their brands, such as providing equipment, software, and network connections.

# Artist Partner Program

All Artists partnered with Rhythm will share a piece of the pie, and payments will be sent monthly and directly to artist wallets.

1

Initially, artists we are partnered with will split the artist fund equally, monthly.

2

As we partner with more artists, each artist's percentage of the artist wallet will decrease.

3

At this point, we will begin developing a payment percentage algorithm that will calculate an artist's payment percentage based on the number of streams an artist makes out of the total partnered artist streams.

# Make all labels obsolete



# Conclusion

In conclusion, we are creating the first bridge between the crypto and music industry and taking both industries to a whole new level. Join us on the ride and help us shape this next generation of music streaming, crypto, and NFT's.



RHYTHM