



Musiconomi

A global music economy that works for everyone.



SUCCESSFULLY FUNDED

19,026.355 ETH

VISION

TEAM

ADVISORS

SOLUTION

MARKET

PRODUCT

CROWDSALE

Our vision

Music is an integral part of our lives that brings us closer and connects us. It's a common language we all speak regardless of age, nationality, religion, race, or culture. Music is also a lucrative form of business. People all around the world are streaming 5 trillion songs online and the music industry reached \$15.7bn in revenues in 2016.

However, much of the revenue from music does not go to the creators of value. The most obvious example is the musician, who often [receives only a small fraction of revenue collected from end users](#), and although the music economy is complex and is influenced by many different organizations and individuals, only some are value creators in their own right and deserve to be compensated for their contributions. Others are not.

At Musiconomi, we have made it our mission to **recognize and incentivize value creation**, starting with the musician but extending to the bloggers, promoters, fans, labels, and others that help make a thriving music economy possible.

Musiconomi Project Mission

Musiconomi's mission is to build a global environment where artists, DJs, bloggers, promoters, listeners, and other entrepreneurial music enthusiasts can create an exchange value in a transparent and timely manner.

The platform will offer:

- tools for **content creators/owners** to publish their content and directly control the disbursement of payments to co-creators (e.g band members, song writers, producers, editors),
- tools for **content promoters** to promote great content and be rewarded for their effort,
- tools for **content consumers** (listeners, readers, etc) to find, share, and enjoy the new content and become promoters and creators themselves.

Musiconomi Tenets

The following tenets will be used by the Musiconomi team to guide our decisions at every level, from technical decisions to strategic partners and long term planning.

- **Recognize and Incentivise Value Creation:** Musiconomi should seek out, support, and incentivize people and organizations that create value for the music economy.
- **Protect Users:** Stability and security are the foundations upon which value creation can flourish.
- **Be Transparent:** Transparency builds trust and enables effective and meaningful community contributions. Be as transparent as possible without violating the preceding tenets.
- **Constantly Evaluate and Evolve:** Technology is constantly changing – engage and collaborate with technology leaders and look for opportunities to use technological advancements. Move as fast as possible without violating the preceding tenets.

Musiconomi Genesis

Having made significant contributions to the successful launch of the \$MUSIC currency and the beta [Musicoin platform](#), the members of the Musiconomi team have gathered a tremendous amount of feedback from the community that will form a basis for its future development and guide them on the mission of building a blockchain based music economy.

The Musicoin Project provided an important testing ground for the concept of streaming music with integrated smart contracts on a blockchain. The Musicoin team was successful in demonstrating the feasibility and market appetite for such a platform. The next step was to develop a go-to-market strategy and solicit funding for the next stages of growth and development.

It was subsequently decided that Musiconomi would be formed as a for-profit organization to secure funding for development of the applications, and the Musicoin Foundation would be formalized by Isaac Mao to focus on blockchain-specific issues including maintenance, security, and general improvement.

Dan Phifer, Brian Byrne, Elio Di Iorio, David Werba and Jared Griego have since been moving to establish the Musiconomi Project which would **build and promote an expanded music streaming platform that would engage a broader community of artists, users and entrepreneurial music enthusiasts** that will bring a blockchain-based music system to the masses.

Opportunity

The music industry has evolved over the last century largely to support the promotion and distribution of music as well as the collection and disbursement of revenue. However, over the last two decades, the nature and complexity of those activities have changed dramatically. With the advent of the internet and digital music, distribution has been dramatically simplified. Similarly, social networks with billions of active users have formed, making efficient and organic growth possible.

Most recently, digital currency and blockchain technology have provided a more efficient and elegant method for collection and disbursement of funds that works globally and transparently. Together, these advancements in technology make a new music industry not only possible but in our opinion inevitable. The efficiency gains that come with **removing or replacing outdated systems and organisations with low-cost, automated alternatives** will give a significant advantage to first-movers.

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