



Investors Deck

JUNE 2024



WHAT IS CLAPART?

The future of entertainment.

The strongest connection between artists and their fans, based on skin in the game. Money.

A Web3 content tokenization platform.

That starts with music. And will tokenize all of human creation. From video games to artworks.

For you to make it part of your investment portfolio through blockchain and royalties.

OK. BUT WHY WOULD I CARE?

**\$2.93
trillion**

the global Media Entertainment – Movies Cinema,
Television, Music, Publishing, Radio, Internet, Advertising and
Gaming – industry by 2027 and still growing

**\$850 – 950
million**

the global Media Entertainment – Movies Cinema,
Television, Music, Publishing, Radio, Internet, Advertising and
Gaming – industry by 2027 and still growing

We are bringing these two worlds together and disrupting the entire media & entertainment industry.

To turn you from fan to investor.



MUSIC TO MY EARS. MONEY IN MY POCKETS.

Ok, here`s the sunshine graph. It`s from PWC. And it says that the M & E industry has grown faster than the world economy post-covid and it`s getting really digital really fast.



PARTNER WITH THE STARS. WIN TOGETHER!

Blockchain is the future of entertainment. It's not a matter of if, It's a matter of when.

Revenue streams for artists and content creators are mostly digital these days. Whether YouTube or Spotify, Apple Music or others, royalties are easy to measure and they are here to stay.

Most artists desire extra revenue streams and want to go independent. They want new ways to make more money.

ENTER CLAPART



TRUST THE NUMBERS. THERE'S NO SUGAR.

12%

This is the average artists get from the revenue. The E&M industry is rife with intermediaries

**6-9
months**

This is the average time for artists to get paid. The system is not just slow, but also bureaucratic.

100%

Ripe for disruption

Also, young talent is kept out of the industry or forced to compromise and the industry has no transparency. Nobody knows exactly how money flows inside the record labels. But the big data is generated by the fans.

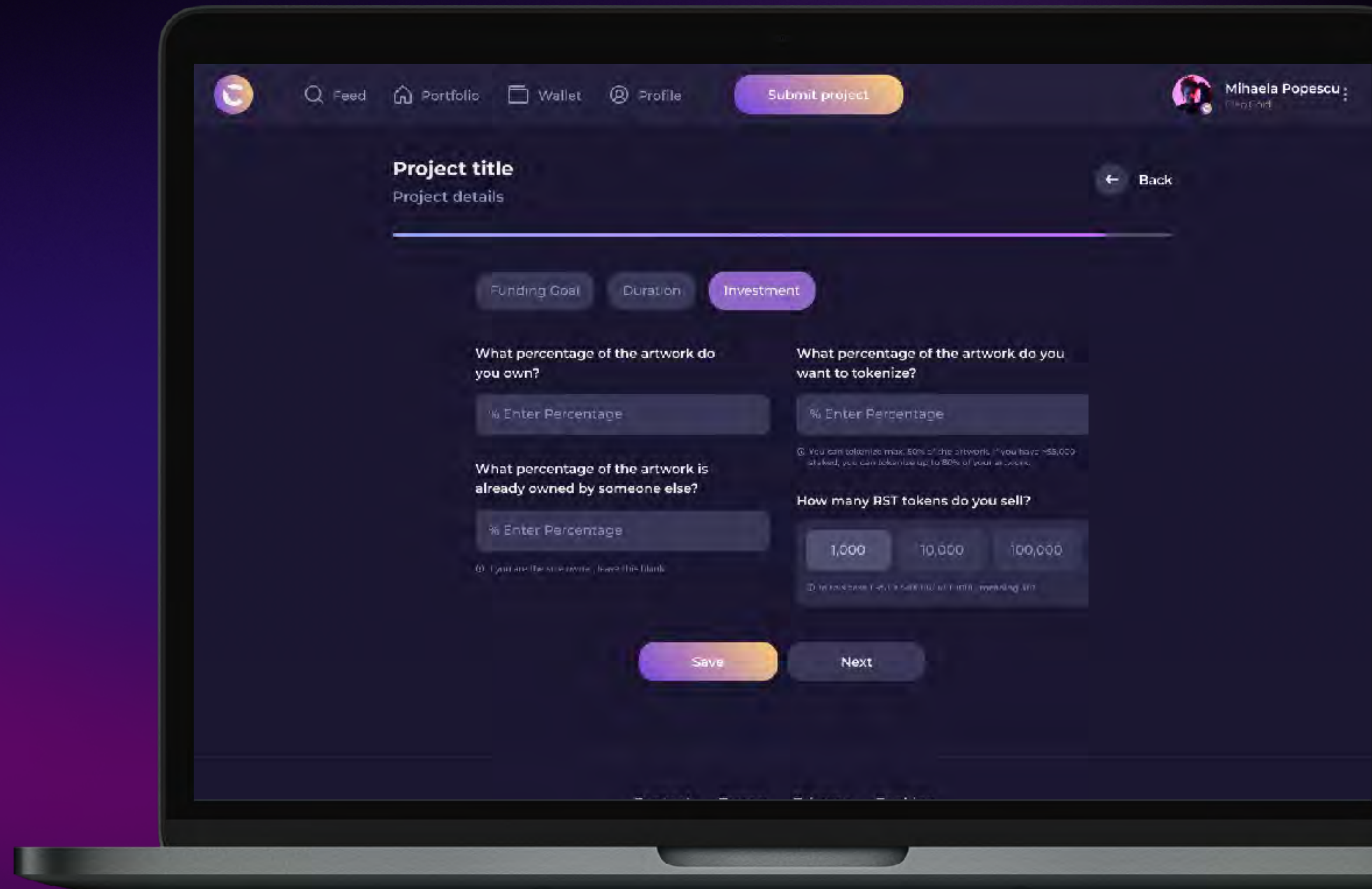


LOVE IT. OWN IT. GROW IT.

Creators on the CLAPART platform can tokenize up to 80% of their future income streams (e.g., YouTube, Spotify) into Royalty Share Tokens (RSTs), which are then sold to fans and investors using \$CLP tokens.

For example, a well-known artist can tokenize 30% of future YouTube revenue from a new song to raise \$3,000 upfront. We have developed an end-to-end tracking system for royalty distribution from publishing or digital streaming platforms.

Make it part of your investment portfolio through blockchain and royalties.



HOW CLAPART TOKENS WORK

RST (Royalty Share Token)

Ownership and Revenue Share: RSTs represent ownership and a share of future royalties from the tokenized project.

Profit Potential: RST holders profit from the commercial success of the artwork.

Trading: Initially, transactions are between artists and fans. A marketplace for fan-to-fan trading will be launched.

Make it part of your investment portfolio through blockchain and royalties.

CLP (CLAPART Token)

Utility Token: CLP is used for various transactions on the platform.

Purchasing RSTs: CLP tokens are used to purchase Royalty Share Tokens (RSTs) on the platform.

Staking: Users stake CLP tokens to receive rewards and benefits.

Platform Transactions: CLP is used for financing fees, CSR contributions, and transaction fees.

Royalties Distribution: RST holders receive royalties in CLP tokens.

EMPOWER YOUR ART WITH AI

MEET OUR AI ARTIST MANAGER

In a world where artists' work is threatened by AI, we make the AI work for you, as the world's ^{TM, CLAPART} first AI Artist Manager.

Now, artists will not only gain the financial support to produce their work but also expert advice. Based on the distilled know-how of decades of experience in the M&E industry of our founders and powered by cutting-edge LLMs, our AI Artist Manager will leverage trading data from the Royalty Share Token (RST) protocol and public artist data to provide actionable insights and personalized recommendations.

Key Features

Optimal Release Timing: Identify the best times to launch new works.

Effective Pricing: Determine the most attractive pricing models.

Market Analysis: Spot gaps and opportunities in the market.

Artistic Direction: Find the best fit between your audience and your creations.



EVERYTHING EVER CREATED. PART OF YOUR INVESTMENT PORTFOLIO.



CLAPART manages the financial flows between content creators and their fan base and it transforms you from a passive consumer to a passionate investor, eligible to earn rewards together with the artists you support.

Using CLAPART, you invest in tokenized artworks and projects from your favorite artists and you reap the rewards from the royalties generated by tokenized artworks.

Creation is not a bubble. It's part of humanity forever.
But it's changing. Right now.

Are you ready for the big leap?

WE ARE TOKENIZING THE CREATOR ECONOMY AND OPENING IT UP FOR YOU TO TRADE IN IT.

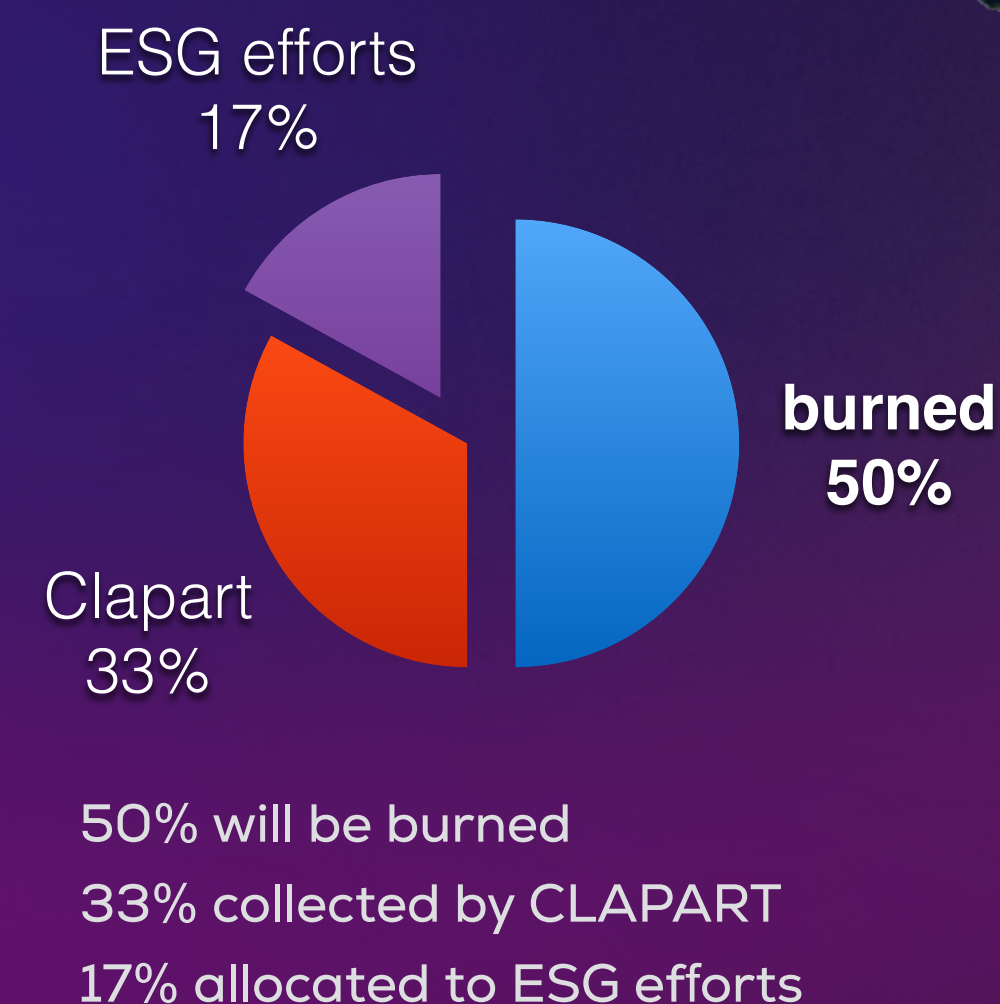
THE BUILD



Clapart generates revenue based on fees collected from in-app transactions:

1 **5% fee**
Financing fee
of 5% from each fundraiser (artist).

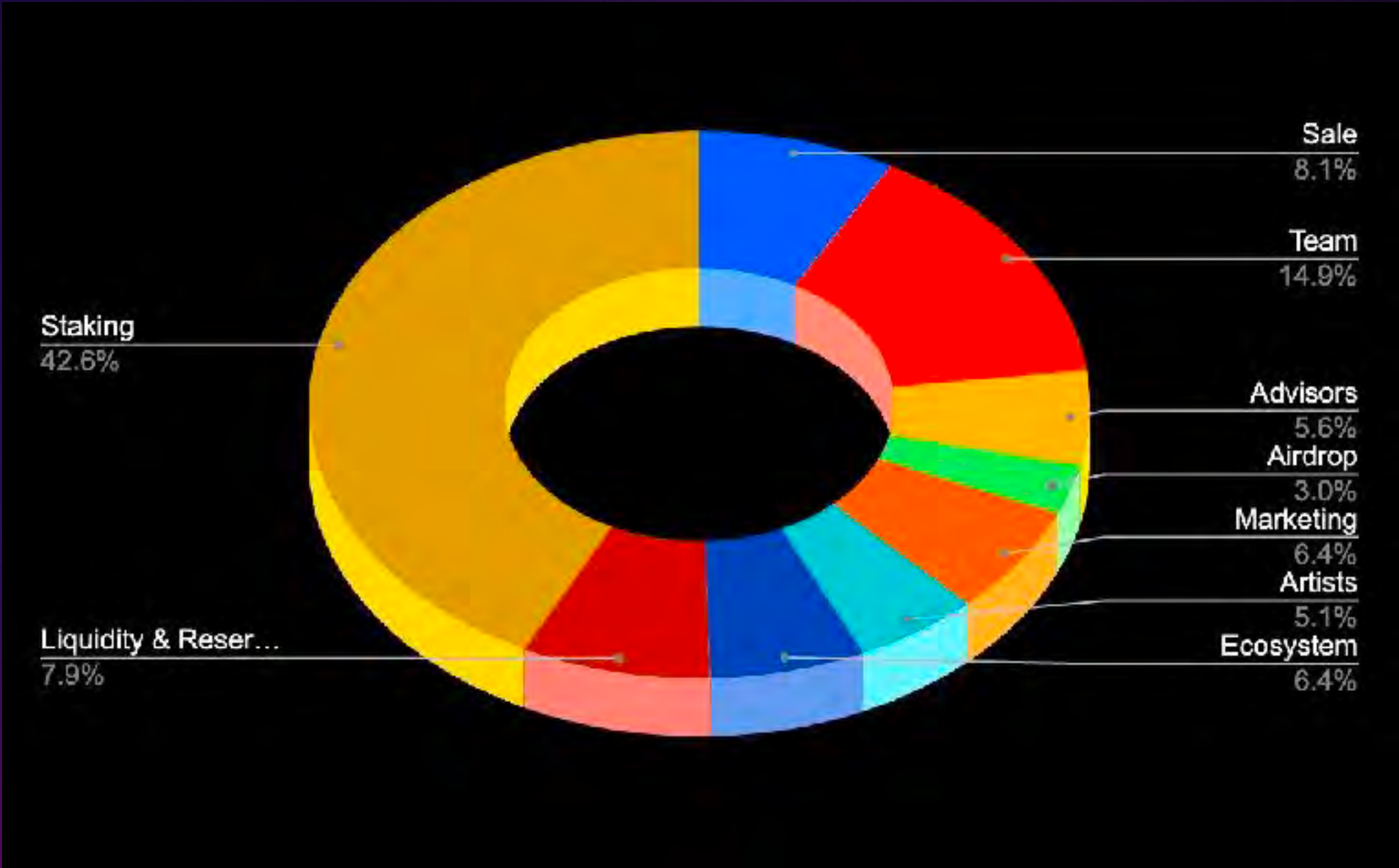
2 **3% fee**
Transaction fee
of 3% for secondary market sales. The tokens collected from transaction fees will be split as such:



3 **Two-token system:**
\$CLP (limited supply; listed) and RST (virtual; internal; one set for each tokenized work of art/creation)

FROM FANDOM TO FORTUNE

Allocation	Percentage %	Amount (\$CLP)	Cliff	Vesting Period
Sale	8.1301%	31,617,230	up to 6 months	up to 18 months
Team	14.8500%	57,750,000	6 months	18 months
Advisors	5.6006%	21,780,000	6 months	18 months
Airdrop	2.9571%	11,500,000	N/A	N/A
Marketing	6.4286%	25,000,000	1 month	48 months
Artists	5.1429%	20,000,000	N/A	74 months
Ecosystem	6.4286%	25,000,000	3 months	48 months
Liquidity & Reserves	7.8571%	30,555,556	N/A	48 months
Staking	42.6050%	165,686,102	N/A	120 months
TOTAL	100%	388,888,888		



FUNDRAISE

PRIVATE SALE - Closed

Fundraise \$650k

Price: \$0.05

FDV: \$21M

Vesting: 6-month cliff, then 10% linear over 18 months

STRATEGIC SALE - VC & KOL (July & August 2024)

Fundraise: \$450k

Price: \$0.05

FDV: \$21M

Vesting: 10% at listing then linear over 18 months

PUBLIC SALE - IDO (September 2024)

Fundraise: \$840k

Price: \$0.07

FDV: \$27M

Vesting: 20% at listing then linear over 6 months

INITIAL MARKET CAP: \$570,000



THEY GOT 99 PROBLEMS BUT WE HAVE NONE

Allocation	Clapart	Royal	Audius	Opus	Opulous	Stage	Corite
Custom blockchain	✓	✗	✗	✓	✓	✗	✓
Mobile App	✓	✗	✓	✓	✗	✓	✓
Web App	✓	✓	✓	✓	✓	✗	✓
Liquid market for users	✓	✓	✗	✓	✓	✗	✓
Immersive social media as UX	✓	✗	✗	✗	✗	✗	✗
Community Support	✓	✗	✗	✓	✗	✓	✓
Inclusive UX for non-crypto users	✓	✗	✓	✓	✗	✓	✓
Upfront financing for artists	✓	✗	✗	✓	✗	✓	✓
Cross pollination of arts	✓	✗	✗	✗	✗	✗	✗
Deflationary tokenomics	✓	✗	✗	✗	✗	✗	✗
Staking mechanism	✓	✗	✗	✗	✓	✗	✗
CSR Involvement	✓	✗	✗	✗	✗	✓	✗
Data analytics for artists	✓	✗	✓	✓	✗	✗	✗

CLAP. INVEST. WIN. WITH CLAPART EVERYBODY WINS.

1

Artists

- **Emerging artists:** self-produce your art, under your terms
- Find investors to launch your project without having to go through subjective demo sessions with A&R
- **Established Artists:** dramatically boost the engagement of your community
- Gain AI-curated insight into your art through the wisdom of the crowd effect (big data)

2

Fans

- Team-up with your idol: invest in your favorite artists and creators
- Gain a yield from your art portfolio
- Stake CLP and get access to projects first
- Sell portfolio items on the secondary market
- Consume art to earn: royalties are proportional to M&E consumption, that fans can drive

3

Investors

- Invest in specific artists and projects with flexibility and without the lengthy paperwork
- Reduce costs with A&R
- Promote label artists on CLAPART

4

Brands

- Partner with artists early on
- Create innovative partnerships with emerging influencers

WHERE ARE WE NOW? IN A **SWEET SPOT.**



OUR TEAM IS JAMMING ON KA-CHING TUNES



Tudor Fornea
CEO



Ioana Frincu
CSO



Alex Radu
CFO



Radu Fornea
COO



Adrian Stratulat
CIO



Adrian Tesula
CTO

Over 100

artists launched
over 30 years

Over 1000

events created

Over 5Bn

In assets managed

**LOVE IT.
OWN IT.
GROW IT.**

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