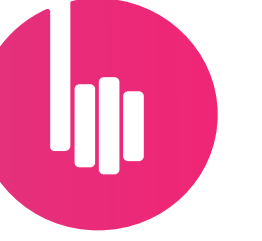


# FanToken & NFT



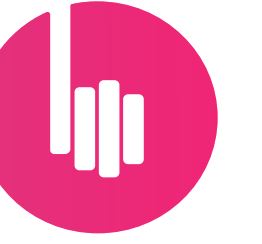


# Why the FanToken?



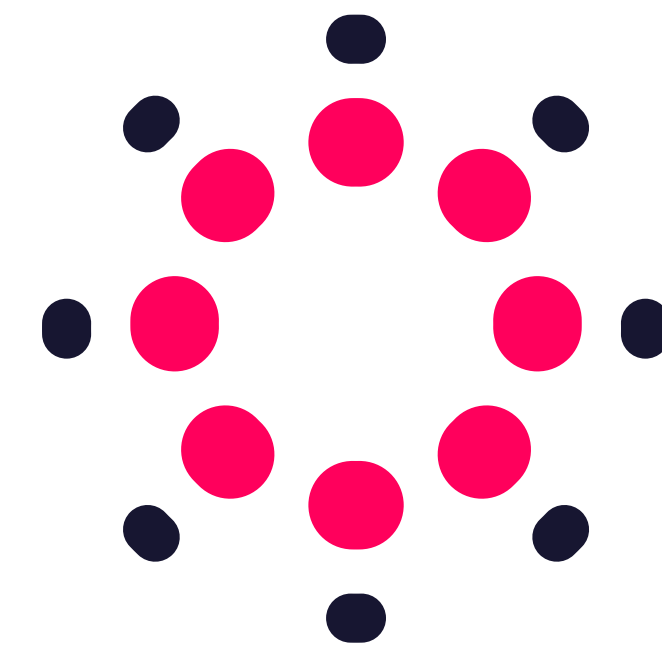
**The BitSong fan token is a digital asset that represents an artist's career on the blockchain and the most effective tool for retaining supporters.**

**It can be considered an exclusive membership fee through which holders can enjoy numerous benefits and opportunities by interacting directly with its creator, the artist.**

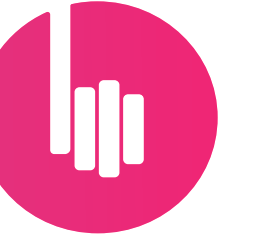


# What's new?

With the launch of Sinfonia we have introduced a completely new vision of communication and artistic promotion processes, aimed at intercepting not only those who already follow and support an artist, but above all an audience of new fans/investors attracted by the possibility of diversifying their portfolio by betting directly on music.



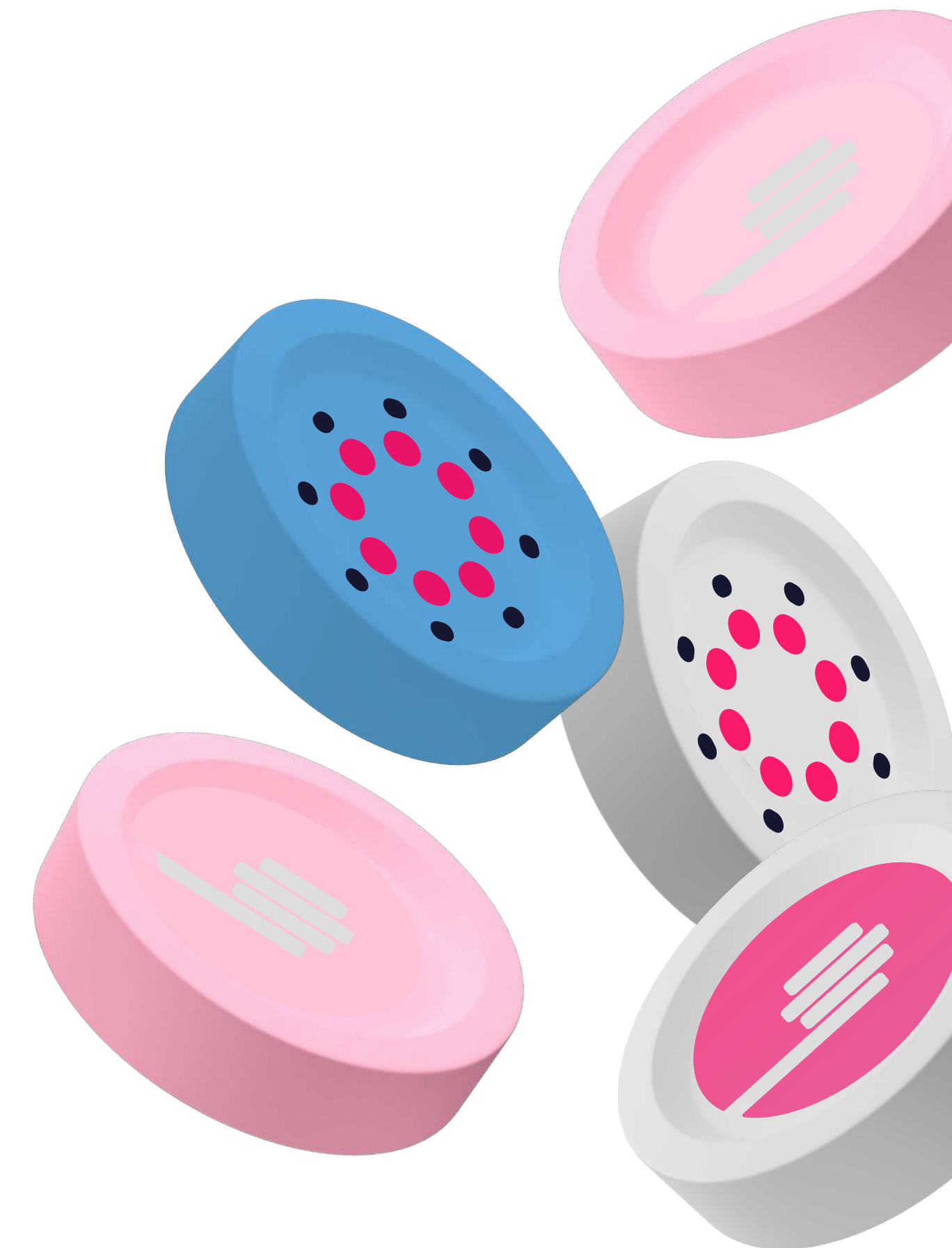
# sinfonia

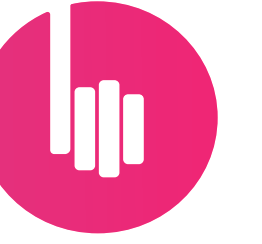


# Liquidity mining

The arrival of DeFi allowed users to earn passive income by deploying their assets as liquidity in cryptocurrency funds known as liquidity pools, exactly like those of Sinfonia.

Liquidity mining is a process in which crypto holders lend assets to a decentralized exchange in return for rewards. These rewards commonly stem from trading fees that are accrued from traders swapping tokens.





# Liquidity Pool & APR

(Annual Percentage Rate)

In our case, providing the Sinfonia pools of both BTSG and FanToken generates daily rewards that vary according to the amount of tokens provided and the APR, i.e. the estimate of the rewards you will earn in crypto in a given period of time and subject to constant variations. The higher the APR value, the greater the rewards.





# Gamification

Social Follow

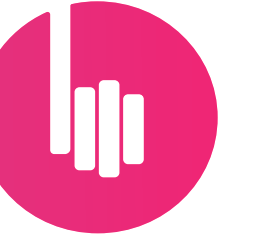
Social comment

Feedback interaction

Cooperation w/ fans

**Gamification is nothing more than a series of activities that foster the involvement and active participation of users, creating game-like experiences, thus making the interaction experiences between the artist and their community more engaging and captivating.**





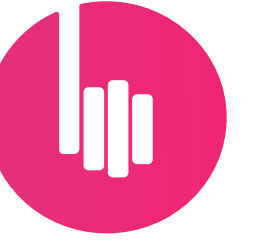
# Gamification

Main tools that belong to gamification:

- Leaderboards
- Badges
- Checkpoint
- Reward



To these are added others specifically intended to promote the artist and his or her activities: sharing of posts on social media, awarding of the best comments under the artist's new YouTube video, amount of FanTokens owned, completion of one or more NFT collections. There is no limit to the imagination.



# Gamification

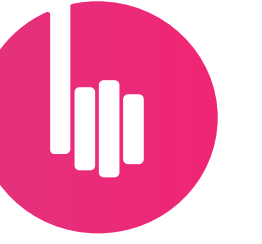
## Twitter Wave Case study



Prizes      \$ 25.000 in BTSG    +    1% Loyalty Program

Eligible Users	Quote Tweet	Tweet Like	Sinfonia Page Like	BitSong Page Like
13.000	18.391	1.136	5.500	17.200
			+5400	+3400



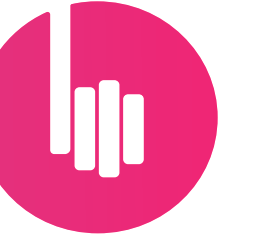


# Social media explosion!

Reward with your Fan Tokens actions such as following your Twitter profile, commenting, liking and retweeting one of your updates (a video, post, concert, etc.). You will see your profile explode and your content go viral!

# Social media King!

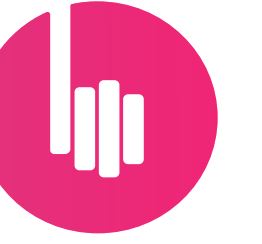
Share Twitter updates, invite people to follow your profile, and reward loyal fans with your FanTokens.



# You are the chosen one!

**The most original and meaningful comment to your Twitter post will allow the winner to be rewarded with a 30-minute video call or meet you live whenever possible.**



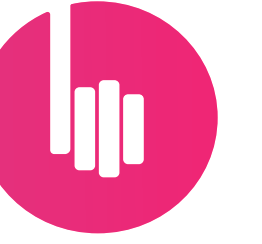


# Let's do it together!

**Give other artists / producers who hold a certain number of your FanTokenss the opportunity to send you a demo.**

**You will select the best song for a new collaboration.**



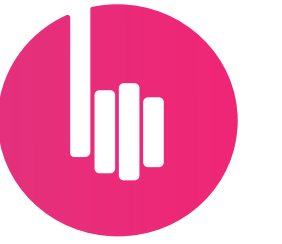
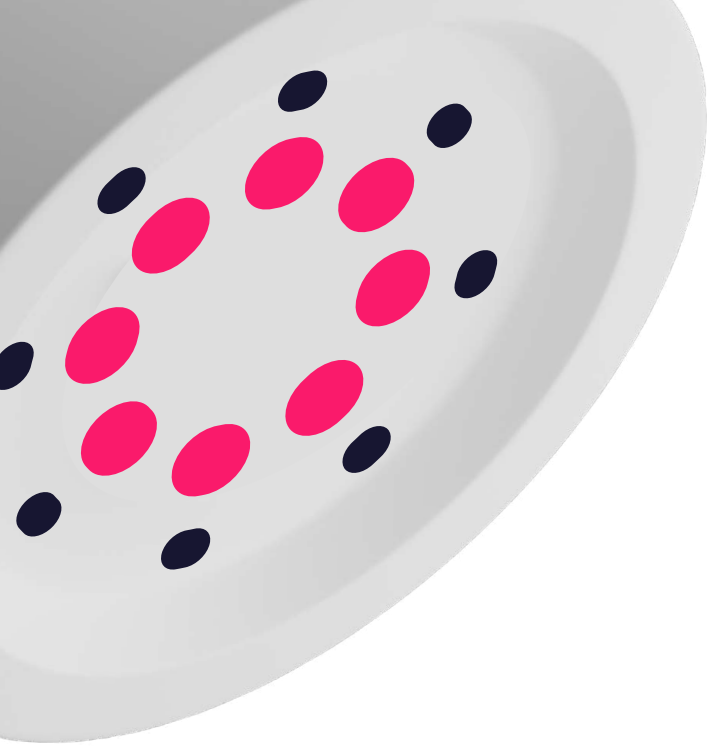


# Ambassador Fan Club

**Allow your fans to promote your music and brand, organize concerts for you, decide in your merchandise choices, etc.**

**Reward your "new teams" with Fan Tokens and exclusive merchandise just for them.**





# Personal Dedication.

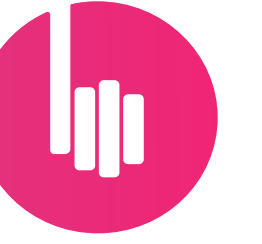
Your Fans want you, you could actively participate in their important occasions, such as a birthday greeting or the occasion for which they would like a special dedication



## Join me!

How many of your Fans have dreamed of joining you in the studio or going on tour with you?

Make it possible by getting paid in FanToken, your new currency!



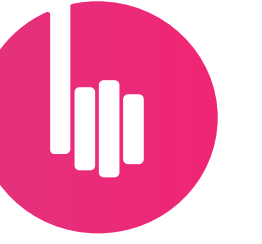
# Unique Tracks (NFT ONLY)

History repeats itself, from the uniqueness of vinyl to the uniqueness of NFTs!

Your fans will be proud to own your limited edition music with a unique certificate of guarantee!







## NFTs Ticketing

Not just music and/or art, NFT holds a key role for access to events! Impossible to duplicate and with a personal id!

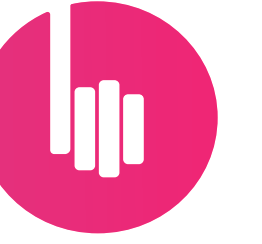


## NFTs Minting

Fans can enjoy the use of NFTs as a platform to undermine your NFTs!

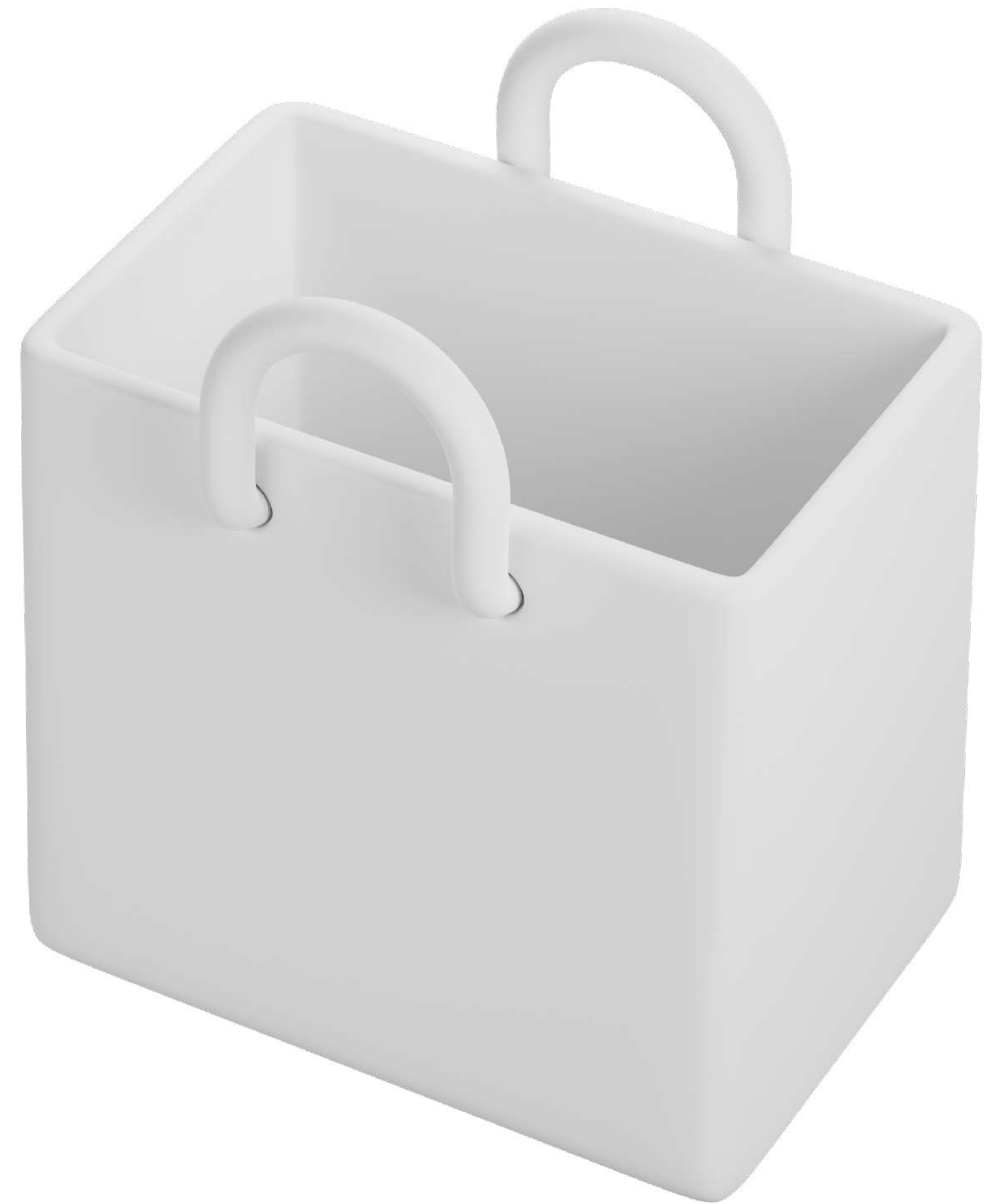
## NFTs Draw

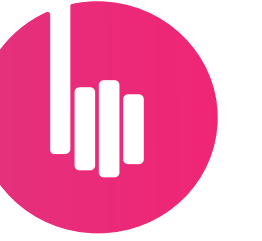
During the event, if the Fan purchased the ticket in NFT, they will participate in a drawing and earn rewards!



# Mystery Box

**Impress your Fans!**  
**Offer them a box with some of your**  
**music, photos, dedications!**  
**Make them feel part of your**  
**professional career!**





# Sample pack

The time is now! Put up exclusive sample packs for sale in the form of NFTs! Your fans will make unique productions!



# Merch

Specific items, memorabilia from your career, t-shirts, sweatshirts, caps and more!  
Give your branding a makeover by transforming it into NFT.

**Your music,  
your choice.**

