



Powering the new music economy



# Introduction

Amplify is a non-profit foundation with a vision to build:

## #TheNewMusicEconomy

*Creating a fairer, more sustainable future for music, placing artists, fans and promoters at its centre.*

It enables more artists than ever to earn sustainable incomes, grow deeper connections with their fans, and facilitates innovative new revenue streams for artists, promoters and venues.

Amplify began its journey as two separate entities, **Amplify.link** a forward thinking Web2 smart linking and music marketing tools business and **Chapel** a ground breaking Web3 project with the aim of finding a solution to help the live music industry and artists earn more money.

### **Amplify.link**

was founded in 2019 and has grown a 90,000-strong community of artists and music industry professionals who have used its tools to engage with and reach over 27m fans across the world.

### **Chapel**

was the brainchild of longtime friends and collaborators Irfon Watkins (Chair & Founder DOVU.Earth and partner at Outlier Ventures) and Ian Matthews (Kasabian), who came together with the aim of finding a solution to help the live music industry and artists earn more money inspired by the industry's complete collapse during the pandemic.



## Introduction (cont.)

*Inspired* by a shared mission to help artists earn more and connect more deeply with their fans, in December 2021 Chapel acquired Amplify.link and the new **Amplify** was born. Together, they began the journey to become a non-profit decentralised foundation governed by its community.

The first thing the new Amplify team did as a sign of their intent to help artists was to remove the payment barriers from the AmplifyLink product, directly delivering additional value to all the artists on the platform from day one by saving them millions of dollars in cumulative yearly subscription fees.

Amplify believes the Web3 space will see a paradigm shift in the music industry. A change that will significantly improve legacy systems and provide **a unique opportunity to deliver something truly ground-breaking for artists, their fans, and third party partners.**

*#TheNewMusicEconomy* will take advantage of fast-developing new technologies and tools, including **NFTs, DeFi, and self-custodian wallets.**



*With the launch of the **Amplify Community Foundation**, we go to the next stage of our mission.*

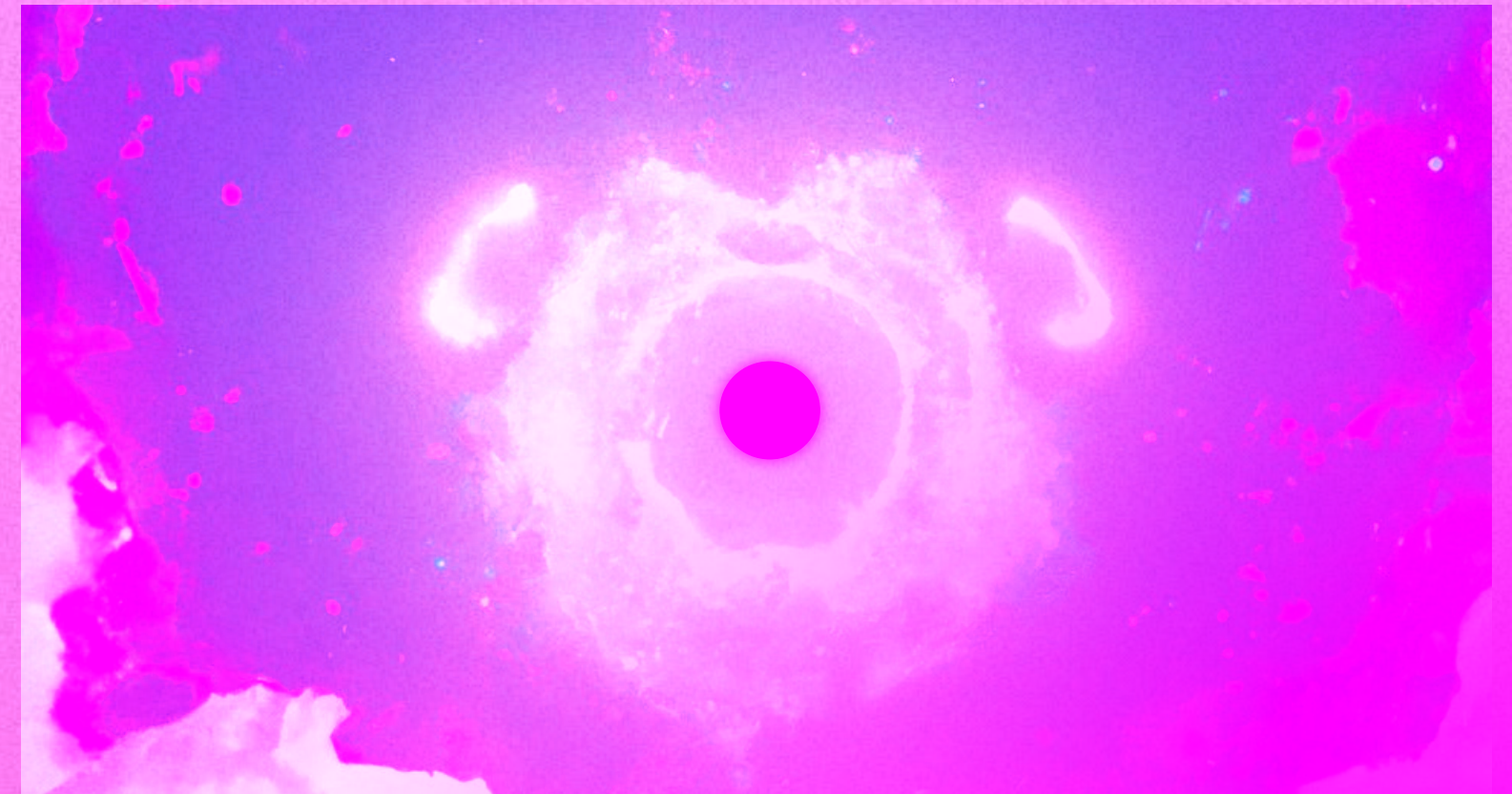


## The opportunity

We are at the beginning of the transition from Web2 to Web3, the tooling and services are still embryonic. The potential to revolutionise the music and entertainment industries with these new technologies is only just beginning to be explored.

Web2 allowed artists to connect and engage with their audiences via social media, streaming and other third party platforms, however this relationship is one in which artists rent access to their own audiences with **no direct ownership of that connection**.

This model is something the AmplifyLink team recognised from the start, and is a core issue that they had always set out to address.



Amplify believes Web3 allows artists to **own their fan relationships directly**, embedded in a decentralized environment, with peer-to-peer communication at its core. This facilitates collaborative two-way relationships between artists, fans and third parties, allowing for various new innovative opportunities for value exchange.

Amplify will create seamless user experiences which allow artists, their fans and third party partners to swiftly adopt and adapt to this new technology paradigm. Artists will be able to take control of their careers and be closer than ever to the communities that support them.



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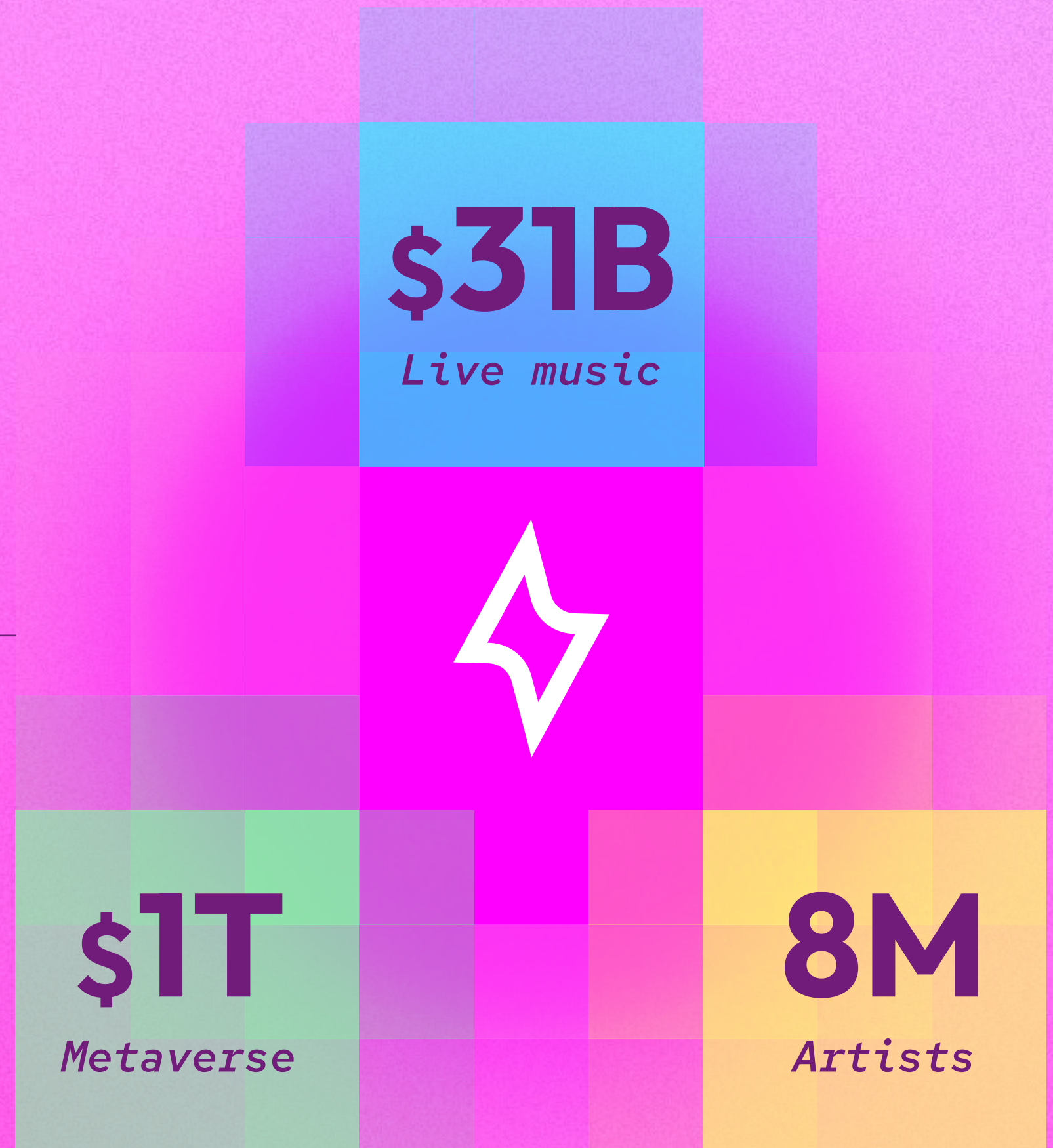
## The opportunity (cont.)

It is Amplify's *foundational belief* that value in the music industry should flow to those who most deserve it; the creators, their loyal teams and the passionate superfans who follow them.

Amplify will onboard the next **100M** live music fans to Web3 and build the world's leading live music platform, whilst maximising the opportunity in the emerging trillion dollar metaverse.

*#TheNewMusicEconomy*

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## The Amplify family

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A free smart marketing platform designed to empower artists to promote their music, gigs and merch. Plus receive tips and own their fan relationships.

- *Artist biolink/music smart links*
- *Analytics and insights*
- *NFT merch*



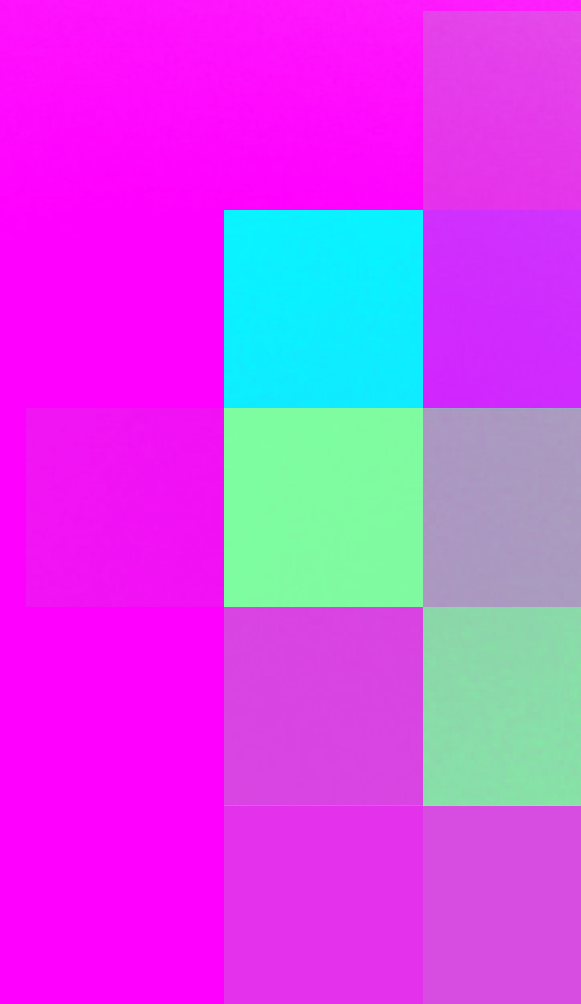
A Web3 powered platform that enables investment in gigs to provide long-term sustainable income for artists and their third party partners.

- *Defi backed gigs*
- *Fan participation*
- *NFT ticketing*

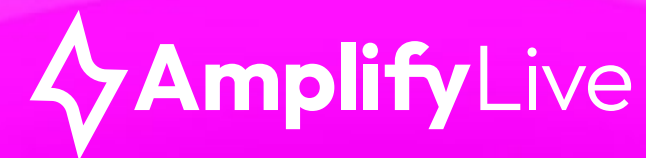


A global community of artists, promoters and fans who want to drive positive change in the music industry.

- *Newsletter*
- *Discord*
- *Social*



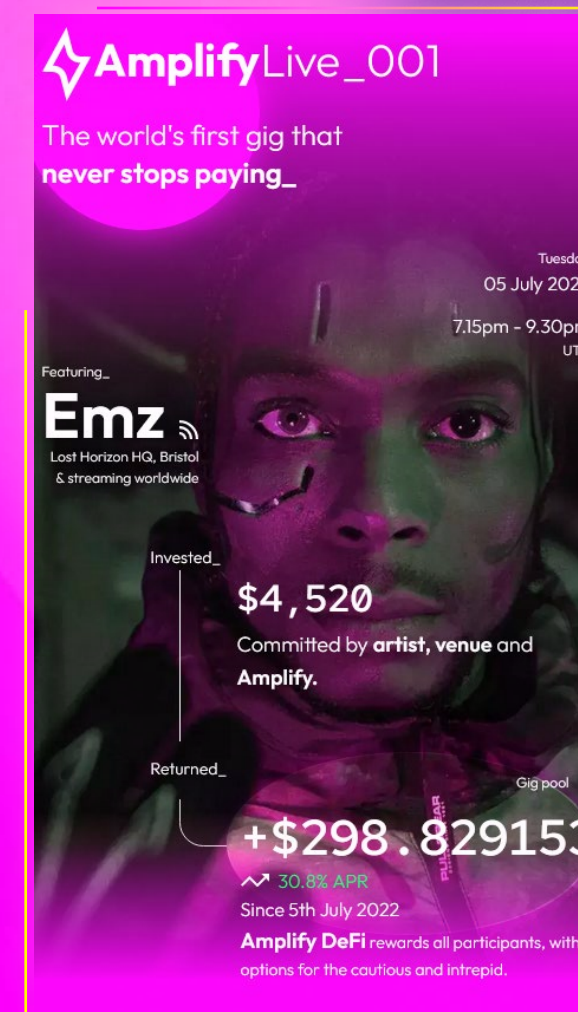





## The gig that never stops paying.

AmplifyLive is a Web3 powered platform that enables co-investment in live shows to provide long-term sustainable recurring income for artists, promoters and venues. Combining Web3 technologies including DeFi, Smart contracts and NFTs, with our self-serve AmplifyLive platform we're changing the way artists and their partners earn, because AmplifyLive powered events will keep paying long after they have finished.

AmplifyLive unlocks new revenue streams allowing all parties involved in a live show (artists, promoters, venues, technicians etc) the potential to earn a monthly recurring yield streamed to their Web3 wallets. Each event using AmplifyLive will be customisable to suit the needs of the participants, and how the revenue is split is decided by the event's participants.



AmplifyLive will unlock new levels of **entrepreneurship and ownership for artists**, as it will allow independent artists to more easily become the promoter of the event they perform at.

Our  \$AMPX token is a foundational part of this new service and will be required to use the product.



# Artists

**As artists, we know how challenging it is to grow a sustainable income, reach a wider audience and communicate with fans effectively.**

*#TheNewMusicEconomy* serves artists by handing back ownership, and reinstating the raw and direct connection between artist and fan.

Artists can now connect directly with fans and truly **own that connection**, rather than via a third party—as is the current web2 paradigm. Our tools provide opportunities for all, from established to emerging artists, regardless of physical location, language or financial means.

We are building tools to enable and manage **deeper, more valuable connections between artists and fans**, with innovative experiences and products that unify physical and digital worlds.

Facilitated by **Web3 tech and philosophy**, Amplify is an engine that offers artists innovative opportunities for growth, a diverse and stable income, and a supportive community to maximise their creative and economic potential. All from one platform that integrates seamlessly with the wider web.

**Artists** will control their narrative, their data, and shape how the world experiences their music and brand, **on their terms**.

Amplify Foundation \$AMPX token claim will reward the artists that are using the Amplify platform, and as a show of appreciation particularly rewarding those who have been with Amplify from the start. Amplify users will be able to claim AMPX tokens, which will then be dropped directly into their Amplify wallets. These tokens will allow artists to use the platform, buy digital merch, be spendable with partner services, as well as offering perks and discounts.




# Fans

Music moves us, empowers us and brings us immeasurable value. As fans, we are eager to discover, to listen, and to share our experience with the broader community.

We crave deeper, unfiltered and more authentic communication with artists and art that we love. Amplify incubates developing sounds and scenes, harnessing the power of the community and technology to provide meaningful experiences, participation, and means of supporting music and artists that they value in rewarding ways.

The Amplify foundation will drop 💎 \$AMPX tokens to artists and at a later date unlock access to tokens which are assigned to be distributed to their fans. These tokens will give fans access to a range of perks (such as ticket discounts) and the ability to buy merch with them.



*Amplify's \$AMPX token will not only reward artists that are already using the platform, but also allow them to reward their fans.*

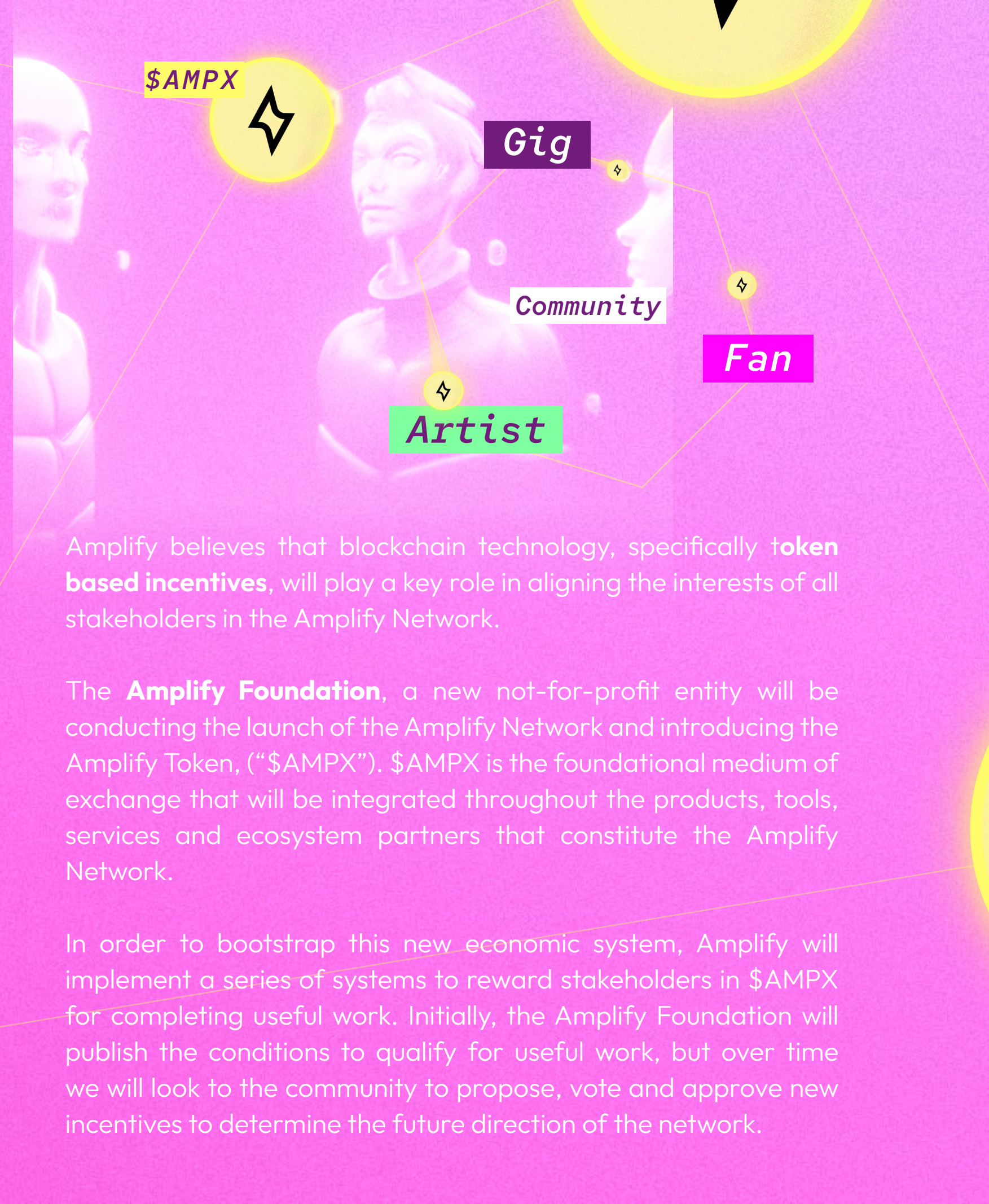


# Amplify Network

Amplify is in a unique position to bring artists, their fans and third party partners (like event promoters) together into one ecosystem powered by Web3.

AmplifyLink as an established Web2 business built a community that trusts it to always be on the side of artists and their teams. The new Amplify has built on that reputation, doubling down on this mission by providing these tools for free, even more content and a series of industry partnerships all of which has been aimed at facilitating artists achieving their dreams.

Backed by the blockchain, and supported by well resourced and informed Web3 entrepreneurs with a track record. Across our suite of tools and services we are creating new ways for fans to more directly support their favourite artists, and have developed innovative solutions that allow live music to be more financially rewarding for artists, venues and promoters—using the power of Web3.



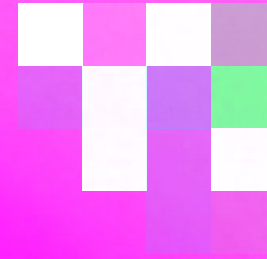
Amplify believes that blockchain technology, specifically **token based incentives**, will play a key role in aligning the interests of all stakeholders in the Amplify Network.

The **Amplify Foundation**, a new not-for-profit entity will be conducting the launch of the Amplify Network and introducing the Amplify Token, (“\$AMPX”). \$AMPX is the foundational medium of exchange that will be integrated throughout the products, tools, services and ecosystem partners that constitute the Amplify Network.

In order to bootstrap this new economic system, Amplify will implement a series of systems to reward stakeholders in \$AMPX for completing useful work. Initially, the Amplify Foundation will publish the conditions to qualify for useful work, but over time we will look to the community to propose, vote and approve new incentives to determine the future direction of the network.



## A testimonial



*What sets Amplify apart from many other music companies is its unique brand. The company is very passionate about the music industry and has a very clear vision for how it should be shaped in the future.*

*A great feature of AmplifyLink is that it allows fans to easily listen, buy and share music with just one click. Not only does it have a clean, well-designed user friendly interface, but it also has additional cool features such as social media integration, fan mail campaigns and ability to add merch to the smartlinks and more.*

*The feature I liked most is the uniquely designed interface of the smart link preview page which other companies do not have.*

*Thanks to Amplify, we now have a connection with a reputed music distribution company called 3Tone. This partnership has helped us in a number of ways. We are now able to distribute our music more easily within two days, and our artists are able to get their music heard by a wider audience.*

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**Kofie Lake**  
Music label





## Treasury

### The foundational mechanic of the Amplify Network is the \$AMPX token.

The *Amplify Foundation* treasury will issue an initial 10 billion  \$AMPX tokens.

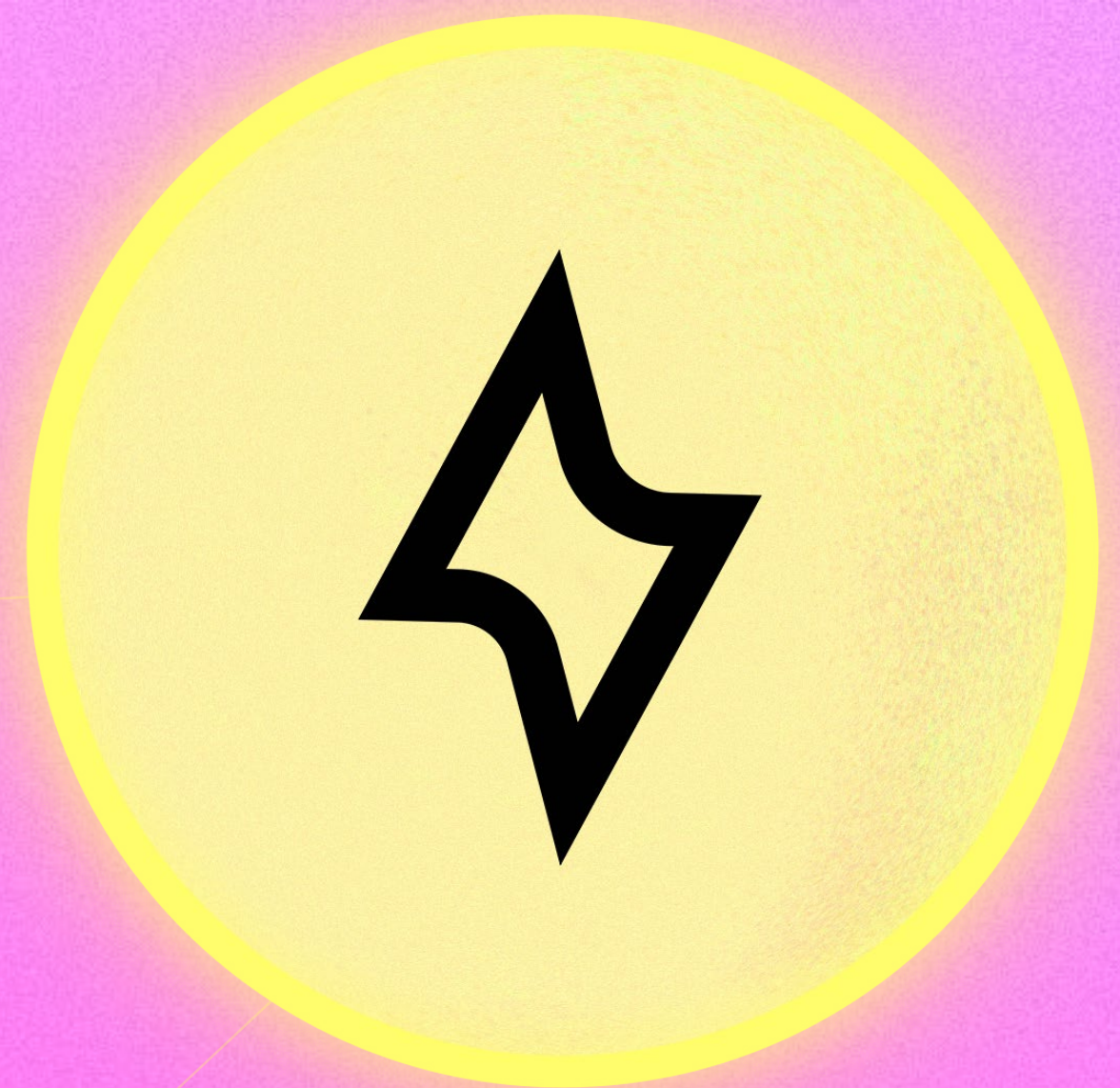
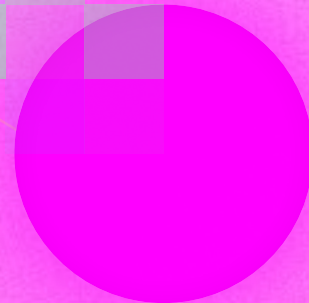
Amplify believes the majority of tokens should be provided to the community, including but not limited to the following subcategories: artist incentives, fan incentives, promoter incentives, third party partner incentives, developer incentives and strategic partner incentives.

Specific artist, fan, promoter, third party partner, developer & strategic partner incentive programs will be released over the coming months.

Prior to the launch of Amplify's network, \$AMPX holders may be able to provide input on where resources are directed.

As Amplify moves towards a fully community governed and owned network, the greater the size of the community, the greater the chances of decentralised governance and self-regulation that discourages bad actors and mitigates the manipulation of governance and the economy.

Amplify believes that by redistributing \$AMPX to its community, the power to own and govern it is in the hands of those who participate in it, and begins to realise the Amplify mission of creating the new music economy.





# Utility

⚡ \$AMPX will be required within the Amplify platform to access services and goods including:

AmplifyLink, AmplifyLive, Community events, NFTs, Amplify Incentive programs, Purchase of goods & services from 3rd party applications that are interoperable with the Amplify Network and more.

## Join the waitlist for the \$AMPX token claim

Step 1



Join our Discord

Step 2

Go to *#token-claim* channel and follow the instructions





# Team

## **Ian Matthews** *Chief Music Officer*

Lifelong musician and rockstar, member of the band Kasabian, current UK Number 1 album, shareholder in British Drum Co.

## **Irfon Watkins** *CEO*

Chair & Founder DOVU.Earth, Chair & Founder TapX.com and Member at Outlier Ventures

## **Mark Panay** *Head of Product*

Launched 100's of digital products and invested in over 30 startups through Simpleweb - a venture tech agency he co-founded.

## **Sam Bates** *Chief Marketing Officer*

Co-founder and CEO of Amplify.link, Founder of digital marketing agency LOUDD. 18 Years experience in the music industry.

## **Harry Stowey** *Chief Creative Officer*

Co-founder of Amplify.link, LOUDD. Creative director with a focus on music and entertainment.

## **Jack Stowey** *Lead Developer*

Co-founder of Amplify.link. Full stack developer and musician with ten years commercial experience.

## **Meg Hunt** *Junior Designer*

All-round creative with background in marketing and content creation.

## **Janelle Borg** *Copywriter*

Copywriter and editor at AmplifyYou. Involved in the music industry since 2011.



## Partners

Building strategic partnerships to accelerate our growth.

PIRATE.COM





# Investors

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PRIMAL CAPITAL

**Primal Capital**

Web3 early stage fund



**Silly Tuna**

Crypto project investor



**Outlier Ventures**

World's leading open metaverse accelerator program



**Simpleweb**

Web3 solutions and investment for developers and startups





# Help shape the future of music

Join our community to find out what we have planned, including: **roadmap**, **token economics**, **technical details** and **how to claim**.

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