AmplifyWorld

White Paper

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1. Introduction

1.1 Introducing $AMPS

With a user base of over **100,000 artists and 3 million fans** annually, AmplifyWorld is poised to redefine how music is marketed in the digital age.

$AMPS will be the currency to facilitate this new music economy.

AmplifyWorld is a decentralized fan engagement platform designed by musicians, for musicians.

Founded by **Ian Mathews (Kasabian)** and **Irfon Watkins (DOVU**), AmplifyWorld empowers artists to connect directly with their fans, build their visibility, and create sustainable income streams that they own and control.

Our platform allows artists to promote and distribute their tracks, engage with and grow their fanbase, and monetize their craft. Our vision emphasizes equal opportunities for all artists to earn more by leveraging technology and community power. We reduce industry barriers, enabling artists to flourish financially while fostering deeper, more meaningful connections with their fans.

1.2 Investors

Outlier Ventures, Primal Capital, Nxgen, Silly Tuna and Max Stealth.

Outlier Ventures· **PRIMAL** ◯ **nxgen**

2. In-Platform Usage

2.1 **Earn** by helping to promote artists/bands.

Communicate

Token holders can earn $AMPS by engaging with artists and bands through various platforms. This could include sharing content, participating in social media campaigns, and contributing to forums or discussion groups. Rewards in $AMPS tokens would encourage active participation and engagement within the community.

Celebrate

$AMPS can be awarded to users who organize or participate in events celebrating artists, such as album release parties or fan meet-ups. This incentivizes the community to create buzz and support around artists and their work.

2.2 **Spend**

Merchandise

$AMPS tokens can be used as a form of payment for artist merchandise. This will include limited edition items, artist collaborations, or exclusive pre-order benefits. Using $AMPS to purchase merchandise will integrate the token deeply into the fan experience, enhancing its utility.

Events

Token holders could use $AMPS to purchase tickets for concerts, festivals, or exclusive meet-and-greet events. Offering discounts or special access to token holders can add value to the $AMPS ecosystem by linking it directly with real-world experiences

2. In-Platform Usage

2.1 Staking

Stake to Earn

Users can stake their $AMPS tokens to earn rewards. Staking could support various functionalities within the ecosystem, such as validating transactions or contributing to the security and operability of the platform. Rewards for staking could be distributed in the form of additional $AMPS tokens, increasing their holdings and incentivizing long-term participation.

3. Challenges for Artists

The problem

Independent artists today face significant challenges in monetizing their work effectively. Traditional revenue streams, such as streaming platforms, often yield minimal payouts, making it difficult for artists to sustain their careers. Additionally, the lack of ownership over fan data restricts artists' ability to engage with their most dedicated supporters effectively.

The solution

AmplifyWorld addresses these challenges by providing a decentralized fan engagement platform where artists can own their fan data and marketing analytics. This enables them to better understand and engage with their fans across all platforms, boosting visibility, activating more fans, and increasing earnings. Artists gain control over their marketing and growth through comprehensive analytics that reveals what content performs best and who their top fans are. This data-driven approach allows artists to cultivate their most engaged supporters, transforming them into superfans and ensuring consistent growth.

The vision

By leveraging Web3 technology, AmplifyWorld gamifies the music experience, unlocking the immense potential of music's global fan base. Our platform facilitates direct communication between artists and fans without gatekeepers, ensuring that artists retain all data to learn, earn, and grow. AmplifyWorld empowers artists to identify their fans, understand their preferences, and tailor their marketing strategies accordingly. This holistic approach fosters a thriving music ecosystem where artists can thrive and fans can engage more deeply with the music they love.

In summary, AmplifyWorld is not just a platform; it is a movement toward a more equitable and dynamic music industry, where artists have the tools and data they need to succeed independently.

4. Platform Overview

AmplifyWorld is a pioneering Web3 music marketing platform designed to empower artists and reward fans.

Our platform offers a suite of features, including:

Token-Gated Experiences

Fans can unlock direct communication channels with artists by earning specific NFTs or tokens, fostering a sense of exclusivity and community.

Smartlinking

Artists can seamlessly share pre-saves, event links, and artist bios, streamlining the promotion process and enhancing fan engagement. 100k artists, 3.5 million fans each year.

Digital Street Teams

Fans have the opportunity to earn rewards, including tokens and NFTs, by actively completing missions including promoting artists' work and participating in community-building activities.

Marketplace

Fans can buy NFTs, digital music and merchandise using $AMPS Tokens or FIAT.

Artist Bespoke Tokens

Every artist can create their own helping to build awareness and reward fan participation.

Artist Fund

The AmplifyWorld Artist Fund offers grants to exceptional artists, enabling them to invest in their careers, from recording and production to marketing and touring.

The inaugural fund is set at $500,000, with individual grants ranging from $1,000 to $50,000 for selected artists.

Scenes

Fans can create and join communities called Scenes, which center around genres allowing cohorts of fans with similar interests to engage with one another.

5. Utility & Token Mechanics

The AmplifyWorld Token serves as the backbone of our platform's economy, offering a wide range of utility for artists and fans.

5.1 Fans Through $AMPS tokens, fans can:

Earn Rewards

Fans can earn $AMPS by completing missions, such as promoting artists' smart links, subscribing to artists channels and engaging with the artists community.

Unlock Exclusive Experiences

Tokens and NFTs grant fans access to gated experiences, such as VIP chats with artists and exclusive content.

5.2 Artists For artists, the AmplifyWorld Token provides:

Monetization Opportunities

Artists can leverage the token economy to generate revenue through merchandise, and ticket sales within the AmplifyWorld marketplace.

Community Engagement

By incentivizing fan interaction and rewarding participation with $AMPS, artists can cultivate dedicated fan bases and drive sustainable income streams.

Additionally, Tokens can be staked using our proprietary staking protocol, allowing fans to benefit while supporting artists.

Tokenomics

6.1 The Token

$AMPS
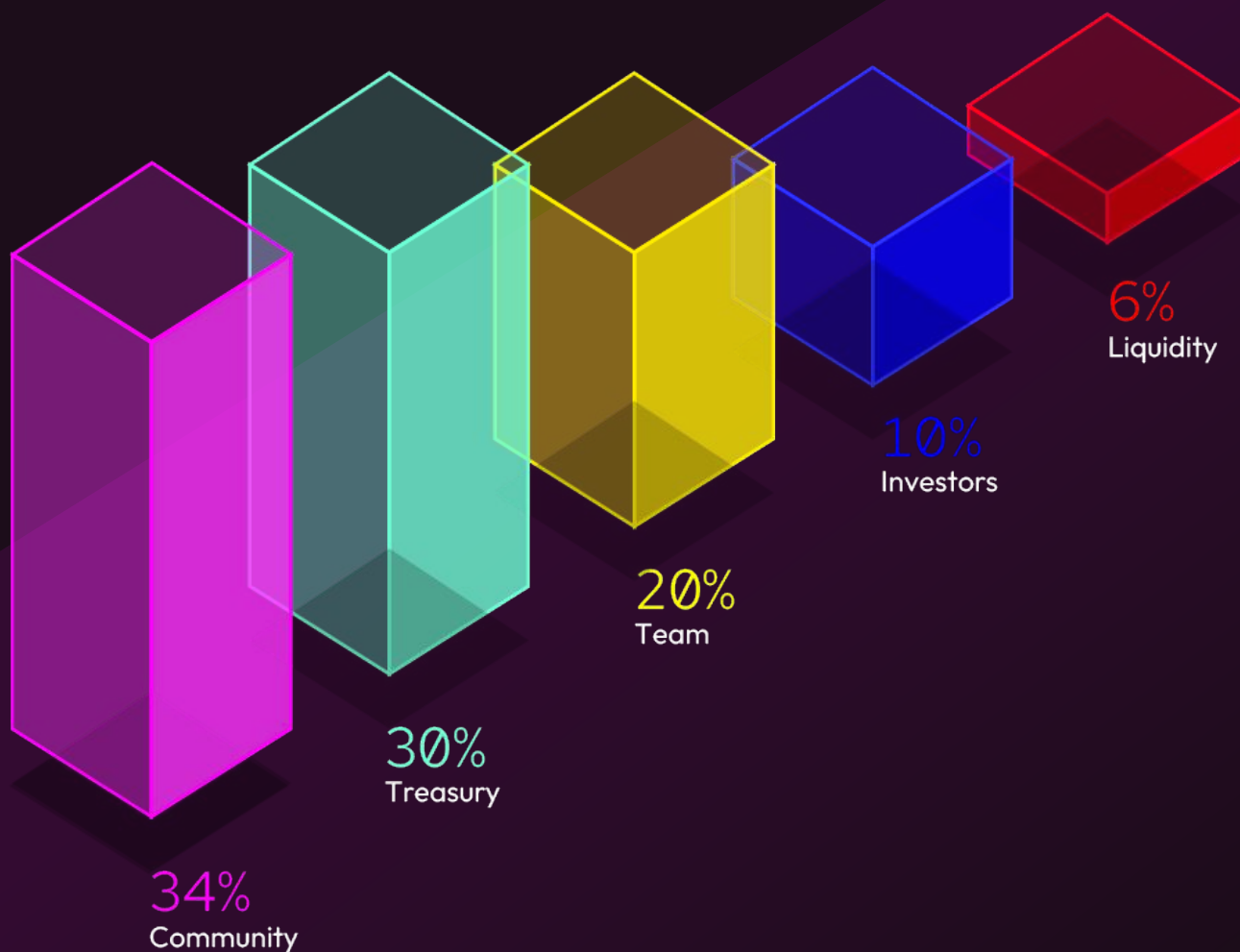FUNGIBLE COMMON

10 billion
Initial supply

10 billion
Total supply

10 billion
Maximum supply

6.2 $AMPS Token Allocation

Category	% of Total	$AMPs Tokens
Investors	10%	1,000,000,000
Treasury	30%	3,000,000,000
Team	20%	2,000,000,000
Community	34%	3,400,000,000
Liquidity	6%	600,000,000
Total	**100%**	**10,000,000,000**

6.3 $AMPS Token Allocation cont.

The total supply is 10,000,000,000 (10 billion) tokens generated, to be distributed as follows:

6%
Liquidity

10%
Investors

20%
Team

30%
Treasury

34%
Community

6.4 $AMPS Vesting Overview

The vesting allocations will support a range of initiatives connected to the utilities of $AMPS as described in this document, and the development of AmplifyWorld. We aim to cultivate a vibrant ecosystem, fostering innovation and crafting the premier web3 experience in the music sector.

The vesting schedule is set to commence approximately a week to ten days before the launch of $AMPS, ensuring that the community account is equipped with funds to distribute rewards right at launch.

6.5 $AMPS Vesting Schedule – 3 years

Tokens

10,000,000,000

7,500,000,000

5,000,000,000

2,500,000,000

0m   6m   12m   18m   24m   30m   36m

Months from Launch (3 Years)

Team   Investors
Community   Treasury