



Listify

WhitePaper



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Listen & Earn

A better world through music

“We’ll revolutionize the music streaming industry and create a rewarding experience for music enthusiasts worldwide. Let’s rock the future of music together!”

Oliver Otubanjo – Chief Music Director,
Producer & Musician

Welcome to Listify

Tired of streaming without getting anything back? Imagine earning rewards for the music you love!

Listify is here to revolutionize the way you experience music. Unlike traditional streaming services, Listify turns your passion for music into real value. Simply download the free Listify app and keep jamming to your favorites. Every minute you listen earns you points redeemable for awesome rewards like concert ticket discounts, exclusive music releases, and even crypto tokens.

Think of it as "Listen-to-Earn" – effortless and seamless. Listify integrates with your existing listening habits, offering real value without disrupting your routine. Plus, as the first-mover in the space, Listify gives you a unique edge. Join the music revolution!

Our Motivation

Music is everywhere – at home, work, and everywhere in between. Streaming services are booming, but is there a better way?

The current model offers little innovation despite a growing user base. Providers rely on subscriber volume, leading to a homogenized experience with minimal differentiation and value-added features.

Problem & Solution

Problem

The music streaming market is saturated, with providers wielding significant bargaining power that translates to high, homogenous pricing. Additionally, these services often lack differentiation, failing to engage users with features like challenges, gamification, or other incentives.

Solution

Listify enhances streaming services by providing rewards for listening and combines them with a gamification approach. For every minute of music Listify provides points as reward for the streamers. Every streamer can reach up to 20 levels depending on user behavior and their number of points. Everyone can be rewarded with points only by using the Listify app.

Listify – The Idea

Listify combines music streaming with an innovative app and a blockchain network to provide additional value to music streamers. The business model can be described by stream-to-earn and is comparable to established business models such as move-to-earn or play-to-earn. All users have the opportunity to earn points, which can be converted into crypto tokens and, therefore, earn a convertible asset only by streaming music. The app is provided for free on the Apple and Google Play Store. The app serves as both an entry for the Listify platform and as the software interface for the streaming services. Listify works with nearly all streaming services and provides a freemium business model which is free of charge for the basic functionality. Premium functions can be activated by exchanging points. If a user does not have enough points to use premium functionality, it is possible to

buy points. Tokens can also be exchanged into premium functionalities, provided that the user has reached or subscribed for a premium level. The first level is called Beginner, the second Premium and the third Pro. As member of the Premium level token swaps are possible to increase the functionality up to the last two levels Ultimate and Legendary. The levels are characterized by a virtual headphone which provides access to the related premium functionality. Furthermore, users can compete for the highest number of points. One important thing is the number of point rewards which increases with every level. In the basic levels the daily reward amount is limited to encourage users for point purchases. In higher levels users can exchange points into loot boxes or rare NFT headphones, both is linked to further benefits, value, and in-game fame. This

gamification approach enriches streaming services significantly. One important aspect of the gamification approach is most successfully user who is awarded monthly. As abovementioned, Listify is not only an app – it serves as a whole platform for additional services. Many products and services related to music can be added. An obvious example is the integration of ticket services. Users can buy tickets and earn further points or pay with points. Or a special

number of points provides a discount price for tickets. Furthermore, pre-releases, meet and greets or merchandising could be sold over the platform. It is also planned to enable exclusive live streaming events with musicians for Listify users holding a certain level of points. The possibilities are manifold and span all instruments in the marketing mix.

Market & Competition

Currently, there is no direct competitor and, therefore, it is difficult to describe a reliable market. Hence, we estimate the market by means of similar business models and approaches. For this purpose, we use the market for music streaming and the markets for play-to-earn and move-to-earn for a market description for our approach.

The market for music streaming is about was valued at USD 29.45 billion in 2021 and it

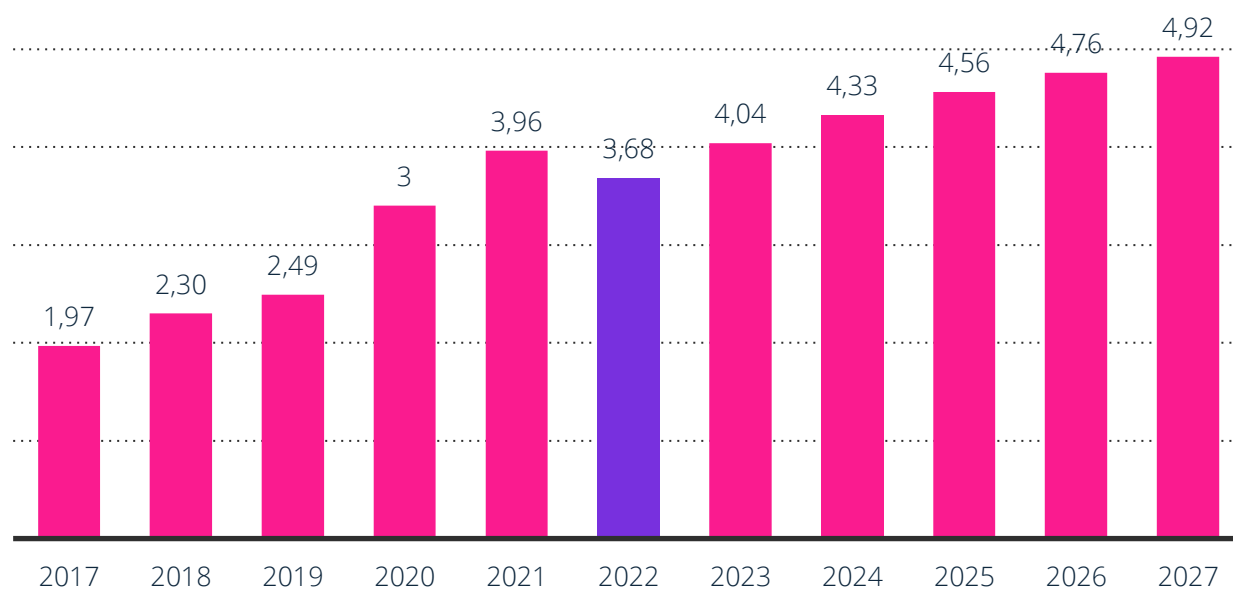
is estimated to grow annually (CAGR) by 14.7% from 2022 to 2030.¹ Only the European

market is about 3,68 billion USD, currently. The number of users is estimated with about 1 billion active users in 2022 which is corresponding to a statistical average revenue of almost 4 USD per streamer. It

must be considered that there are many free or freemium offers and the potential of users who can be attracted by rewards is most likely high.

¹ Music Streaming Market Size, Share & Trends Analysis Report. Grand View Research, 2022

European streaming music market and forecast in billion USD



Walk or move-to-earn apps are very popular. There are several move-to-earn (M2E) apps, such as *Sweatcoin*, *Stepn*, *Stepp App* or *Just Move*. All these apps have the approach that the mobile device detects motions and classifies them into motions which are rewarded and such motions

which are not rewarded. The rewards are usually provided by points or steps which can be converted into tokens. Usually, these tokens can be traded on exchanges or users can use them for in-app-purchases. The top 10 M2E apps are listed below

Comparable approaches with M2E app business model

MetaGym	Dustland Runner
Sweatcoin	Wirtual
Dotmoovs	Step
Stepn	Walkn
Calo Run	Just Move

The number of play-to-earn apps (P2E) is currently far greater than the number of M2E apps, particularly if the business case includes play-to-earn games which are made for desktop computers (PC or Mac). If we only consider the total market of related crypto tokens, the market capitalization is more than 4,1 billion USD, currently.² Reliable data for the growth of market capitalization cannot be provided. It can only be stated that the market diffusion of crypto technology will increase and, therefore, value of

crypto tokens will increase too. The business models of play-to-earn apps respectively play-to-earn games have the approach that the players are rewarded for playing games. Usually, the reward mechanisms are based on time spent for gaming or reaching particular levels. The rewards are usually provided by points or steps which can be converted into tokens. Usually, these tokens can be traded on exchanges or users can use them for in-game-purchases. The top 10 P2E games are listed below.

² Top Play To Earn Tokens by Market Capitalization provided by coinmarketcap.com on 20th November 2022 (time:

11:00 MEZ, URL: <https://coinmarketcap.com/view/play-to-earn/>)

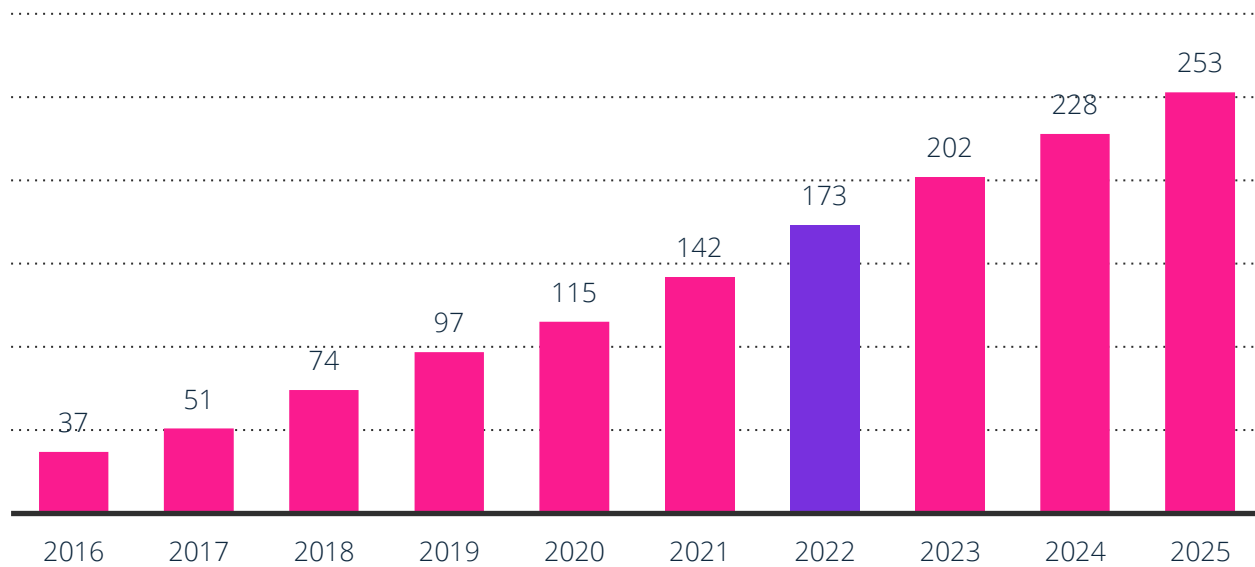
Comparable approaches with P2E game business model

Axie Infinity	Arc 8
Crazy Defence Heroes	Guild of Guardians
League of Kingdoms	Meda Wars
Crazy Kings	Skyweaver
Chainmonsters	Ethermon

The market figures of M2E apps are not available comparable to P2E games, but it can be stated that the popularity of M2E apps will increase significantly because of the link between a healthy lifestyle and rewards for exercising. It is most likely that M2E apps will become more popular than currently available P2E games. This prediction is based on the fact that the number of smart watches respectively fitness trackers increase fast and there are first health assurances which are considering the fitness of their customers for the calculation of their insurance

contribution. The diagram below shows the number of smartwatch shipments and a forecast for the next years. As also be shown in the diagram below, the annually growth rate is more than 10%. It must also be considered that currently about 350 million people use fitness trackers on a regular base.

Smartwatch shipments and forecast worldwide from 2016 to 2025 in millions



Source: Statista Market Research, 2022

In total the combination of the strong growing music streaming market with the strong growing market for M2E and P2E business models allows the conclusion of an attractive new market for stream-to-earn or listen-to-earn products.

The gamification approach of reward-based apps is also accepted by popular VCs. In the last years popular players, such as Sequoia Capital, Folius Ventures, Solana

Capital and Alameda Research, invested in M2E and P2E projects.³ The projects recorded.

A simple approach provides a significant market potential for Listify. If only 10 % of the music streaming users would sign-up for Listify there would be a number of more than 100 million users. If 5 % of these users would be active users who subscribe to our premium offers (higher rewards etc.) it

³ Nicole Willing: Move-to-earn: Everything you need to know about M2E apps. capital.com, 5th April 2022

would be a number of 5 million paying clients. Considering the average value of 10 USD annually, our revenue would be about 50 million USD. If only 10 % of our users would spend 10 USD annually for in app purchases (such as concert tickets etc.) there would be an external turnover of about 100 million USD. Considering an internal revenue of 5% for in app purchases, our total annually revenue would be about

55 million USD. Last, but not least, the annually growth rate will most likely be 10 % or more and additional profits generated by token sales and token price gains can be realized.

Market figures	
Figure	Characteristic
Market Capacity	More than 1 billion music streaming users
Market Potential	Estimation: 10 % of the market capacity about 100 million users
Estimated Market Volume for premium Listify users	Estimation: 5 % of the market potential about 5 million users
Revenue by Subscriptions	50 million USD
Revenue by in app purchases	5 million USD
Total Revenue	55 million USD
Estimated Annually Growth	More than 10 %

Token Economic

Listify rewards users with points which can be converted into crypto tokens. It is planned to use these tokens for in app payments and to trade them on crypto exchanges. A total token supply of about 200 million tokens is planned. All tokens are minted initially and distributed as described in section *Token Distribution and Use of Funds*. Listify does not plan a burn rate for a artificially inflation of token prices.

We believe that our business model is attractive and, therefore, the demand for Listify tokens will increase automatically.

Our NFTs must also be considered. Special “headphones” and in-app-gamification stuff will be designed as NFT. Users can purchase them directly or earn them. The NFT supply and the detailed list of these crypto assets will be developed during the app design process

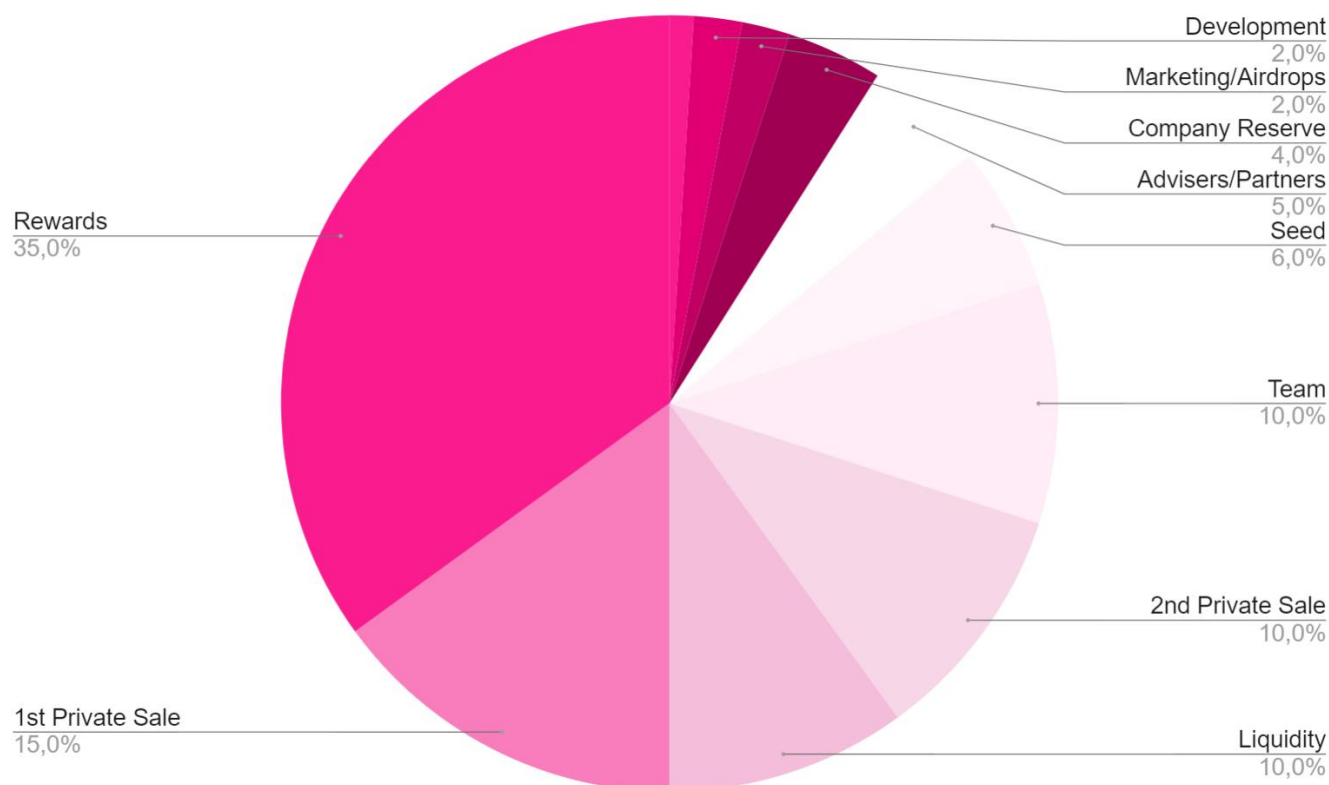
Distribution & Use of Funds

Token Allocation				
Use of Tokens	Share	Number of Tokens	Cliff (in months)	Vesting (in months)
Team	10,00%	20.000.000	12	36
Development	2,00%	4.000.000	12	36
Marketing/Airdrops	2,00%	4.000.000	1	6
Advisers/Partners	5,00%	10.000.000	6	24
Company Reserve	4,00%	8.000.000	12	36
Rewards	35,00%	70.000.000	1	55
Liquidity	10,00%	20.000.000	6	/
Seed	6,00%	12.000.000	6	24
1st Private Sale	15,00%	30.000.000	1	18
2nd Private Round	10,00%	20.000.000	0	12
Public Sale	1,00%	2.000.000	0	0

Our issued tokens will be distributed to investors, our team and advisors, and a reserve for future development (details below). To ensure commitment to the project, founders and investors will have a lock-up period preventing immediate token sales.

Listify's development and market entry will unfold in three phases. The first phase focuses on app development (currently ongoing) and crafting a marketing strategy

with an agency. Legal counsel will be secured throughout this phase to protect investors, entrepreneurs, and users. The second phase involves creating a marketing plan and producing marketing materials, advertisements, and content. Finally, the third phase tackles market entry with a public token sale, platform launch, and listing on a major cryptocurrency exchange. This structure promotes transparency and aligns token allocation with development milestones.



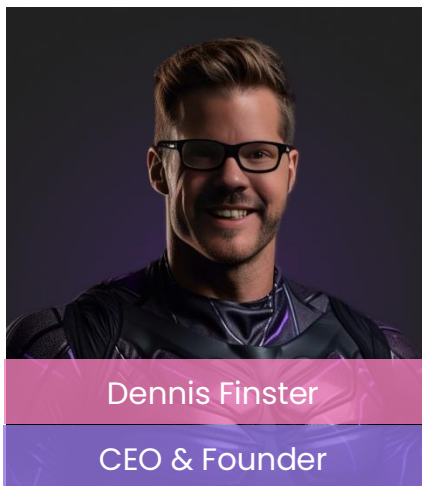
Investment plan	
Figure	Characteristic
Phase 1: App development, legal consultancy, marketing strategy	500,000 USD
Phase 2: marketing plan, marketing material, adds and media production	3.75 M USD
Phase 3: Marketing, exchange listing, software operation	750,000 USD
Total funds required	5 M USD
Seed round	480,000 USD
Private token sale	4,09 M USD
Public token sale	430,000 USD

It is planned to mint 200 million tokens. 30 % of the tokens will be reserved for the founders, developers and the investors who participate in the seed round and the private sale. 20 % will be available for the public token sale and 50 % will be reserved for in app purchases.

The tokens reserved for founders, developers and private sale investors will be locked

for a particular period (vesting). The table below shows the token distribution and the vesting stages.

Listify Superheroes



Finance Guru & Crypto Enthusiast with Industry Connections.

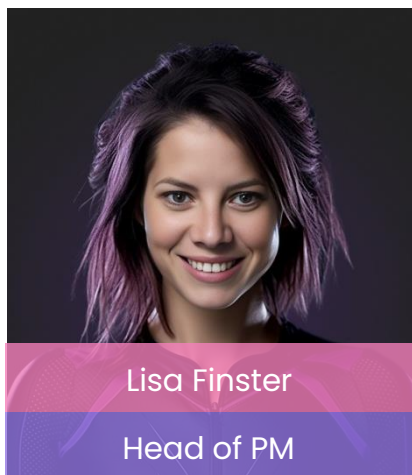
Dennis boasts extensive finance and management expertise, honed over 13 years in the industry. Previously thriving as a Financial Advisor and Team Manager at Deutsche Bank for 13 years, he has immersed himself in the crypto space for over 6 years, currently running a sizable mining operation in Switzerland. Furthermore, he continues to excel as a Financial Consultant for a prominent German company, where he

consistently ranks among the top 3 in his field alongside his team. Rounding out his impressive profile is a robust network within the music industry.



Hip Hop Powerhouse and Multifaceted Producer. A founding force in the Hip Hop scene, Oliver is a renowned artist, well-known as Olli Banjo, and a veteran producer with over 20 years of experience shaping the soundscape. Over his career, he's crafted over 10 solo albums, dropping beats and penning lyrics that ignite the industry. Beyond his own work, Oliver's production prowess has graced the tracks of iconic artists like Kool Savas, Peter Fox, and Xavier Naidoo, and countless others. He won

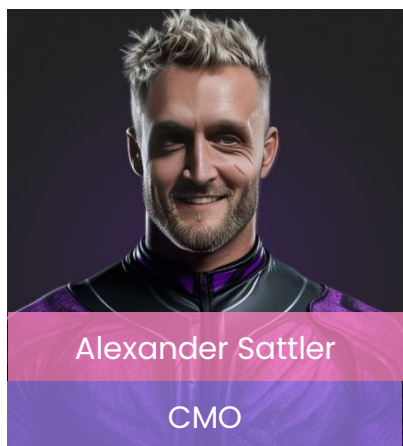
various gold and platinum awards and was named the 3rd best rapper of all time in Germany by Juice magazine.



Lisa Finster

Head of PM

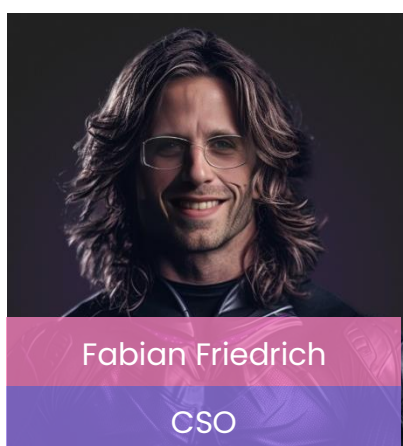
Seasoned leader and event mastermind, Lisa leverages 13+ years of experience to bring your vision to life - Her distinguished career at a top German architecture firm honed her skills in leadership, project management, and meticulous planning. Now, she channels her passion for music and meticulousness into crafting unique, impactful events. Her dedication and determination ensure every detail is perfectly orchestrated, leaving a lasting impression.



Alexander Sattler

CMO

A DJ and marketing guru, Alex boasts a 12-year career spinning tracks and shaping brand narratives - His deep dive into the crypto space since '17 fueled his passion for a more equitable music industry. Merging marketing savvy with crypto insights, Alex seeks to revolutionize the landscape, ensuring it rewards creativity and integrity. This visionary is on a mission to transform the music scene.



Fabian Friedrich

CSO

Serial entrepreneur Fabian Friedrich has been a driving force for over 20 years - He's the founder of Blockchance, Germany's leading web3 event brand, and co-founded both INATBA and the Hanseatic Blockchain Institute. A computer scientist and Bitcoin believer since 2013, Fabian brings his expertise to the Hamburg Chamber of Commerce's science committee and shares his insights as a Forbes author.



Christoph Hermann

Legal Advisor

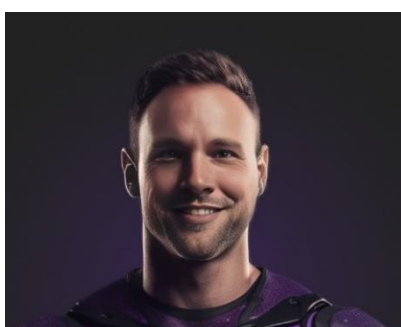
Tax and corporate law expert Christoph boasts a decorated career spanning two decades – Admitted to the bar in 2004, he honed his skills at renowned German law firms. Christoph's academic prowess is undeniable – a law degree from Frankfurt, an LL.M. from Columbia, and a doctorate in tax law from Darmstadt. Licensed as both a tax advisor and a notary, his expertise lies in corporate (re)structuring and corporate law.



Dominik Wenzel

CFO

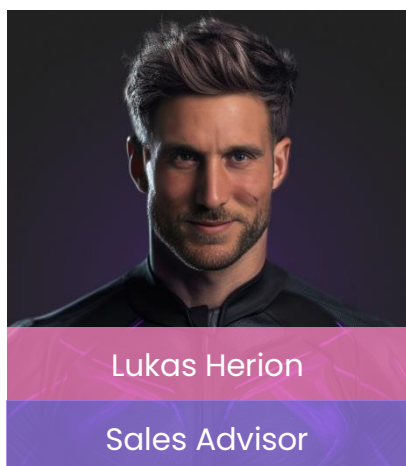
Visionary event architect, Dominik Wenzel, leverages 20+ years in finance to orchestrate your success – Forged in the fires of a Frankfurt banking powerhouse, his passion for numbers ignited a meticulous approach, later fueling his entrepreneurial ventures. Now, he thrives at the intersection of finance and music, curating unforgettable experiences. With an unwavering dedication to detail, he ensures every element is flawlessly executed.



Christian Baumann

Data Specialist

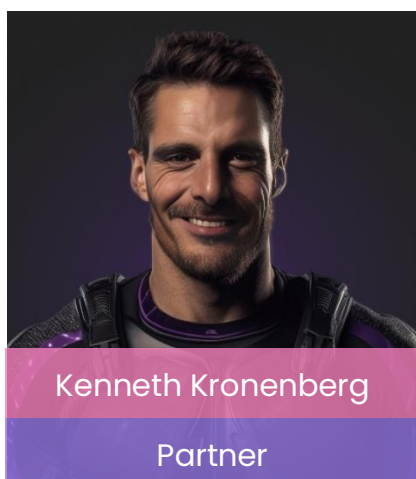
The Crypto Architect with a Mathematical Mind – Christian, armed with a German Master's in Mathematics (probability theory and financial modeling), brings a rock-solid analytical foundation to our team. Currently, he spearheads data and AI initiatives at a cloud consulting firm, constantly pushing boundaries. Christian's experience in blockchain projects (token & mechanics design, analytics) adds another dimension of knowledge and valuable insights to our crypto project.



Lukas Herion

Sales Advisor

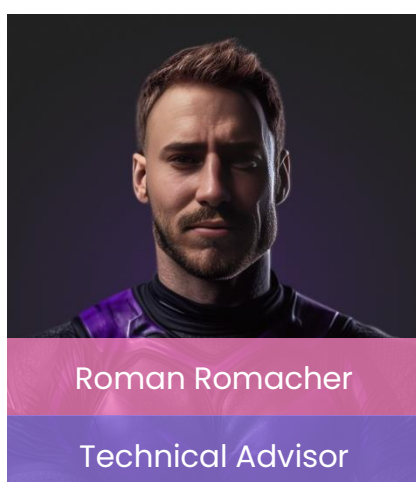
Crypto sherpa, Lukas, guides 150+ startups to success with 8+ years of experience blazing the trail – An adept networker and strategist, he wields a vast arsenal of investors, marketing agencies, and influencers. Adept at deciphering the crypto landscape's narratives, Lukas empowers his ventures to conquer this ever-evolving frontier.



Kenneth Kronenberg

Partner

Crypto sage, Kenneth, boasts 10+ years navigating the frontier, having guided 150+ startups to success – His expertise spans the crypto realm – from blockchain's bedrock to the future of tokenomics and the wilds of DeFi. A veteran with an unwavering commitment to excellence, he empowers companies to conquer the cryptoverse, whether veterans or newcomers. His deep well of knowledge and track record position him perfectly to help you alchemize your vision into reality within the crypto ecosystem.



Roman Romacher

Technical Advisor

A Prodigy Forged in Music's Fire – Roman's story is one of passion igniting into mastery. A video whiz at 15, he channeled his love for music into a thriving career. Leading his own company for over nine years, his talent has attracted industry giants – Kool Savas, Haftbefehl, and more. Roman isn't just a collaborator; his work with these titans positions him as a true leader in the music video landscape. We're privileged to have him on board, bringing his unique vision to our marketing videos.

Roadmap to Success

The roadmap from founding up to market launch can briefly be described as follows. There are basically three phases. The first phase starts with the formal founding process and will be initiated by the end of the funding process. It is planned to raise funds by end of the first quarter 2023. Hence, the founding of the company is also planned by the end of the first quarter 2023. After the founding the development process for the app will start. The first phase ends with the

MVP of our product. A second phase is planned for the marketing campaign. It is intended to define a strong marketing campaign and produce the required material, such as ads, blogs, and videos. Furthermore, the token programming will be realized in this phase. The phase ends with a private token sale. The third phase is characterized by strong marketing activities for the public token sale, the market starts and the first exchange listing.

Roadmap	
Milestone	Time
Stage 0: Concept and WhitePaper	Q2 2022
Stage 1: development, legal consultancy, marketing strategy	Q1 – Q2 2024
Funding and formal founding	Q1 – Q2 2024
Employing the team	Q2 2024
App development (MVP)	Q2 2024
Stage 2: Marketing, blockchain programming, private sale	Q2 – Q3 2024
Legal framework	Q2 2024
Marketing campaign	Q2 2024
Private sale	Q2 – Q3 2024
Stage 3: Marketing, exchange listing, software operation	Q3 2024 – Q1 2025
Public marketing	Q3 2024
Public sale	Q3 2024
Market start	Q3 2024
Exchange listing	Q4 2024 – Q1 2025

Risks & Disclaimer

In consideration of Listify providing this white paper to the recipient, the recipient acknowledges the following conditions. This white paper provides a summary of the main features of Listify. It contains general advice only and has been prepared without taking into account any participant's objectives, financial situation or needs. Participants should read the white paper carefully and assess whether the information is appropriate for them in respect of their objectives, financial situation and needs. This white paper absolutely does not contain all the information that a prospective participant may require. In all cases, interested parties should conduct their own investigation and analysis of Listify. Furthermore, Listify does not guarantee that all information provided in this document is correctly and completely. Listify shall not have any liability to the recipient or any person resulting from the reliance upon this white paper in determining to make an application to apply for shares in the company or token sales. Listify considers that the financial and nonfinancial information provided has been prepared to the best of its reasonable knowledge and ability. However, recipients must rely on their own

investigation. UNY makes no representation about the underlying value of the tokens on offer.

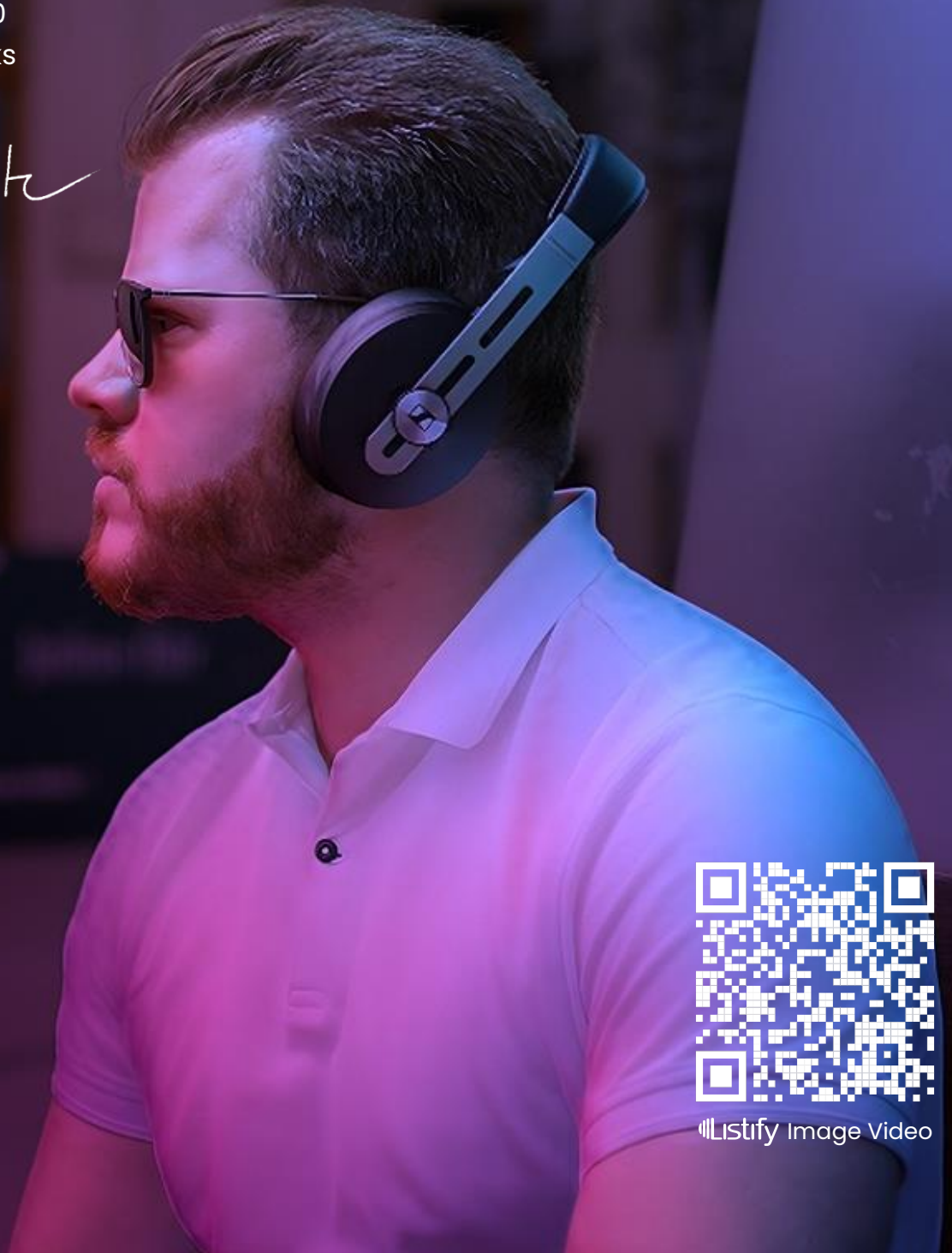
Particularly, participation in a funding round or a token offering carries high risks and a total loss is possible. It is highly speculative, and participants should seek for appropriate professional advice before participation. Furthermore, it is not intended that this white paper is used to be the only information on which a decision is to be made and is not a substitute for a disclosure document, or any other notice that may be required under law. Prospective participants should also be aware that there exists no established market for the trading of the offered tokens and company shares. Shares and tokens issued by Listify may drop substantially in value, or may remain illiquid and, therefore, worthless. There is no guarantee or expectation that Listify tokens will increase in value, provide a return, or have sufficient adoption and liquidity on exchanges. It is also important to understand, that ownership of issued tokens does not constitute a share of equity or ownership in the company. Only shares of the company constitute ownership. Furthermore, regulatory circumstances may require a change or altering of the token mechanics.

Thank You

Let's build something amazing together! Contact us for partnerships and investments.

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D. Finster



Listify Image Video