



한 번에 하나의 블록 음악 산업 혁명.

*Potentiam,*  
당신의 잠재력을 자물쇠로 여십시오











가  
 , 가 , 가 5-15%  
 \$93 , 37% .

가 가  
 , 가  
 , 2016 ,  
 \$45 .

1 가 .  
 가 , , 가 10-20% 가 가 .

### III. 는 문제

음악 산업의 현재 구조는 상대적으로 몇몇 중 매 인, i.e 기록적인 상표 및 그들의 자회사에 있는 손 안에 힘을 집중 한다. 레이블은 마케팅 및 아칸소에 매년 약 \$45억을 투자 하고, 차례로 여전히 광고 문안과 잠재적인 상업적 성공 사이의 게이트웨이입니다. 하지만 그들은 더 넓은 청중에 게 홍보 하는 광고 문안 결정 뿐만 아니라, 그 정도면 충분 상업적 성공을 달성 하기 위해 행운의 수익을 자신의 창조물의 수익금에서 생성 된의 10%를 볼 수 있을 것입니다. 간결에서 문제는 기업 자체의 구조 이다. 그것의 구식 기관은 뿐만 아니라 성장을 제한 하고, 또한 기업 생성 하는 부의 대다수를 소모 한다.

### IV. 는 솔루션

#### 잠재력을 플랫폼

광고문 안을 자신의 운명을 제어할 수 있는 모든 포괄 플랫폼입니다. 중 핵 에, 작곡 자 및 연예인은 그들의 자신의 계정을 광고 하기 위하여 창조 할 수 있는 사회적인 네트워크, 협력을 위한 다른 예술가를 찾고 또는 그룹 또는 악대를 형성 하는. 디지털 제작 스튜디오는 어디에 필요한 모든 도구 작곡가, 연기자 또는 프로듀서 작곡과 기록/오디오 편집 뿐만 아니라 마스터 레코딩을 만들 작성 해야 합니다. 예술가 들의 콘텐츠를 관리할 수 있는 카탈로그 관리 스위트, 관련 저작권을 포함, 그 이내 또는 코어의 외부에 만들어졌습니다.

코어와 관련 된 4 개의 주요 유통 모듈이 될 것입니다. 디지털 판매, 실제 판매, 동기화 라이선스 및 P.R.O./방송 로열티. 또한 발기인과 출연자를 연결 라이브 퍼포먼스 모듈이 있을 것입니다.

가능성에 평행 코어는 고전적인 입니다. 클래식 \$45억 연간 투자 마케팅 및 아칸소에 주요 음반사에 의해 만들어진 답변입니다. 음악 문화에 대 한 를 생성 함으로써고전 음악 업계의 정보에 대 한 가장 신뢰할 수 있는 소스를 만드는 계획 이다. 그것은와 함께 가정 사운드 스튜디오 또는 여행과 같은 것을 위한 새로운 예술가를 위한 돈을 모으는 것을 운영할 것 이다.



## V. 잠재력을 플랫폼

### 1. Potentiam Core

*private social network* that enables composers, performers and producers to both advertise their talents and seek out other music creatives for collaboration. A *digital production studio* that gives artists access to the tools needed to compose, record and edit their creations. A *catalog management system* that gives users complete control of their content, from determining share of copyrights to facilitating the granting of licenses amongst users on the platform. Once an artist(s) is satisfied with their creation, be it a musical composition or a sound recording, they can publish the file and it will automatically be imported to their catalog. If multiple artists participated in the creation of a final work, ex. a composer and lyricist collaborate within digital production studio workspace to create and publish a song, share of the musical composition copyright would be determined upon agreement by both users. Compositions contained in user catalogs will be available to other users on the network for use in recording songs. When a performer and/or producer publishes a recording using content from another user's catalog, the relevant rights holders will be prompted to grant the relevant licenses. Once those rights holders have agreed to the licensing terms and the artists and producers agree to their share of the sound recording copyrights, the master recording will be published and added to the artist's catalog.

The resulting database of master recordings will then be made available through the multiple distribution modules, each customly curated for the type of client relevant to that distribution channel. The payment of royalties back to the relevant rights holders will be facilitated automatically by customized smart contracts.

The share of royalties, traditionally owed to record labels, publishers, managers and everyone in between, can be upwards of 60-80%. By taking only a 10-15% fee on revenue generated by the Potentiam distribution modules artists will be able to secure unprecedented returns on the revenue generated from the exploitation of their intellectual property.

## **2. Digital Distribution Module**

A custom curated web portal for licensing and distributing content to already established digital service providers such as iTunes, Spotify and Beatport etc. Under terms yet to be negotiated, content will be provided to various DSP through the digital distribution module's client web portal to be sold via digital download or via music streaming subscription. Payments owed by DSPs will be made through the client web portal and royalties will be distributed by smart contract automatically.

## **3. Physical Distribution Module**

In recent years, physical distribution of music has consisted mostly of mix tapes or compilation albums. The Potentiam physical distribution module's client web portal would make content available to manufacturers to lease for the creation CDs and Vinyls. For a TBD fee manufacturers would be licensed to produce a set number of copies. Royalties from these fees would be transmitted to rights holders automatically via smart contracts. The portal will provide curated content, such as trending or most popular songs. All recordings within users catalogs will be browseable and can be sorted by Artist, Genre or any other relevant category.

## **4. Sync Licensing Module**

One revenue stream that is often overlooked is income generated from sync licensing. Businesses such as advertising agencies, video production studios and video game studios are always looking for the perfect track to synchronize with the visual content they produce. The Potentiam sync licensing module's client web portal will present content which is curated specifically for those needs. User catalogs will be run through an A.I. music analyzer and tracks will be categorized according to characteristics such as mood, tempo, style etc. and made available with or without vocals. These categories will be similar to they way services such as Pandora analyze a song in order to find similar styles across all genres. Once a client locates a desired track amongst the browseable content they will submit a bid to secure both the synchronization license and master use license. Once the offer is accepted by the relevant rights holders the licenses will be granted and payment of royalties distributed automatically.

## **5. Public Performance Licensing Module**

Another significant revenue stream are royalties paid for the public use or broadcast of copyrighted music. These licenses are traditionally facilitated by a performance rights society or PRS. Broadcasters will pay a flat rate to gain access to the entire catalog and income is divided amongst the composition's copyright holders. Due to the level of involvement necessary for policing broadcasters and pursuing royalties, the Potentiam platform will seek to establish relationships with leading PRSs such as BMI, ASCAP and SESAC. They will be encouraged to add Potentiam's catalog to their own and collect royalties on our artist's behalf taking a share of revenue collected as payment. The PPL module will be able to accept payments and usage reports which will automatically be distributed to the proper copyrights holders on the platform.

## **6. Booking Agent Module**

The booking agent module will serve as a networking interface that will connect performers from the Potentiam platform with promoters and venue owners looking to book talent for live performances. The booking agent module's client web portal will allow promoters/venue owners to both browse the accounts of performers who are looking for gigs and initiate offers as well as advertise venues and dates they are seeking to fill. This will allow each side to be either active or passive in terms of booking gigs. All negotiations and information such as technical rider and transportation will be handled and payment made within this module.

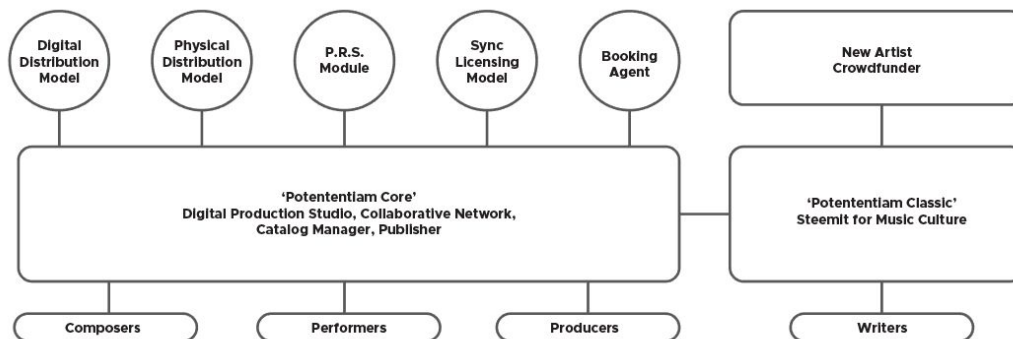
## **7. Potentiam Artist Crowdfunder**

For the projects that require a capital investment in order to come to fruition, artists can seek crowdfunding through their Potentiam Core accounts. This could be an aspiring artist who needs to upgrade their in home studio in order to produce a truly professional album, or a more established group looking to create a high end music video. Whatever their career aspiration and capital need may be, artists can submit crowdfunding proposals that will be advertised on Potentiam Core's sister module, Potentiam Classic, where users can contribute PTM to any of the proposals they find interesting and want to help make the project a reality.

## 8. Potentiam Classic

Named in homage to the Potentiam team's legacy as the founders of the online music publication Britznbeatz, Potentiam Classic is a crowd sourced, music centered online magazine. Think of it as Steemit for the music industry.

In 2016 the major record labels invested \$4.5 Billion globally into marketing and promotion. This means a relatively few music execs ultimately determine what musicians and songwriters get promoted to a wide audience. Potentiam classic seeks to decentralize this influence by empowering content creators with an open platform were they can be rewarded for producing content. Content rewarding and its effects within the potentiam ecosystem will be explained further in section VI.



## VI. The Potentiam Tokens

The Potentiam Platform will have two tokens that will serve two different functions. The main coin will act as the platform's backbone and will serve as the medium of exchange for all platform transactions. The secondary token will underlie Potentiam Classic's content rating and reward system.

### **Potentiam (PTM)**

PTM is the platform's ERC20 token and has all the functionality implied therein. Available during presale and ICO, token will be the currency needed to transact on the various distribution modules associated with Potentiam Core. Token owners will also have the option of staking their tokens in the Potentiam Vault granting special rights within the platform.

### **Potentiam Vault & Vault Nodes**

Owners of PTM will have the choice of whether to hold their tokens in their potentiam accounts wallet or any ERC20 compatible storage device. If they have them on the platform they will have the option to stake their tokens in the Potentiam Vault which will earn them special rights and privileges. Tokens placed in the Potentiam Vault will be staked for a set period of time and for every 10,000 PTM staked the owners will create and have ownership of one Vault Node. Users with less than 10,000 PTM can pool their tokens into a communal Vault Node and share the associated rights and privileges based on the weight of their contribution. A full description of Vault Nodes and their function will be expressed in part VII below.

### **Clout (CLT)**

The secondary token will underlie Potentiam Classic's rating system. It will remain internal to the platform and will be the currency with which readers reward content they like. Content ratings will determine both how the platform curates the content for readers, i.e. higher ratings will garner more prominence, and determine the share of PTM which is regularly awarded to content creators by the platform.

## Potentiam Classic Rating System

Potentiam Classic accounts will automatically be credited with 100 Clout when the account is initially created. These will be used at the reader's discretion to award to articles and content they like on Potentiam Classic. When a token is awarded to an article it will remain tied to the content for purposes of calculating PTM reward for a total of 30 days. This value is referred to as Article Power. After thirty days the token will be burned and the account from which it came will be replenished. A running total which tracks the complete number of tokens that have been awarded to the article will also be recorded and serve to determine its prominence for purposes of curation. This value is referred to as the Article Rating.

## VII. Platform Economics

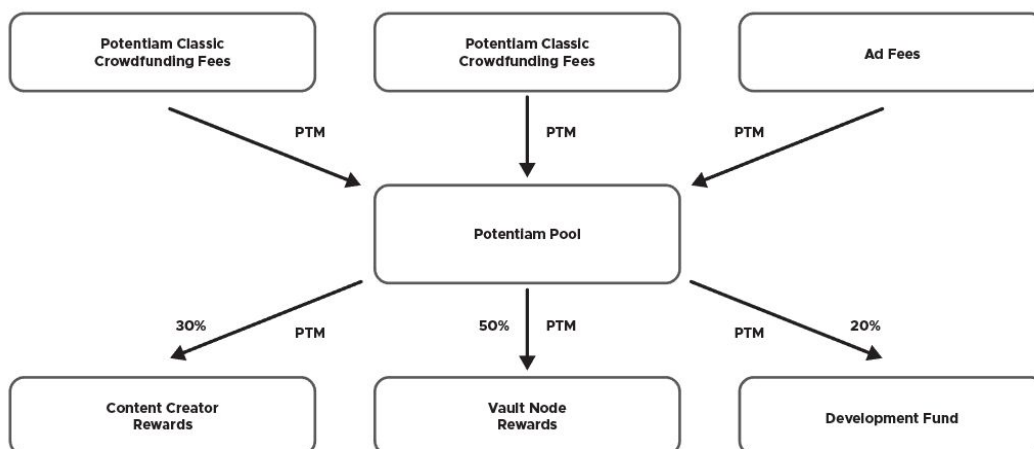
The PTM from transaction fees that are collected throughout the potential platform will all be deposited into in a central location referred to as the Potential Pool. Every 30 days the total balance of the Potential Pool will be distributed amongst three different categories; 30% for content creator rewards, 50% for Vault Nodes and 20% to the Development Fund.

### Content Creator & Vault Node Rewards

The 30% allocated to content creators will be divided amongst articles based on their relative values of Article Power. For example, if at the time of distribution an article has a an active Article Power rating of 1,000 CLT and sum of all active Article Power ratings is 10,000 CLT, the article would receive 10% of the share of PTM that is allocated for content creators. The 50% allocated to the Potential Vault will be distributed evenly among all Vault Nodes. For example, if there are a total of 100 Vault Nodes in the Potential Vault, each node would receive 1% of the PTM that is allocated from the Potential Pool to the Potential Vault.

### Development Fund

20% of the PTM distributed by from the Potential Pool will be allocated to the Development Fund. This fund will be used to crowdsource development proposals from the community. Anyone can submit a proposal with the aim of improving the Potential Platform in some material way. Development proposals will be reviewed and approved or disapproved based on the vote of Vault Node owners. Terms of approval TBD.



## VIII. Potentiam ICO

A total of 100,000,000 tokens will be minted for the Potentiam platform. Our aim is to render an extensive and groundbreaking experience with the features on Potentiam. Funds collected will be used for the technical development, legals, testing, deployment and marketing. One hundred percent of the total tokens allocated for our Core Team will be locked into a smart contract with an emission rate of 5% per month, beginning one month after the end of the public crowdsale. This is to create incentive for team to deliver, show our commitment and increase confidence in the value of PTM to the investors. If the crowdsale does not reach the anticipated amount, we have a strategy to re-adjust our timelines, development and marketing process to safely accommodate the outcome.

### Initial Token Allocation

The token distribution will be allocated as follows:

- 60,000,000 (60%) Public Crowdsale
- 25,000,000 (25%) Potentiam Team (Locked for 20 months)
- 11,000,000 (11%) Platform Development Tokens
- 3,000,000 (3%) Bounty Tokens
- 1,000,000 (1%) Reserve Tokens

Public Crowdsale - Amount of PTM that will available to the public for purchase during both pre and main sales.

Team Tokens - Allocated to the founders of the potentiam platform.

Platform Development Tokens - Used in conjunction with earnings from the crowdsale to finance the successful development of each branch of the potentiam platform.

Bounty Tokens - Used as rewards for various community bounty programs.

Reserve Tokens - Held in reserve in case of extraneous circumstances.



## Aspects of Development

Software Development - Vital to the ability to maintain API advancement.

Marketing - Continue advertising to encourage adoption and usage of Potentiam, develop positive public relations, pursue partnerships with entities that advance toward these goals.

Consulting - Hire industry experts from a wide spectrum of sectors including: Business Strategy, Blockchain technology, and Marketing and Communications to advise Potentiam development, messaging, and overall goals.

Accounting - Ensure responsible management, allow for resources to improve transparency and accountability, improve overall sustainability, and work with Legal and Consulting to advance the project.

## Crowdsale Details

1 ETH = 4000 PTM

Presale Hard Cap = 5000 ETH

Total Hardcap = 15000 ETH

**ALL UNSOLD TOKENS WILL BE BURNED** (This will happen in the case of not meeting our cap or in the case of Eth value increasing to the point where the hard cap cap is met quicker)

### Bonuses

Presale Week 1 Cap 3000 Ether = 20%

Presale Week 2 Cap 5000 Ether = 18%

Main-sale Week 1 Cap 9000 Ether = 12%

Main Sale Week 2 Cap 12000 Ether = 8%

Main Sale Week 3 Cap 14000 Ether = 4%

Main Sale Week 4 Cap 15000 Ether = 0%

Note\* Main-sale will begin two weeks after the beginning of the presale, or the moment that funds raised has reached the presale hard cap, whichever comes first.

## IX. Roadmap and Milestones

Modules	Description	Time
Design/Build	<ul style="list-style-type: none"> <li>-Desktop Platform design &amp; Build</li> <li>-Android App Design &amp; Build</li> <li>-iOS App Design &amp; Build</li> </ul>	Week 1- 4
Potentium Classic	<ul style="list-style-type: none"> <li>-Creation of PTM coin using ERC-20.</li> <li>-Development of smart contract.</li> <li>-PTM Wallets for all registered users.</li> <li>-Sending and receiving of PTM.</li> <li>-PTM storage vault creation.</li> <li>-PTM vault storage mechanism for defined time period.</li> <li>-Potentium node reward for vault storage.</li> <li>-Collaborative PTM storage in communal vaults.</li> <li>-Content rating token creation (CLT).</li> <li>-100 CLT initial reward upon account creation.</li> <li>-Rewards for creation on basis of content rating (CLT).</li> <li>-30 day validity for CLT award on content.</li> <li>-Platform revenue distribution on the basis of content revenue weight.</li> <li>-Voting mechanism by vault node owners over platform development fund usage.</li> </ul>	Week 5 - 8
Potentium Core	<ul style="list-style-type: none"> <li>-User registration and login.</li> <li>-User profile management/privacy settings.</li> <li>-Artist catalogues and advertising mechanism.</li> <li>-Artist/Soundtrack search.</li> <li>-Filters/Sorts on basis of genres, latest trending and popularity.</li> <li>-Collaborations on creations.</li> <li>-Band/Group formation and profiling.</li> <li>-Copyright management for collaborative soundtracks which includes decided percentages of royalties.</li> </ul>	Week 9 - 13

Potentium Core	<ul style="list-style-type: none"> <li>-Soundtrack/video creation and editing on production studio.</li> <li>-Soundtrack publishing to artist catalogue.</li> <li>-Soundtrack listening functionality.</li> <li>-Buying soundtrack license for reuse in other projects.</li> <li>-Ability to accept or reject buying of license.</li> <li>-Copyright share distribution among creators over sales made using smart contracts.</li> <li>-10-15% fee deduction for generated revenues on potentiam for soundtrack/video sales.</li> </ul>	Week 14 - 18
Booking Agent	<ul style="list-style-type: none"> <li>-Venue creation and advertising.</li> <li>-Booking of artists from potentiam platform.</li> <li>-Bidding on venue with payment details.</li> <li>-Initiate payments for booked artists.</li> </ul>	Week 19 - 20
Crowdfunding	<ul style="list-style-type: none"> <li>-Project creation option for artists.</li> <li>-Crowdfunding proposal creation and submission.</li> <li>-Make investments for a share in a project.</li> <li>-Project revenue distribution to investors and creators.</li> </ul>	Week 21- 22
Sync Licensing	<ul style="list-style-type: none"> <li>-Categorization of music through A.I on the basis of mood.</li> <li>-Availability of music with or without vocals for sync license.</li> <li>-Bidding system for synchronization and master user license.</li> <li>-Bid acceptance and rejection option for owners.</li> <li>-Automatic payments to owner of soundtrack for accepted bids.</li> </ul>	Week 23 - 25

Digital Distribution	<ul style="list-style-type: none"> <li>· Licensed distribution to digital service providers.</li> <li>· Exposing API to DSP for integration into their web portal.</li> <li>· Distribution through streaming and downloads done on clients web portal.</li> <li>· Licensing and distribution charges upon downloads and streaming.</li> <li>· Automatic payments to owner artists on potentiam through smart contract.</li> </ul>	Week 26 - 28
Physical Distribution	<ul style="list-style-type: none"> <li>· Licensed distribution to manufacturers</li> <li>· Manufacturer user registration on potentiam.</li> <li>· Leasing contracts for CDs and Vinyls versions of soundtracks on decided fees.</li> <li>· Automatic payments to owners on sales made through physical distributors.</li> </ul>	Week 29 - 30
Public Performance Licensing	<ul style="list-style-type: none"> <li>-Broadcaster account creation with payment mechanism.</li> <li>-Access to potentiam catalog from broadcaster account.</li> <li>-Adding PRS information for usage of potentiam soundtracks/videos.</li> <li>-PRS Payment report and usage report addition.</li> <li>-Revenue distribution to creators based on usage reports.</li> </ul>	Week 31 - 32
Testing Phase	<ul style="list-style-type: none"> <li>-Integration testing of all modules</li> <li>-Android and iOS app testing</li> <li>-Bug Reporting and Fixing</li> </ul>	Week 33 - 36
<b>GO LIVE</b>		
Go Live	Test data will be cleared and website will be live. Client will have to enter real time data to make the website Go Live	Week 36

## X. The Core Team

Marcus O Adetola

**CEO**

*Marcus ventured into the music industry managing emerging artists and witnessed the tremendous difficulties present. Being one who does not see obstacles only opportunities, he founded Britznbeatz a UK music discovery music platform. He is an all-round entrepreneur and a problem solver.*



Ali Zain

**CTO**

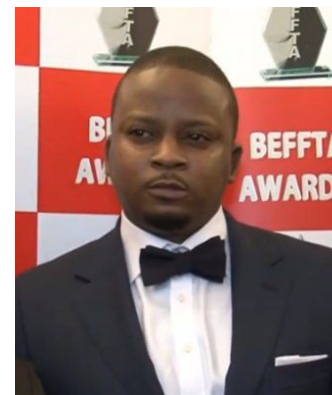
*Ali Zain has over a decade of experience in Full-Stack application development. He is an expert in blockchain, cryptocurrency & ICO development. He also co-founded Ideofuzion.*



Ben Balogun

**COO**

*Ben is a serial entrepreneur who acquired his Bsc in Accounting and Finance from the University of Plymouth. His passions are music and fintech. He is a co-founder Britznbeatz and Potentiam. He envisions Potentiam giving the control over creative direction and reward in the music and entertainment industry back to the people with the aid of the blockchain.*



## XI. Legal Disclaimer

*This white paper contains direct references to cryptocurrency and blockchain technology and while the legal parameters are not clearly defined as of yet. As of when legal distinctions and specifications are set Potentiam will endeavour to stay compliant. Therefore, some of the processes here are subject to change.*

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