

# arcana<sup>©</sup>

“Any sufficiently advanced technology is indistinguishable from magic.”

Arthur C. Clarke



In a world dominated by music consumption through streaming platforms, the music industry is seeking new, alternative ways to capitalize on its connection with fans.

Fans, who are anonymous consumers, are looking for ways to create a bond and build a connection with their favorite artists.

*arcana* is a next-generation digital music store that addresses these issues.

Built on blockchain, Arcana enables true ownership of digital music, giving deeply engaged fans meaningful ways to connect with their favorite artists and helping labels and creators capitalize on superfandom.

For the user, however, this is not a typical Web3 experience – the underlying technology is invisible, offering a seamless and user-friendly interface.

# ULTIMATE MARKETPLACE FOR MUSIC COLLECTIBLES

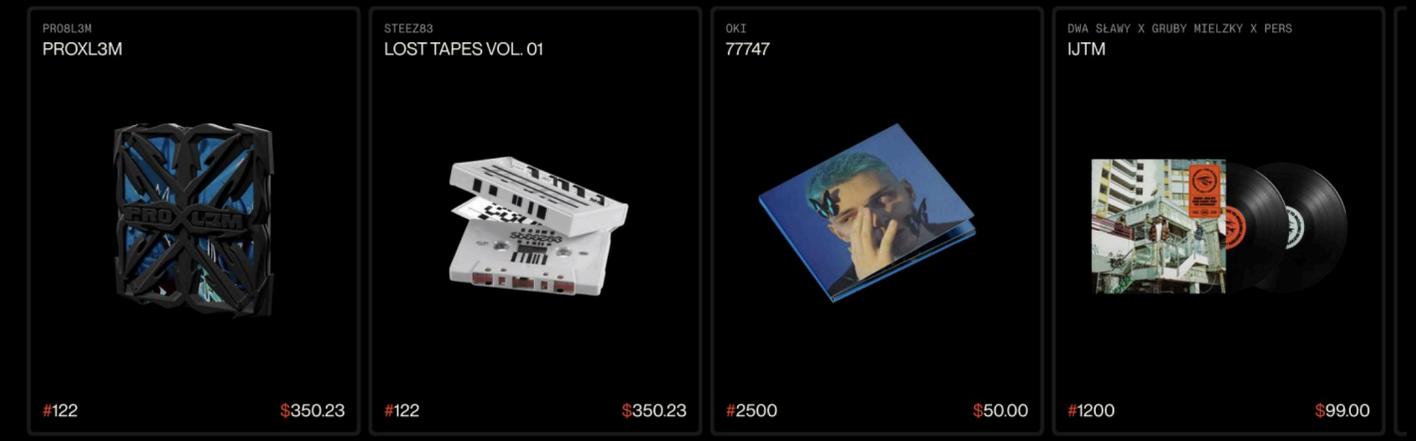


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ARCANA.DIGITAL

## DIGITAL PRESSING

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VIEW ALL



## CHALLENGE

**Integration  
and scalability**

## SOLUTION

Unlike any other Web3 music platforms, we speak the language of music. Our platform leverages Digital Data Exchange (DDEX) standards to automate the information flow in the digital music value chain.

Our ability to scale efficiently in a high-volume, low-value market is key to integrating large music labels and digital distribution companies.



## CHALLENGE

Resale, royalties & additional features capability

## SOLUTION

Unlike other digital music platforms, ARCANA allows users to own, collect, and resell digital music they've purchased, creating a new market for pre-owned digital albums. With smart contracts, we can embed unique features that aren't possible with traditional digital releases or streaming platforms. Artists and labels can also enforce royalties from secondary sales, providing an additional revenue stream beyond initial sales.



	CD & VINYL	DIGITAL STREAMING PLATFORMS	ONLINE DIGITAL MUSIC STORES	WEB3 MUSIC PLATFORMS	<i>arcana</i>
ECO-FRIENDLY	-	?	✓	✓	✓
COST-EFFICIENT	-	✓	✓	✓	✓
SCALABLE	✓	✓	✓	-	✓
COLLECTIBLE / RESALEBLE	✓	-	-	✓	✓
ENABLING ROYALTIES	-	-	-	✓	✓
FAN-ENGAGING	-	-	-	✓	✓
FRICTIONLESS	✓	✓	✓	-	✓
DELIVERING A WHOLE ECOSYSTEM OF BENEFITS	-	-	-	-	✓



This is the perfect moment, and here's why:

1

Fandom monetization is a key industry focus for years to come - Arcana aligns perfectly with this trend.

2

Rising demand for collectibles in the age of streaming platforms - Arcana fulfills this demand by offering collectibles that combine ownership with exclusivity in digital realm.

3

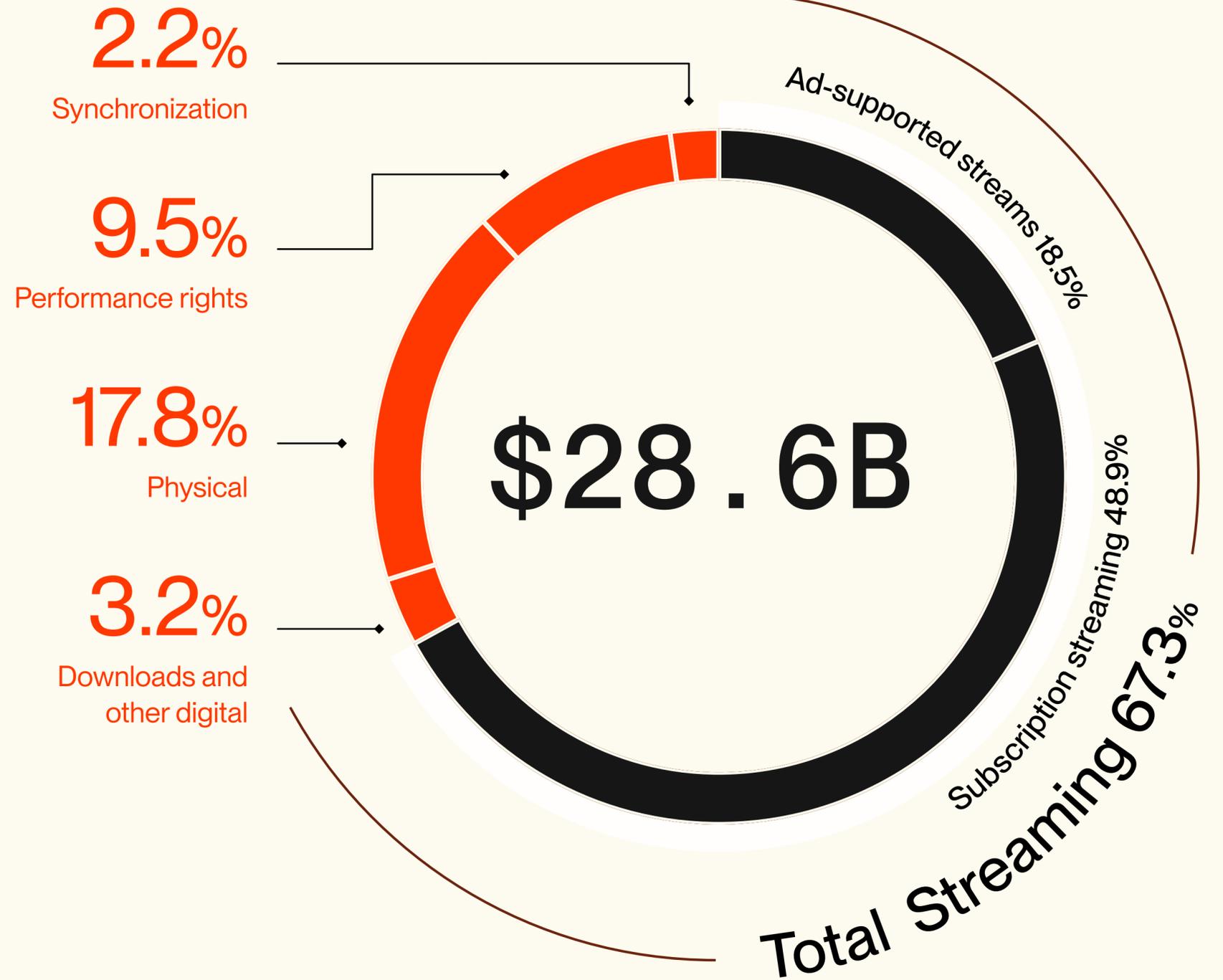
By analyzing missteps of early NFT music market, Arcana is uniquely positioned to succeed, building a resilient, user-friendly platform that incorporates key lessons from the past.

4

*arcana* doesn't require its users to have any prior web3 knowledge because ARCANA is magic.



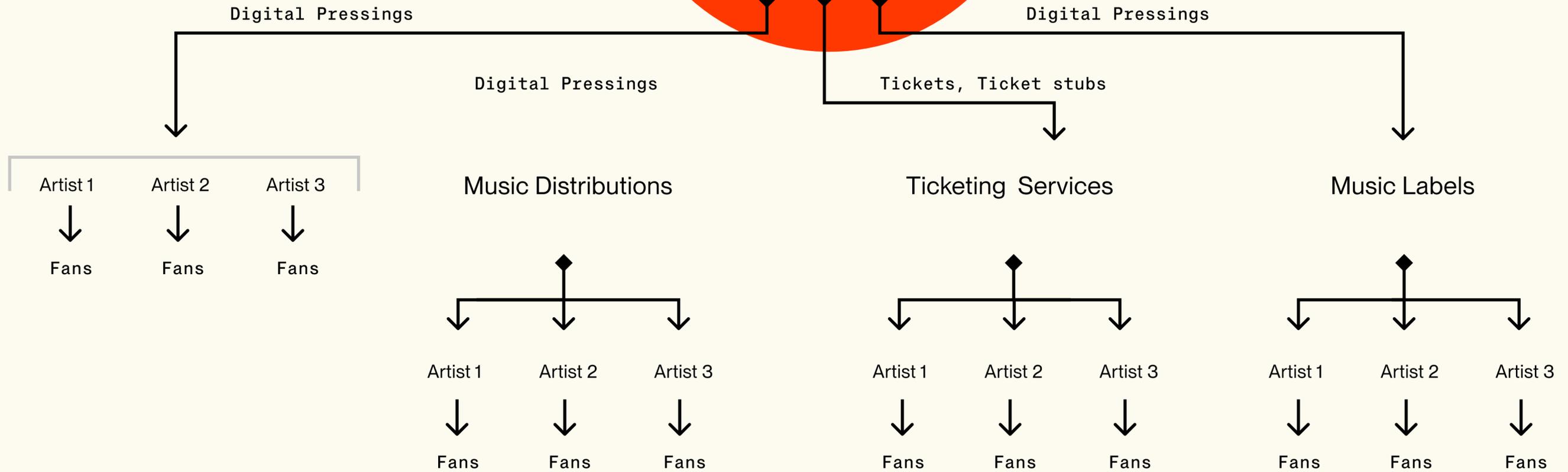
The global recorded music market was worth US\$28.6 billion in 2023. A solid double-digit percentage increase in physical revenues (up by 13.4%), reflecting a growing trend in collectible music formats.



*arcana*'s go-to-market strategy prioritises partnerships with major record labels, independent labels, and digital distribution companies, all of whom have relationships with hundreds of thousands of artists combined. This extensive network of artists gives us a gateway to millions of fans worldwide.

By aligning our innovative Web3 solutions with these established entities, we're not just tapping into an existing market but also creating an immense potential for scale.





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The team

**arcana**

ARCANA IS MADE UP OF VETERANS  
OF THE MUSIC AND TECHNOLOGY  
INDUSTRY.

WE ARE PASSIONATE MUSICIANS,  
MANAGERS, PRODUCERS,  
MARKETERS, INVESTORS AND  
PROGRAMMERS.



[ ULTIMATE MUSIC MARKETPLACE ]

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## PIOTR SZULC

ALSO KNOWN AS STEEZ83 - FOUNDER OF THE REVOLUME MUSIC AGENCY, CO-FOUNDER OF THE 2020 LABEL, 1/2 OF CRITICALLY ACCLAIMED DUO PRO8L3M, EXPERIENCED ARTIST MANAGER, SOUGHT AFTER MULTIPLE PLATINIUM MUSIC PRODUCER, PROMOTER, AND HOLDER OF MANY MUSIC MARKET AWARDS, INCLUDING THE FRYDERYK PHONOGRAPHIC ACADEMY.



## JAREK CZECHOWSKI

KNOWN IN THE MUSIC WORLD AS ANGELO MIKE - RENOWNED DJ AND MUSIC INDUSTRY EXPERT WITH OVER 25 YEARS OF EXPERIENCE. HE HAS PERFORMED AT OVER 2,000 CLUB NIGHTS AND FESTIVALS ACROSS EUROPE, THE USA, AND ASIA. AS AN EVENT PROMOTER, HE BROUGHT THE ICONIC SENSATION WHITE FESTIVAL TO POLAND IN THE 2000S, ALONG WITH MANY WORLD-FAMOUS ACTS. IN RECENT YEARS, JAREK HAS FOCUSED ON 360-DEGREE ARTISTIC MANAGEMENT, REPRESENTING PRESTIGIOUS ARTISTS AT KAYAX - A TESTAMENT TO HIS DEEP INDUSTRY INSIGHT.



## MICHAŁ CHWIAŁKOWSKI

PARTNER AT ARCANA, CO-FOUNDER OF THE 2020 LABEL, AND THE MANAGING DIRECTOR OF REVOLUME, A LEADING POLISH MUSIC TALENT AND LIVE AGENCY. AS A SEASONED MUSIC INDUSTRY PROFESSIONAL, MICHAŁ HAS INTRODUCED AND DEVELOPED TOP URBAN ARTISTS, RELEASING TENS OF CHART-TOPPING ALBUMS AND CONSISTENTLY DRIVING SUCCESS IN POLAND'S MUSIC SCENE.

PRIVATELY IS A DJ AND ONE-HALF OF THE ACCLAIMED HIP-HOP PRODUCTION DUO THE RETURNERS.



## IQ PARTNERS

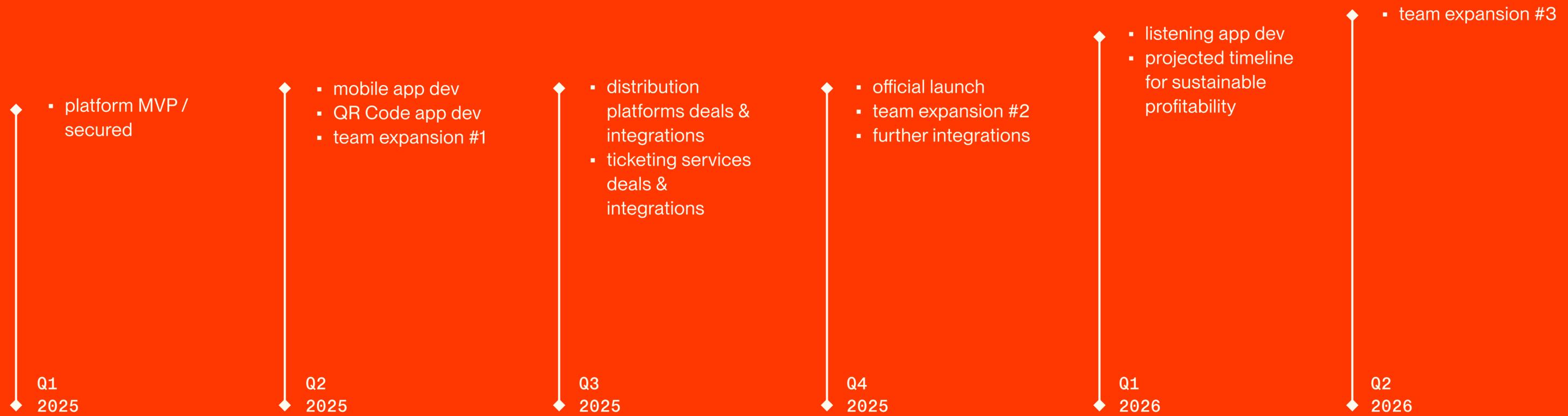
IQ PARTNERS BRINGS TOGETHER OVER TWO DECADES OF EXPERIENCE IN IT ARCHITECTURE, PROGRAMMING, AND VENTURE CAPITAL INVESTMENT. TOGETHER. HAVING SUCCESSFULLY LAUNCHED OVER 100 COMPANIES ON THE STOCK MARKET, IQ PARTNERS HAS A PROVEN TRACK RECORD IN BUILDING AND SCALING VENTURES.

WITHIN THE MUSIC INDUSTRY, IQ PARTNERS PLAYED A KEY ROLE IN DEVELOPING E-MUZYKA, ONE OF EUROPEAN LEADING DIGITAL MUSIC DISTRIBUTION PLATFORMS.



# OUR PATH FORWARD IS CLEAR

WE ARE RAISING 1.500.000 USD TO  
ACHIEVE OUR NEXT CRITICAL MILESTONES



team expansion #1 / CTO + FULL STACK ENGINEER + CMO + NEW BUSINESS DIRECTOR + SoMe & COMMUNITY MANAGER

team expansion #2 / REGIONAL NEW BUSINESS DEVELOPERS + CUSTOMER SUPPORT + HEAD OF ARTIST RELATIONS



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Emmision parameters

PRE-SEED: \$285.000

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SEED ROUND: \$1.500.000

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EMISSION GOAL: The capital will be allocated to the development of the platform, integration with industry partners and expansions of our team.

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ADDITIONAL GRANTED RESOURCES: include smart contract audits, design and marketing support via AZ grant program.



Superfan economic growth potential - [UMG Market & Innovation Outlook](#)

Total addressable market - [IFPI Global Music Report 2024](#)

The Great Tokenization - [Tren Finance Research](#)

Arcana WIP platform demo - [Arcana.digital](#)

Our technology partner - [ALEPH ZERO](#)



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Get in touch!



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Thank You

*That's all Folks!*  
**arcana**®