

# WHITEPAPER



▶ **YUMU**

**POWERING THE YUME GLOBAL MUSIC ECONOMY**

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# EXECUTIVE SUMMARY

YUME is poised to revolutionize the music industry with its innovative approach to music publishing and monetization. Our platform serves as a bridge between aspiring artists and music enthusiasts, offering a seamless ecosystem where creativity thrives and talents are rewarded. Through a combination of cutting-edge technology, strategic partnerships, and a passionate community, YUME aims to disrupt the traditional music distribution model and empower artists to reach global audiences like never before.

At the core of YUME's vision is the belief that every artist deserves recognition, and every music enthusiast deserves access to quality content. By leveraging the power of digital streaming platforms and blockchain technology, we provide a platform where artists can showcase their work, connect with fans, and monetize their creations. Through our affiliate program, fans can become stakeholders in their favorite artists' success, earning rewards for their support and engagement.

Our comprehensive business model encompasses multiple revenue streams, including digital streaming, affiliates, and platform subscription synchronization, public performances, and merchandise sales. By diversifying our income sources, we mitigate risk and ensure sustainable growth in an ever-evolving industry.

In addition to our robust revenue model, YUME benefits from a talented and dedicated team with extensive experience in music, technology, and business development. Our team is committed to driving innovation,

fostering creative collaboration, and delivering exceptional value to our users and partners.

Looking ahead, YUME is poised for rapid expansion and market penetration. With a clear roadmap for development, strategic partnerships with key players in the industry, and a solid financial foundation, we are confident in our ability to disrupt the status quo and shape the future of music publishing.

In conclusion, YUME represents a unique opportunity for investors to participate in the transformation of the music industry. By investing in YUME, you are not only supporting the growth of a groundbreaking platform but also contributing to the success of aspiring artists worldwide. Join us on this exciting journey as we redefine the way music is discovered, distributed, and enjoyed.



## 02

MUSIC MARKET ANALYSIS

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**Overview of the Music Market:**

The global music industry is experiencing unprecedented levels of internationalization, with artists and fans from around the world connected like never before. This interconnectedness has ushered in a new era of music enjoyment and sharing, creating vast opportunities for artists to reach broader audiences and for fans to discover new sounds.

Driven by technological innovations and evolving consumer behaviors, the music industry is undergoing a profound transformation. Digital streaming platforms have emerged as the dominant force in music consumption, revolutionizing how music is discovered, shared, and monetized. While these changes bring both challenges and opportunities, they have reshaped the music industry landscape.

Industry reports project robust growth in the Music Market, with its size estimated at USD 30.70 billion in 2024 and expected to reach USD 45.65 billion by 2029. This growth trajectory reflects the increasing adoption of streaming services, expanding global connectivity, and the continual evolution of music consumption habits. With a forecasted compound annual growth rate (CAGR) of 8.54% from 2024 to 2029, the music industry presents a dynamic and promising landscape for artists, rights holders, and industry stakeholders alike.

**Music Market Trends:****Music Streaming to Witness the Largest Revenue Generation**

As internet access expands globally, the music industry has seamlessly embraced the digital revolution. Traditional revenue streams from physical music sales continue to dwindle, while online streaming platforms like Spotify, Apple Music, YouTube Premium, and Tidal have surged in popularity. For instance, Spotify, the world's leading music streaming service, reported a staggering 195 million paid users in the third quarter of this year, surpassing expectations and marking an increase from the 188 million paid subscribers in the previous quarter.

Consumers are increasingly turning to streaming platforms to fulfil their music needs, with statistics indicating that the average listener spends approximately 20.7 hours per week enjoying music. This consumption occurs across various contexts, including during travel (50% in the car, 45% while commuting), relaxation (41%), household chores (39%), internet browsing (37%), and exercise (33%).

These trends underscore the growing dominance of music streaming as the primary revenue driver in the industry. As digital consumption habits continue to evolve, streaming platforms are poised to play an increasingly pivotal role in shaping the future of music distribution and consumption.

03

## MUSIC INDUSTRY HURDLES - CHALLENGES FACED BY ASPIRING ARTISTS

In the dynamic landscape of the music industry, aspiring artists encounter various challenges on their journey to success. Here's a comprehensive overview of the challenges faced by aspiring artists.



### 3.1 Limited Exposure

Many aspiring artists struggle to gain exposure and reach a wider audience for their music. Without proper promotion and marketing channels, their talent remains undiscovered, hindering their chances of success.

A report conducted by Luminate (<https://luminatedata.com>), the entertainment industry's most essential data partner in 2023, concluded that "158.6 million tracks on streaming services received 1,000 or fewer plays, comprising a massive 86.2% of the 184 million tracks monitored by Luminate." 45.6 million tracks, or nearly a quarter of the total, were not played at all.

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### 3.2 Financial Constraints:

Producing and promoting music often requires significant financial investment. Aspiring artists may face challenges in funding studio time, equipment, production costs, and marketing campaigns, especially if they lack access to resources or financial support.



### 3.3 Industry Knowledge:

Navigating the complexities of the music industry requires a deep understanding of music publishing, copyright laws, licensing agreements, and royalty structures. Many artists lack the necessary industry knowledge and may find themselves at a disadvantage when it comes to negotiating contracts or protecting their intellectual property rights.



### 3.4 Distribution Challenges:

While digital distribution platforms offer opportunities for global reach, aspiring artists may encounter challenges in distributing their music effectively. Issues such as distribution costs, revenue splits, and platform policies can impact their ability to monetize their music and maximize their earnings.

To earn royalties on Spotify, tracks will need to amass a minimum of 1,000 streams within 12 months, equivalent to over 80 streams per month. Tracks falling below this threshold won't generate royalties.

Additionally, there's also a minimum number of unique listeners required for a track to become eligible.



### 3.5 Networking and Connections:

Building industry connections and networking with music industry professionals is essential for advancing an artist's career. However, aspiring artists may struggle to establish meaningful relationships with labels, publishers, promoters, and other key players in the industry, limiting their access to opportunities and resources.



### 3.6 Quality Production:

Maintaining high-quality production standards is crucial for aspiring artists to stand out in a competitive market. However, limited access to professional recording studios, equipment, and experienced producers can hinder their ability to produce music that meets industry standards.



### 3.7 Copyright Protection:

Protecting copyright and intellectual property rights is paramount for artists, but many aspiring artists may lack the resources or legal expertise to navigate copyright laws effectively. Copyright infringement and unauthorized use of music are common challenges faced by emerging talents in the digital age.



### 3.8 Mental Health and Well-being:

The pressure to succeed in a highly competitive industry can take a toll on aspiring artists' mental health and well-being. Dealing with rejection, self-doubt, and the stress of balancing creative pursuits with financial stability can impact their overall happiness and productivity.





# MUSIC INDUSTRY OUTLOOK - THE OPPORTUNITY

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## Introduction to YUME

The challenges faced by aspiring artists not only underscore the need for change within the music industry but also present YUME with a potentially lucrative business opportunity. By offering comprehensive solutions, nurturing creativity, and empowering artists, YUME has the potential to redefine the future of music discovery and distribution, turning aspirations into reality for emerging talents worldwide.

YUME aims to empower aspiring artists by addressing their challenges and creating a supportive environment for growth and success in the music industry. Through innovative solutions, strategic partnerships, and community support, YUME endeavors to overcome these obstacles and pave the way for aspiring artists to achieve their dreams.

Moreover, by resolving these challenges, YUME can tap into a burgeoning market segment and establish itself as a leader in the music industry. With a focus on innovation and providing value to artists and fans alike, YUME can capitalize on this opportunity to generate significant revenue streams and establish itself as a key player in the global music ecosystem.

YUME aims to capitalize on this by offering a platform that not only facilitates music distribution but also rewards engagement and participation. By incentivizing interaction and fostering a vibrant community of artists and fans, YUME aims to create a dynamic ecosystem where creativity thrives, and everyone has the opportunity to succeed. Through these efforts, YUME aims not only to revolutionize the music industry but also to establish itself as a profitable and sustainable business venture.



## 4.1 Innovative Business Model:

YUME operates as a multifaceted platform that serves both aspiring artists and music enthusiasts. The platform facilitates the discovery and distribution of music while also leveraging affiliate marketing to build a vibrant community of listeners.

### Key Components:



#### 4.1.1 Mobile Streaming Platform for Aspiring Artists:

- YUME provides a user-friendly streaming platform where aspiring artists can publish their songs, albums, and other musical content.
- Artists retain ownership of their music while gaining access to YUME's publishing services, including rights management, distribution, and promotional support.
- The platform offers a range of features to enhance the visibility and reach of artists' music, including personalized artist profiles, playlist placements, and recommendation algorithms.



#### 4.1.2 Community Building Through Affiliate Marketing:

- YUME utilizes affiliate marketing strategies to build a dedicated community of music enthusiasts and listeners.
- Affiliates, such as bloggers, social media influencers, and music enthusiasts, promote YUME's platform and encourage their followers to listen to and engage with the music uploaded by aspiring artists.
- Affiliates earn commissions or rewards for driving traffic and engagement to the platform, incentivizing them to promote YUME and its artists actively. Affiliates are also rewarded for inviting other users to join the platform, which helps grow the community across the globe.

By leveraging the mobile streaming platform and affiliate marketing strategies, YUME creates a symbiotic ecosystem that benefits artists, listeners, and affiliates alike, driving growth and innovation in the music industry.





## 4.2 Revenue Streams:



### 4.2.1 Subscription Fees

YUME generates revenue through a one-time subscription fee, offering four distinct membership tiers to cater to a diverse user base. This tiered model provides users with varying levels of access and benefits based on their selected plan. The one-time subscription fee provides users with access to a suite of premium features, including music streaming, participation in an affiliate program, and exclusive content.

Student	Senior	Basic	Premium
<b>\$45</b>	<b>\$45</b>	<b>\$60</b>	<b>\$150</b>

This structure ensures that the platform has a stable income source while providing value to users through a one-time payment. This approach contrasts with recurring subscription models, offering a simpler, one-and-done transaction for consumers.



### 4.2.2. Periodic Platform Fees:

In addition to the one-time subscription fee, YUME will implement periodic platform fees to ensure members can maintain continuous access to the platform's services. These recurring charges are essential for covering ongoing operational costs and supporting the continuous development of new features and content.

Student	Senior	Basic	Premium
<b>\$12.99</b>	<b>\$12.99</b>	<b>\$12.99</b>	<b>\$9.99</b>
annually	annually	annually	every 28 days

This fee model is designed to provide sustainable revenue while allowing members to continue enjoying core platform benefits, such as music streaming and participation in the affiliate program. The recurring payments ensure a steady revenue stream, which is crucial for the long-term viability of the platform.



#### 4.2.3 Affiliate Marketing Commission Slippage

Affiliate Marketing Commission Slippage represents the difference between the total revenue generated through affiliate sales and the aggregate commission payouts made to YUME's affiliates. Essentially, it is the net margin or retained portion of revenue that YUME keeps.

This slippage is a fundamental measure of the profitability and efficiency of YUME's affiliate marketing channel. The retained funds are strategically allocated to cover essential costs, including:

- **Program Administration:** Managing the affiliate platform, tracking, and compliance.
- **Operational Overhead:** Support staff and technical infrastructure.
- **Net Profit:** Direct contribution to YUME's bottom line.



#### 4.2.4 Advertising Revenue:

YUME is strategically positioned to generate substantial revenue through premium advertising partnerships with brands and businesses eager to access its rapidly expanding, dedicated community of music enthusiasts.

The platform offers high-value opportunities for advertisers, including:

- **Targeted In-Platform Placements:** Utilizing data insights to deliver precise advertising placements directly within the music streaming experience, ensuring maximum relevance and visibility to the listener.
- **Affiliate Channel Integration:** Offering unique advertising slots across YUME's robust affiliate marketing network, allowing brands to connect with engaged audiences at multiple high-traffic touchpoints.
- **High Engagement Value:** Brands benefit from connecting with a deeply engaged user base that is actively consuming content, leading to higher conversion potential and stronger brand recall.



#### 4.2.5 Artist Management

##### **Streaming Income from Streaming Platforms and Aggregators:**

YUME can earn revenue through streaming income generated by its artists' music on various streaming platforms and aggregators.

By distributing artists' music to popular streaming services such as Spotify, Apple Music, and Amazon Music, YUME can monetize streams and earn royalties for both the artists and the platform.

##### **Music Royalty:**

Music royalties are a vital component of YUME's income stream, representing earnings accrued from various channels such as digital streaming platforms, radio airplay, public performances, and synchronization licenses for TV, film, and advertisements.

Mariah Carey's iconic holiday anthem, "All I Want for Christmas Is You," continues to be a perennial favorite, earning her an estimated \$3 million in royalties every Christmas season since its release in 1994.

##### **Record Label:**

YUME can operate as a record label, signing aspiring artists to exclusive contracts and releasing their music under its label.

Revenue streams from record labels include sales of physical and digital music, licensing deals, synchronization rights for film, TV, and commercials, and performance royalties.

##### **Concert Ticket Sales:**

YUME can organize and promote live concerts and events featuring its roster of aspiring artists who have attained a certain level of fan base.

Revenue from concert ticket sales includes ticket sales revenue, VIP packages, merchandise sales at the venue, and sponsorship deals with event partners.

##### **Sponsorship:**

YUME can secure sponsorship deals with brands and businesses looking to sponsor its artists' music releases, concerts, and other promotional activities.

Sponsorship revenue can come in the form of cash payments, product placements, branding opportunities, and promotional partnerships.

##### **Merch Sales:**

YUME can sell merchandise such as apparel, accessories, and collectibles featuring its artists' branding and artwork.

Revenue from merch sales includes direct sales through YUME's online store, sales at live events and concerts, and partnerships with third-party retailers.

Overall, YUME's diverse revenue streams, including membership fees, periodic platform fees, advertising revenue, affiliate marketing commission slippages, and artist management, contribute to its financial sustainability and growth as a leading platform for music discovery, distribution, and engagement.

## 05

# WHY THE TOKENIZATION?

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The decision to tokenize the YUME platform with the \$YUMU token is a strategic move to monetize the company's business and provide a new layer of value for our community. Tokenization allows for fractional ownership of the company's value, which can be shared with our community of users and investors. It aligns the incentives of all stakeholders—artists, fans, and the platform—towards mutual growth and success. By holding \$YUMU, users are not just passive consumers; they become active participants in the ecosystem, sharing in its prosperity.

## 06

# INTRODUCING \$YUMU: THE NATIVE PLATFORM TOKEN

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\$YUMU is the official native token of the YUME ecosystem, strategically built on the high-performance Solana blockchain. Designed to be the core enabler of all services and activities, \$YUMU serves as both a medium of exchange and a store of value for all platform participants.



### 6.1 Core Functions and Utility:

- **Legal Tender:** \$YUMU functions as the primary “legal tender” within the YUME music streaming platform. It is the widely accepted currency for all transactions, including premium content purchases, exclusive feature access, and other services.
- **Medium of Exchange:** Token holders can use their \$YUMU to trade for products and services offered on the platform, creating a seamless and integrated economic system.
- **Store of Value:** The token's utility within a growing ecosystem gives it intrinsic value, which can be held and traded by users.



### 6.2 Exchange and Liquidity:

In addition to its utility within the YUME platform, \$YUMU is designed to be a tradable asset. The team will pursue listings on various cryptocurrency exchanges, both centralized and decentralized. This will allow token holders to:

- Exchange \$YUMU for fiat currencies like USD or EUR, providing a direct off-ramp for those who wish to convert their earnings or holdings into traditional money.

By leveraging Solana's speed and efficiency, \$YUMU facilitates fast, low-cost transactions, enhancing the user experience and driving economic activity within the YUME platform and the broader crypto market.

# TOKENOMICS

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## The Issuance of \$YUMU

The issuance of \$YUMU is capped at 100 million (100,000,000) pre-mined tokens. The \$YUMU token will have three distinct, well-defined stages: pre-issuance, pre-sale, and public sale. The \$YUMU tokens will be offered in tranches during the pre-sale, with the offer price increasing with each new tranche. This pricing strategy aligns with the value created by \$YUMU tokens as their usage on the YUME streaming platform increases. This pricing strategy will reward the early adopters who have acquired \$YUMU at a price below its intrinsic value.

### 7.1 Pre-issuance – 20%

During the critical pre-issuance stage, 20,000,000 \$YUMU tokens (20% of the total supply) will be issued to cultivate an active community and secure strategic foundational investment. This allocation is divided into two distinct components:

- Network Referral Program (NRP) Participants – 15%
- Angel and Accredited Investors) - 5%



#### Network Referral Program (NRP) Participants – 15%

A total of 15,000,000 \$YUMU tokens (15% of the total supply) is dedicated to rewarding early adopters and builders of the YUME platform through the Network Referral Program (NRP).

To manage distribution velocity and sustain long-term engagement, this pool will be released in 20 tranches, with each tranche containing 750,000 tokens. The primary objective is to foster a strong, decentralized, and highly engaged community base from the outset, directly contributing to the network's growth.



### Token Distribution Mechanism:

- **Reward for Premium Membership:** The primary method for NRP participants to be rewarded with \$YUMU tokens is by purchasing a Premium Membership. This upgrade is initiated by paying a one-time subscription fee of US\$150, which is the specific act of participation that triggers the initial token allocation. Token allocation is further contingent upon the participant's successful verification and achievement of particular onboarding milestones, such as completing profile setup and passing KYC/AML verification.
- **Tiered Value:** The perceived value of each \$YUMU token is designed to increase progressively with each new tranche. This rewards the earliest participants with a more favourable token distribution rate.
- **Dynamic Allocation:** The allocation strategy for \$YUMU tokens is designed to be both fair and sustainable. The specific amount of \$YUMU tokens distributed to each new Premium Member will be dynamically calculated based on the perceived value of the token at the time of their joining. In contrast, the referring recruiter will receive a fixed allocation of 300 \$YUMU tokens for every new member they successfully bring to the company. This dual mechanism ensures that the distribution remains equitable for participants over time and aligns the allocation amounts with the token's evolving market value.

Tranche No.	Token Supply	Token Allocation per Wallet	Number of Wallets
1	750,000	3,000	250
2	750,000	2,900	258
3	750,000	2,800	267
4	750,000	2,700	277
5	750,000	2,600	288
6	750,000	2,500	300
7	750,000	2,400	312
8	750,000	2,300	326
9	750,000	2,200	340
10	750,000	2,100	357
11	750,000	2,000	375
12	750,000	1,900	394
13	750,000	1,800	416
14	750,000	1,700	441
15	750,000	1,600	468
16	750,000	1,500	500
17	750,000	1,400	535
18	750,000	1,300	576
19	750,000	1,200	625
20	750,000	1,100	681
			7,986

This initial phase is critical for the strategic launch of the YUME ecosystem, serving two key objectives: cultivating a dedicated user base and establishing core network effects (bootstrapping). Furthermore, the mechanism is designed to immediately establish the foundational value of the \$YUMU token, thereby directly reinforcing the platform's Real World Asset (RWA) valuation.





### Angel and Accredited Investors – 5%

5,000,000 \$YUMU tokens (5% of the total supply) are reserved for private allocation to strategic Angel and Accredited Investors. This stage provides foundational capital and attracts high-value strategic partners.

Angel and Accredited Investors are sought not just for funding, but because they often bring strategic industry knowledge to the company, access to follow-on funding networks (Series A/VCs), and specialized domain expertise vital for scaling the RWA business model.

This allocation will be offered in two exclusive, price-tiered tranches to maximize early capital raised and secure high-value investor commitment. The minimum purchase requirement for participation in either tranche is 500,000 \$YUMU.

Tranche	Allocation	Price per \$YUMU	Capital Target
1	2,500,000	\$0.08	\$200,000
2	2,500,000	\$0.10	\$250,000
Total	5,000,000		\$450,000

## 7.2 Pre-sale – 10%

With the successful completion of the Pre-issuance phase, YUME would have acquired approximately 8,000 new members and 200 artists, secured credible angel and accredited investors, and YUME and \$YUMU would have achieved certain global awareness. The time will be right to launch the pre-sale.

This phase aims to secure foundational capital and distribute tokens to long-term, private investors and early adopters who share and believe in YUME's long-term vision at a discount.

10,000,000 \$YUMU tokens, representing 10% of the total token supply. The tokens will be offered in 10 tranches, with each tranche containing 1,000,000 \$YUMU. This structured approach is designed to create a fair and transparent distribution.

### Key Pre-sale Details:

- **Starting Price:** The initial offering price is \$0.15 per \$YUMU.
- **Token Purchase Limits:** To ensure equitable distribution, purchases of \$YUMU tokens are subject to defined limits. The minimum purchase amount is 10,000 \$YUMU tokens, and the maximum purchase is capped at 200,000 \$YUMU tokens.

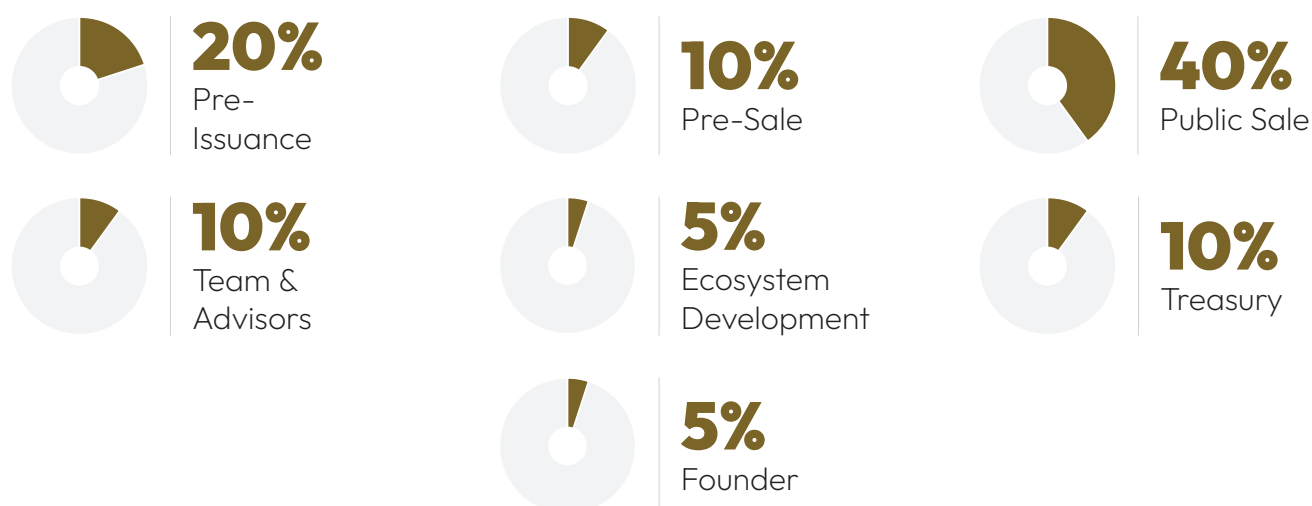
Tranche No	Token Supply	Offer Price US\$	Total US\$
1	1,000,000	\$0.150	\$150,000
2	1,000,000	\$0.175	\$175,000
3	1,000,000	\$0.200	\$200,000
4	1,000,000	\$0.225	\$225,000
5	1,000,000	\$0.250	\$250,000
6	1,000,000	\$0.275	\$275,000
7	1,000,000	\$0.300	\$300,000
8	1,000,000	\$0.325	\$325,000
9	1,000,000	\$0.350	\$350,000
10	1,000,000	\$0.375	\$375,000
Total			\$2,625,000

This pre-sale is crucial for securing early funding and building a strong foundation of dedicated adopters and supporters.

### 7.2.1 Use of Proceeds: Strategic Marketing Execution

Proceeds from the pre-sale will be used to engage an Active PR Campaign to secure coverage in crypto, FinTech, and music industry news outlets. This will be paired with Influencer Marketing (influencers from social apps like Twitter, Reddit, BitcoinTalk, Telegram, YouTube, WhatsApp, etc), targeting high-trust crypto analysts, RWA thought leaders, and Solana ecosystem partners. These combined efforts are essential to ensure \$YUMU achieves wider exposure and acceptance, enhanced credibility, and greater community trust, leading into the public launch.

## TOKEN DISTRIBUTION



## 09 VESTING SCHEDULE

A transparent and disciplined vesting schedule is a cornerstone of our tokenomics, ensuring the long-term health and stability of the \$YUMU ecosystem.

- **Market Stability:** By locking up significant portions of the token supply, we prevent immediate, large-scale liquidations by early participants and the core team (a "token dump"), mitigating initial price volatility post-TGE.
- **Alignment of Commitment:** The vesting schedules are specifically structured to align the financial incentives of the Team, Advisors, and key investors with the multi-year success of the YUME platform and its underlying RWA growth.
- **Decentralized Distribution:** Even tokens distributed through the Network Referral Program (NRP) are subject to vesting, ensuring that the initial community members remain active and committed as long-term participants rather than short-term speculators.

### Key Vesting Structures:

Token Group	Cliff Period	Vesting Duration
NRP-Community (Pre-Issuance)	12 Months	24 Months
Seed-Private Investors (Pre-Issuance)	6 Months	24 Months
Pre-Sales (Early Adopters)	12 Months	24 Months
Team & Advisors (Developers, Legal & Listing Consultants)	6 Months	36 Months
Founders	12 Months	36 Months
Ecosystem Development	12 Months	24 Months
Treasury	12 Months	0 Months (Staked/Controlled)

# 10 UTILITY AND USAGE

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\$YUMU is a hybrid utility and security token. Its utility is to provide intrinsic value and functionality within the YUME ecosystem; its status as a security token allows it to potentially represent a stake in the company and serve as a basis for revenue sharing.

01

## **Platform Subscriptions:**

Users will have the option to pay for their YUME memberships using \$YUMU tokens, incentivizing the use of the token for platform access.

02

## **Exclusive Content & Event Access:**

Holding or staking a certain amount of \$YUMU will grant users access to exclusive content, behind-the-scenes footage, and priority ticket sales for YUME-sponsored live concerts and events.

03

## **Royalty Distribution:**

In the future, a portion of the royalties from artists' streams could be distributed to token holders who participate in a revenue-sharing pool, directly aligning their success with that of the artists they support.

04

## **Voting for New Artists:**

Token holders could be empowered to vote for which aspiring artists get priority promotion on the platform.

05

## **Payment for Advertisements:**

Brands and businesses seeking to reach YUME's growing community of music enthusiasts can purchase advertising space on the platform using \$YUMU. This creates a consistent and direct demand for the token from external parties.

06

## **NFT Purchase:**

The \$YUMU token will be the primary currency for the purchase of unique digital collectibles and NFTs issued by YUME for its artists. This allows fans to support their favorite artists directly and own a piece of their work, directly linking the token's value to the creative output of the YUME community.

07

## **Events and Merchandise:**

The \$YUMU token can be used for purchasing priority ticket sales for YUME-sponsored live concerts and events, as well as official YUME merchandise.

08

## **Staking & Financial Returns:**

\$YUMU token holders receive priority access to participate in YUME-organized staking events (such as concerts and exclusive promotions), which are structured to provide participants with exclusive financial returns.



# ROADMAP

## Q1 2026 (Foundation & Development)

- **Platform Beta Launch:**  
Release a beta version of the YUME super streaming platform with core features for artists and basic listener functionalities.
- **Smart Contract Development:**  
Develop and audit the \$YUMU smart contract on the Solana blockchain.
- **Website & White Paper Release:**  
Launch the official YUMU website [www.yumu.io](http://www.yumu.io) with a comprehensive white paper detailing the project's vision, tokenomics, and roadmap.
- **Pre-issuance Airdrop:**  
Allocate \$YUMU tokens to our initial Premium members who sign up during this pre-launch phase, rewarding early community members and incentivizing platform adoption.
- **Artist Onboarding Program:**  
Launch a targeted campaign to onboard the first 500 aspiring artists to the platform.

01

PHASE

## Q2 2026 (Launch & Growth)

- **Token Generation Event (TGE):**  
Public launch of the \$YUMU token through an Initial Exchange Offering (IEO) or a decentralized exchange (DEX) listing.
- **Private Sale & Investor Round:**  
Conduct a private sale for strategic investors and partners.
- **First YUME-Sponsored Live Event:**  
Host a live concert featuring top-performing artists from the platform.

02

PHASE

### Q3 2026 (Scaling & Ecosystem Expansion)

- **Public Sale & Exchange Listing:**

Conduct the public sale of the \$YUMU token, followed by listings on both Centralized (CEX) and Decentralized (DEX) exchanges. This crucial step ensures liquidity and makes the token accessible to a global audience for trading.

- **Expansion of Token Utilities:**

Introduce new features like exclusive content access and a revenue-sharing pool for token stakers.

- **Merchandise & Physical Sales Integration:**

Launch an e-commerce platform for artist merchandise, powered by \$YUMU tokens for transactions.

- **Global Market Expansion:**

Target and launch marketing campaigns in key international markets to grow the user base and artist community.

- **Partnership with Major Music Aggregators:**

Form partnerships with major streaming services to cross-list top-performing YUME artists.





## OUR COMPETITIVE EDGE

In a crowded market of digital assets, the \$YUMU token stands out, offering a unique and powerful value proposition rooted in a tangible, revenue-generating ecosystem. Our competitive advantage is not based on hype or speculation, but on the fundamental alignment of incentives between a real-world business and its tokenized asset.

### • Hybrid Functionality: The Best of Both Worlds

Unlike many tokens that are purely for utility or solely for investment, \$YUMU is a hybrid. It offers the functional benefits of a utility token—allowing users to pay for platform subscriptions, access to exclusive content, and participate in platform governance—while also providing the potential for revenue-sharing and fractional ownership inherent in a security token. This dual nature ensures the token's value is tied to both the growth of the YUME platform and its financial success, creating a more resilient and compelling asset for users and investors.

### • Direct Alignment with Real-World Value

The value of \$YUMU is not disconnected from the real economy. It is directly linked to YUME's diverse revenue streams, including:

- **Artist Royalties:** A portion of the royalties earned from music streaming and licensing.
- **Platform Revenue:** Income from membership fees, platform fees, and advertising.
- **Community Growth:** The success of the affiliate program, which is directly tied to user acquisition and engagement.

This direct correlation between the token and a profitable business model provides a level of stability and purpose that is often lacking in other crypto projects.

### • Solving a Real-World Problem

\$YUMU is a crucial component of a solution to a significant industry problem. By empowering aspiring artists and rewarding their listeners, the token creates a virtuous cycle of creativity and monetization. When you buy \$YUMU, you are not just investing in a digital asset; you are becoming a stakeholder in a movement to disrupt an antiquated music industry, providing tangible support for emerging talent and sharing in the financial rewards of their success.

### • Robust Ecosystem and Scalable Technology

The \$YUMU token is the economic engine of a complete and sustainable ecosystem. Built on the Solana blockchain, it benefits from high transaction speeds and low costs, ensuring that all platform activities—from paying for subscriptions to distributing rewards—are efficient and seamless. This technical foundation provides the scalability necessary to support YUME's ambitious growth plans, making \$YUMU an investment in a platform built for the future.

In short, the competitive edge of \$YUMU is its ability to blend the best of blockchain technology with a sound, profitable business model, creating an asset that is both useful and valuable, and aligning the success of its holders with the transformative mission of YUME.

# LEGAL DISCLAIMER

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PLEASE READ THIS SECTION CAREFULLY. IF YOU HAVE ANY DOUBTS REGARDING ANY ACTION YOU SHOULD TAKE, CONSULT WITH A PROFESSIONAL LEGAL, FINANCIAL, OR TAX ADVISOR.

The YUME team provides this document for informational purposes only. It is not intended to provide and should not be relied upon as technical, legal, compliance, regulatory, financial, or investment advice.

This document is not a commitment to deliver any specific code or functionality. The information contained herein may be subject to change and should not be used as a basis for making any purchasing or investment decisions. Due to various risks and uncertainties, including but not limited to technological advancements and market conditions, the actual performance and development of the project may differ materially from the descriptions and projections provided.

- **No Warranty or Liability**

YUME does not accept any obligation to provide additional information, or to update, revise, or amend the information contained herein. While all information is provided in good faith, the YUME team makes no representation or warranty, either expressed or implied, as to the accuracy or completeness of the information. No assurance is provided that actual results will be consistent with the descriptions and projections within this document.

- **Not a Prospectus**

This document is not a prospectus and does not constitute or form part of any offer or invitation to subscribe for, underwrite, or purchase the \$YUMU token. It should not be relied upon in connection with any decision relating to the purchase of the \$YUMU token.

- **Regulatory Status**

The information in this white paper has not been examined, approved, or disapproved by any regulatory authority in any jurisdiction. Therefore, no approval has been granted for the information contained herein. Participants must be aware that the legal and regulatory status of crypto assets is still uncertain and may change.

- **Acknowledgment of Risk**

There is no guarantee that YUME will deliver on the content established in this document or achieve its objectives. The proposed decentralized application (dApp) running on the Solana Chain may fail, be abandoned, or be delayed for various reasons, including a lack of funding, commercial success, or other external factors. Furthermore, new technological risks, such as advances in quantum computing or smart contract exploitation, may pose a risk to YUME's security.

Participants are advised to engage and/or participate at their own risk and without reliance on any statement contained in this document.