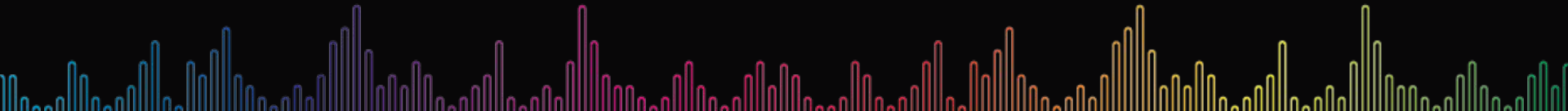




**Where Creators  
Access Capital and  
Fans Are Rewarded**



# Historically, creators have been treated inequitably when it comes to financial inclusion

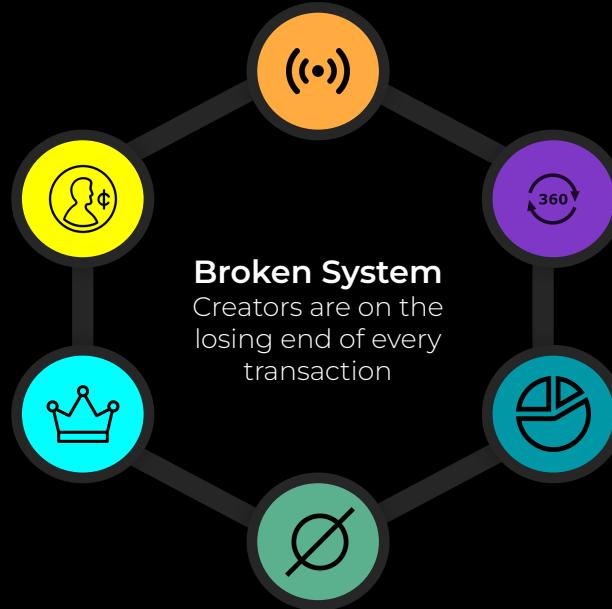
## Traditional artists and content creators

Content creators don't fully own their content

Gatekeepers keep artists out, perpetuating a culture of exclusion

Many artists don't have the tools necessary to take their career to the next level

Labels have been the main capital source for the majority of artists



## Musicians and artists

**52-58%**

Share of content royalty pool for record labels

### 360 Degree Deals

Put 98% of all artists where they never earn a single cent on their music

### 10% of All Streaming Revenue

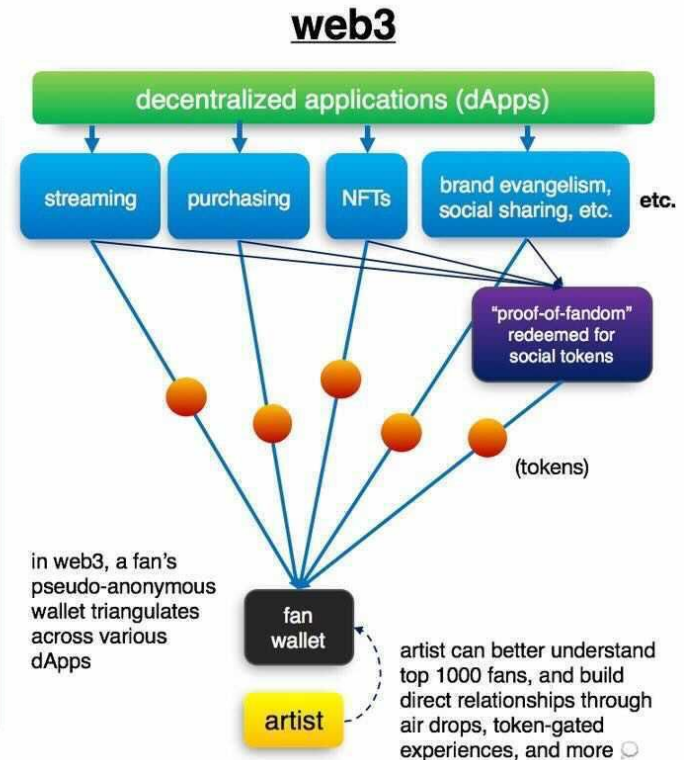
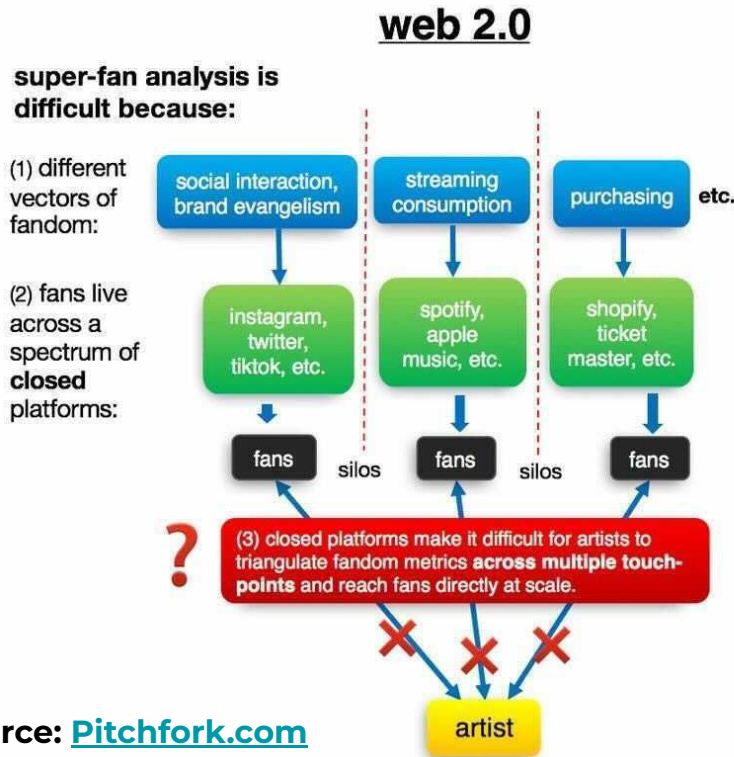
Goes to the top .4% of artists on the pro rata system

**83C of Every \$1**

Does NOT make it to recording artist



# With the invention of Web3 and blockchain technology, artists will finally be compensated fairly



Source: [Pitchfork.com](https://pitchfork.com)



**EQ enables  
financial inclusion  
for all creators**



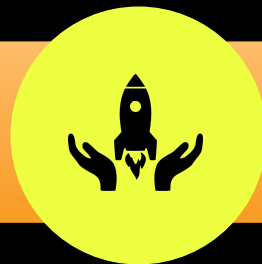
# What is EQ?



NFT  
Marketplace



DeFi  
Exchange



EQ  
Dashboard



**Capital  
For  
Creators**



# EQ is a new Web3 platform built to improve historical financial inequities for creators and fans

## NFT Marketplace

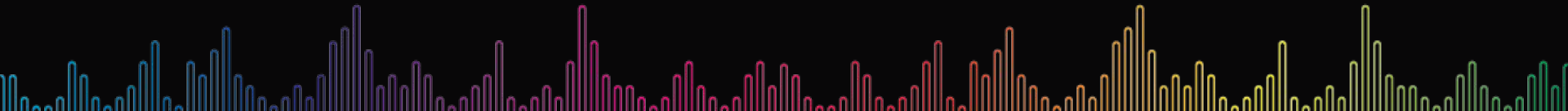
- Creators can mint non-fungible tokens (NFTs) and list them on the market for sale
- The marketplace is integrated with many features that allow fans to receive exclusive rewards
- Fans and collectors can trade tokens with others

## DeFi Exchange

- Creators are able to receive loans using NFTs and other digital assets as collateral
- We make it easy for creators to get capital and focus on producing the content we love and enjoy

## EQ Dashboard

- Creators are able to mint NFTs, peruse financial products, and track their earnings all from one simple dashboard
- The EQ Dashboard will serve as the messaging interface between the creators, EQ, and their fans and collectors



# EQ leverages numerous Web3 technologies to revolutionize the creator economy

**Celo:** Celo is a platform acting as a global payment infrastructure for cryptocurrencies that aims to bring crypto right to your phone

**Web3:** Web3 represents the next iteration or phase of the evolution of the Web/internet and could potentially be as disruptive and represent as big a paradigm shift as Web 2.0. Web 3.0 is built upon the core concepts of decentralization, openness, and greater user utility

**NFTs: NFTs ("Non-Fungible Tokens")** are one-of-a-kind tokens that represent a unique good or asset, like digital art. They can be sold in auctions for collectors to bid on or purchase, and the sale of NFTs unlock new revenue streams for artists

**Tokenization:** The conversion of real world assets into blockchain tokens that would represent the real assets



# Why EQ?

**EQ facilitates the equitable flow of capital from fans to creators, allowing creators to focus on their craft**

**Equality:** every artist will be treated equally with diversity of music and ethnocentric music at our core.

**Equity:** EQ is about artists and creators owning their equity and building wealth-generating careers. Our artist dashboard is the building blocks of equity driven financial tools for creators to prosper.

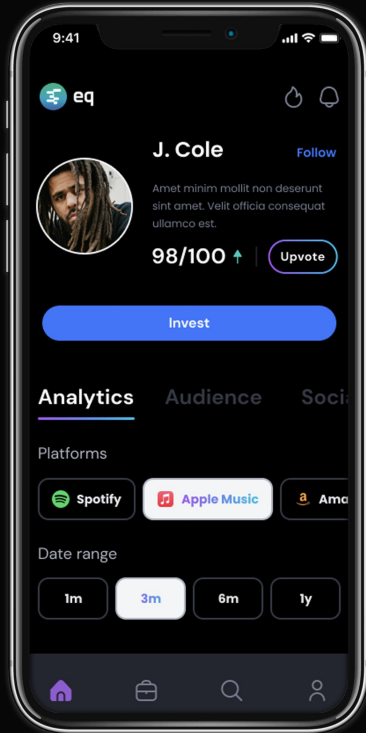
**Equilibrium:** balance of incentives among creators, collectors and the EQ platform. We believe in the balance of our community as co-collaborators.

**EQ:** EQ is short for emotional intelligence. EQ understands that creativity is the driving force of connectivity. Delivering projects with purpose is our core mission.





# Fans can follow their favorite artists and support them by buying NFTs



Buy  
artist  
token

Investors, capital  
lenders, labels

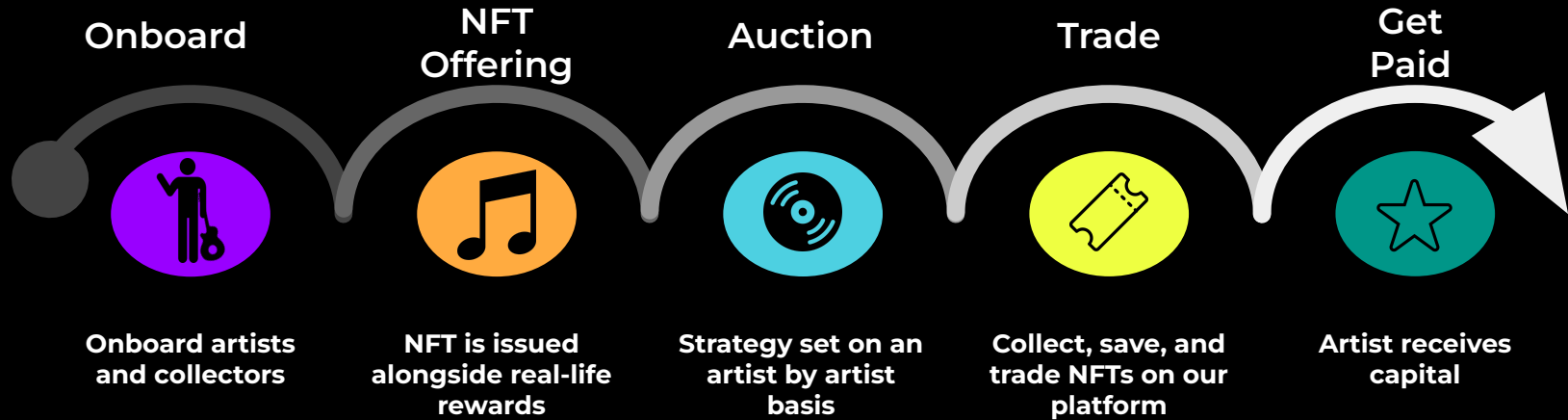
Buy  
artist  
token

Fans, supporters

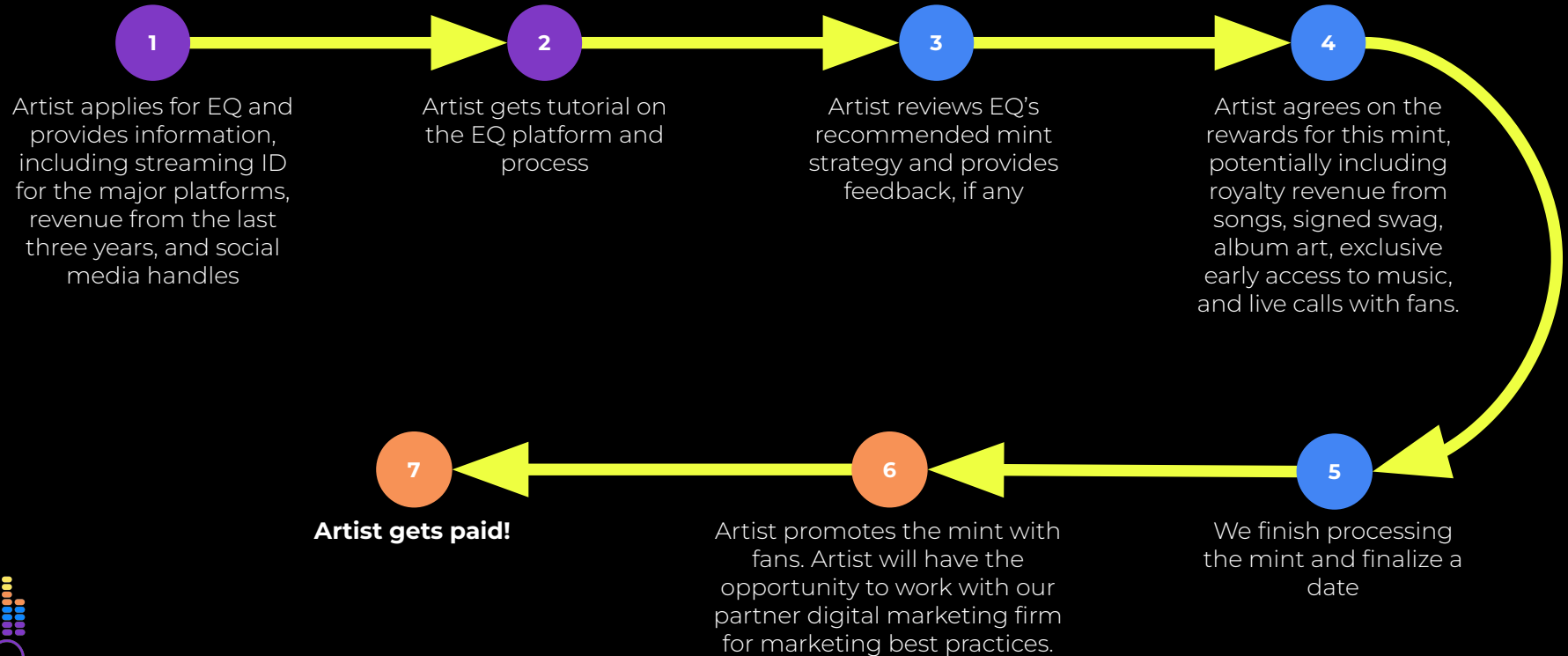


# EQ works with creators to mint NFTs for fans and collectors to trade

Every NFT on EQ will come with a reward

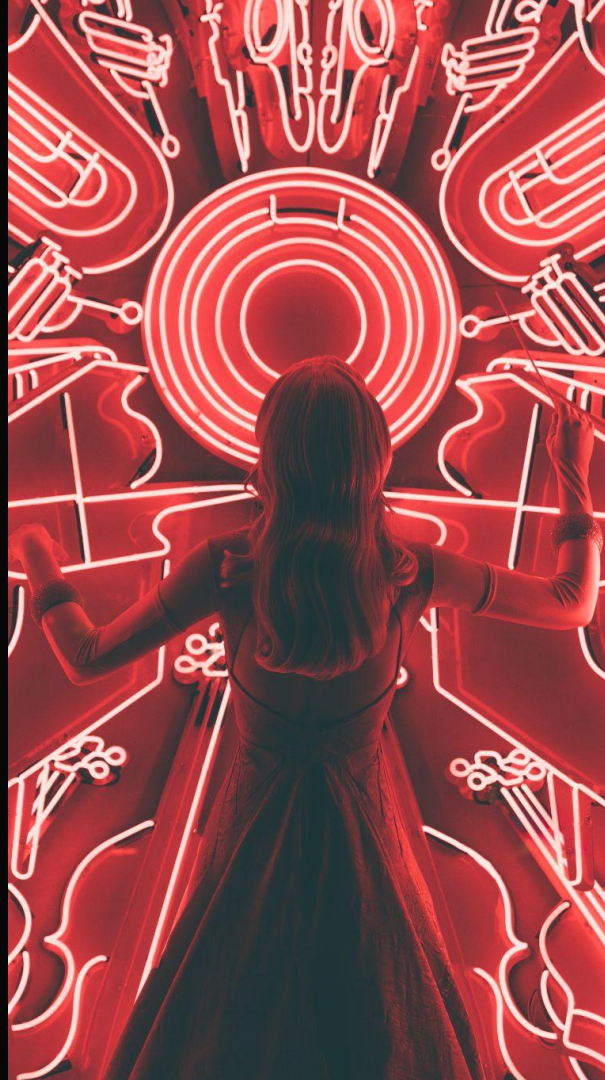


# Our seamless onboarding process makes it easy for creators to offer NFTs and get paid directly from fans



**Creators can mint limited edition tokens for fans to buy and trade; rewards are attached to each token**

**Here's an example of a simple mint for a mid-tier artist with a fanbase of ~300,000 and a fundraising goal of \$20,000**



**We recommend the artist mints 1,000 tokens at \$20 per token.**

- The artist ties the NFTs to a past project or song and commits to donate at least 10% of the revenue from the project or song to her fans that bought these particular tokens -- this stays between EQ and the artist
- We mint 1,000 unique tokens, but no truly differentiating qualities that would make one token more valuable or rarer than another.
- Each token holder gets a reward every quarter based on how well the project does with the help of their promotion-- it's important we keep this at our discretion
- Fans can buy as many tokens as they'd like.
- Fans can trade tokens on the secondary market as much as they'd like
- Every quarter fans holding those tokens get a loyalty reward



# EQ's tokenomics allow for creators to mint NFTs based on how large and engaged their fanbase is

## Example NFT mints on the EQ NFT Marketplace

Creator	Creator's Followers	Tokens @ Price	Expected Returns for the Artist
1	10K	500 @ \$10	\$5,000
2	50K	1,000 @ \$10	\$10,000
3	100K	500 @ \$50	\$25,000
4	350K	10,000 @ \$10	\$100,000
5	1 million+	10,000 @ \$25	\$250,000



# Creators decide which rewards they want to offer fans; the more attractive the rewards the better

**Artists can offer real world rewards to each token holder, such as:**

- Autographed swag
- Exclusive early-bird access to songs
- Monetary rewards based on the performance of a project
- Meet & greet opportunities
- Q&A with artists
- Personalized videos and voice notes
- Limited gear
- Special access to tickets and tours

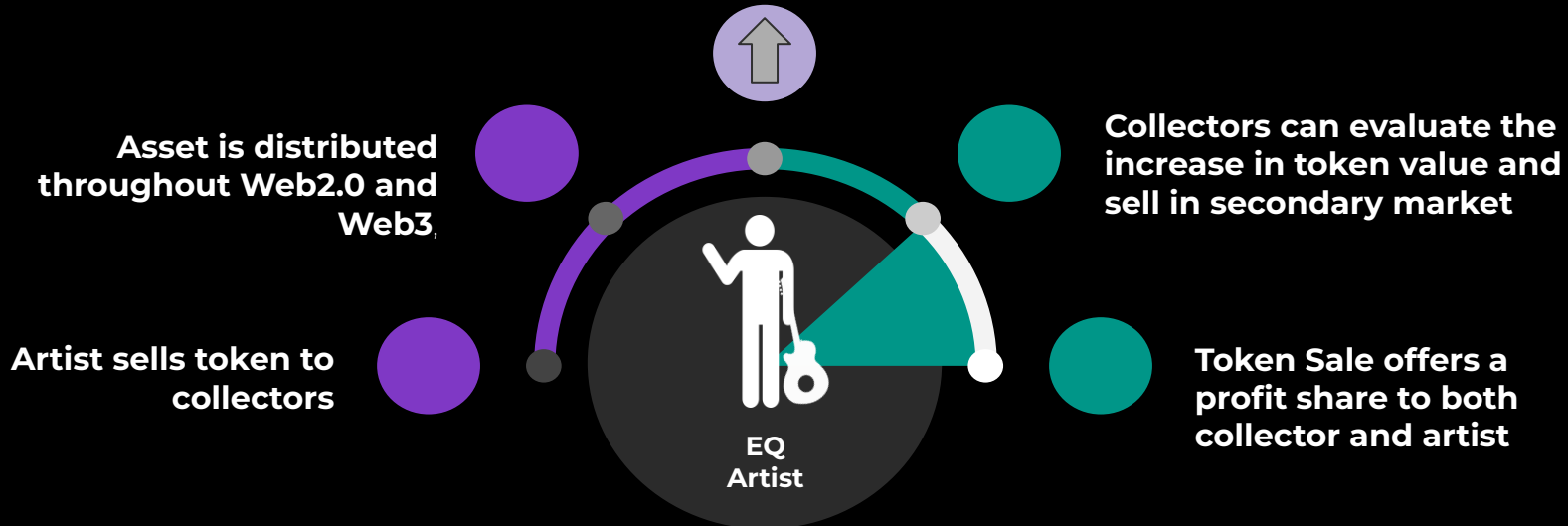


# Fans and collectors will be able to buy and trade NFTs in the EQ Marketplace

## Initial NFT Mint

Artist and asset increase in value thus increasing token value

## Secondary NFT Sale



# Fans and collectors get rewarded for their loyalty, activity and engagement

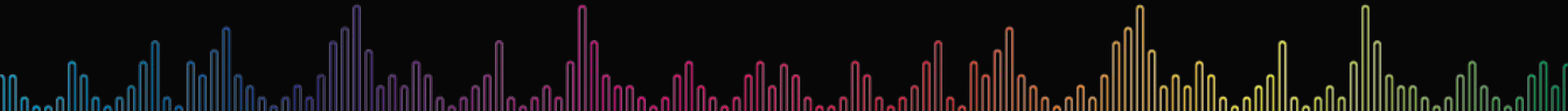
**Ways fans and collectors can get rewarded:**

**NFT  
Purchases**

**Inviting  
friends to  
EQ**

**Inviting  
friends to  
an Artist's  
drop**

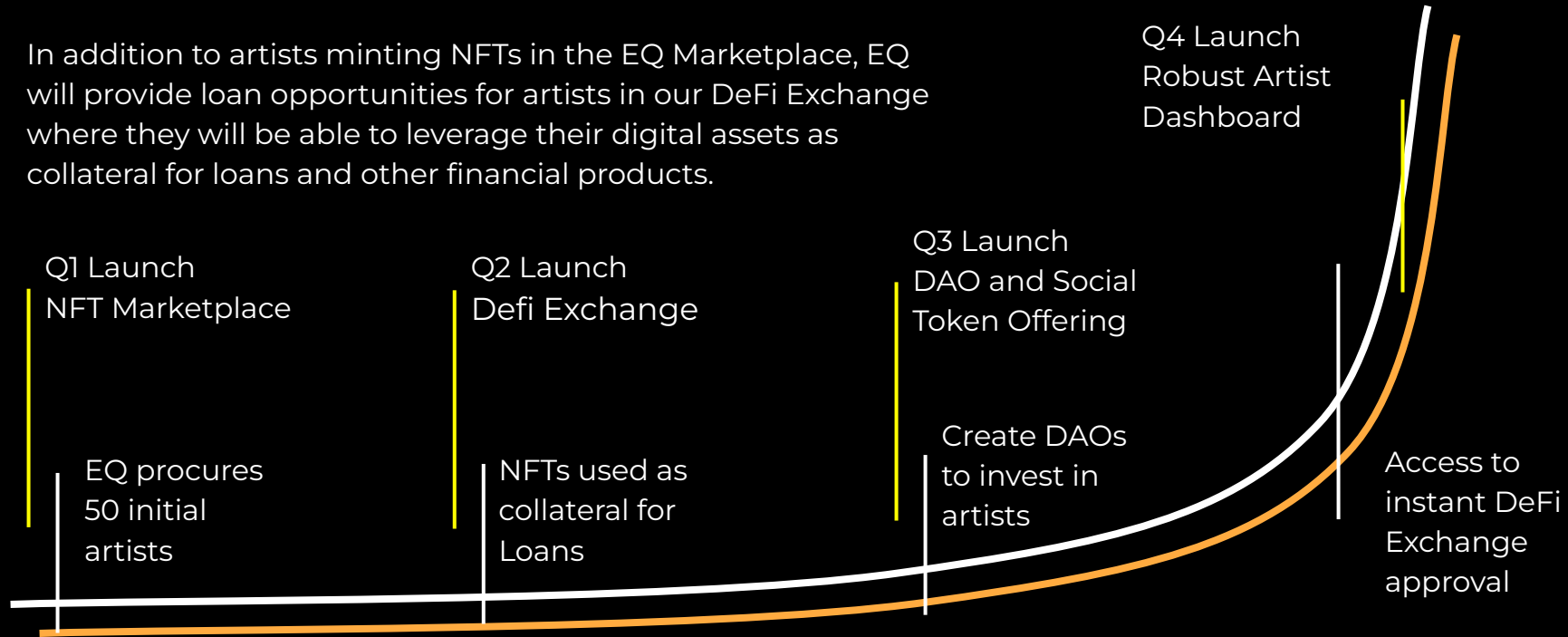
**Most NFT  
Trades**





# The EQ Marketplace will launch in Q1 2022, while the DeFi Exchange will begin in Q2 2022

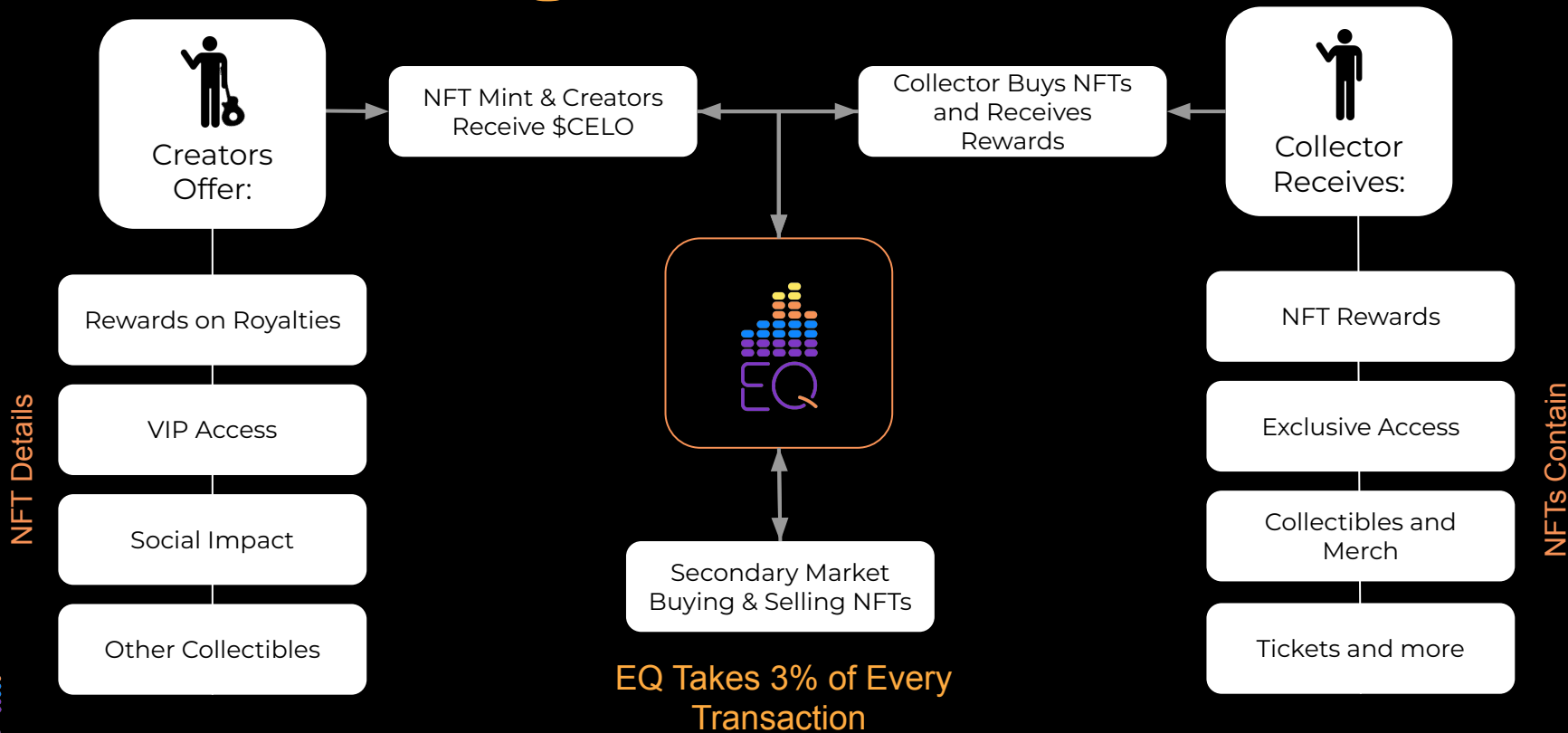
In addition to artists minting NFTs in the EQ Marketplace, EQ will provide loan opportunities for artists in our DeFi Exchange where they will be able to leverage their digital assets as collateral for loans and other financial products.



# EQ's main sources of revenue comes from transaction fees and interest on loans



# EQ's low 3% transaction fee encourages trading amongst fans and collectors



# Fans and collectors will be able to buy and trade NFTs in the EQ Marketplace

	Competitors				
	EQ	<a href="#">Opulous</a>	<a href="#">Catalog</a>	<a href="#">OneOf</a>	<a href="#">Royal</a>
Web3	x	x	x	x	x
Artist Support	x				
Interactive Community	x			x	
Mission-based	x				
Artist keep 100% ownership	x		x	x	
Loans backed by real-world assets	x	x			

Our mission to provide capital to creatives in underrepresented genres and markets which allows us to stand out from the pack. We are a diverse, mission-based team looking to serve artist and creatives as they navigate the nuanced world of Web3. We are building an interactive community where artists retain 100% ownership in their work, but get compensated duly and fairly! We are The Great Equalizer!



# Our team combines music and technology backgrounds



**Janice Taylor**  
Founder, CEO



**Matthew Bradbury**  
CTO



**JaQuay Bangs**  
COO



**Carlisle Young**  
CSO



# THANK YOU

Contact us to  
learn more.

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